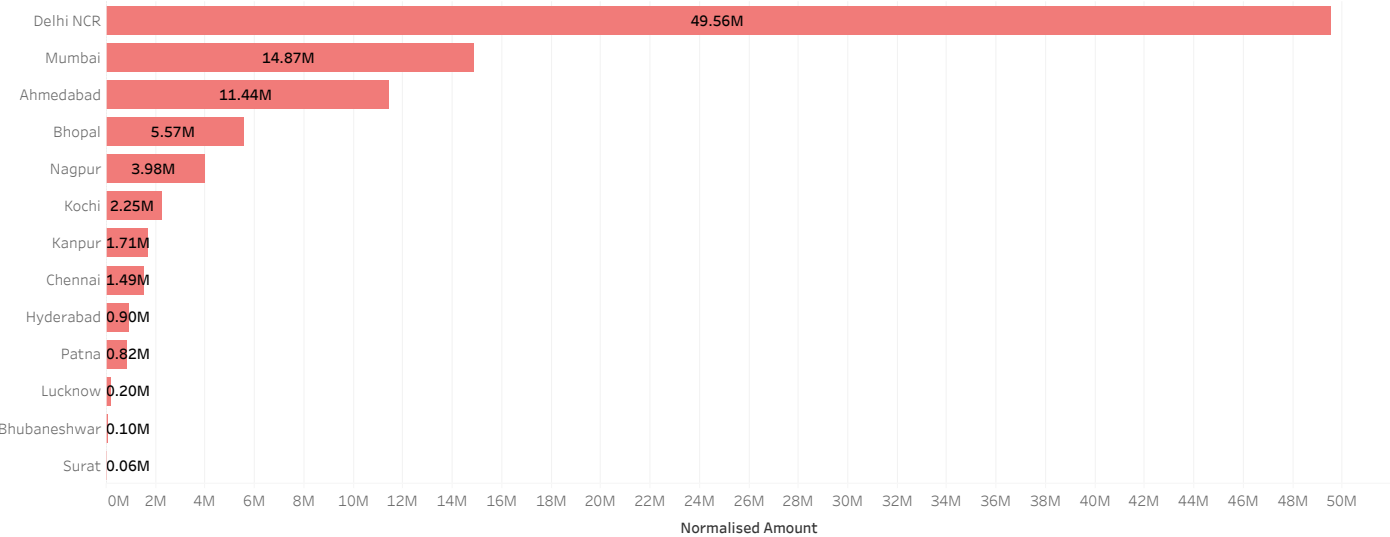# Revenue

Total Revenue
92.94M

Sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.
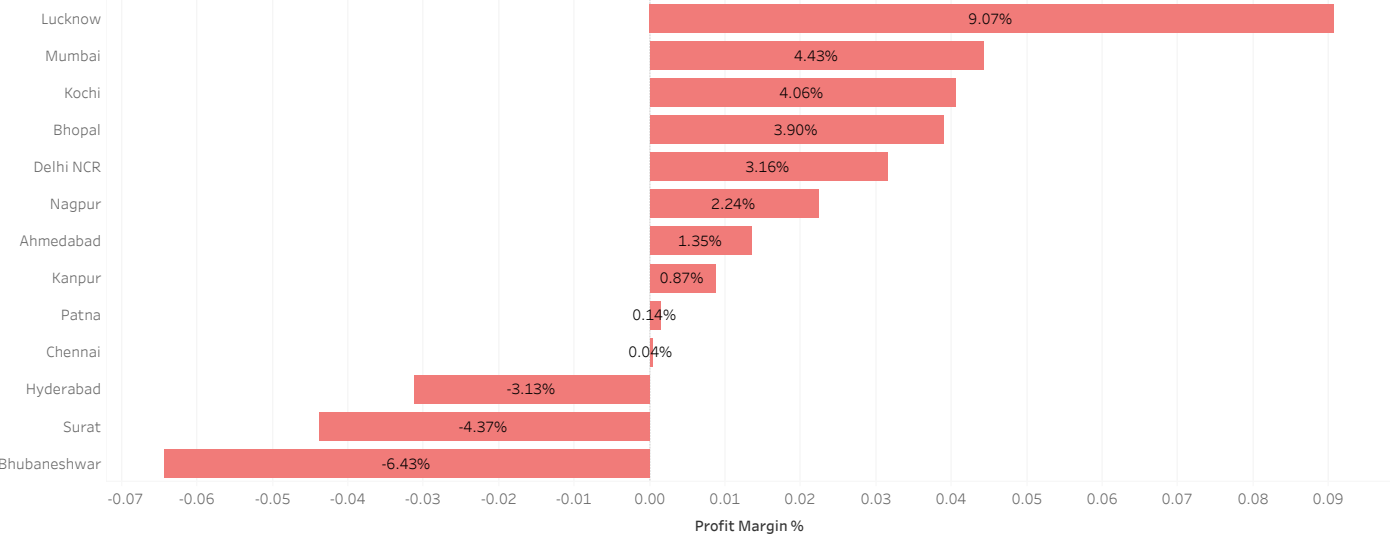
Quantity

Sales Quantity

2,429,282.00

Sum of Sales Qty. The data is
filtered on Action
(Blank,YEAR(Cy Date)) and
Action (Markets Name). The
Action (Blank,YEAR(Cy Date))
filter keeps 4 members. The
Action (Markets Name) filter
keeps 14 members.

Sales Quantity

2,429,282.00

Revenue by Markets

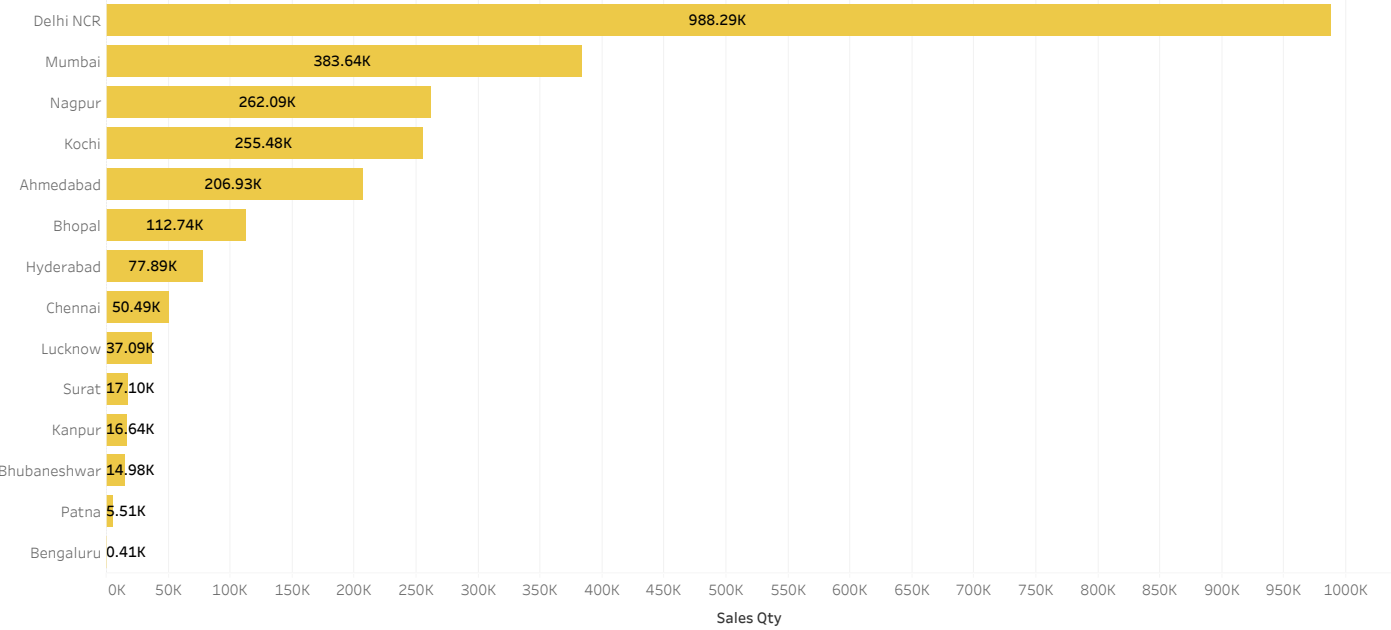| Market	Normalised Amount
Delhi NCR	49.56M
Mumbai	14.87M
Ahmedabad	11.44M
Bhopal	5.57M
Nagpur	3.98M
Kochi	2.25M
Kanpur	1.71M
Chennai	1.49M
Hyderabad	0.90M
Patna	0.82M
Lucknow	0.20M
Bhubaneshwar	0.10M
Surat	0.06M

Normalised Amount

Sum of Normalised Amount for each Markets Name. The marks are labeled by sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Profit Margin by Markets

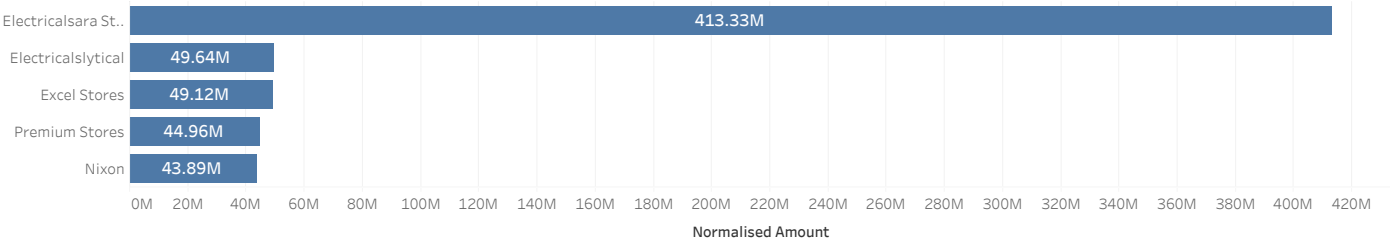| Markets	Profit Margin %
Lucknow	9.07%
Mumbai	4.43%
Kochi	4.06%
Bhopal	3.90%
Delhi NCR	3.16%
Nagpur	2.24%
Ahmedabad	1.35%
Kanpur	0.87%
Patna	0.14%
Chennai	0.04%
Hyderabad	-3.13%
Surat	-4.37%
Bhubaneshwar	-6.43%

Profit Margin %

Profit Margin % for each Markets Name. The marks are labeled by Profit Margin %. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Sales Quantity by Markets

| Market	Sales Qty
Delhi NCR	988.29K
Mumbai	383.64K
Nagpur	262.09K
Kochi	255.48K
Ahmedabad	206.93K
Bhopal	112.74K
Hyderabad	77.89K
Chennai	50.49K
Lucknow	37.09K
Surat	17.10K
Kanpur	16.64K
Bhubaneshwar	14.98K
Patna	5.51K
Bengaluru	0.41K

Sales Qty

Sum of Sales Qty for each Markets Name. The marks are labeled by sum of Sales Qty. The data is filtered on Action (Blank,YEAR(Cy Date)) and Action (Markets Name). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members.

Top 5 Customers

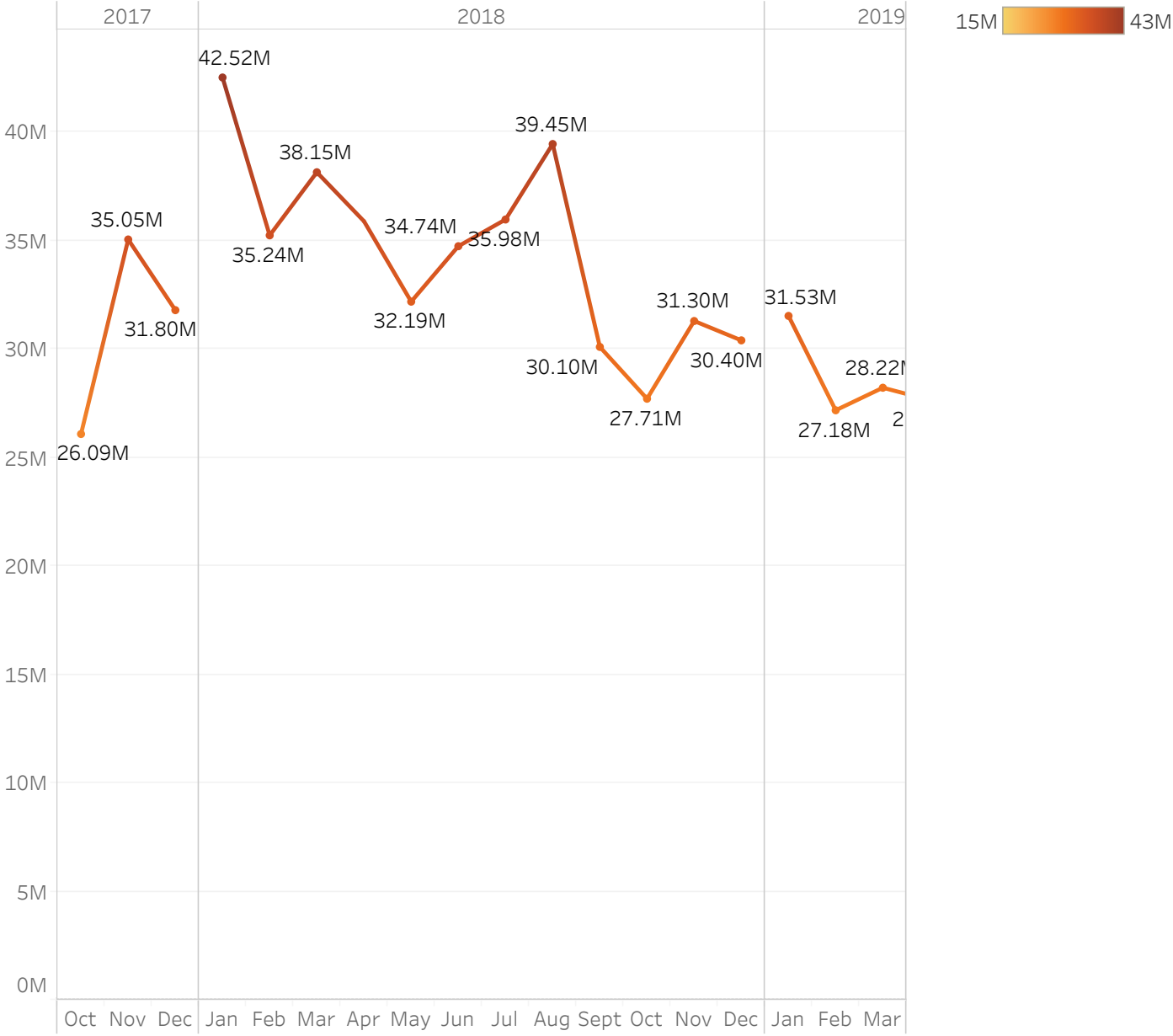| Customer	Normalised Amount
Electricalsara St..	413.33M
Electricalslytical	49.64M
Excel Stores	49.12M
Premium Stores	44.96M
Nixon	43.89M

Normalised Amount

Sum of Normalised Amount for each Custmer Name. The marks are labeled by sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)) and Action (Markets Name). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members. The view is filtered on Custmer Name, which has multiple members selected.

Top 5 Products

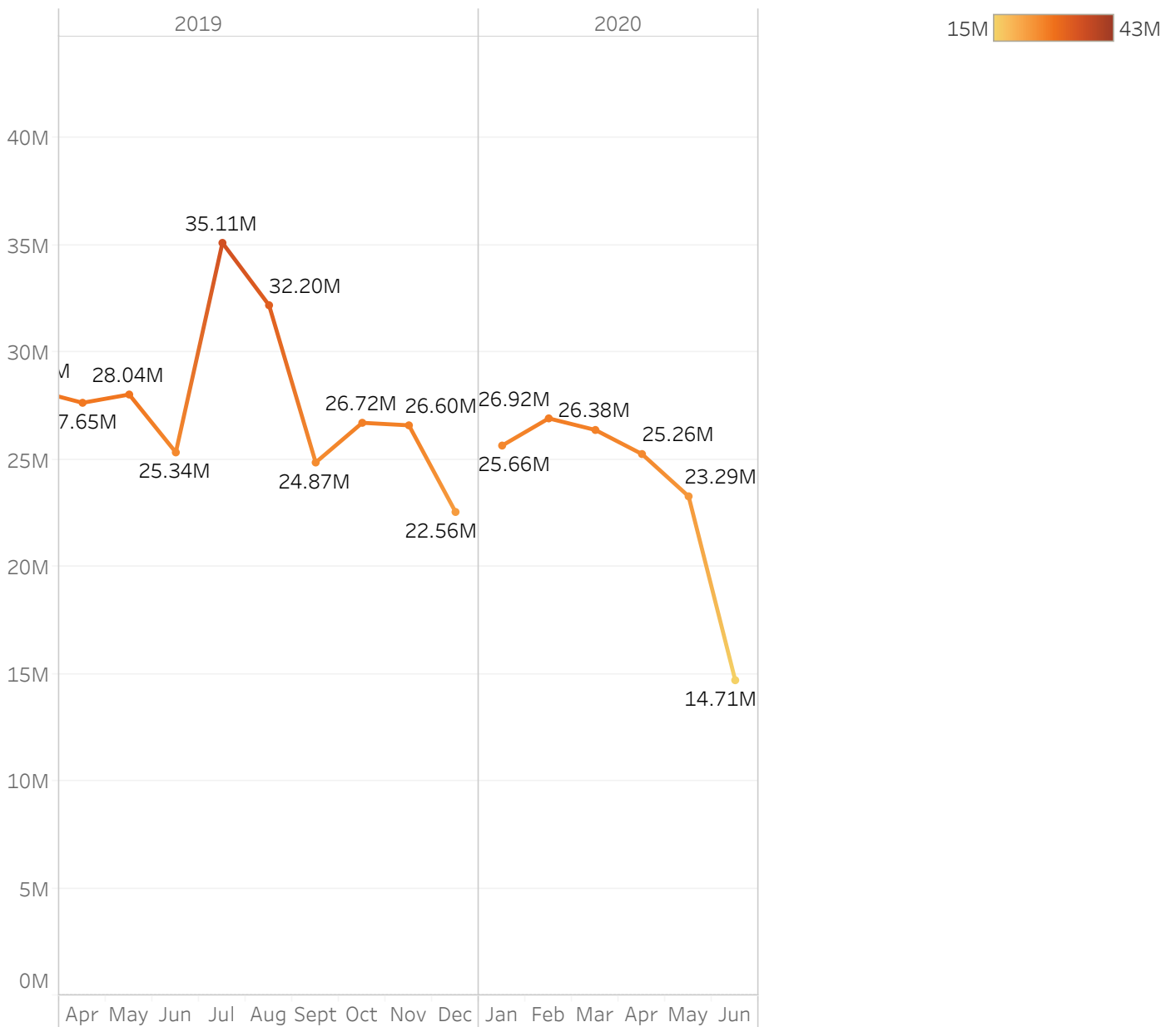| Product	Normalised Amount
Prod040	23.58M
Prod159	17.66M
Prod065	16.26M
Prod018	15.60M
Prod053	15.14M
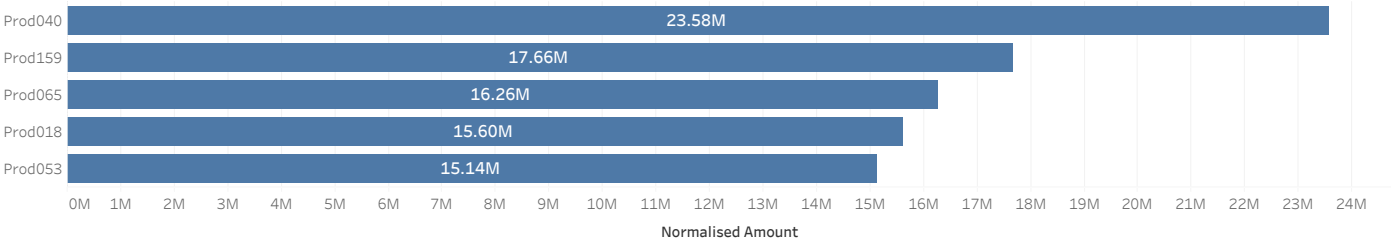
Normalised Amount

Sum of Normalised Amount for each Product Code (Products). The marks are labeled by sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)) and Action (Markets Name). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members. The view is filtered on Product Code (Products), which has multiple members selected.

Revenue by Year

The trend of sum of Normalised Amount for Cy Date Month broken down by Cy Date Year. Color shows sum of Normalised Amount. The marks are labeled by sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)) and Action (Markets Name). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members.

Revenue by Year

Legend: 15M to 43M

2019
- Apr: 27.65M
- May: 28.04M
- Jun: 25.34M
- Jul: 35.11M
- Aug: 32.20M
- Sept: 24.87M
- Oct: 26.72M
- Nov: 26.60M
- Dec: 22.56M

2020
- Jan: 25.66M / 26.92M
- Feb: 26.38M
- Mar: 26.38M
- Apr: 25.26M
- May: 23.29M
- Jun: 14.71M

The trend of sum of Normalised Amount for Cy Date Month broken down by Cy Date Year. Color shows sum of Normalised Amount. The marks are labeled by sum of Normalised Amount. The data is filtered on Action (Blank,YEAR(Cy Date)) and Action (Markets Name). The Action (Blank,YEAR(Cy Date)) filter keeps 4 members. The Action (Markets Name) filter keeps 14 members.

Oct   Nov   Dec

Blank broken down by Cy Date Month. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.
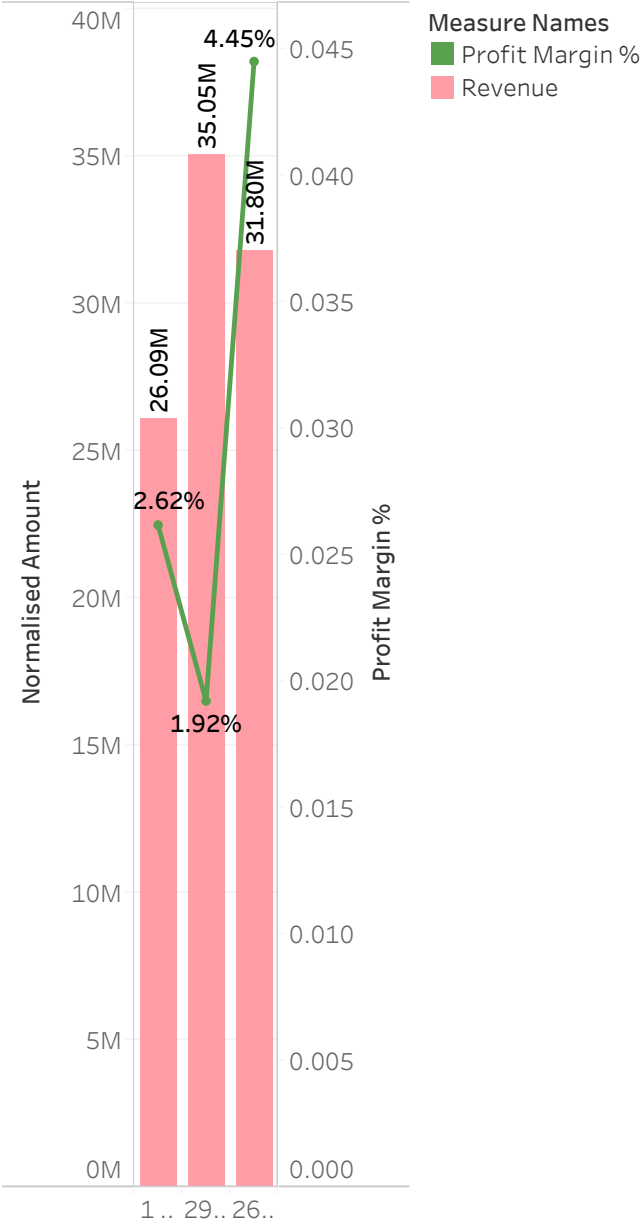
2017   2018   2019   2020

Blank broken down by Cy Date Year. The data is filtered on Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Profit
2.77M

Sum of Profit Margin. The data is filtered on Action (Blank, YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank, YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.
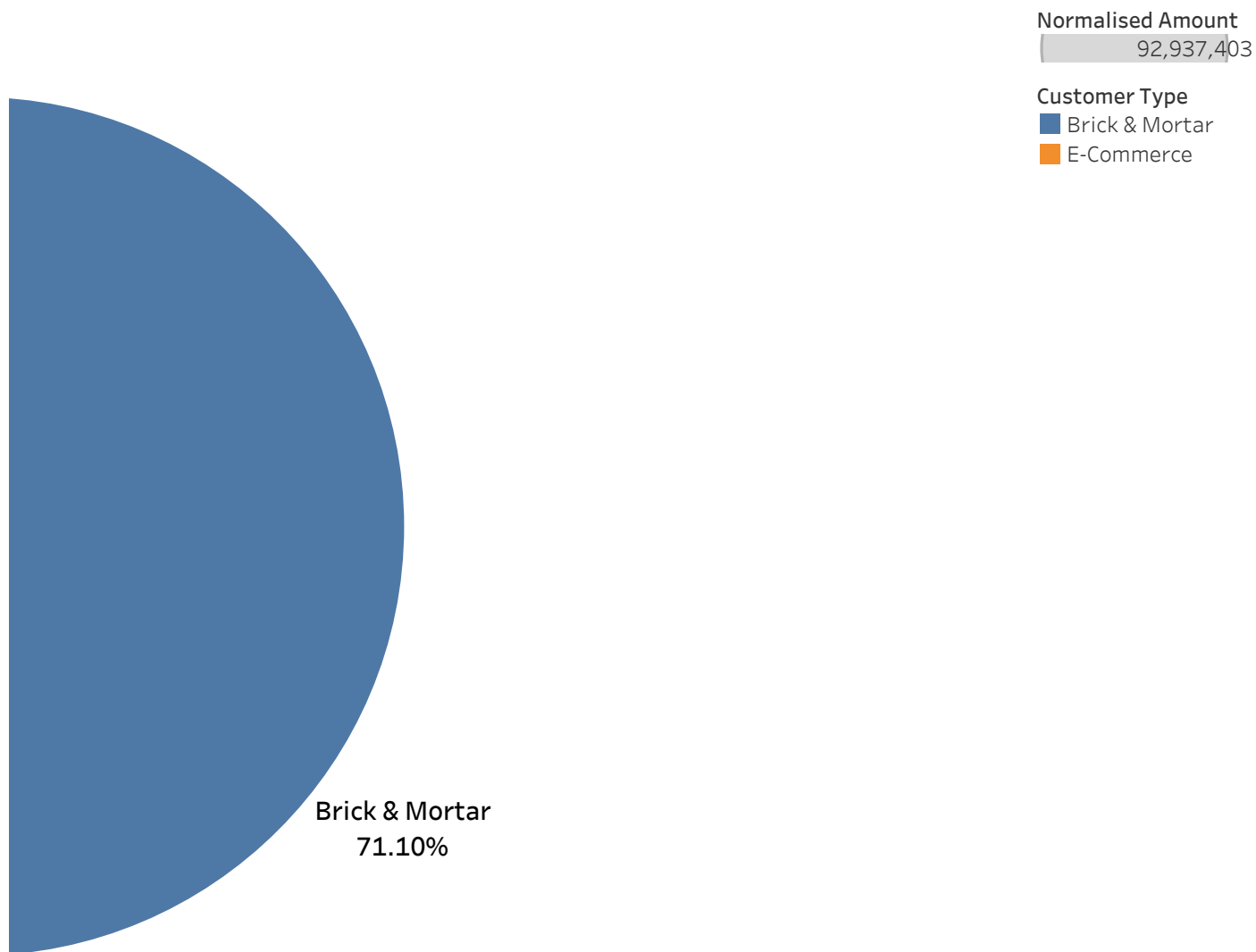
Profit Trend

The trends of Revenue and Profit Margin % for Cy Date Week. Color shows details about Revenue and Profit Margin %. For pane Sum of Normalised Amount: The marks are labeled by Revenue. For pane Profit Margin %: The marks are labeled by Profit Margin %. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name), Action (Custmer Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Custmer Name) filter keeps 38 members. The Action (Customer Type) filter keeps 2 members.

Custmer Name	Revenue	Profit	Profit Margi..
Sage	341,574	64,470	18.87%
Leader	1,141,296	184,513	16.17%
Electricalsquipo Sto..	171,530	17,101	9.97%
Electricalslytical	6,135,803	566,831	9.24%
Power	570,852	50,651	8.87%
Insight	211,885	18,242	8.61%
Surface Stores	1,370,731	98,640	7.20%
Relief	320,202	21,542	6.73%
Sound	583,466	38,944	6.67%
Acclaimed Stores	1,701,927	110,044	6.47%
Nixon	7,914,695	387,911	4.90%
Flawless Stores	521,011	20,470	3.93%
Propel	380,275	14,040	3.69%
Nomad Stores	1,616,177	50,508	3.13%
Electricalsara Stores	36,098,419	1,025,287	2.84%
Electricalsocity	1,052,503	29,786	2.83%
Epic Stores	1,396,555	37,251	2.67%
Forward Stores	1,618,773	42,380	2.62%
Modular	885,299	21,306	2.41%
Control	2,581,726	53,609	2.08%
Electricalslance Stor..	87,493	1,789	2.04%
Integration Stores	1,369,510	27,264	1.99%
Surge Stores	2,982,217	34,991	1.17%
Electricalsopedia St..	1,154,093	13,524	1.17%
Excel Stores	4,600,061	24,712	0.54%
Elite	834,118	1,763	0.21%
Premium Stores	5,292,412	-1,149	-0.02%
Info Stores	2,424,940	-4,462	-0.18%
Unity Stores	861,435	-2,696	-0.31%
Logic Stores	1,036,284	-6,961	-0.67%
Novus	263,923	-3,432	-1.30%
Synthetic	1,239,176	-27,485	-2.22%
Path	1,060,733	-27,042	-2.55%
Atlas Stores	1,759,730	-47,097	-2.68%
Expression	40,916	-1,401	-3.42%
Zone	422,819	-18,226	-4.31%
All-Out	880,477	-43,351	-4.92%
Electricalsbea Stores	12,367	-1,197	-9.68%

Revenue, Profit and Profit Margin % broken down by Custmer Name. The data is filtered on Action (Blank,YEAR(Cy Date)), Action (Markets Name) and Action (Customer Type). The Action (Blank,YEAR(Cy Date)) filter keeps 1 member. The Action (Markets Name) filter keeps 14 members. The Action (Customer Type) filter keeps 2 members.

Customer Type
Brick & Mortar
E-Commerce

E-Commerce
28.90%
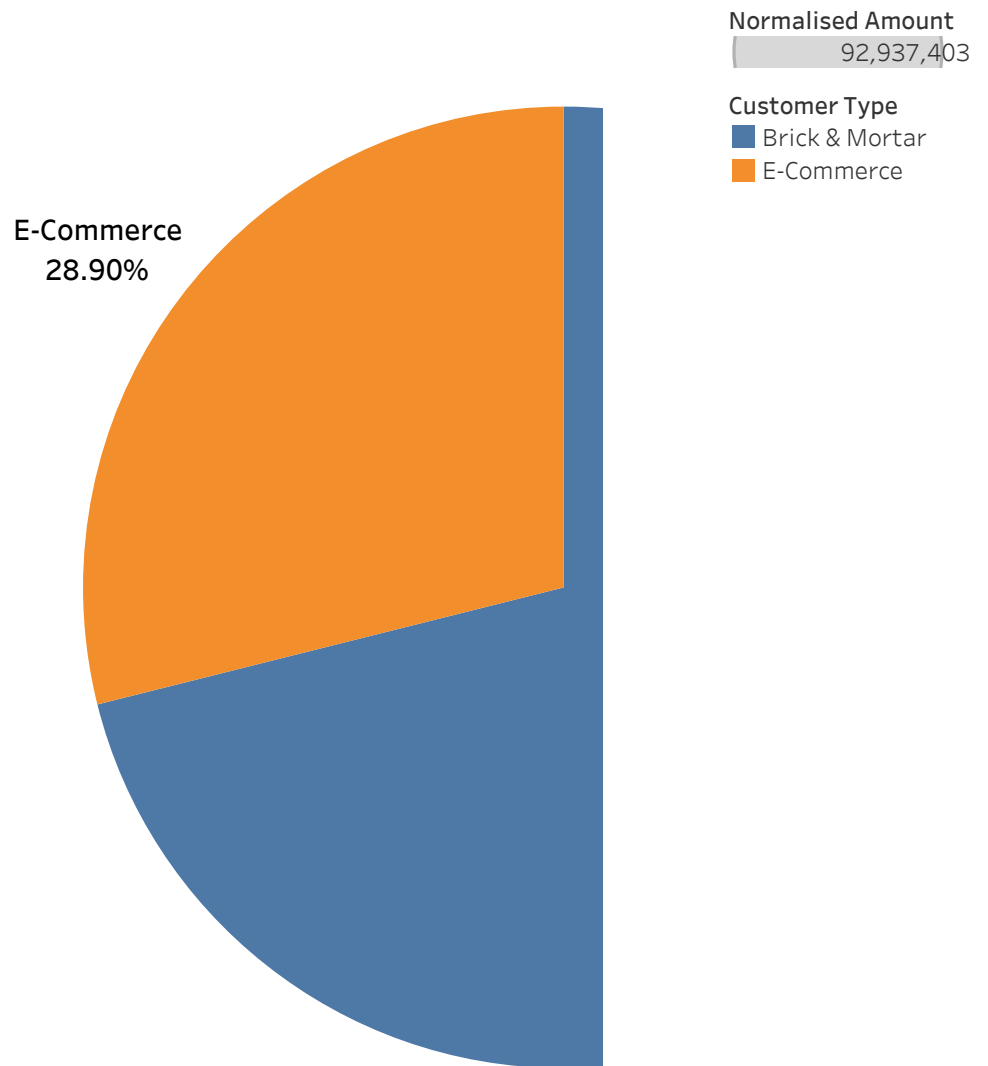
Customer Type and % of Total Normalised Amount. Color shows details about Customer Type. Size shows sum of Normalised Amount. The marks are labeled by Customer Type and % of Total Normalised Amount. The data is filtered on Action (Custmer Name) and Action (Blank,YEAR(Cy Date)). The Action (Custmer Name) filter keeps 38 members. The Action (Blank,YEAR(Cy Date)) filter keeps 1 member.

Customer Type
■ Brick & Mortar
■ E-Commerce

Brick & Mortar
71.10%

Customer Type and % of Total Normalised Amount. Color shows details about Customer Type. Size shows sum of Normalised Amount. The marks are labeled by Customer Type and % of Total Normalised Amount. The data is filtered on Action (Custmer Name) and Action (Blank,YEAR(Cy Date)). The Action (Custmer Name) filter keeps 38 members. The Action (Blank,YEAR(Cy Date)) filter keeps 1 member.

Revenue by Year

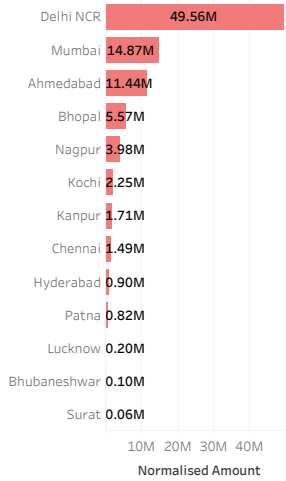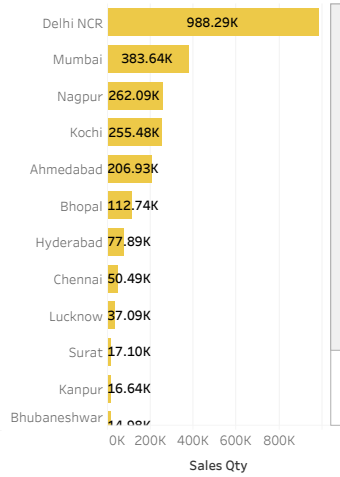## Total Revenue
92.94M

Sales Quantity
2,429,282.00

Revenue by Markets

Market	Normalised Amount
Delhi NCR	49.56M
Mumbai	14.87M
Ahmedabad	11.44M
Bhopal	5.57M
Nagpur	3.98M
Kochi	2.25M
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Top 5 Customers

Customer	Normalised Amount
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Electricalslytical	49.6
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Premium Stores	44.9
Nixon	43.8

Top 5 Products

Product	Normalised Amount
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Total Revenue
92.94M

Profit
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Revenue by Markets
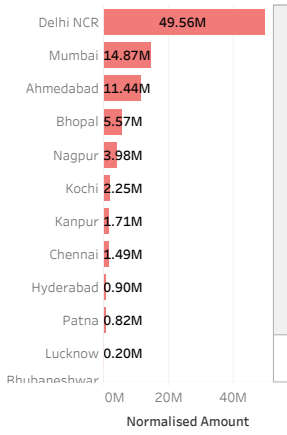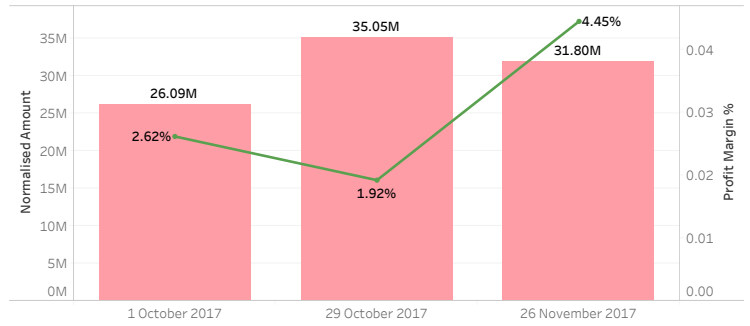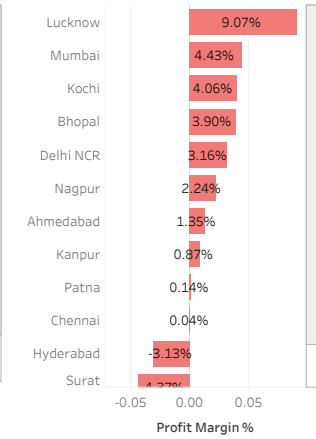
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Bhubaneshwar	

Profit Margin by Markets

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E-Commerce
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Brick & Mortar
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