

Sales Insight

Market Overview

RFM Analysis

₹ 984.9M

2.4M

₹24.7M

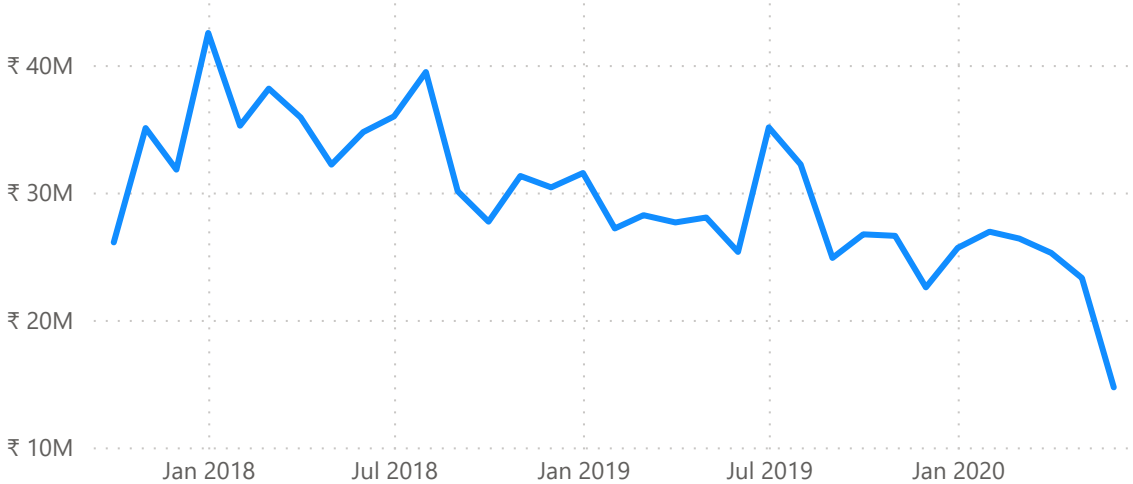
Revenue

Sales quantity

Total Profit margin

|       |        |          |          |         |      |
|-------|--------|----------|----------|---------|------|
| 2017  | 2018   | 2019     | 2020     |         |      |
| April | August | December | February | January | July |

Revenue Trend



| customer_name         | Revenue     | Profitability % | Profit Margin Contribution | Sales quantity |
|-----------------------|-------------|-----------------|----------------------------|----------------|
| Electricalsara Stores | ₹ 4,13,334K | 2.3%            | 37.7%                      | 653823         |
| Premium Stores        | ₹ 44,966K   | 2.3%            | 4.3%                       | 279093         |
| Surge Stores          | ₹ 28,649K   | 2.3%            | 2.7%                       | 176201         |
| Excel Stores          | ₹ 49,116K   | 1.4%            | 2.8%                       | 138520         |
| Surface Stores        | ₹ 15,243K   | 3.2%            | 2.0%                       | 133919         |
| Nixon                 | ₹ 43,893K   | 4.1%            | 7.2%                       | 123356         |
| Epic Stores           | ₹ 18,750K   | 1.8%            | 1.3%                       | 83857          |
| Electricalslytical    | ₹ 49,644K   | 3.4%            | 6.8%                       | 79456          |
| Electricalslytical    | ₹ 10,281K   | 2.2%            | 1.3%                       | 76608          |
| Total                 | ₹ 9,84,873K | 2.5%            | 100.0%                     | 2429282        |

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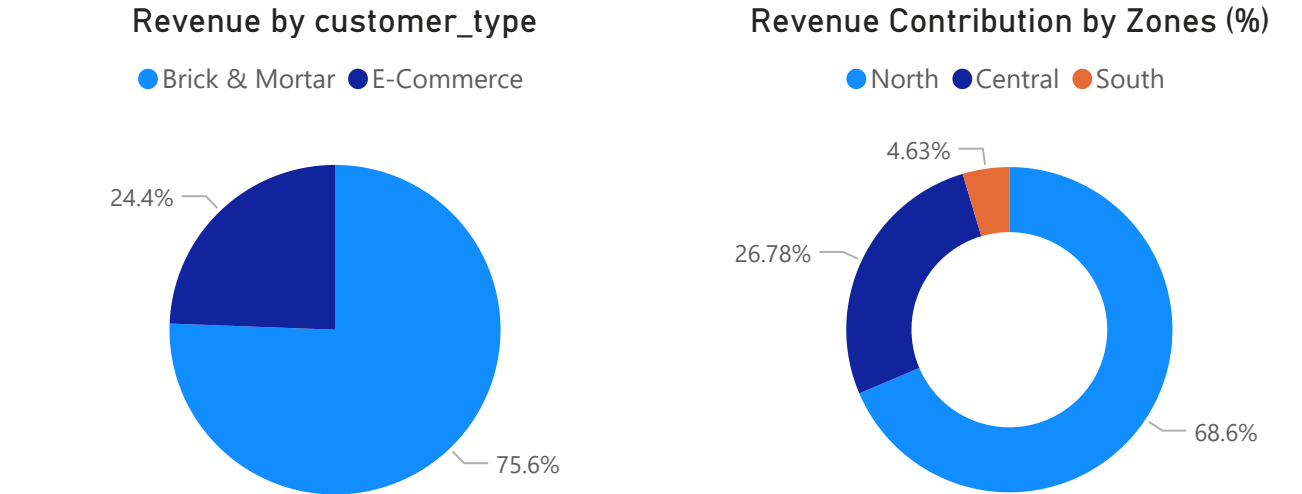
₹24.7M

Revenue

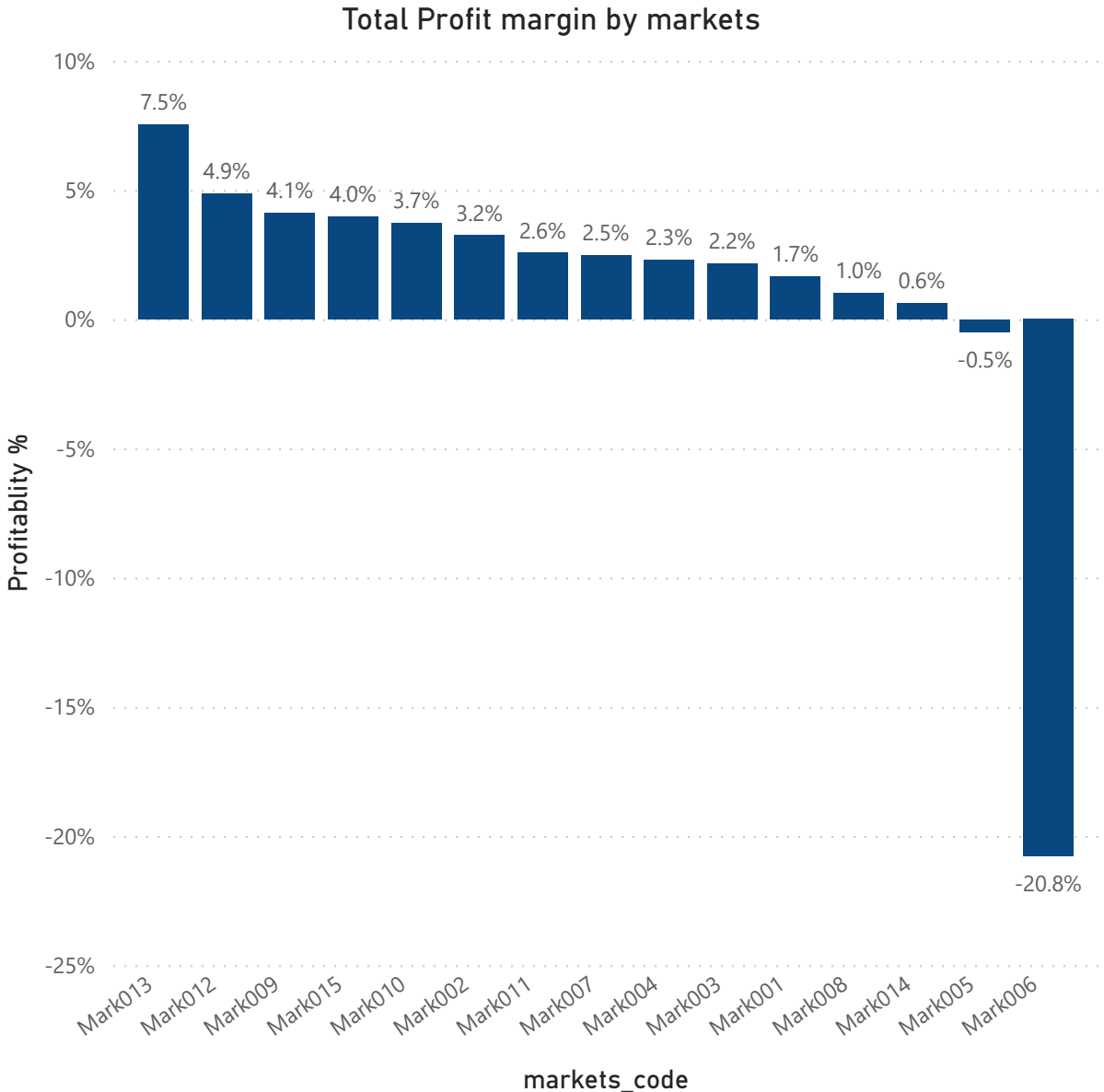
Sales quantity

Total Profit margin

|       |        |          |          |         |      |   |
|-------|--------|----------|----------|---------|------|---|
| 2017  | 2018   | 2019     | 2020     |         |      |   |
| April | August | December | February | January | July | > |



| markets_code | Revenue        | Sales quantity | Total Profit margin | Profitability % | Profit Margin Contribution |
|--------------|----------------|----------------|---------------------|-----------------|----------------------------|
| Mark001      | ₹ 1,80,42,702  | 50485          | ₹3,00,573.00        | 1.7%            | 1.2%                       |
| Mark002      | ₹ 15,00,84,801 | 383643         | ₹48,72,639.77       | 3.2%            | 19.8%                      |
| Mark003      | ₹ 13,23,07,441 | 206925         | ₹28,48,268.51       | 2.2%            | 11.6%                      |
| Mark004      | ₹ 51,95,73,521 | 988294         | ₹1,19,53,798.52     | 2.3%            | 48.5%                      |
| Mark005      | ₹ 1,35,82,609  | 16642          | 65,878.45 -₹        | -0.5%           | -0.3%                      |
| Mark006      | ₹ 3,73,115     | 413            | 77,534.96 -₹        | -20.8%          | -0.3%                      |
| Mark007      | ₹ 4,20,84,571  | 86884          | ₹10,40,750.53       | 2.5%            | 4.2%                       |
| Mark008      | ₹ 30,94,007    | 37092          | ₹31,161.21          | 1.0%            | 0.1%                       |
| Mark009      | ₹ 44,28,393    | 5505           | ₹1,82,260.78        | 4.1%            | 0.7%                       |
| Total        | ₹ 98,48,72,713 | 2429282        | ₹2,46,57,068.41     | 2.5%            | 100.0%                     |



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RFM Analysis

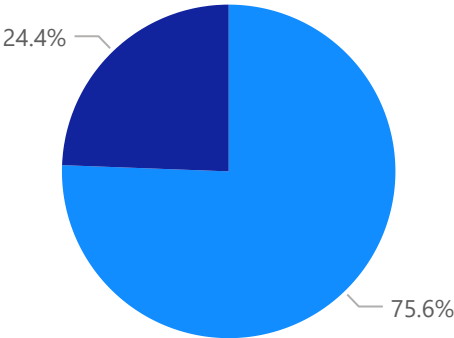
₹ 984.9M2.4M₹24.7M

RevenueSales quantityTotal Profit margin

|       |        |          |          |         |      |
|-------|--------|----------|----------|---------|------|
| 2017  | 2018   | 2019     | 2020     |         |      |
| April | August | December | February | January | July |

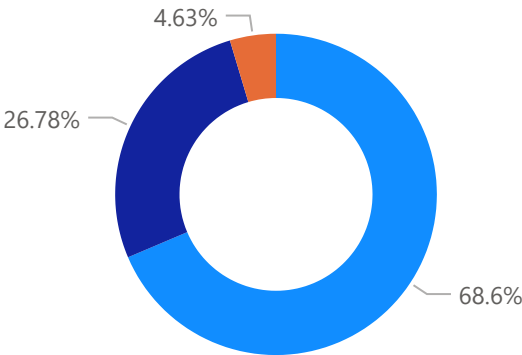
Revenue by customer\_type

Brick & MortarE-Commerce



Revenue Contribution by Zones (%)

NorthCentralSouth



| markets_name | customer_code | Revenue  | Sales quantity | Total Profit margin | Profitability % |
|--------------|---------------|----------|----------------|---------------------|-----------------|
| Delhi NCR    | Cus006        | ₹ 410.5M | 636656         | ₹9.26M              | 2.3%            |
| Mumbai       | Cus022        | ₹ 48.1M  | 58898          | ₹1.68M              | 3.5%            |
| Delhi NCR    | Cus005        | ₹ 40.8M  | 198444         | ₹0.89M              | 2.2%            |
| Delhi NCR    | Cus020        | ₹ 36.7M  | 94723          | ₹1.59M              | 4.3%            |
| Ahmedabad    | Cus003        | ₹ 31.4M  | 49299          | ₹0.66M              | 2.1%            |
| Delhi NCR    | Cus007        | ₹ 30.9M  | 54471          | ₹0.27M              | 0.9%            |
| Ahmedabad    | Cus027        | ₹ 29.1M  | 31616          | ₹0.71M              | 2.5%            |
| Chennai      | Cus001        | ₹ 18.0M  | 50485          | ₹0.30M              | 1.7%            |
| Mumbai       | Cus029        | ₹ 17.1M  | 23115          | ₹0.71M              | 4.2%            |
| Total        |               | ₹ 984.9M | 2429282        | ₹24.66M             | 2.5%            |

Customer Segmentation

