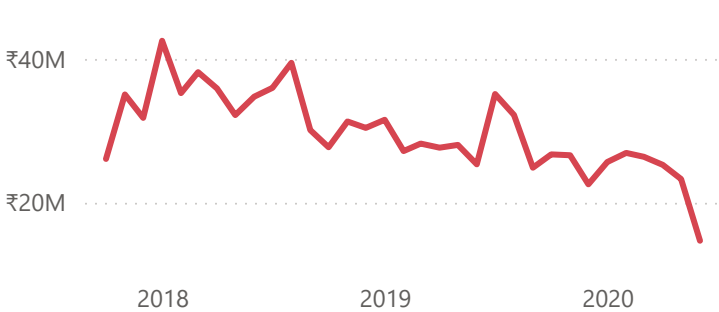


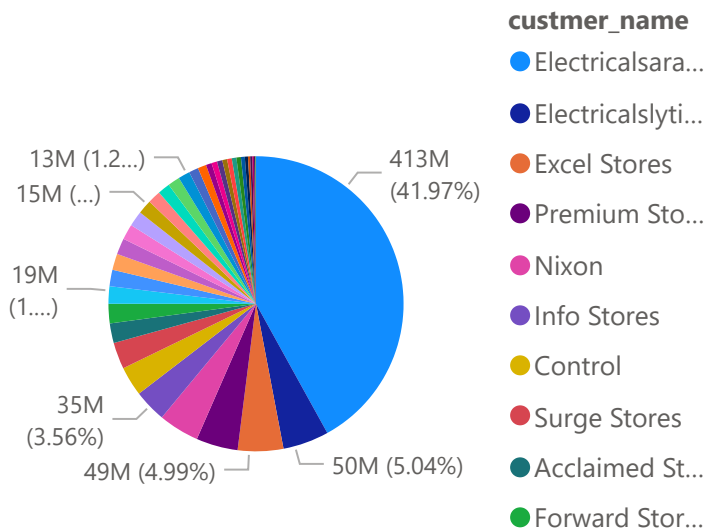
# Sales Insights

## Overview Page

Revenue Trend



Revenue By Customer

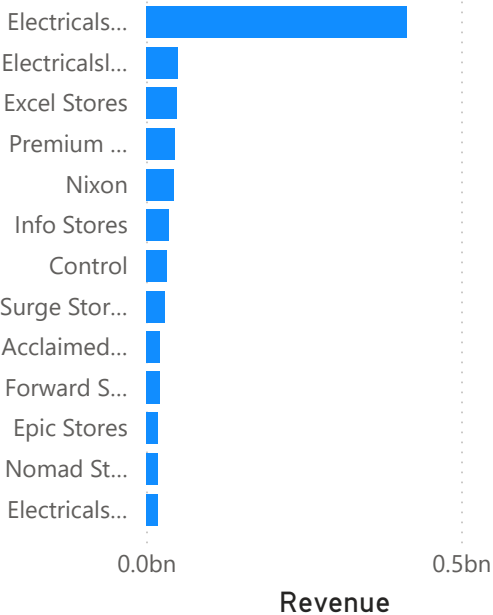
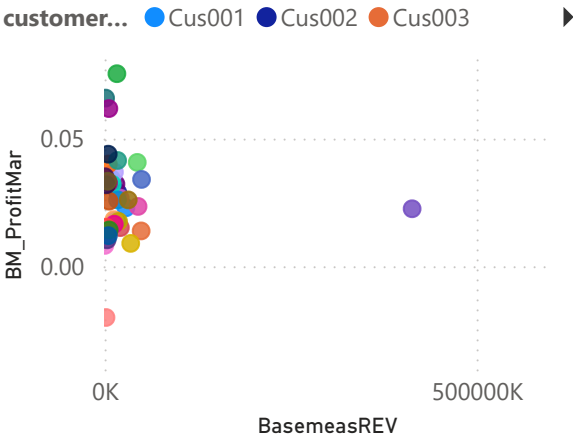


38  
CustomerCol

₹985M  
Revenue

25.92M  
Avg Revenue per Customer

2M  
Sales Qty



# Key Insights

Use the sliders to filter the data by  
Year and Month



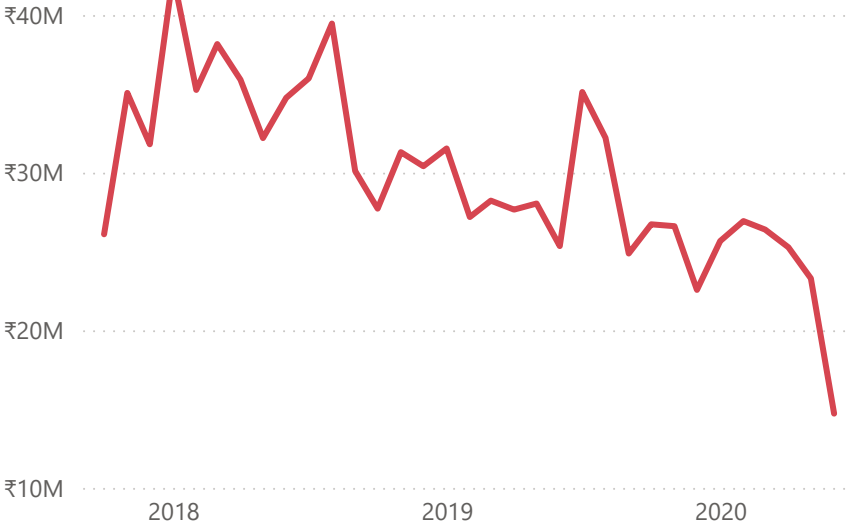
₹985M

Revenue

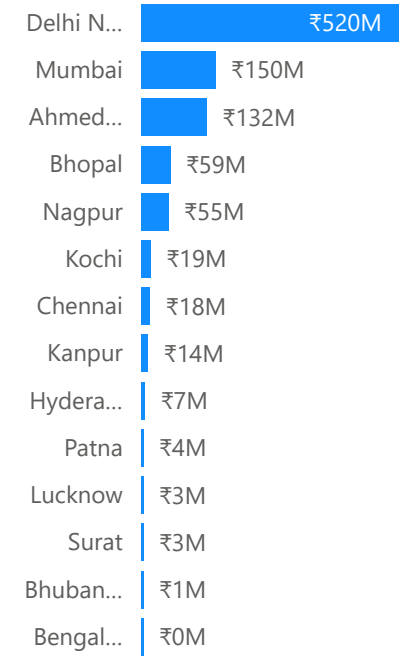
2M

Sales Qty

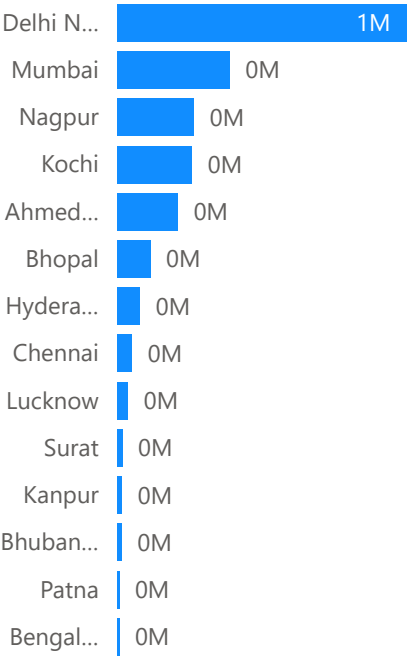
Revenue Trend



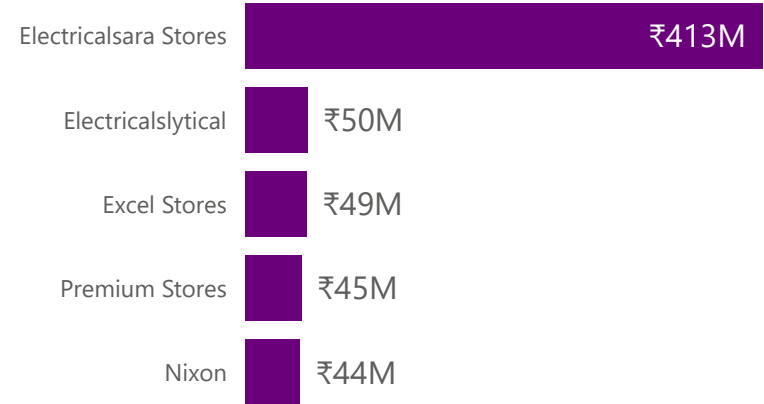
Revenue by Markets



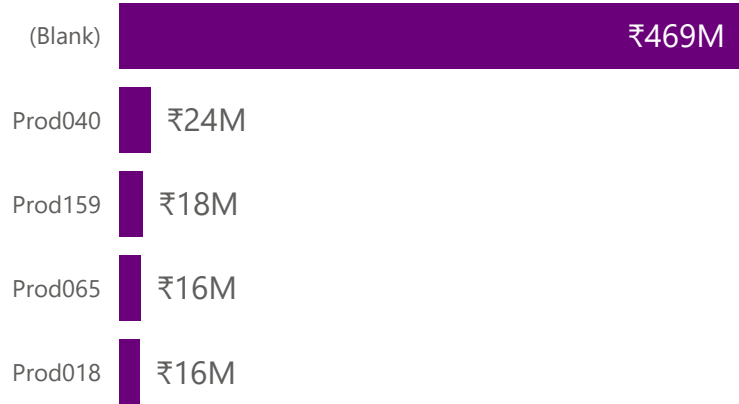
Sales Qty by Markets



Top 5 Customers



Top 5 Products



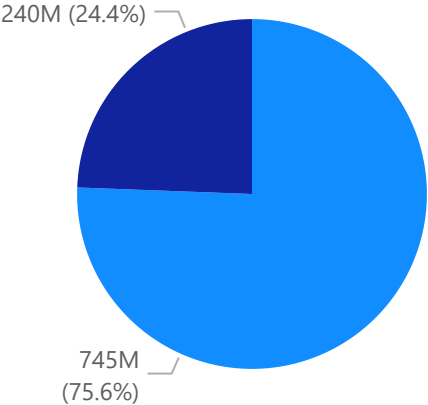
# Customer Insights

₹24.7M

Total Profit Margin

2M

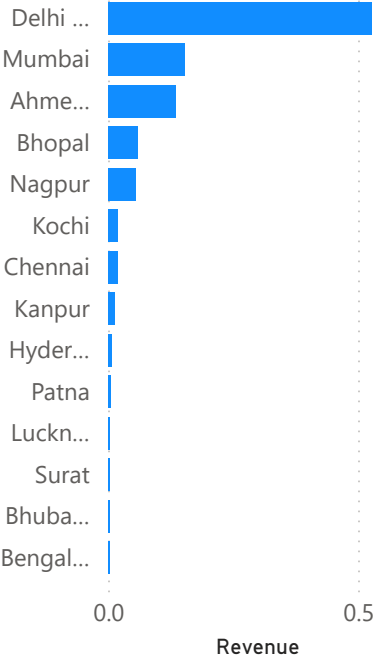
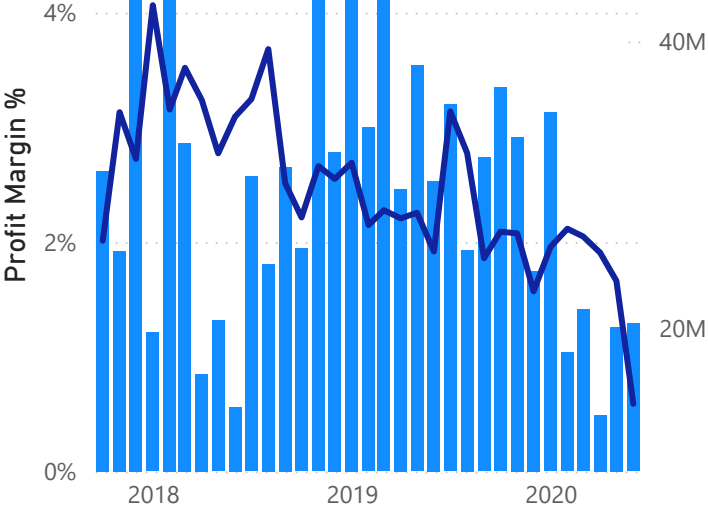
BaseMeasureSalesQTY



customer\_type

- Brick & Mortar
- E-Commerce

Profit Margin % BasemeasREV



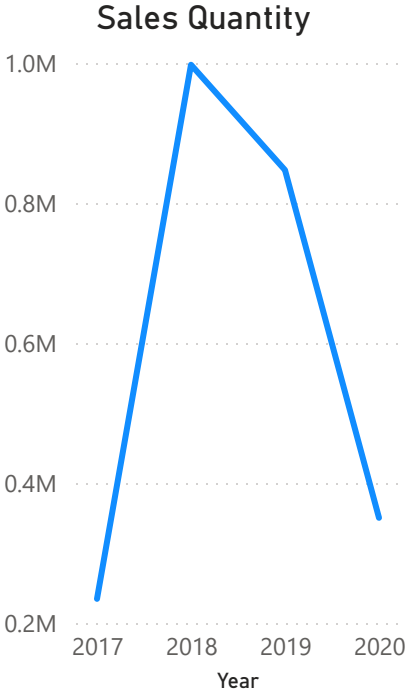
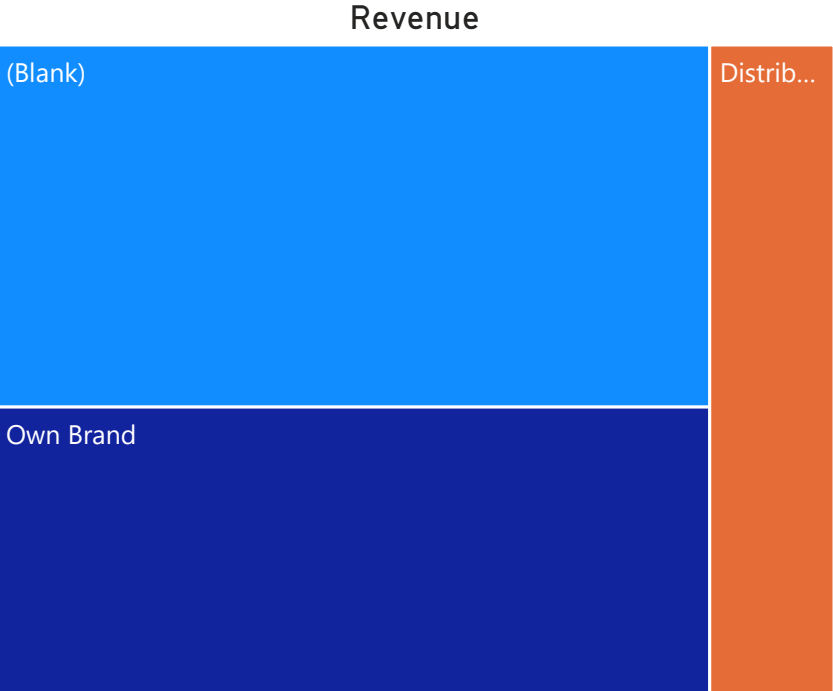
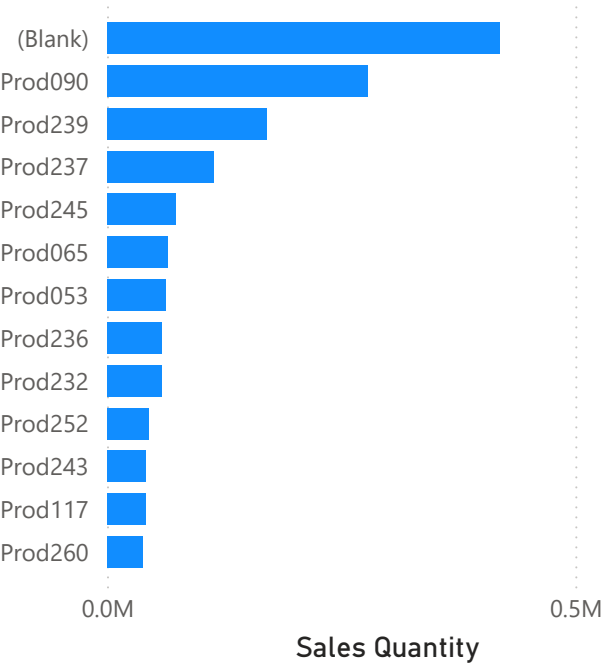
# Product Insights

279

ProductCount

8.71K

Avg Sales per Product



# Profit Insights

₹985M  
Revenue

2M  
Sales Qty

₹24.7M  
Total Profit Margin

Use the sliders to filter the data by Year and Month

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

Feb 18

Mar 18



## Revenue Contribution % by Market

Delhi ...	52.8%
Mum...	15.2%
Ahme...	13.4%
Bhopal	6.0%
Nagpur	5.6%
Kochi	1.9%
Chen...	1.8%
Kanpur	1.4%
Hyder...	0.8%
Patna	0.4%
Luckn...	0.3%
Surat	0.3%
Bhuba...	0.1%
Benga...	0.0%

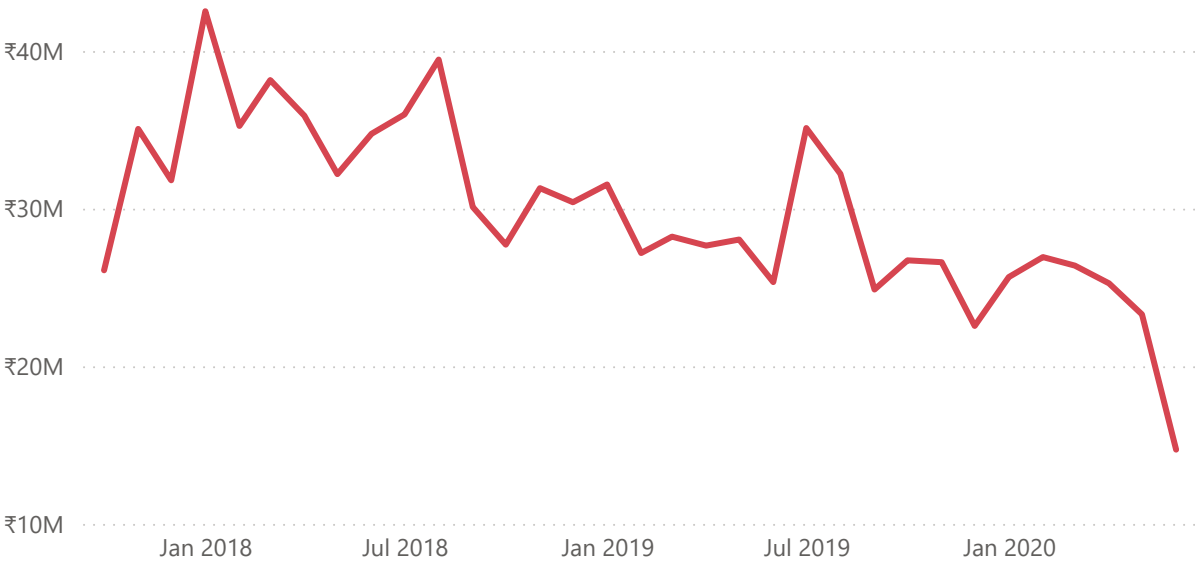
## Profit Contribution % by Market

Delhi ...	48.5%
Mum...	19.8%
Ahm...	11.6%
Bhopal	9.3%
Nagp...	5.7%
Kochi	2.9%
Chen...	1.2%
Patna	0.7%
Surat	0.5%
Hyde...	0.2%
Bhub...	0.1%
Luck...	0.1%
Kanpur	
Beng...	

## Profit % by market

Benga...	-20.8%
Kanpur	-0.5%
Hyder...	0.6%
Luckn...	1.0%
Chennai	1.7%
Ahme...	2.2%
Delhi ...	2.3%
Nagpur	2.6%
Mumbai	3.2%
Kochi	7.7%
Bhopal	8.7%
Bhuba...	9.6%
Patna	10.5%
Surat	11.4%

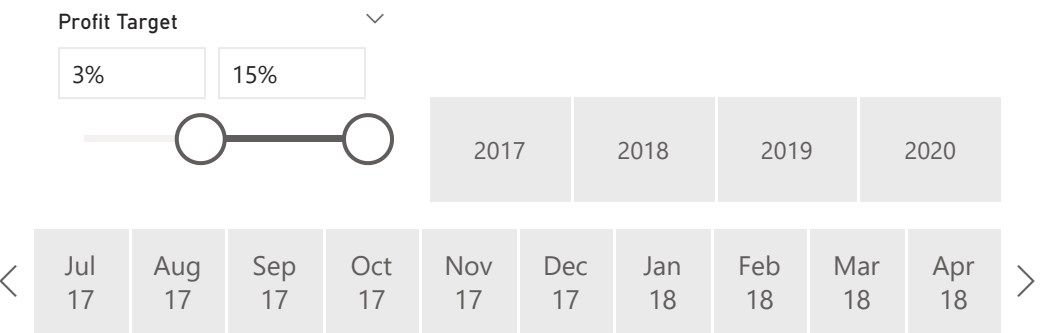
## Revenue Trend



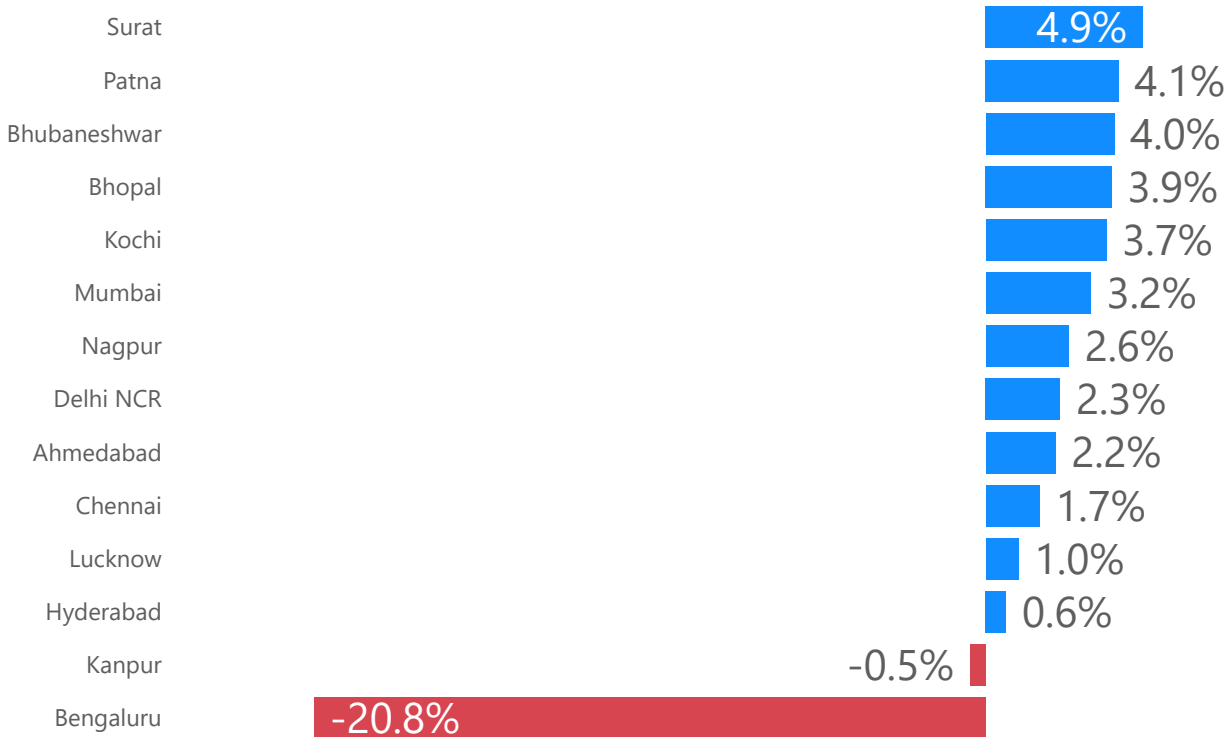
custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹1,65,29,970	1.7%	5.1%	7.5%
Electricalsquipo Stores	₹13,30,361	0.1%	0.4%	6.6%
Power	₹57,27,123	0.6%	1.4%	6.2%
Elite	₹48,37,239	0.5%	0.9%	4.4%
Electricalsociety	₹1,74,89,935	1.8%	2.9%	4.1%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Sound	₹49,66,707	0.5%	0.8%	4.0%
Logic Stores	₹1,32,01,366	1.3%	2.0%	3.7%
Expression	₹4,30,368	0.0%	0.1%	3.5%
Total	₹98,48,68,963	100.0%	100.0%	2.5%

# Performance Insights

Use the sliders to filter the data by Year and Month and fix Profit percentage range



Revenue Contribution % by Market



₹985M

Revenue

2M

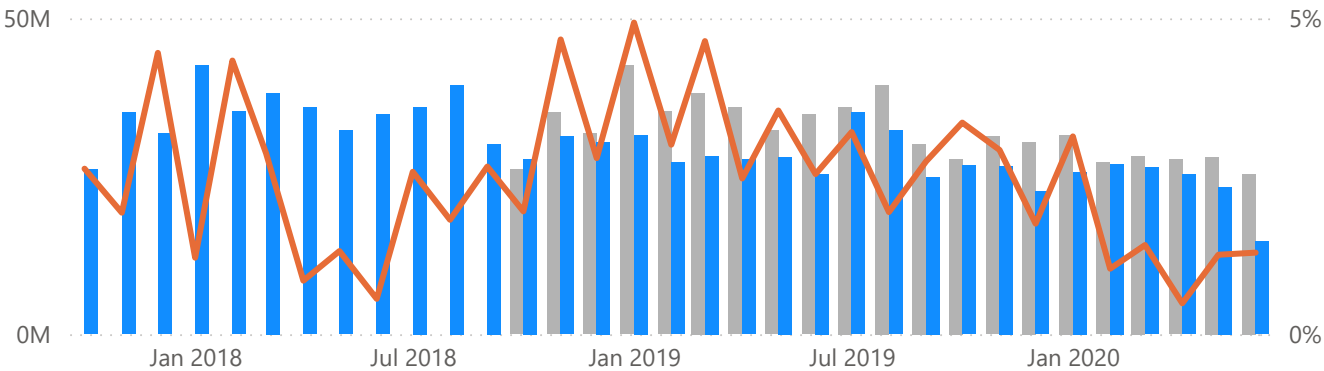
Sales Qty

₹24.7M

Total Profit Margin

Revenue Trend

Revenue LY Revenue Profit Margin %



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹41,33,33,588	42.0%	37.7%	2.3%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Excel Stores	₹4,91,15,620	5.0%	2.8%	1.4%
Premium Stores	₹4,49,62,166	4.6%	4.3%	2.3%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Info Stores	₹3,51,00,033	3.6%	1.3%	0.9%
Control	₹3,17,71,997	3.2%	3.3%	2.6%
Surge Stores	₹2,86,48,916	2.9%	2.7%	2.3%
Acclaimed Stores	₹2,11,96,727	2.2%	1.3%	1.5%
Forward Stores	₹2,10,26,070	2.1%	2.2%	2.7%
Total	₹98,48,68,963	100.0%	100.0%	2.5%