

Sales Insights Data Analysis Project

₹ 985M

Revenue

2M

Sales Qty

Central

South

North

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

Dec 17

Jan 18

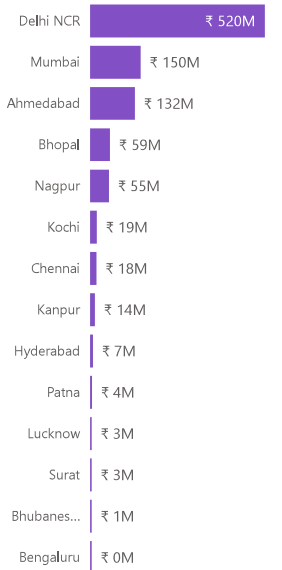
Feb 18

Mar 18

Apr 18

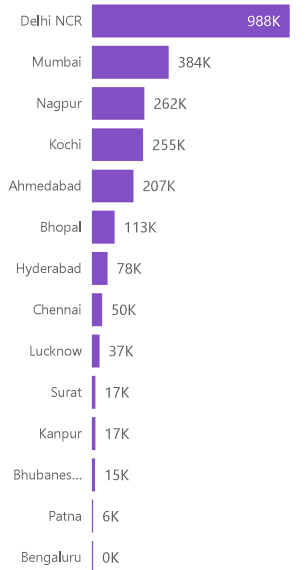
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Revenue by markets



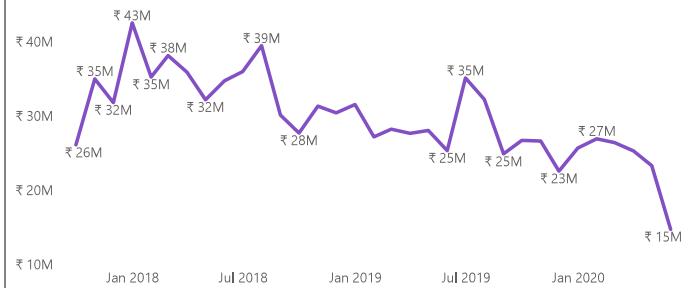
₹ 0.0bn ₹ 0.5bn

Sales Qty by markets

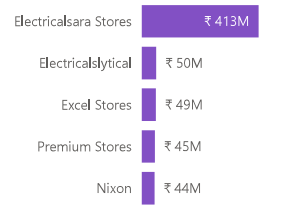


0.0M 0.5M 1.0M

Revenue Trend

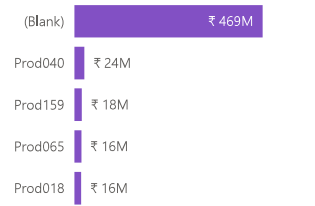


Top 5 Customers



₹ 0.0bn ₹ 0.5bn

Top 5 Products



₹ 0.0bn ₹ 0.5bn

₹ 985M
Revenue

2M
Sales Qty

₹ 24.7M
Total Profit Margin

2017

2018

2019

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

Nov
17

Dec
17

Jan
18

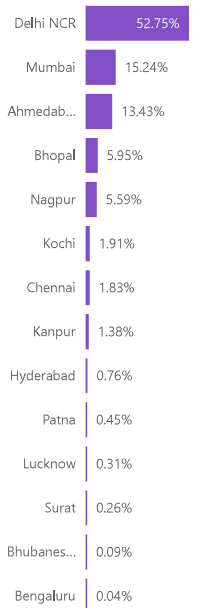
Feb
18

Mar
18

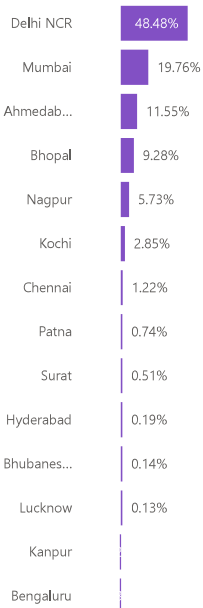
Apr
18

>

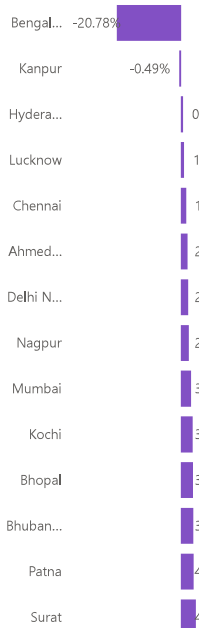
Revenue Contribution % by markets



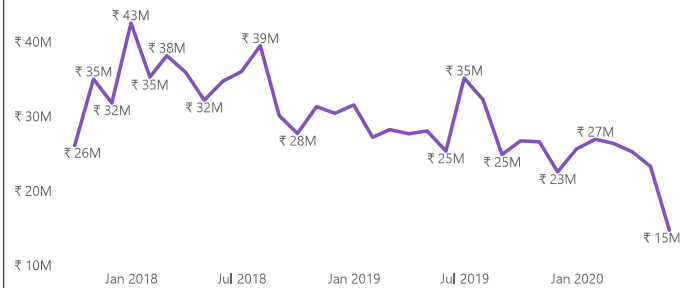
Profit Contribution % by markets



Profit % by markets



Revenue Trend



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Prof
Electricalsara Stores	₹ 413,333,588	41.97%	37.75%	
Electricalslytical	₹ 49,644,189	5.04%	6.85%	
Excel Stores	₹ 49,115,620	4.99%	2.76%	
Premium Stores	₹ 44,906,666	4.56%	4.27%	
Nixon	₹ 43,893,083	4.46%	7.24%	
Info Stores	₹ 35,100,033	3.56%	1.28%	
Control	₹ 31,771,997	3.23%	3.35%	
Surge Stores	₹ 28,648,916	2.91%	2.66%	
Acclaimed Stores	₹ 21,196,727	2.15%	1.30%	
Forward Stores	₹ 21,026,079	2.14%	2.27%	
Epic Stores	₹ 18,750,440	1.90%	1.33%	
Nomad Stores	₹ 17,739,351	1.80%	2.08%	
Total	₹ 984,813,463	100.00%	100.00%	

₹ 985M

Revenue

2M

Sales Qty

₹ 24.7M

Total Profit Margin

Profit Target

-5.00%

2.00%



2017

2018

2019

2020

Jun
17

Jul
17

Aug
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Sep
17

Oct
17

Nov
17

Dec
17

Jan
18

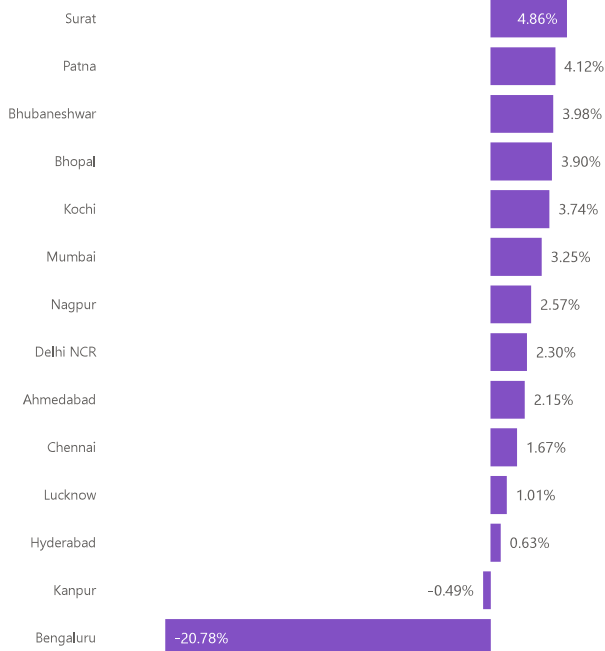
Feb
18

Mar
18

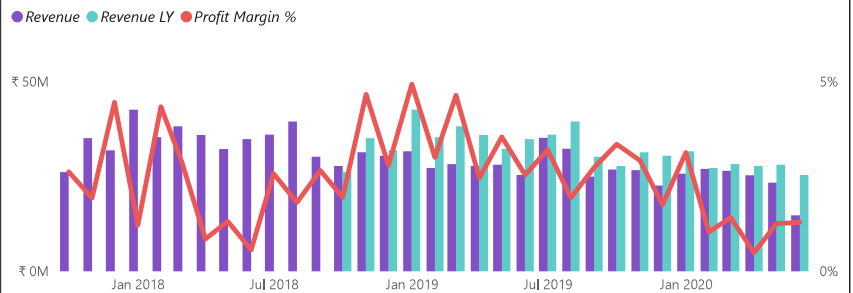
Apr
18



Revenue Contribution % by markets



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹ 413,333,588	41.97%	37.75%	2.25%
Electricalslytical	₹ 49,644,189	5.04%	6.85%	3.40%
Excel Stores	₹ 49,115,620	4.99%	2.76%	1.38%
Premium Stores	₹ 44,906,666	4.56%	4.27%	2.35%
Nixon	₹ 43,893,083	4.46%	7.24%	4.07%
Info Stores	₹ 35,100,033	3.56%	1.28%	0.90%
Control	₹ 31,771,997	3.23%	3.35%	2.60%
Surge Stores	₹ 28,648,916	2.91%	2.66%	2.29%
Acclaimed Stores	₹ 21,196,727	2.15%	1.30%	1.51%
Forward Stores	₹ 21,026,079	2.14%	2.27%	2.67%
Epic Stores	₹ 18,750,440	1.90%	1.33%	1.76%
Nomad Stores	₹ 17,739,351	1.80%	2.08%	2.89%
Total	₹ 984,813,463	100.00%	100.00%	2.50%