

T

\$

Selected Currency: \$

1/1/2016

12/31/2020

City

All

Store Name

All

Brand

☐ Dell

☐ HP

☐ Huawei

☐ Samsung



Sales Analytics

Stores Analytics

Products Analytics

Shipment Efficiency

Customer Analytics

Profitability Analytics

Date	Actual Sales	Sales Plan	Difference	Difference %
2017-01	670863850	255724710	415139140	162.34%
2017-02	414527861	230469490	184058371	79.86%
2017-03	161591445	249493720	-87902275	-35.23%
2017-04	71339792	261563190	-190223398	-72.73%
2017-05	199411990	260544850	-61132860	-23.46%
2017-06	394268565	303018960	91249605	30.11%
2017-07	174098277	276773890	-102675613	-37.10%
2017-08	75221286	241100830	-165879544	-68.80%
2017-09	2098960	239752060	-237653100	-99.12%
2017-10	44947	228016780	-227971833	-99.98%
2017-11		260183230		
2017-12		252946540		
2018-01	838247446	236226000	602021446	254.85%
2018-02	126271948	209645000	-83373052	-39.77%
Total	4110633529	5735059250	-1624425721	-28.32%

8,443M

Total Sales

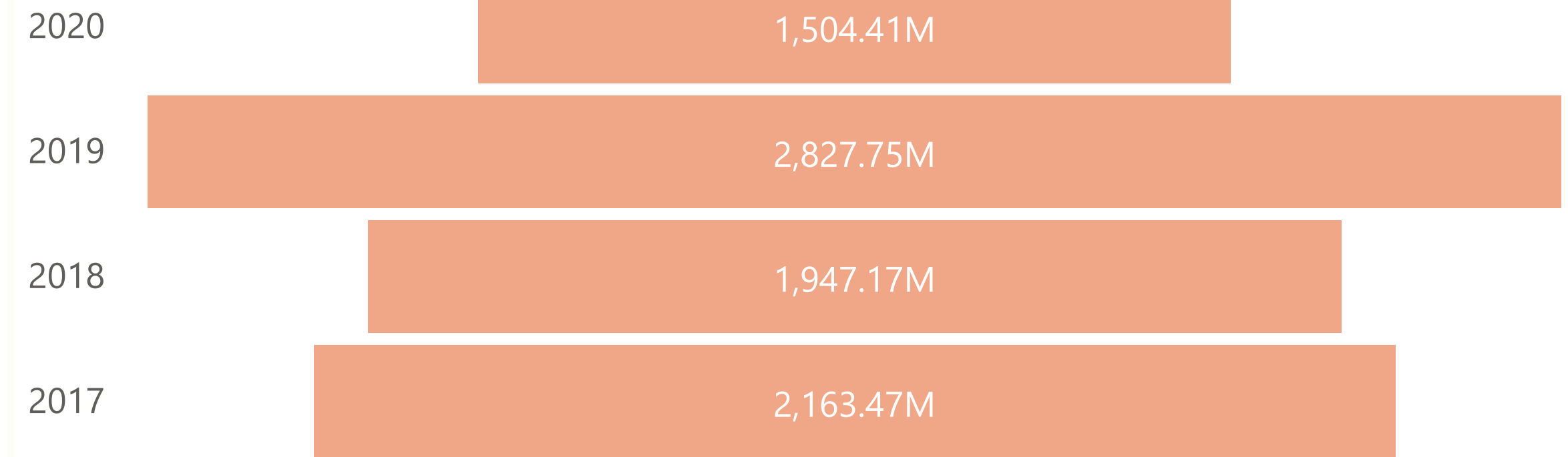
8406M

Sales Plan

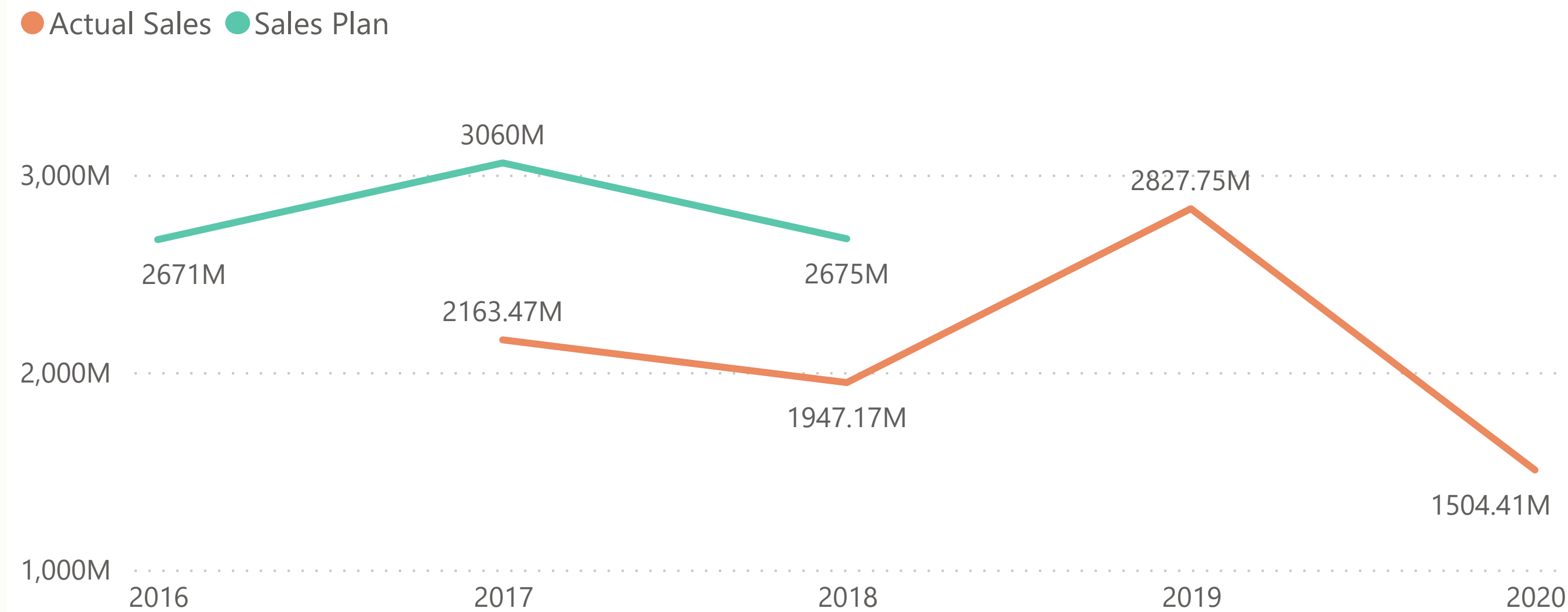
2345K

Sales Quantity

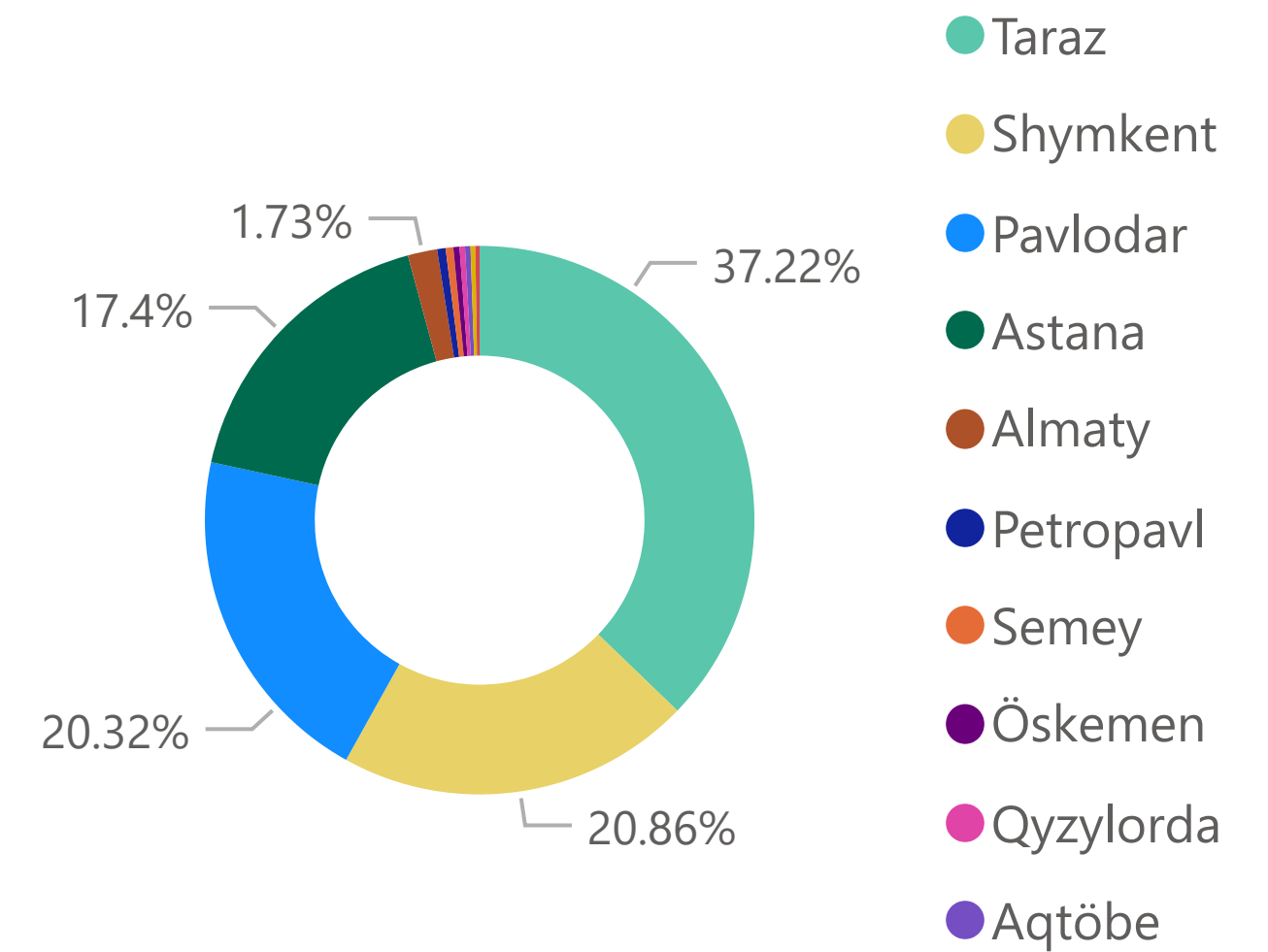
Sales by Year

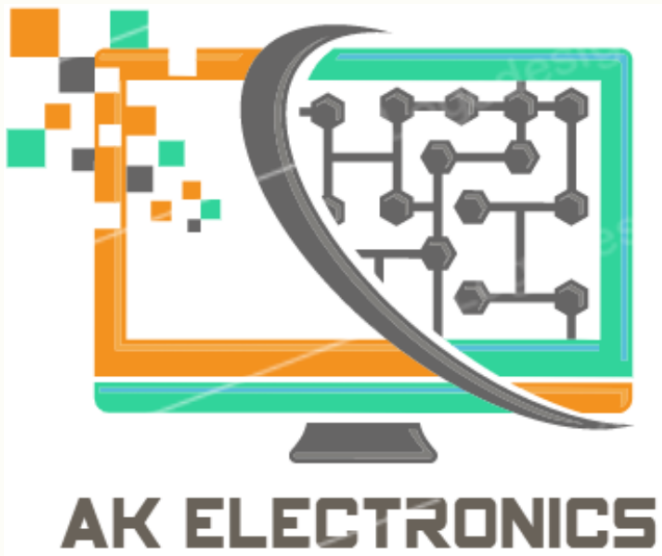


Actual and Planned Sales by Year



Sales by City





T

\$

Selected Currency: \$

1/1/2016

12/31/2020

City

All

Store Name

All

Brand

☐ Dell

☐ HP

☐ Huawei

☐ Samsung



Sales Analytics

Stores Analytics

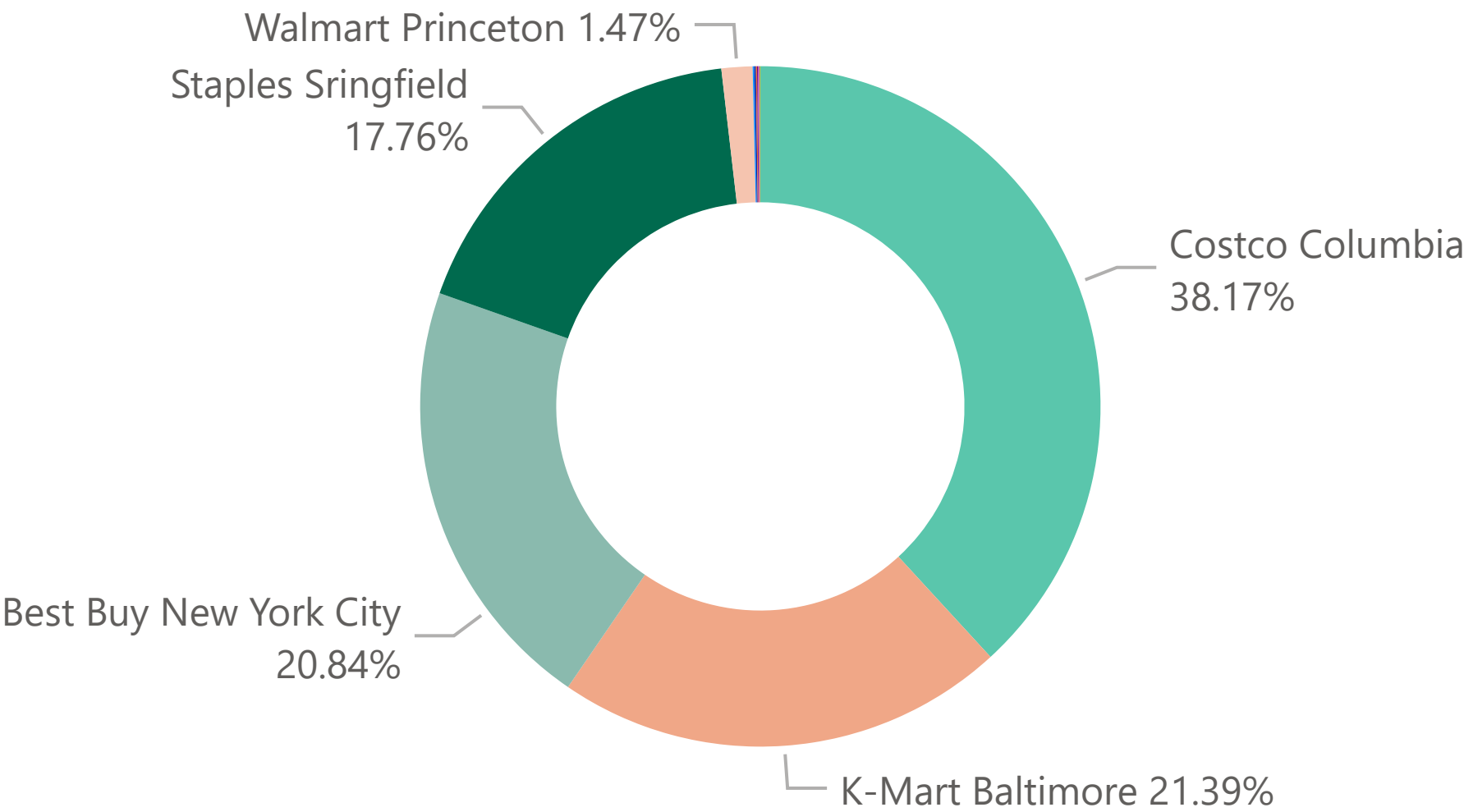
Products Analytics

Shipment Efficiency

Customer Analytics

Profitability Analytics

Top 5 Stores by Profit



12

Stores

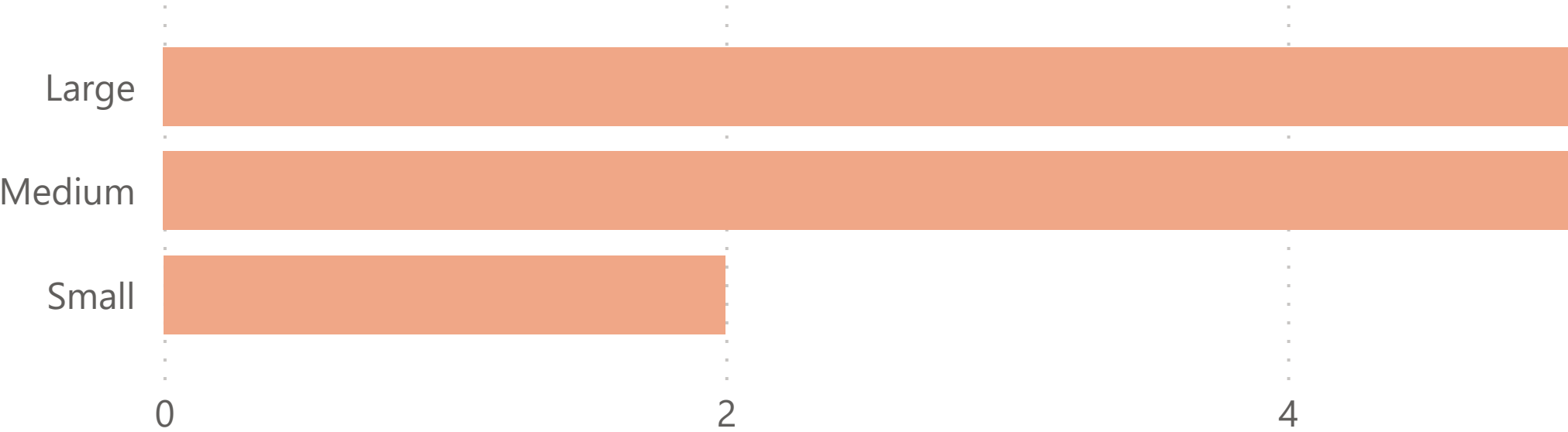
8443M

Total Sales

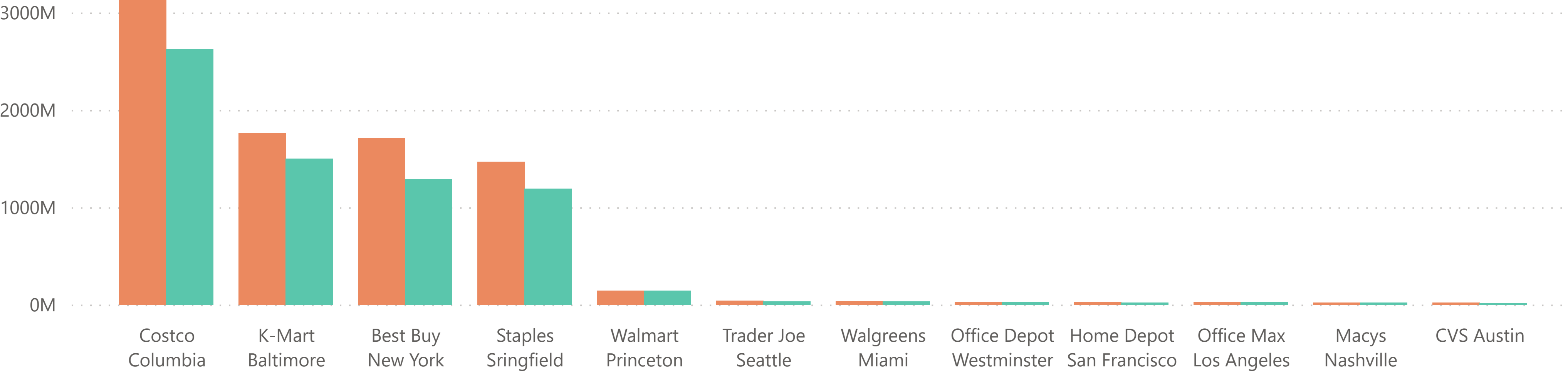
317K

Average Receipt

Number of Stores by Size



Sales Current Year Sales Previous Year



Store Name



AK ELECTRONICS

₹

\$

Selected Currency: ₹

1/1/2016

12/31/2020

City

All

Store Name

All

Brand

☐ Dell

☐ HP

☐ Huawei

☐ Samsung



Sales Analytics

Stores Analytics

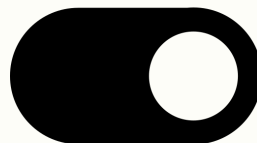
Products Analytics

Shipment Efficiency

Customer Analytics

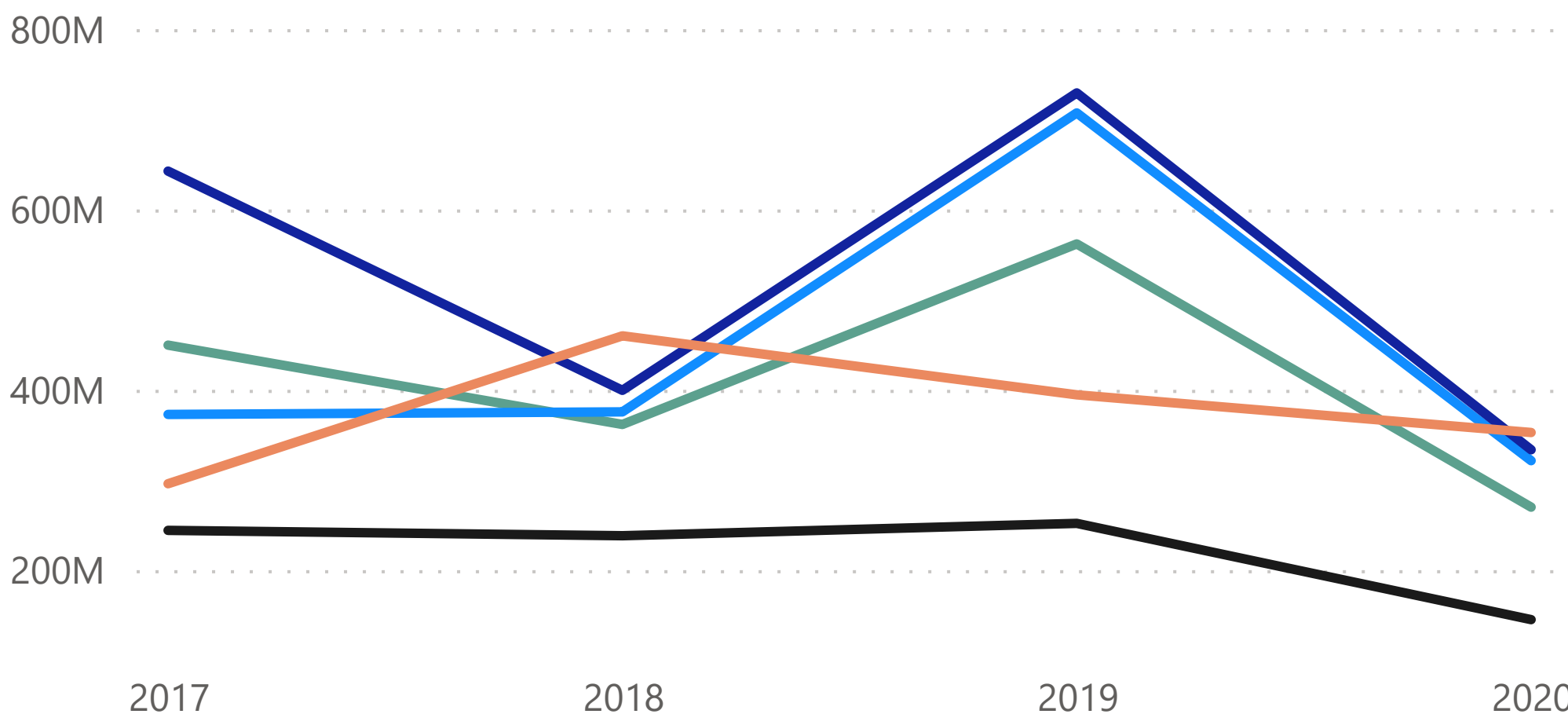
Profitability Analytics

Switch to Brand Breakdown



Margin by Product Category

Category ● Accessories ● Audio ● Components ● Computer ● Mobile Devices



340

Unique Product Items

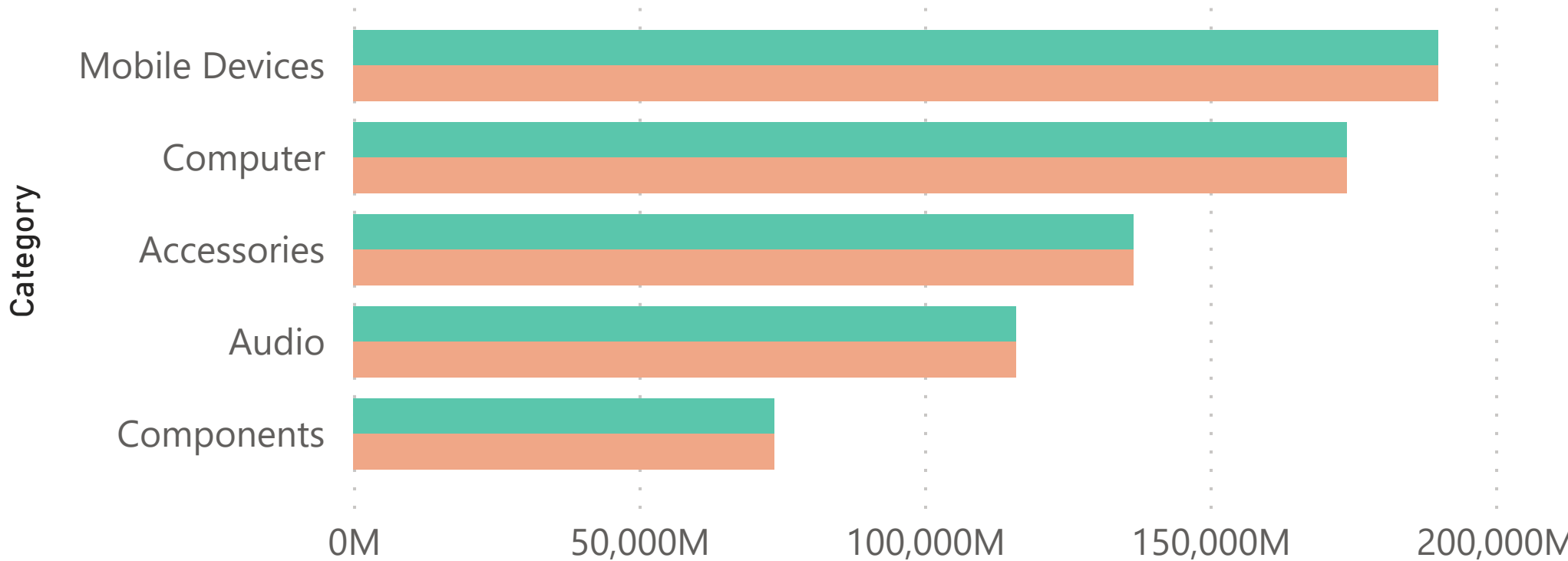
12

Product Types

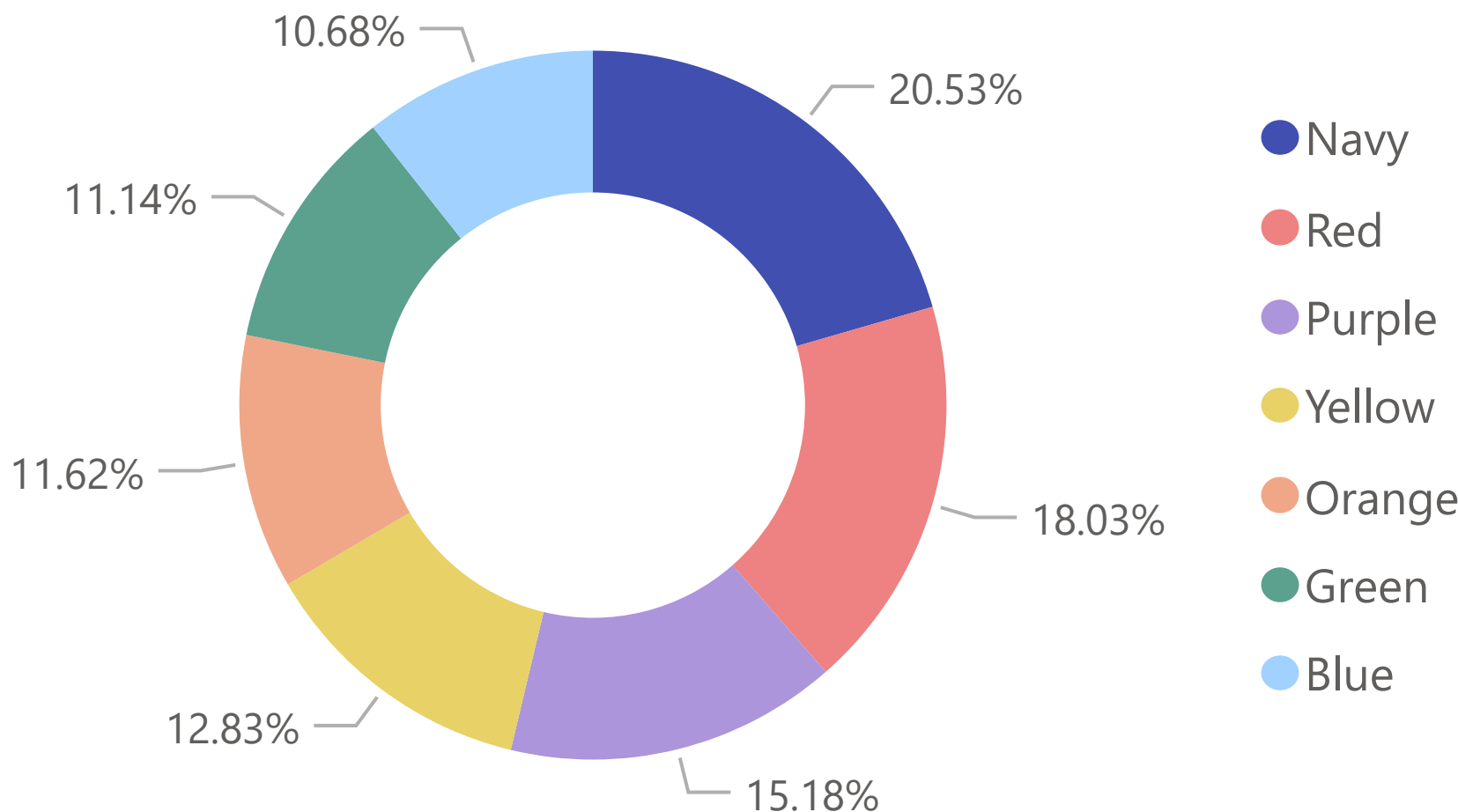
5

Product Categories

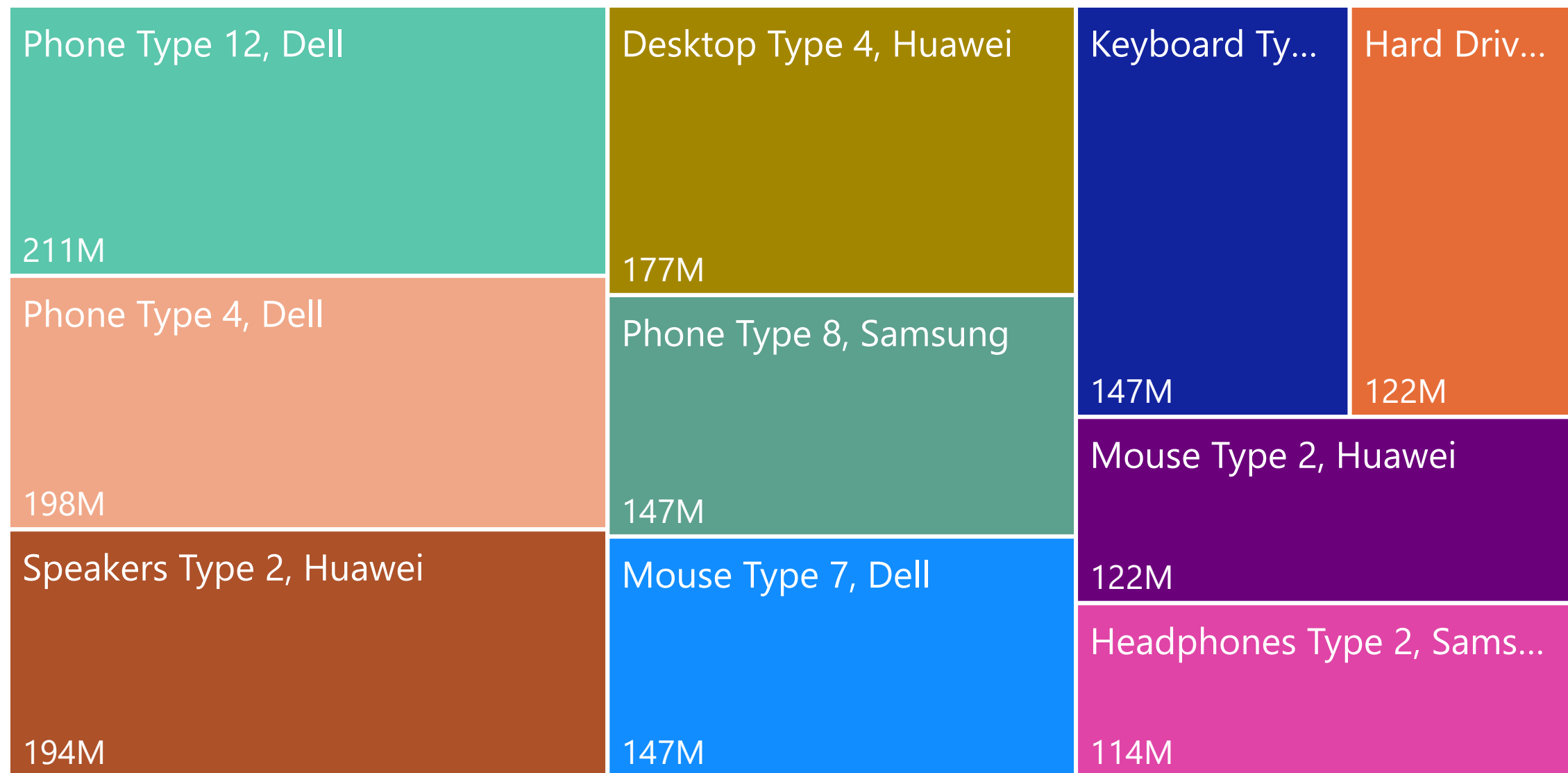
● Sales ● Sales SPLY



Sales by Color



Top 10 products by margin





AK ELECTRONICS

T

\$

Selected Currency: \$

1/1/2016

12/31/2020

City

All

Store Name

All

Brand



Dell



HP



Huawei



Samsung



Sales Analytics

Stores Analytics

Products Analytics

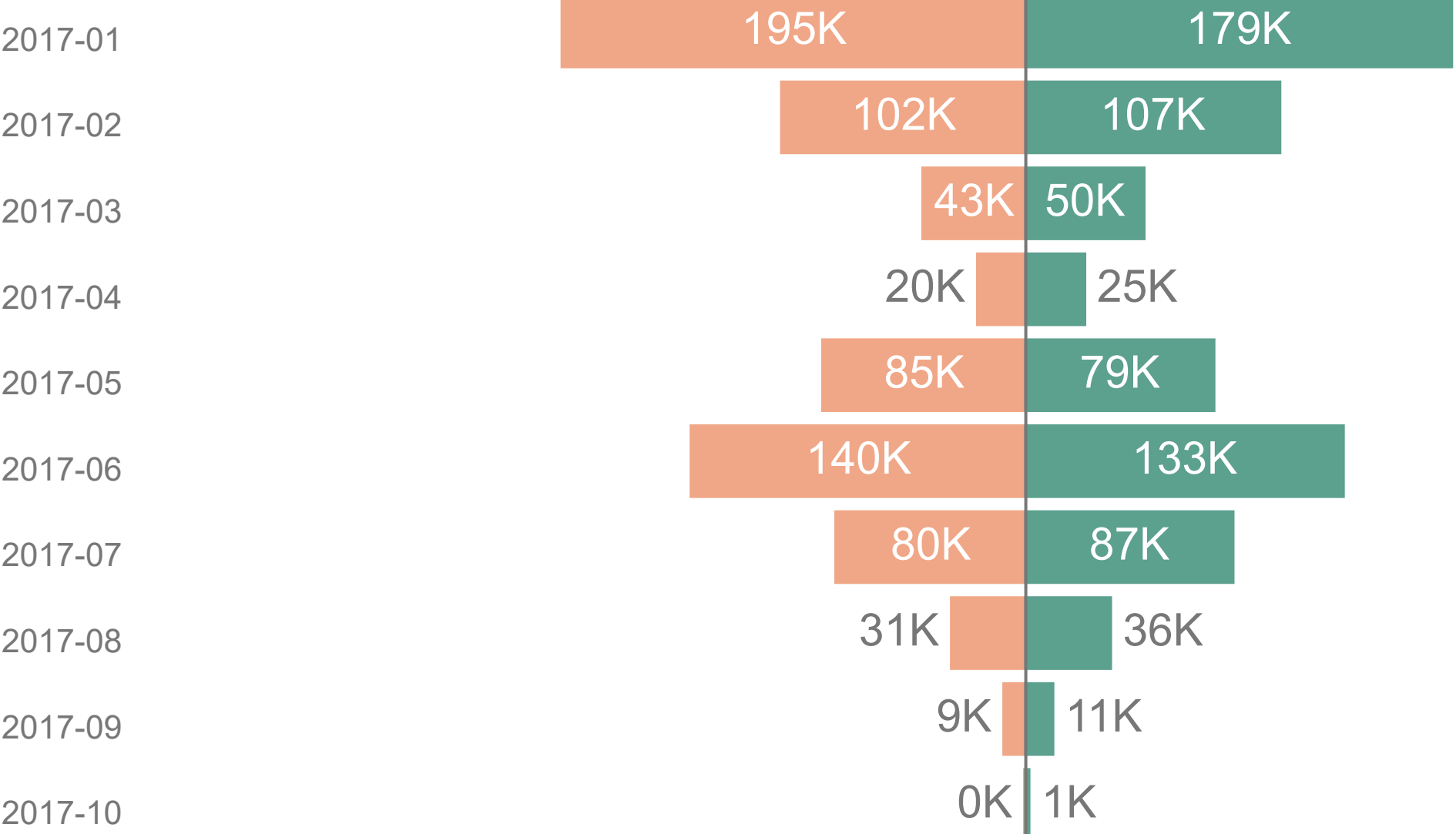
Shipment Efficiency

Customer Analytics

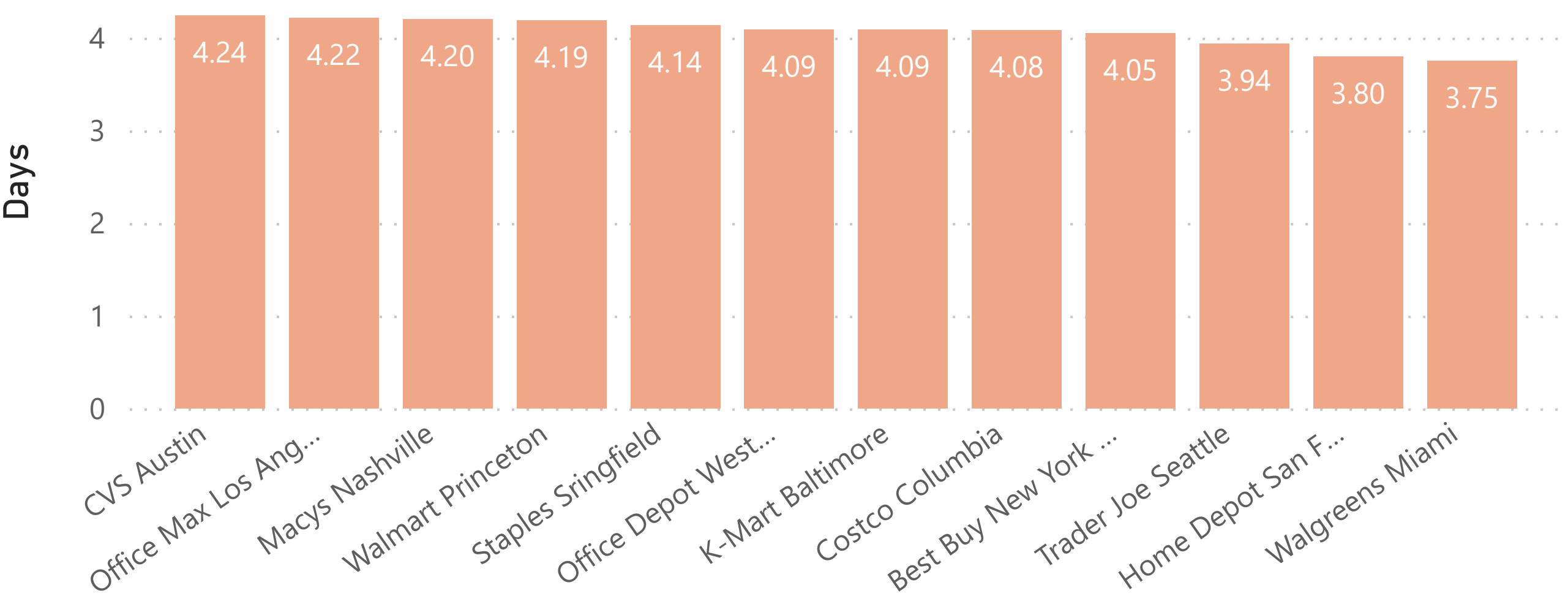
Profitability Analytics

Date	Quantity Sold	Quantity Shipped	% Shipped
2017-01	194539	178620	91.82%
2017-02	102457	106542	103.99%
2017-03	43186	49595	114.84%
2017-04	20239	24713	122.11%
2017-05	85208	78898	92.59%
2017-06	140390	133176	94.86%
2017-07	79685	86899	109.05%
2017-08	31180	35532	113.96%
2017-09	9207	11320	122.95%
2018-01	165792	156401	94.34%
2018-02	55259	59447	107.58%
2018-03	38470	39598	102.93%
2018-04	12799	15885	124.11%
2018-05	66993	57414	85.70%
2018-06	33174	38042	114.67%
2018-07	15533	19848	127.78%
2018-08	4392	5279	120.20%
2018-09		498	0.00%
2018-10	60588	53262	87.91%
2018-11	27297	30432	111.48%
2018-12	14283	15599	109.21%
2019-01	34376	33850	98.47%
2019-02	10774	12739	118.24%
2019-03	10921	11391	104.30%
2019-04	30795	31677	102.86%
2019-05	143088	143172	100.06%
2019-06	181457	172307	94.96%
2019-07	147845	141982	96.03%
Total	2344614	2343815	99.97%

Quantity Sold vs Shipped



Average Delivery Period by City





AK ELECTRONICS

₹

\$

Selected Currency: \$

1/1/2016

12/31/2020

City

All

Store Name

All

Brand



Dell



HP



Huawei



Samsung



Sales Analytics

Stores Analytics

Products Analytics

Shipment Efficiency

Customer Analytics

Profitability Analytics

Customers by Demography

F M

young

345

331

mature

186

193

old

110

113

Payment Type

cash credit

Age Group

young

mature

old

0M

200M

400M

600M

Top 10 Customers

Name 1058

Name 204

Name 253

Name 281

Name 416

Name 430

Name 783

Name 922

Name 990

Information Source

Internet 18.78%

Radio 21.13%

Other 18.94%

Advertisement
21.05%

Friends 20.11%

Customers by Occupation

Engineer

Student

Self Employ...

276

253

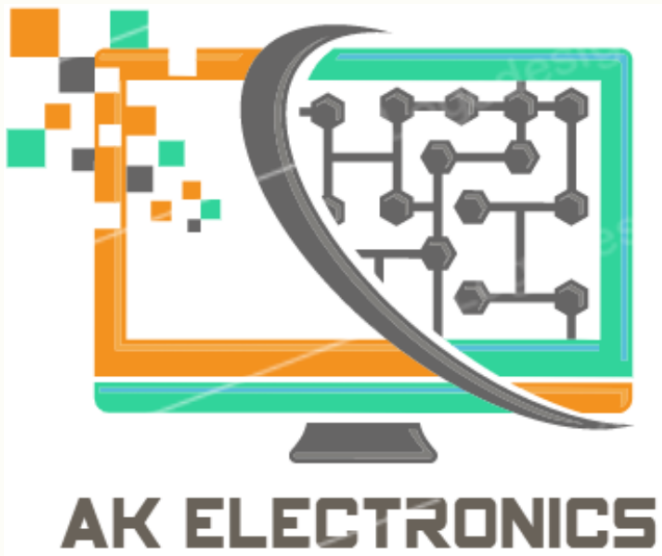
Office

Unemployed

265

245

239



T

\$

Selected Currency: \$

1/1/2016

12/31/2020

City

All

Store Name

All

- Brand
- ☐

 Dell
- ☐

 HP
- ☐

 Huawei
- ☐

 Samsung



Sales Analytics

Stores Analytics

Products Analytics

Shipment Efficiency

Customer Analytics

Profitability Analytics

Last 1 year

Last 2 years

Last 3 years

8443M

Total Sales

536M

COGS

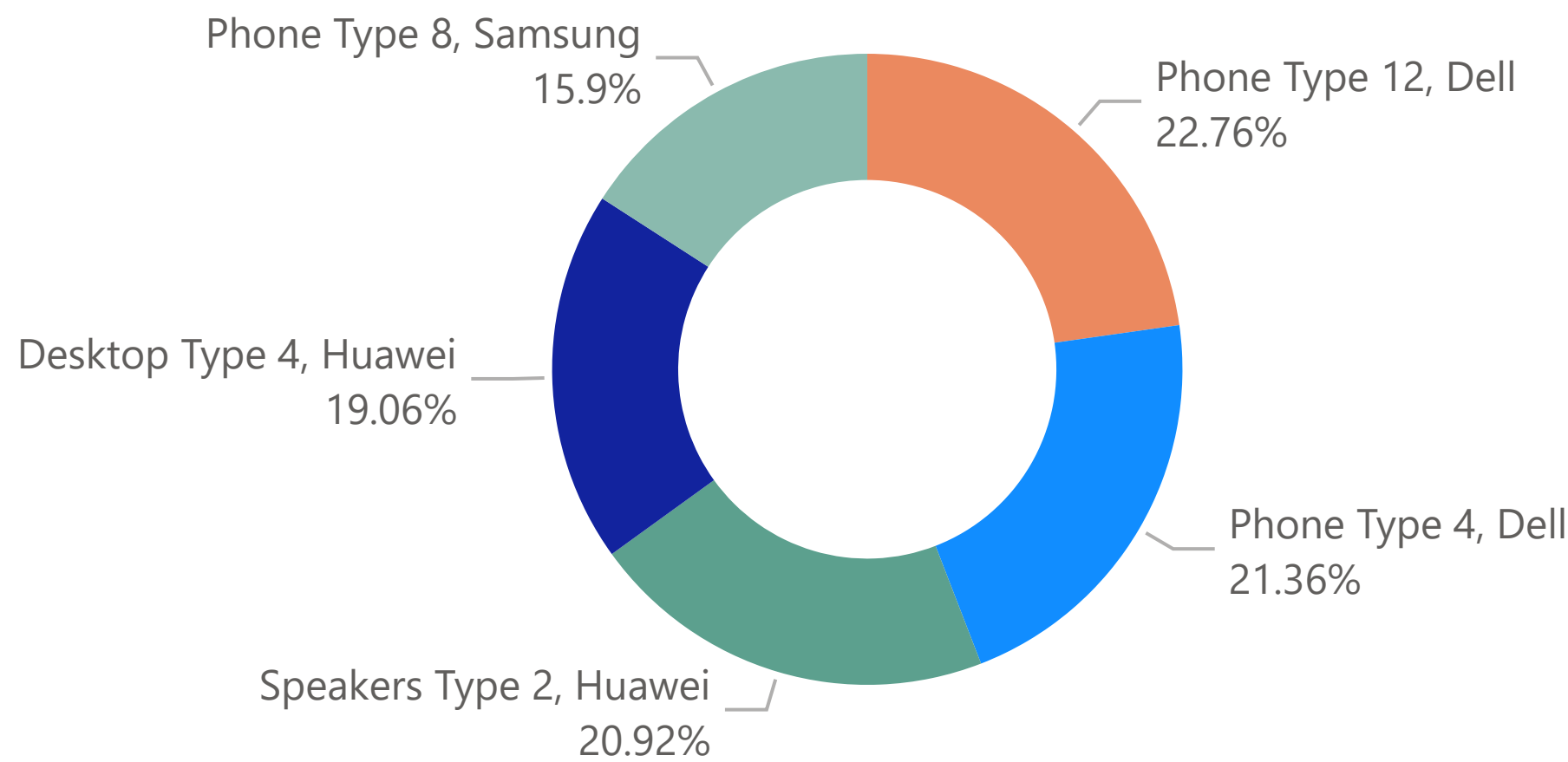
7907M

Margin

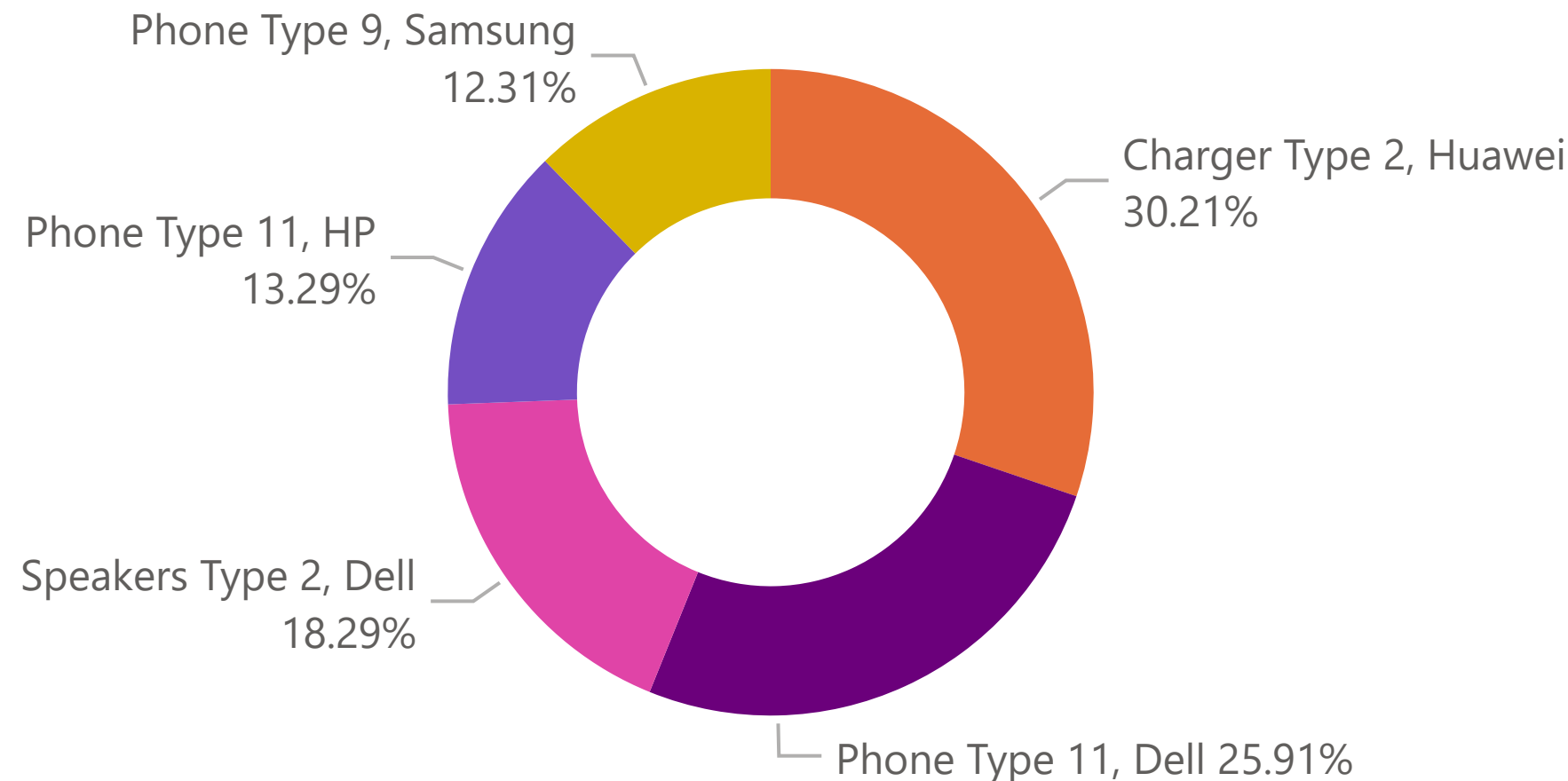
93.7%

Margin %

Top 5 Products by Margin



Bottom 5 Products by Margin



Margin by Date

