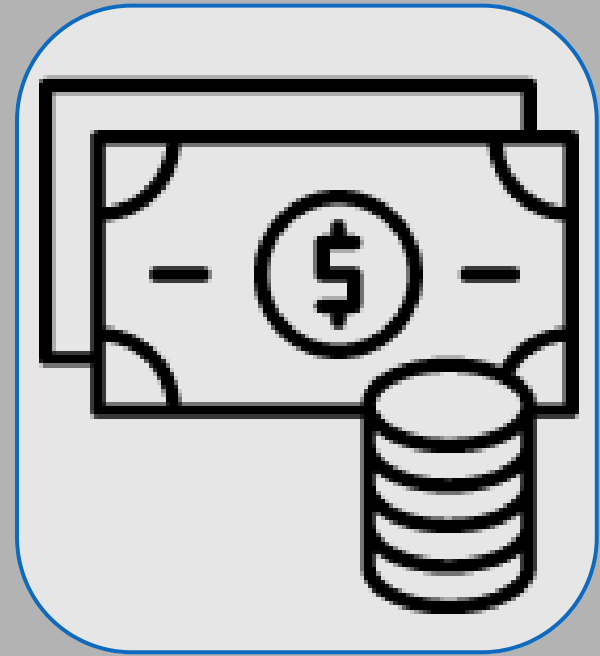




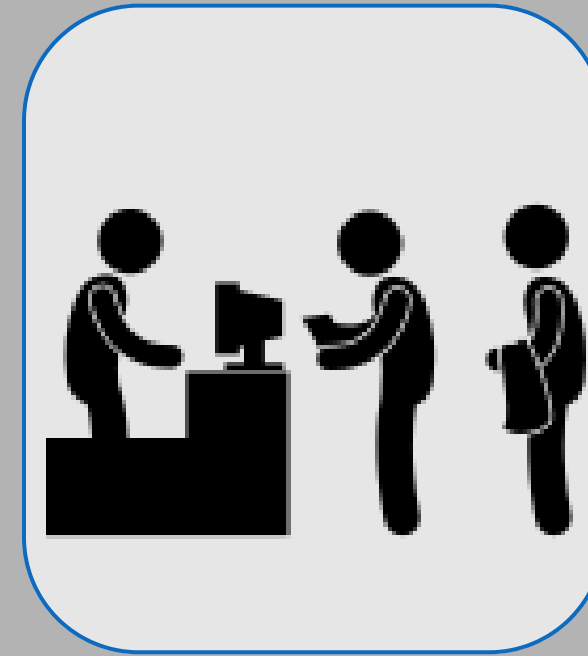
Sales Insights



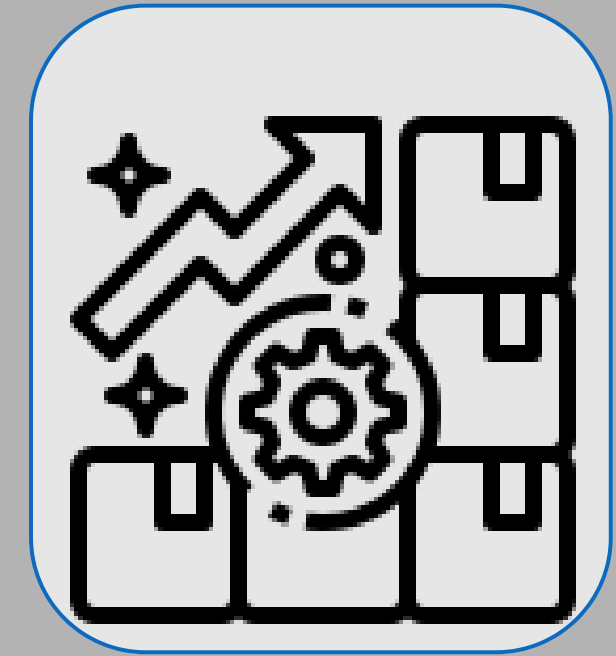
Revenue View



Profit View



Customers View



Performance View



2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹142.22M

Revenue

350K

Sales Qty

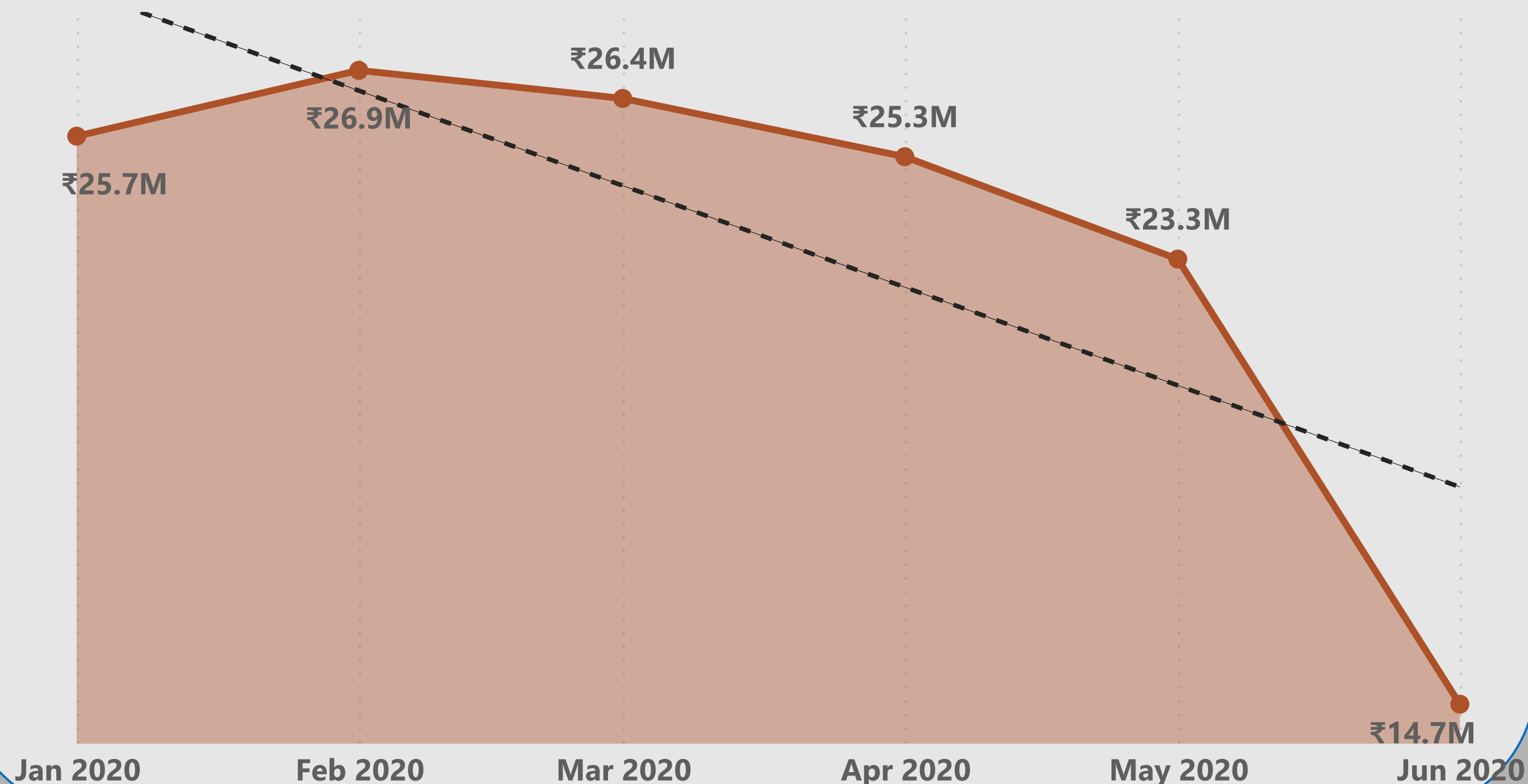
Revenue by Markets

Delhi NCR	₹77.73M
Mumbai	₹20.18M
Ahmeda...	₹18.01M
Nagpur	₹8.25M
Bhopal	₹7.66M
Kochi	₹2.73M
Chennai	₹2.46M
Kanpur	₹2.18M
Hyderabad	₹1.21M
Patna	₹0.90M
Lucknow	₹0.50M
Surat	₹0.25M
Bhubane...	₹0.16M

Sales Qty by Markets

Delhi NCR	143K
Mumbai	43K
Nagpur	41K
Kochi	35K
Ahmeda...	30K
Bhopal	15K
Lucknow	15K
Hyderabad	12K
Chennai	7K
Bhubane...	3K
Kanpur	2K
Surat	2K
Patna	1K

Revenue Trend

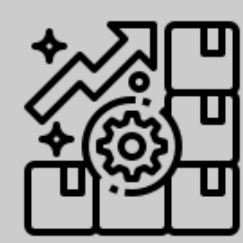


Top 5 Customers

Electricalsara ...	₹65.64M
Excel Stores	₹7.93M
Premium Stores	₹5.90M
Electricalslytical	₹5.54M
Info Stores	₹5.06M

Top 5 Products

(Blank)	₹64.83M
Prod047	₹3.98M
Prod061	₹3.50M
Prod071	₹3.37M
Prod065	₹3.14M





2017	2018	2019	2020	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20
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₹142.22M

Revenue

350K

Sales Qty

₹2.06M

Total Profit Margin

Revenue Contribution % by Markets

Delhi ...	54.65%
Mum...	14.19%
Ahme...	12.66%
Nagpur	5.80%
Bhopal	5.39%
Kochi	1.92%
Chen...	1.73%
Kanpur	1.53%
Hyde...	0.85%
Patna	0.63%
Luckn...	0.35%
Surat	0.18%
Bhub...	0.11%

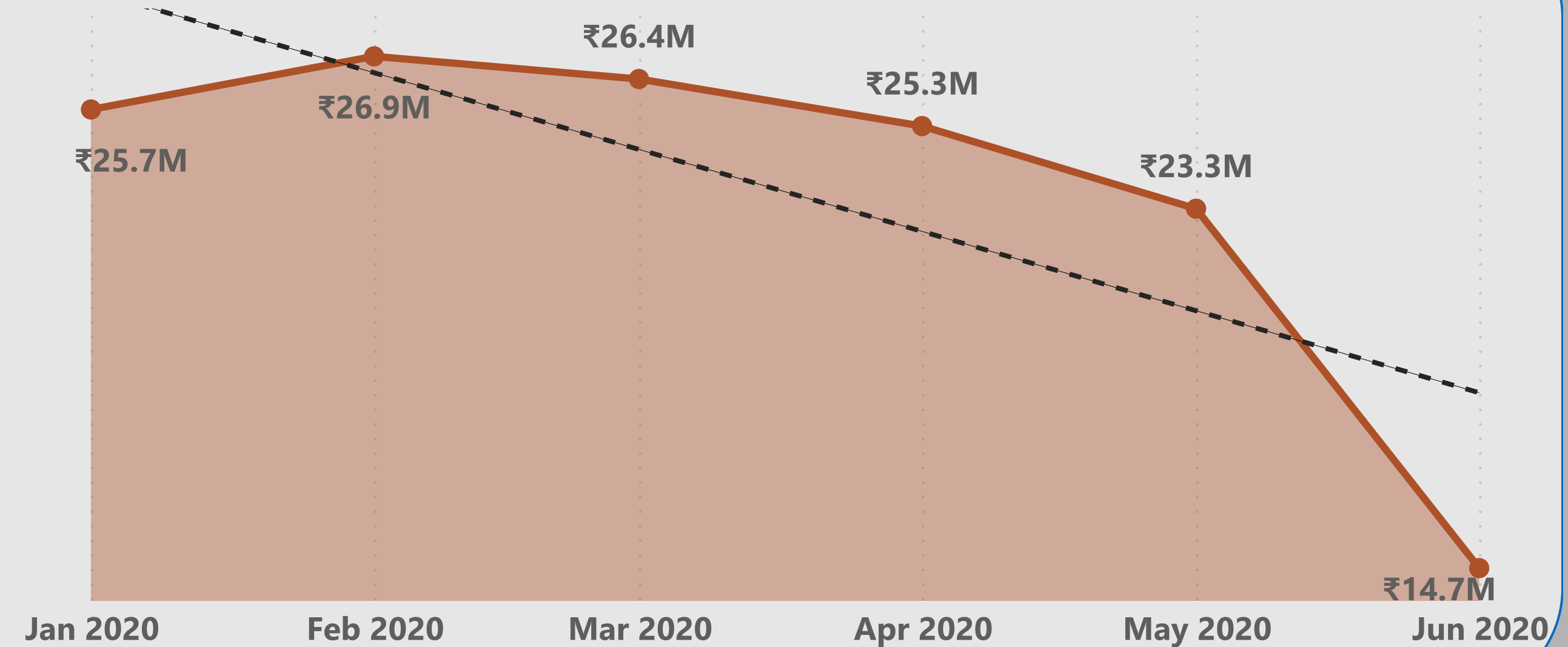
Profit % by Markets

Bhub...	10.48%
Hyder...	6.71%
Chen...	6.34%
Kochi	4.66%
Patna	4.49%
Mum...	2.44%
Nagpur	2.34%
Ahme...	2.18%
Bhopal	1.39%
Surat	0.94%
Delhi ...	0.59%
Kanpur	0.45%
Luckn...	-2.68%

Profit Margin Contribution % by Markets

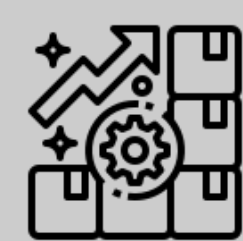
Mum...	23.89%
Delhi ...	22.13%
Ahme...	19.05%
Nagpur	9.36%
Chen...	7.58%
Kochi	6.18%
Bhopal	5.17%
Hyder...	3.94%
Patna	1.95%
Bhub...	0.82%
Kanpur	0.47%
Surat	0.11%
Luckn...	-0.64%

Revenue Trend



Top/Bottom Customers with Key Metrics

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Excel Stores	₹7,928,385.00	5.57%	12.54%	3.26%
Surge Stores	₹3,953,600.00	2.78%	11.95%	6.23%
Electricalsara Stores	₹65,641,977.00	46.15%	11.92%	0.37%
Info Stores	₹5,064,374.00	3.56%	7.82%	3.18%
Acclaimed Stores	₹3,116,384.00	2.19%	6.12%	4.04%
Forward Stores	₹2,560,961.00	1.80%	5.39%	4.33%
Modular	₹2,453,519.00	1.73%	5.04%	4.23%
Leader	₹1,671,901.00	1.18%	4.87%	6.01%
Nixon	₹3,028,345.00	2.13%	4.66%	3.17%
Total	₹142,224,545.00	100.00%	100.00%	1.45%





2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹142.22M

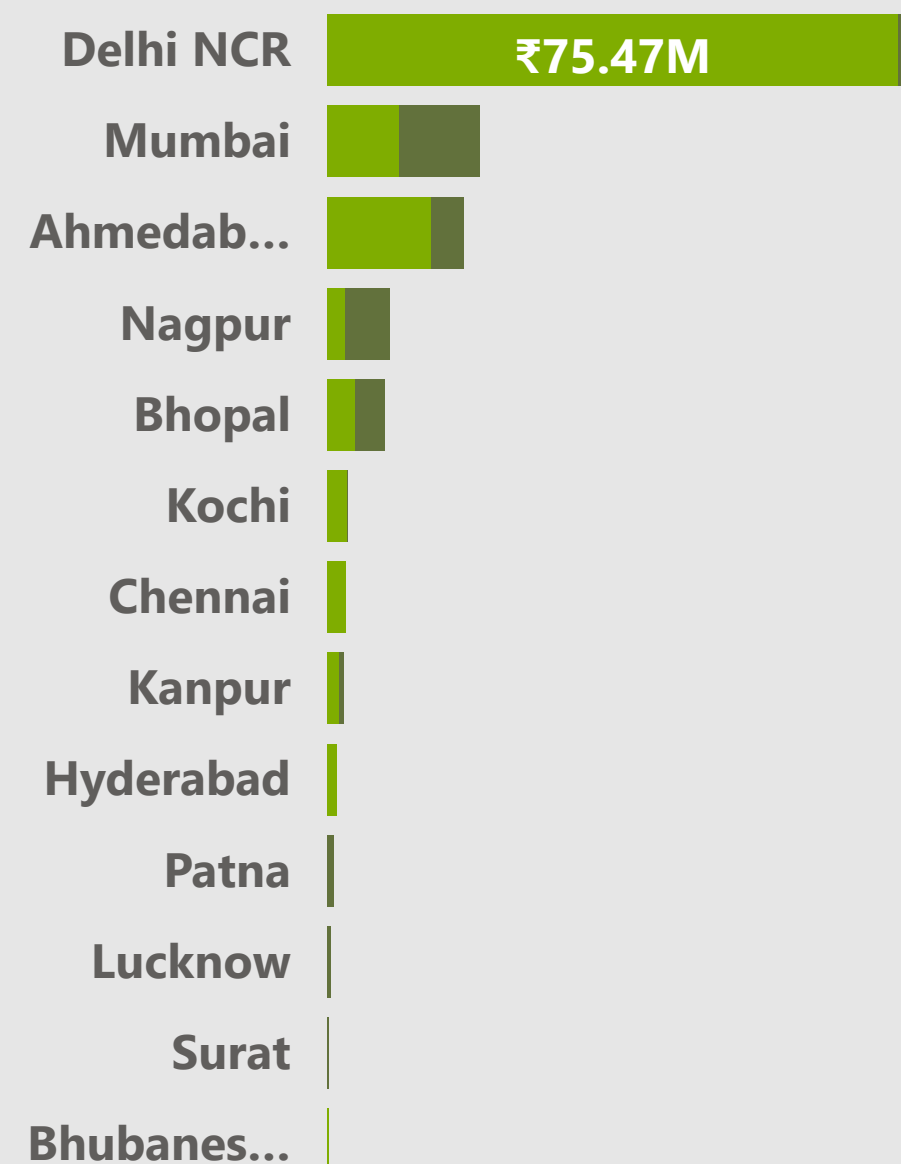
Revenue

350K

Sales Qty

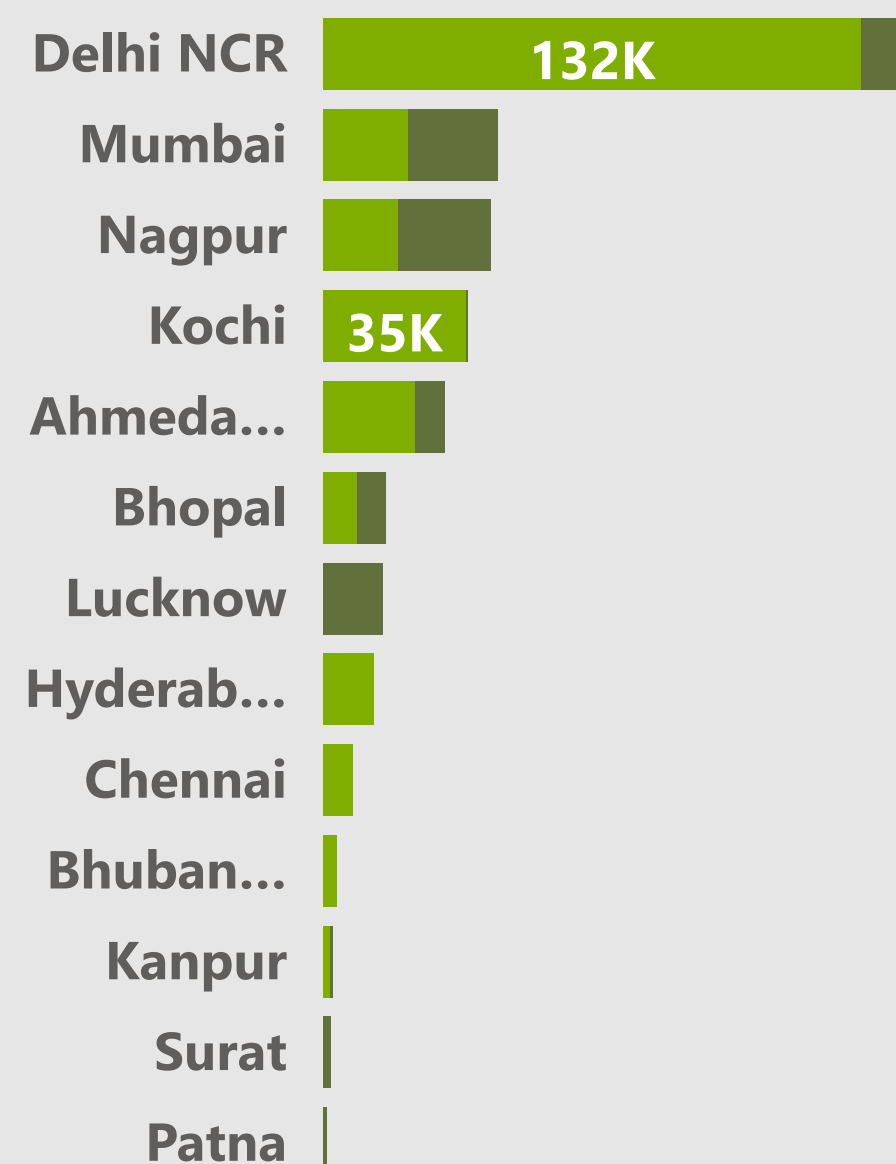
Revenue by Customers

custo... ● Brick & Mortar ● E-Commerce

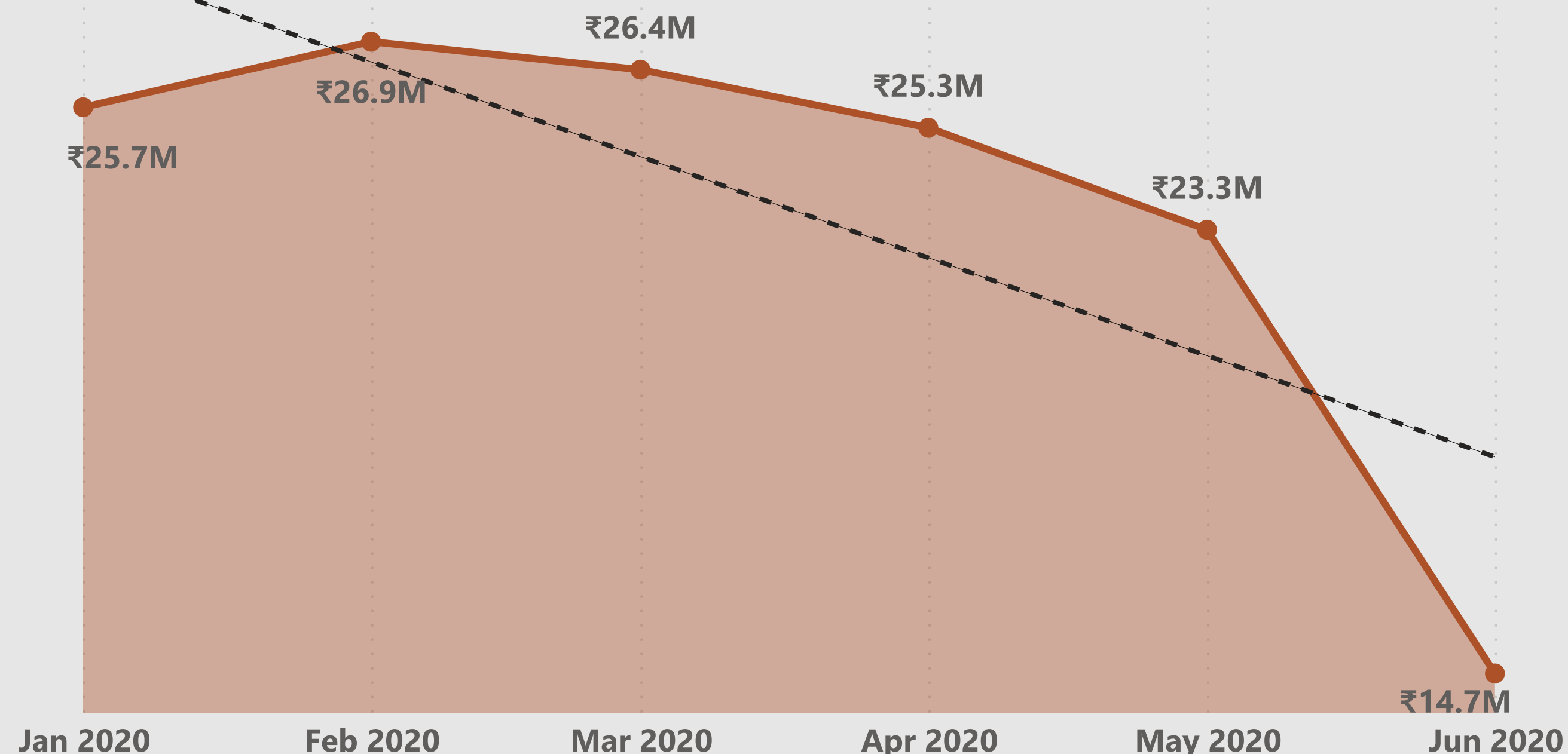


Sales Qty by Customers

custo... ● Brick & Mortar ● E-Commerce

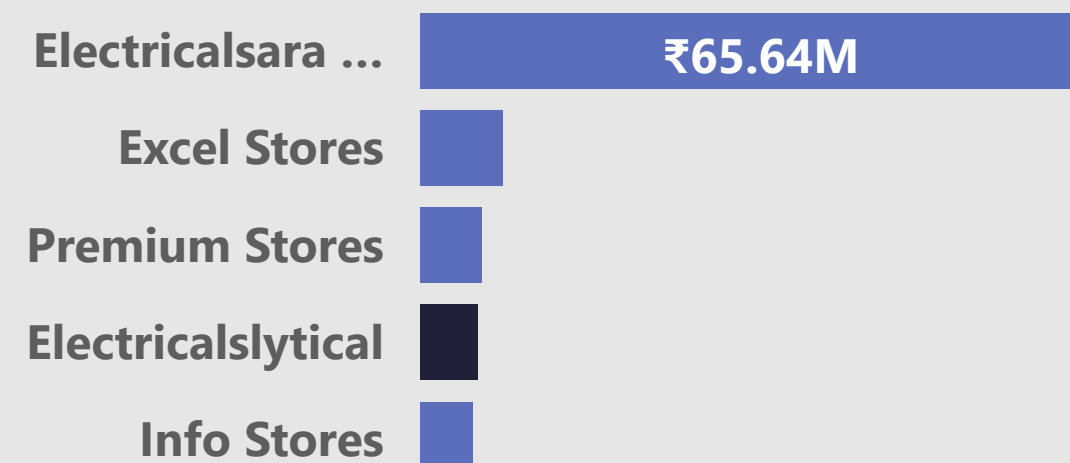


Revenue Trend

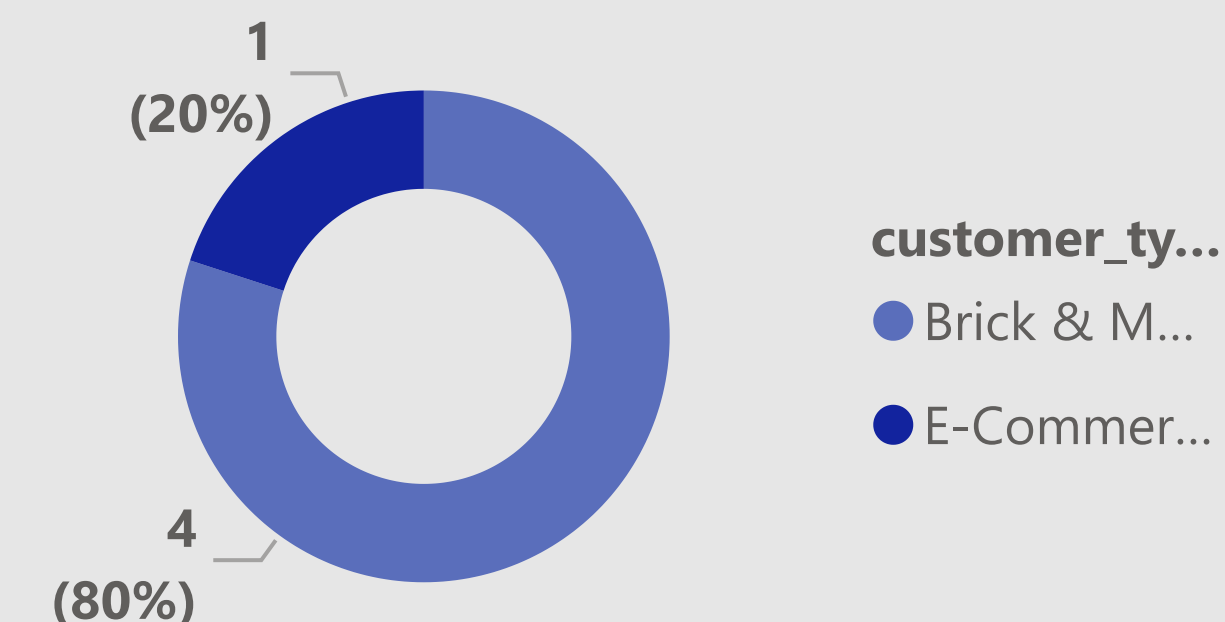


Top 5 Customers

customer_t... ● Brick & Mortar ● E-Commerce



Customers Type Contribution





2.00%



2017

2018

2019

2020

Jan 20

Feb 20

Mar 20

Apr 20

May 20

Jun 20

₹142.22M

Revenue

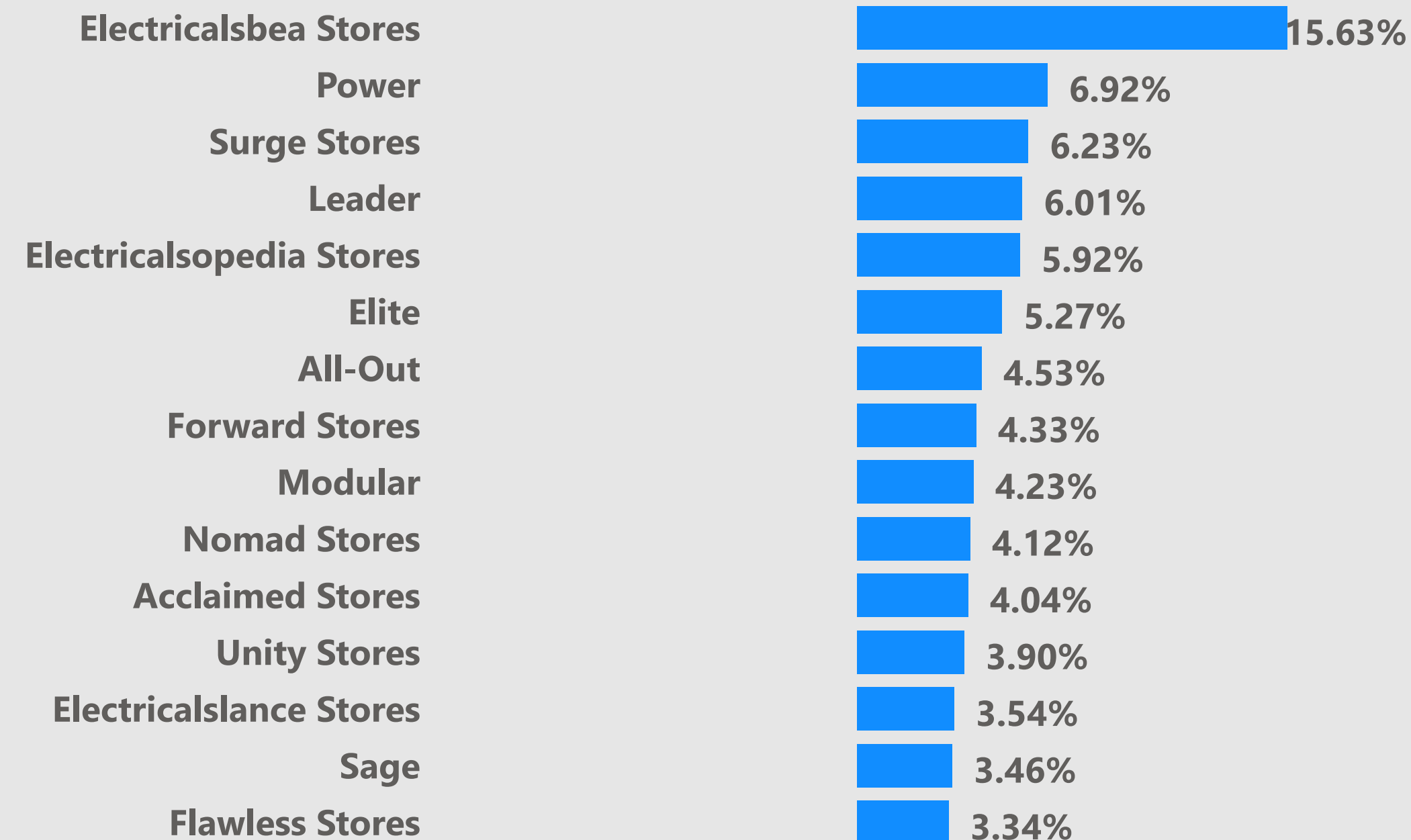
350K

Sales Qty

₹2.06M

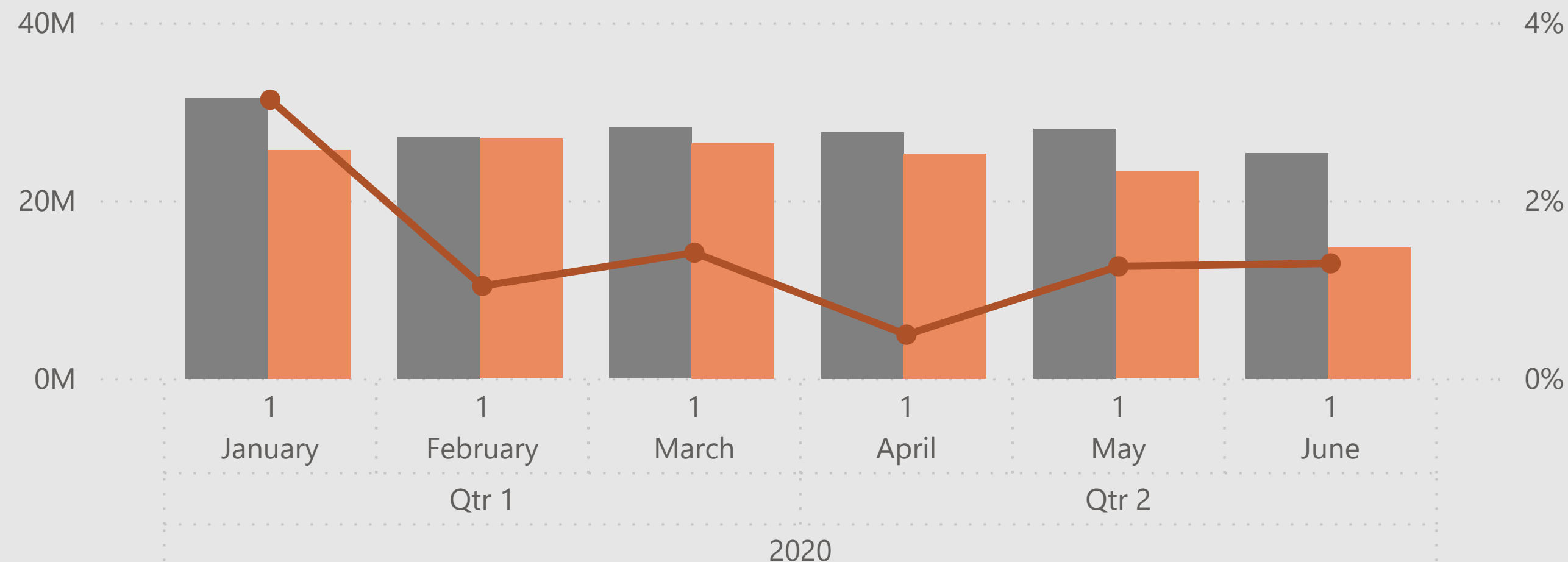
Total Profit Margin

Profit Contribution % by Markets



Revenue Trend

● Revenue LY ● Revenue ● Profit Margin %



Top 5 Customers with Key Metrics

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹65,641,977.00	46.15%	11.92%	0.37%
Excel Stores	₹7,928,385.00	5.57%	12.54%	3.26%
Premium Stores	₹5,899,748.00	4.15%	1.40%	0.49%
Electricalslytical	₹5,537,904.00	3.89%	1.31%	0.49%
Info Stores	₹5,064,374.00	3.56%	7.82%	3.18%
Control	₹4,182,662.00	2.94%	2.52%	1.24%
Surge Stores	₹3,953,600.00	2.78%	11.95%	6.23%
Logic Stores	₹3,319,243.00	2.33%	0.61%	0.38%
Acclaimed Stores	₹3,116,384.00	2.19%	6.12%	4.04%
Total	₹142,224,545.00	100.00%	100.00%	1.45%

