

# Sales Insights

Sales Details

Market  
Overview

Customer  
Analytics

2017

2018

2019

2020

Qtr 1

Qtr 2

Qtr 3

Qtr 4

## Revenue

₹ 984.9M ▲

up 31.5% against previous year

## Net Profit

₹24.7M ▲

up 26.6% against previous year

## Sales

2.4M ▲

up 32.9% against previous year

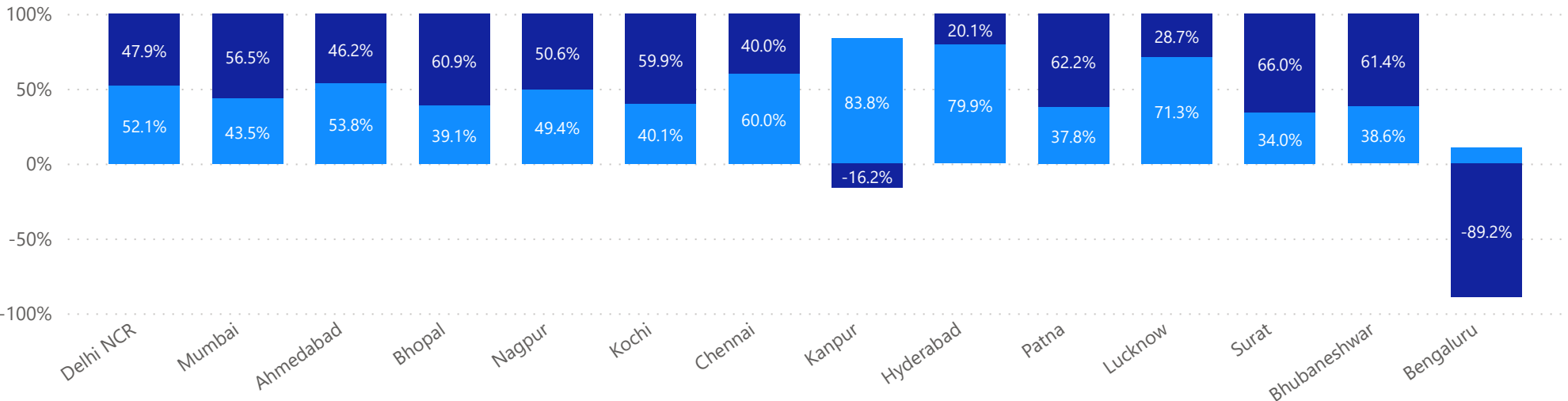
## Cash Burn

81.3M ▲

up 31.7% against previous year

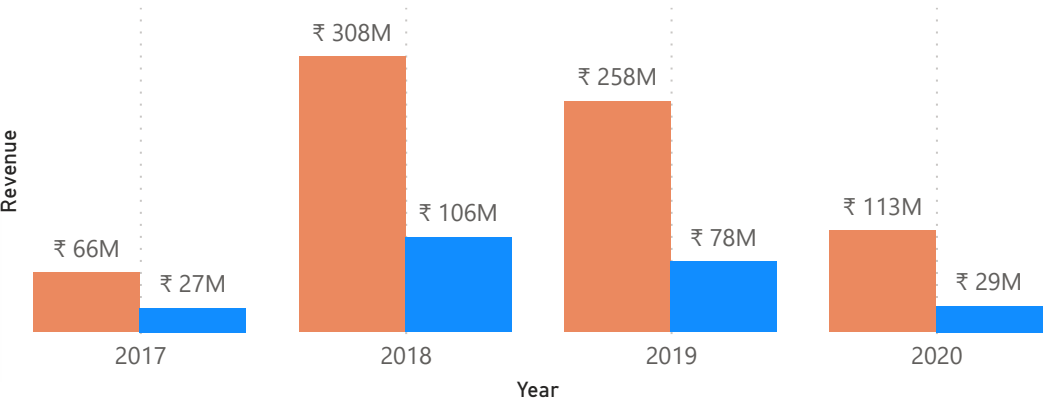
## Revenue & Profit Contribution (%)

● Revenue Contribution ● Profit Margin Contribution



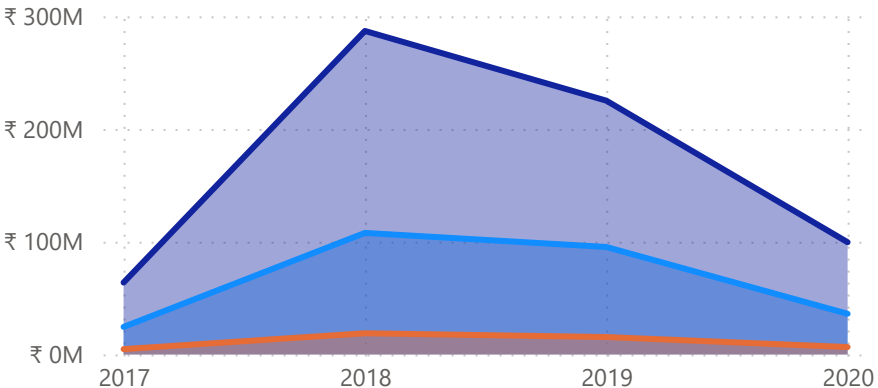
## Revenue Trend within Markets

● Brick & Mortar ● E-Commerce



## Revenue Trend for Zones

● Central ● North ● South



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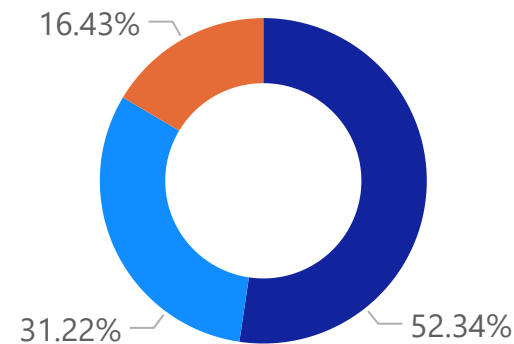
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Market	Revenue	Sales quantity	Profitability %	Total Profit margin	Profit Contribution
Surat	₹ 3M	17K	4.9%	₹0.13M	0.5%
Patna	₹ 4M	6K	4.1%	₹0.18M	0.7%
Nagpur	₹ 55M	262K	2.6%	₹1.41M	5.7%
Mumbai	₹ 150M	384K	3.2%	₹4.87M	19.8%
Lucknow	₹ 3M	37K	1.0%	₹0.03M	0.1%
Kochi	₹ 19M	255K	3.7%	₹0.70M	2.9%
Kanpur	₹ 14M	17K	-0.5%	0.07M₹	-0.3%
Hyderabad	₹ 7M	78K	0.6%	₹0.05M	0.2%
Delhi NCR	₹ 520M	988K	2.3%	₹11.95M	48.5%
Total	₹ 985M	2429K	2.5%	₹24.66M	100.0%

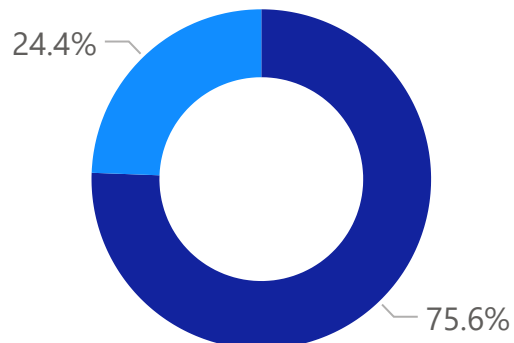
### Quantity of sales by Zones (%)

● North ● Central ● South



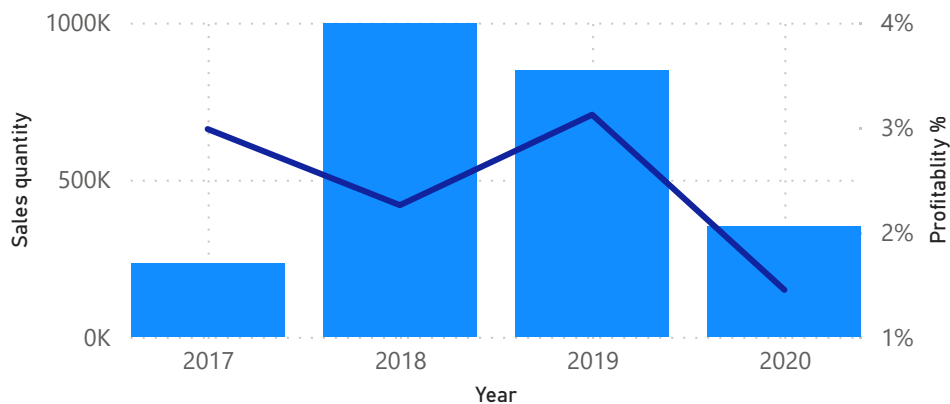
### Sales Quantity by customer\_type

● Brick & Mortar ● E-Commerce



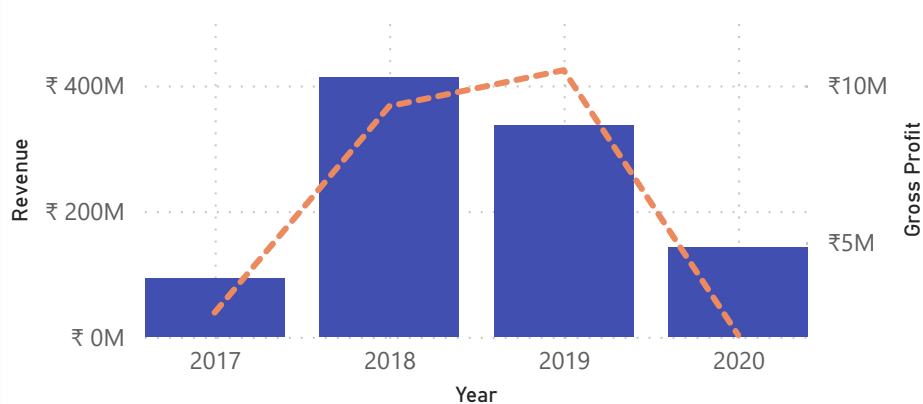
### Sales YoY vs Profit per Sale (%)

● Sales quantity ● Profitability %



### Revenue YoY vs Gross Profit

● Revenue ● Gross Profit



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Qtr 1

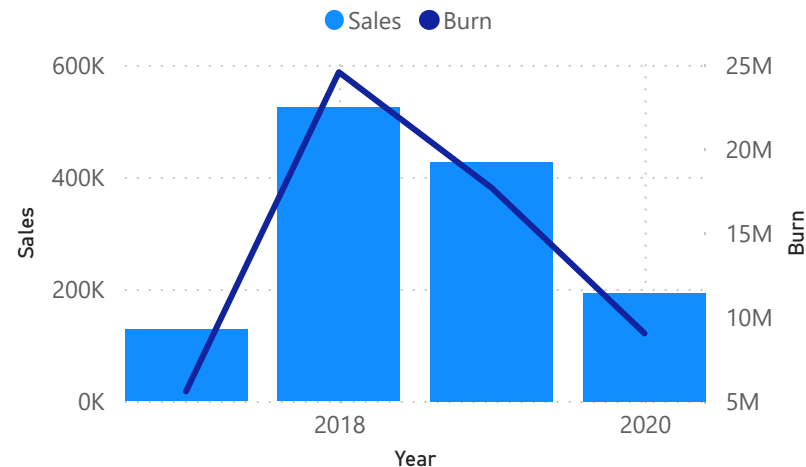
Qtr 2

Qtr 3

Qtr 4

custmer_name	Revenue	Growth	Sales	Profitability %	Net Profit
Electricalsara Stores	₹ 411M	6.5%	637K	2.3%	₹9.26M
Nixon	₹ 37M	2.5%	95K	4.3%	₹1.59M
Premium Stores	₹ 41M	7.4%	198K	2.2%	₹0.89M
Control	₹ 32M	7.2%	49K	2.6%	₹0.83M
Excel Stores	₹ 31M	6.5%	49K	2.1%	₹0.66M
Forward Stores	₹ 16M	5.9%	22K	2.4%	₹0.38M
Atlas Stores	₹ 16M	6.4%	24K	1.8%	₹0.29M
16 Stores	₹ 31M	6.3%	54K	2.0%	₹0.37M
Total	₹ 676M	6.4%	1272K	2.2%	₹15.08M

## Sales YoY vs Cash Burn YoY



Customer Segm... ▾

All ▾

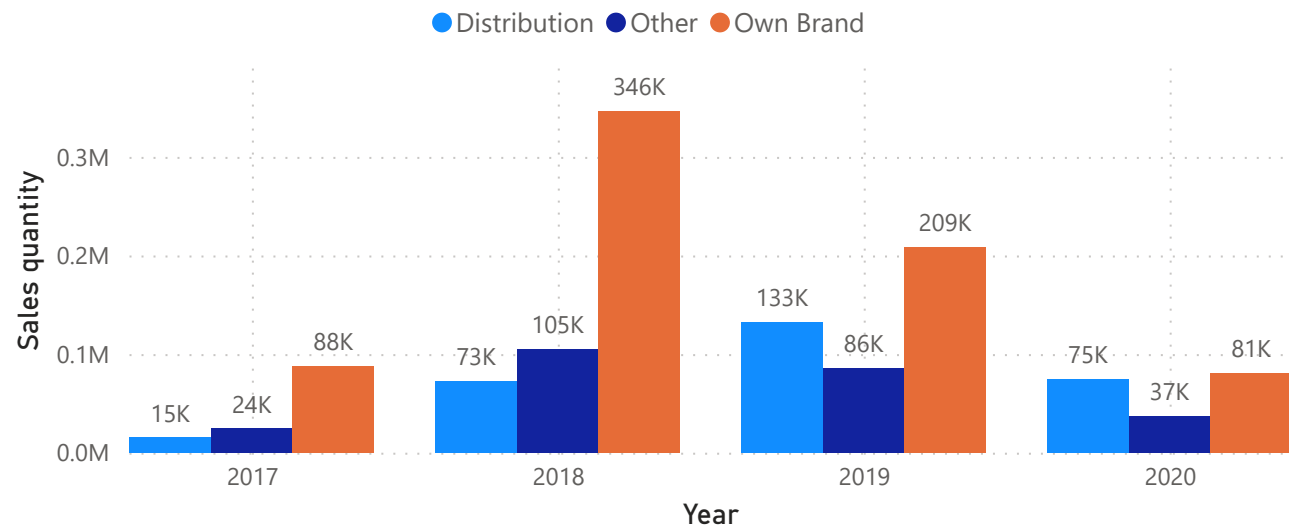
Zone

Central

South

North

## Sales quantity by Year and product\_type



## Product Sales Vs Net Profit

