

Sales & Profit Margin Analysis Report

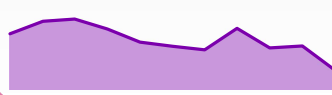
Revenue

984.86 M



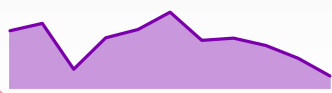
Sales Qty

2.43 M

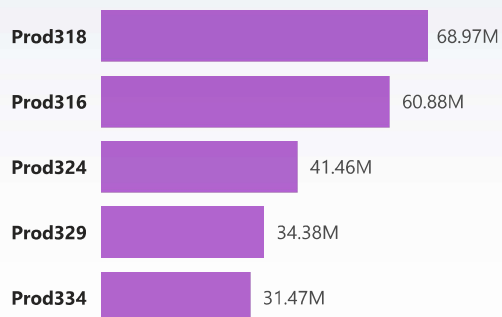


Profit Margin

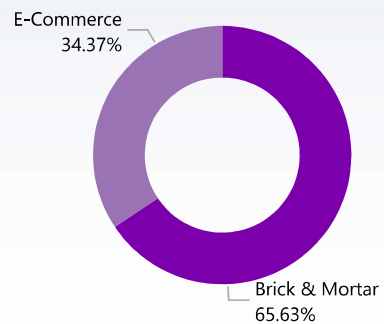
24.66 M



Top 5 Products by Revenue



Profit Contribution % by customer type



All

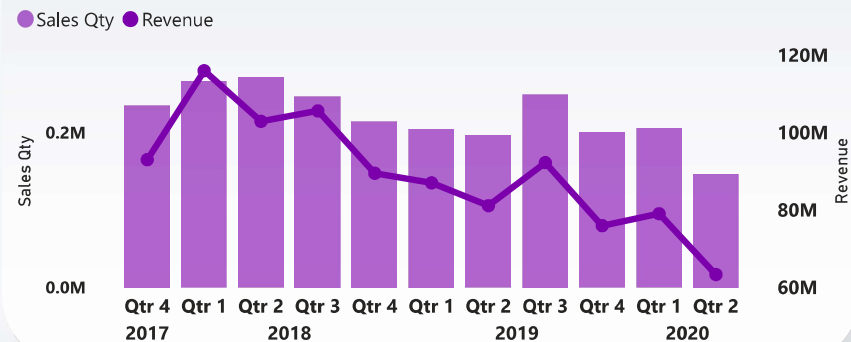
2017

2018

2019

2020

Qtr Revenue & Sales Qty



Revenue by zone



Customer Analysis

Revenue

984.86 M



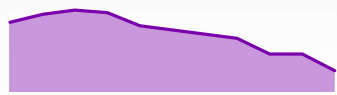
Sales Qty

2.43 M



Transaction Count

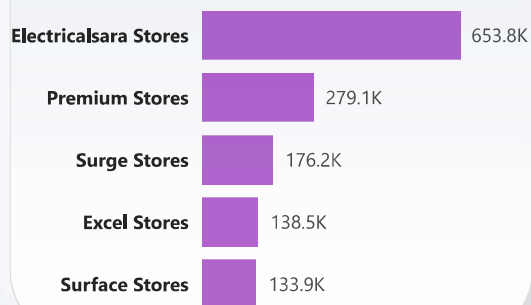
148.40 K



Top 5 customers by Revenue



Top 5 customers by sales Qty



All

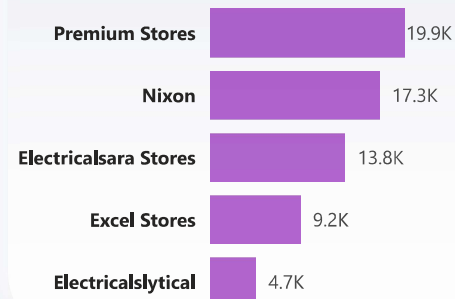
2017

2018

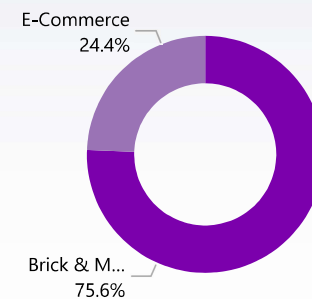
2019

2020

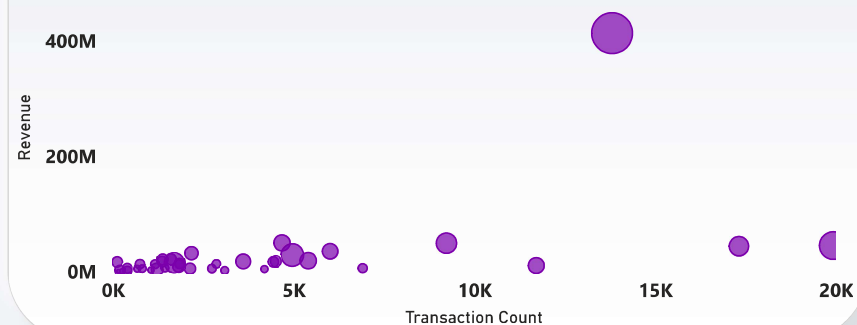
Top 5 customers by Order Count



Revenue by customer type



Revenue vs Transaction Count per Customer



Revenue

984.86 M



Sales Qty

2.43 M



Profit Margin

24.66 M



Profit Margin %

2.50%



2017

2018

2019

2020

Revenue by Market

Delhi NCR	519.56M
Mumbai	150.08M
Ahmedabad	132.31M
Bhopal	58.61M
Nagpur	55.03M
Kochi	18.81M
Chennai	18.04M
Kanpur	13.58M
Hyderabad	7.44M
Patna	4.43M
Lucknow	3.09M
Surat	2.61M
Bhubaneswar	0.89M
Bengaluru	0.37M

Revenue Contribution % by market

Delhi NCR	52.75%
Mumbai	15.24%
Ahmedabad	13.43%
Bhopal	5.95%
Nagpur	5.59%
Kochi	1.91%
Chennai	1.83%
Kanpur	1.38%
Hyderabad	0.76%
Patna	0.45%
Lucknow	0.31%
Surat	0.26%
Bhubaneswar	0.09%
Bengaluru	0.04%

Profit % by market

Surat	4.86%
Patna	4.12%
Bhubaneswar	3.98%
Bhopal	3.90%
Kochi	3.74%
Mumbai	3.25%
Nagpur	2.57%
Delhi NCR	2.30%
Ahmedabad	2.15%
Chennai	1.67%
Lucknow	1.01%
Hyderabad	0.63%
Kanpur	-0.49%
Bengaluru	-20.78%

Profit Contribution % by market

Delhi NCR	48.48%
Mumbai	19.76%
Ahmedabad	11.55%
Bhopal	9.28%
Nagpur	5.73%
Kochi	2.85%
Chennai	1.22%
Patna	0.74%
Surat	0.51%
Hyderabad	0.19%
Bhubaneswar	0.14%
Lucknow	0.13%
Kanpur	-0.27%
Bengaluru	-0.31%

Revenue

984.86 M



Profit Margin

24.66 M



Profit Margin %

2.50%



Profit Target

2%



2017

2018

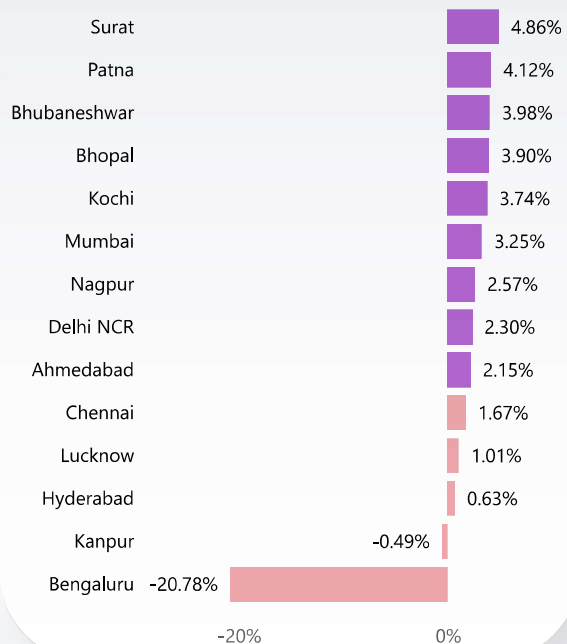
2019

2020

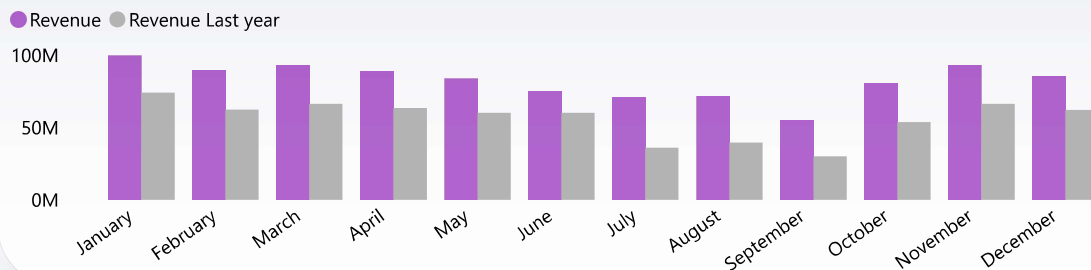
All



Profit % by zone and market



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Margin Contribution %
Acclaimed Stores	2,11,96,727.00	2.15%	1.51%	1.30%
All-Out	60,68,432.00	0.62%	2.55%	0.63%
Atlas Stores	1,66,66,713.00	1.69%	1.78%	1.20%
Control	3,17,71,997.00	3.23%	2.60%	3.35%
Electricalsara Stores	41,33,33,588.00	41.97%	2.25%	37.75%
Electricalsbea Stores	3,36,367.00	0.03%	0.82%	0.01%
Electricalslance Stores	18,68,461.00	0.19%	-2.01%	-0.15%

Profit % by Zone

