

REPORTS

1. Overall Performance:

- The company generated ₹142M in revenue with a total sales quantity of 350K.

2. Market Analysis:

- **Delhi** contributed significantly to the revenue with ₹78M, followed by **Mumbai** (₹20M) and **Ahmedabad** (₹18M).

3. Revenue Trend:

- The revenue showed an upward trend initially, peaking around **February 2020** but then experienced a sharp decline from **April to June 2020**. This drop could be due to external factors like market demand or operational challenges.

4. Customer Insights:

- **Electricalsara Stores** is the largest contributor with ₹66M in revenue, far exceeding other customers like **Excel Stores** (₹8M) and **Premium Stores** (₹6M).

5. Product Performance:

- The top-performing product is labeled as **(Blank)** with ₹65M in revenue.
- Other notable products include **Prod047** and **Prod061**, both generating ₹4M.

6. Overall Performance:

- **Revenue:** ₹142M
- **Sales Quantity:** 350K units
- **Total Profit Margin:** ₹2.1M

7. Market Contribution:

- **Delhi** leads in revenue contribution with **54.7%**, followed by **Mumbai (14.2%)** and **Ahmedabad (12.7%)**.
- **Profit Contribution** is highest in **Mumbai (23.9%)** and **Delhi (22.1%)**, indicating these markets are not only generating revenue but also maintaining profitability.
- **Lucknow** has a negative profit percentage, suggesting operational inefficiencies or higher costs.

8. Revenue Trend:

- The revenue peaked in **February 2020** and saw a continuous decline until **June 2020**. External factors like market conditions, supply chain issues, or reduced consumer demand might have contributed to this.

9. Customer Insights:

- **Electricalsara Stores** contributed the most to the revenue, generating **₹65.6M** with a profit margin of **0.4%**.
- Other notable customers include **Logic Stores** and **Electricalsytical**, contributing **2.3%** and **1.3%** profit margin respectively.
- Some stores, like **Epic Stores** and **Expression**, have negative profit margins, indicating potential losses.

10. Actionable Insights:

- Investigate the causes of the negative profit margins, especially in cities like **Lucknow**.
- Leverage the strengths of top-performing markets like **Delhi** and **Mumbai** to drive further growth.
- Assess operational inefficiencies for customers with declining profitability.

11. Revenue Contribution by Market:

- **Bhubaneswar** leads with a **10.5%** contribution, followed by **Hyderabad (6.7%)** and **Chennai (6.3%)**.
- **Lucknow** has the worst performance with a **-2.7%** contribution, indicating losses and operational inefficiencies.
- Other low-performing cities include **Kanpur (0.4%)** and **Delhi NCR (0.6%)**.

12. Profitability Analysis:

- **Excel Stores** achieved a profit margin of **3.3%** with a substantial revenue contribution of **5.6%**, indicating strong operational efficiency.
- **Electricalsytical** and **Control** also showed healthy profit margins of **0.5%** and **1.2%** respectively.
- **Epic Stores** reported a negative profit margin of **-4.7%**, contributing significantly to the losses.
- **Electricalsara Stores** had a large revenue share (**46.2%**) but maintained only a **0.4%** profit margin, suggesting high operational costs.

13. Revenue and Profit Trend:

- Revenue fluctuated throughout **2020**. A peak was observed in **March 2020**, followed by a decline until **June 2020**.
- Profit margins followed a downward trend, with the most noticeable dip in **April 2020**, suggesting adverse market conditions.

14. Actionable Insights:

- **Improve Profit Margins:** Investigate high-cost areas in **Electricalsara Stores** and develop strategies to increase profitability.
- **Address Negative Margins:** Take corrective actions for low-performing stores like **Epic Stores** and cities like **Lucknow**.
- **Enhance Operations in Top Markets:** Leverage the strong performance in **Bhubaneswar, Hyderabad, and Chennai** to expand further.
- **Trend Analysis:** Study the reasons behind the sharp revenue drop post-March and develop mitigation strategies for future market uncertainties.