

# BUSINESS SALES INSIGHTS



**Key Insights**



**Profit Analysis**



**Performance Insights**

₹985M

Revenue

2M

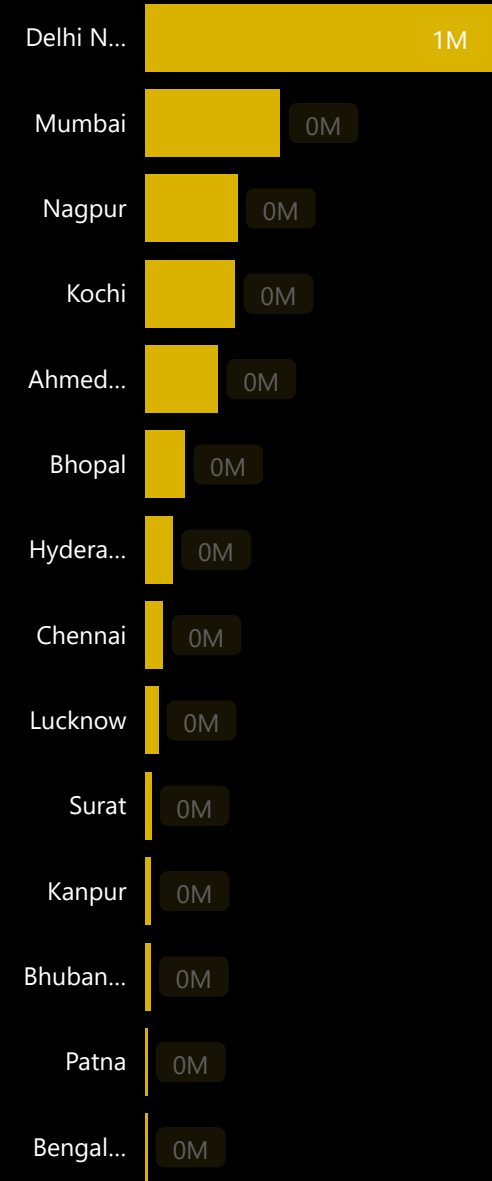
Sales Qty



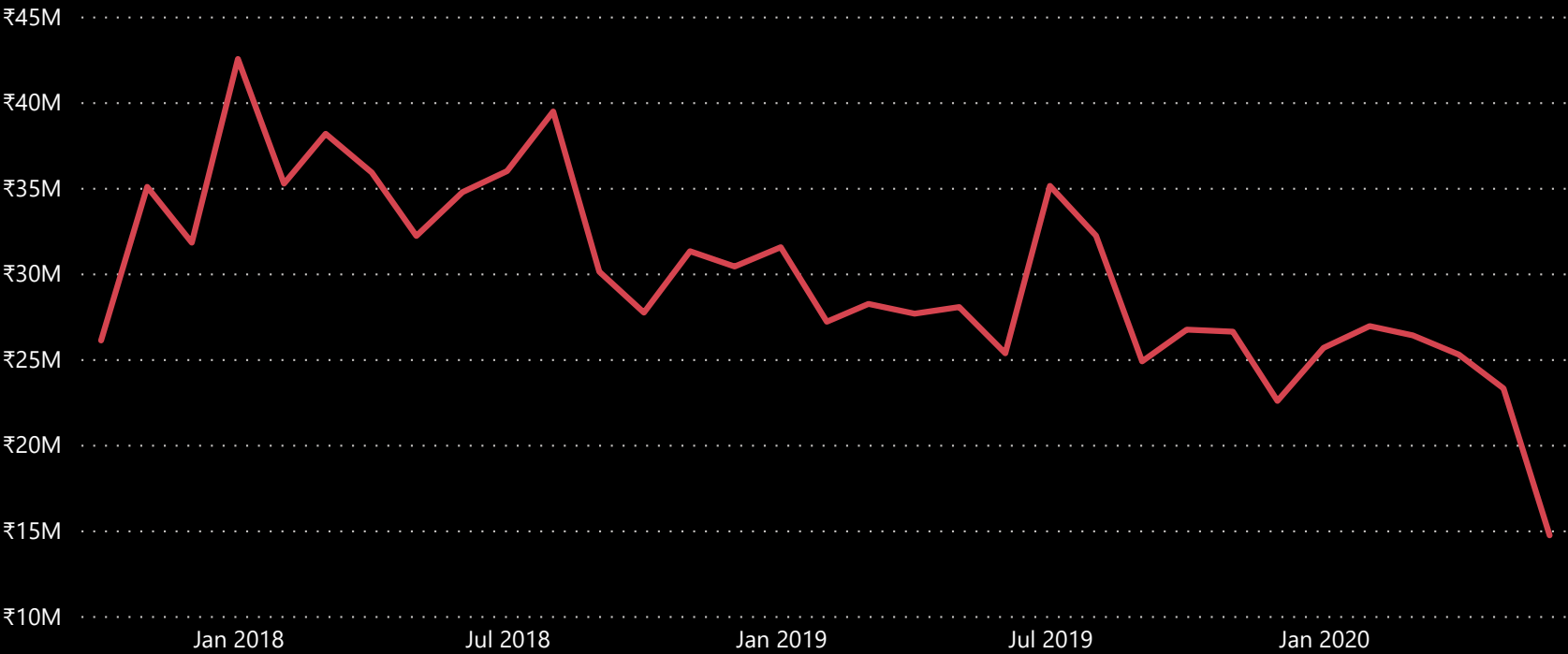
Revenue by Markets



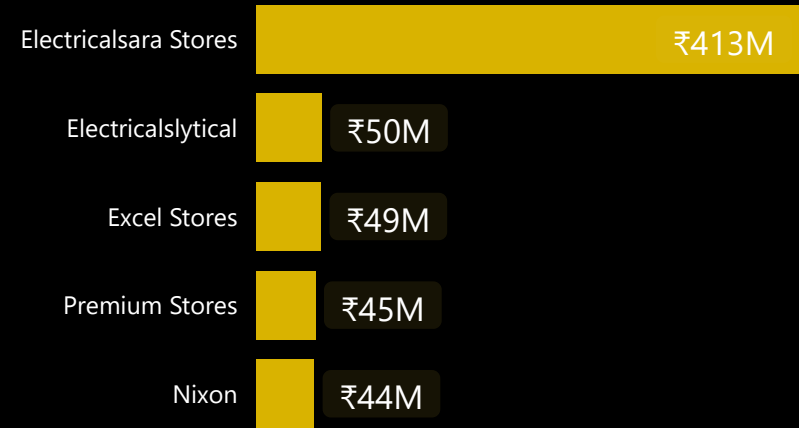
Sales Qty by Markets



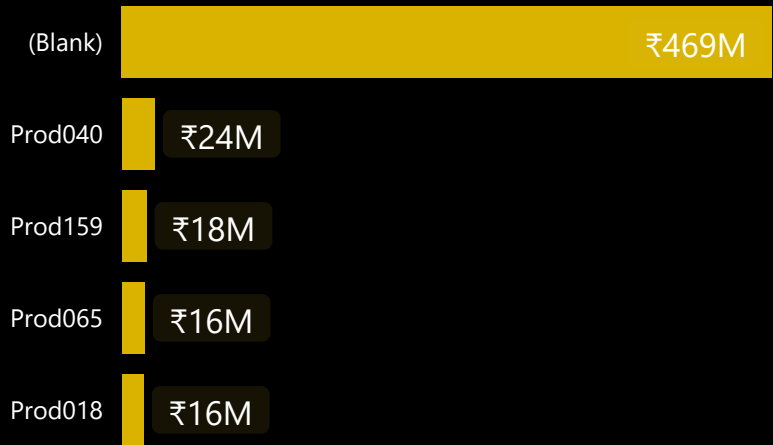
Revenue Trend



Top 5 Customers



Top 5 Products



₹93M

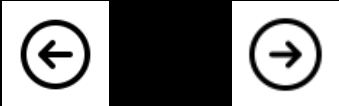
Revenue

234K

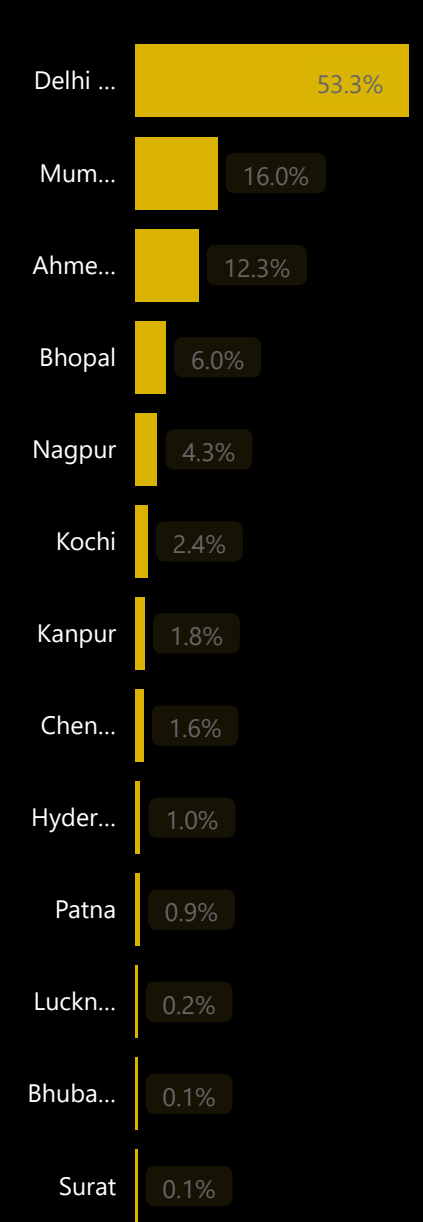
Sales Qty

₹2.8M

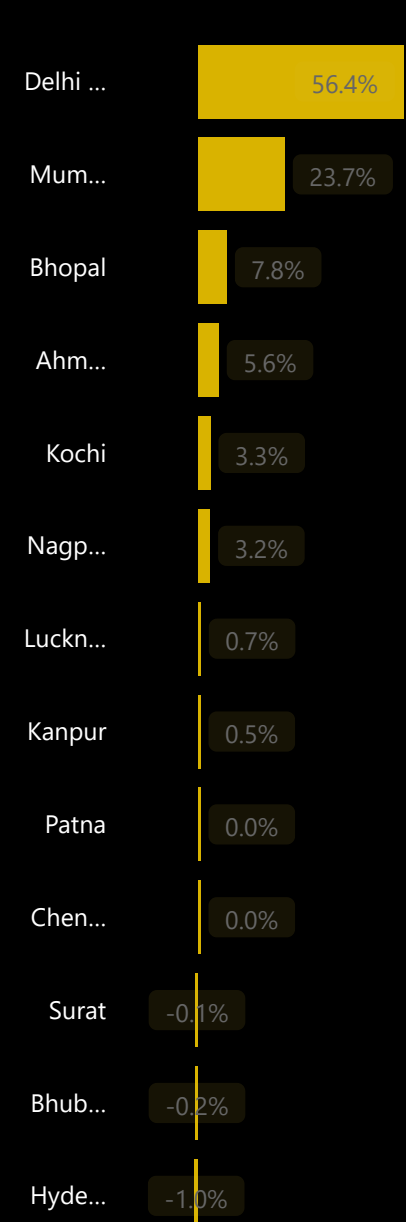
Total Profit Margin



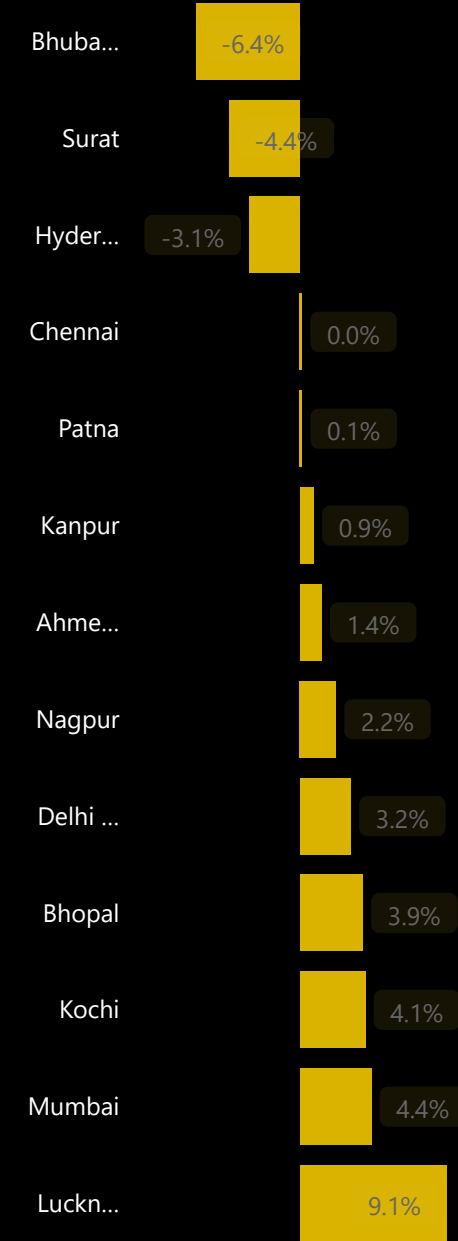
Revenue Contribution % by Market



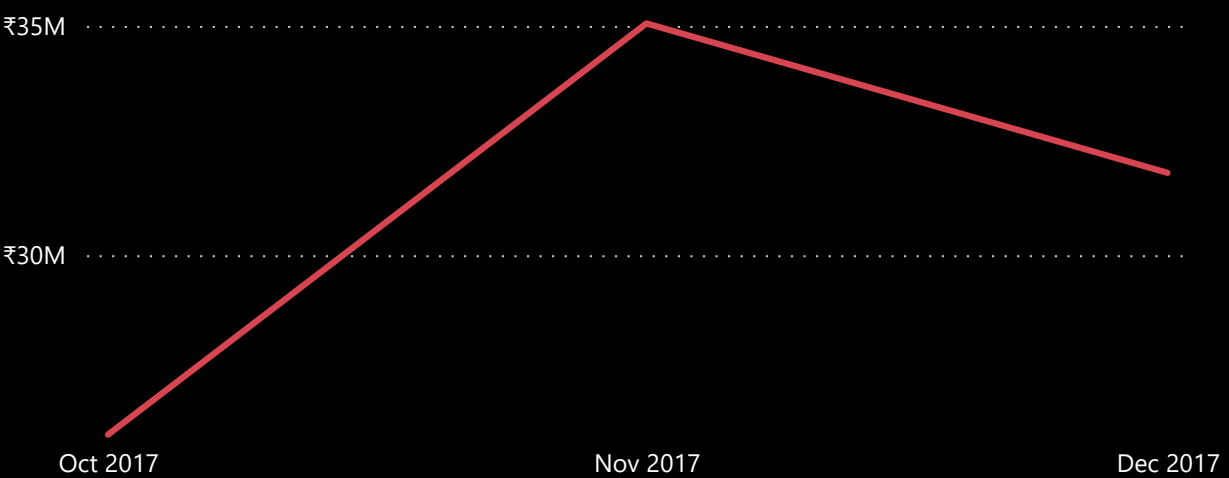
Profit Contribution % by Market



Profit % by market



Revenue Trend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹3,60,98,419	38.8%	37.0%	2.8%
Nixon	₹79,14,695	8.5%	14.0%	4.9%
Electricalslytical	₹61,35,803	6.6%	20.4%	9.2%
Premium Stores	₹52,93,162	5.7%	-0.0%	-0.0%
Excel Stores	₹46,00,061	4.9%	0.9%	0.5%
Surge Stores	₹29,82,217	3.2%	1.3%	1.2%
Control	₹25,81,726	2.8%	1.9%	2.1%
Info Stores	₹24,24,940	2.6%	-0.2%	-0.2%
Atlas Stores	₹17,59,730	1.9%	-1.7%	-2.7%
Acclaimed Stores	₹17,01,927	1.8%	4.0%	6.5%
Forward Stores	₹16,18,773	1.7%	1.5%	2.6%
Nomad Stores	₹16,16,177	1.7%	1.8%	3.1%
Epic Stores	₹13,96,555	1.5%	1.3%	2.7%
Surface Stores	₹13,70,731	1.5%	3.6%	7.2%
Total	₹9,29,38,153	100.0%	100.0%	3.0%

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

Profit Target

3%

2017

2018

2019

2020



Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

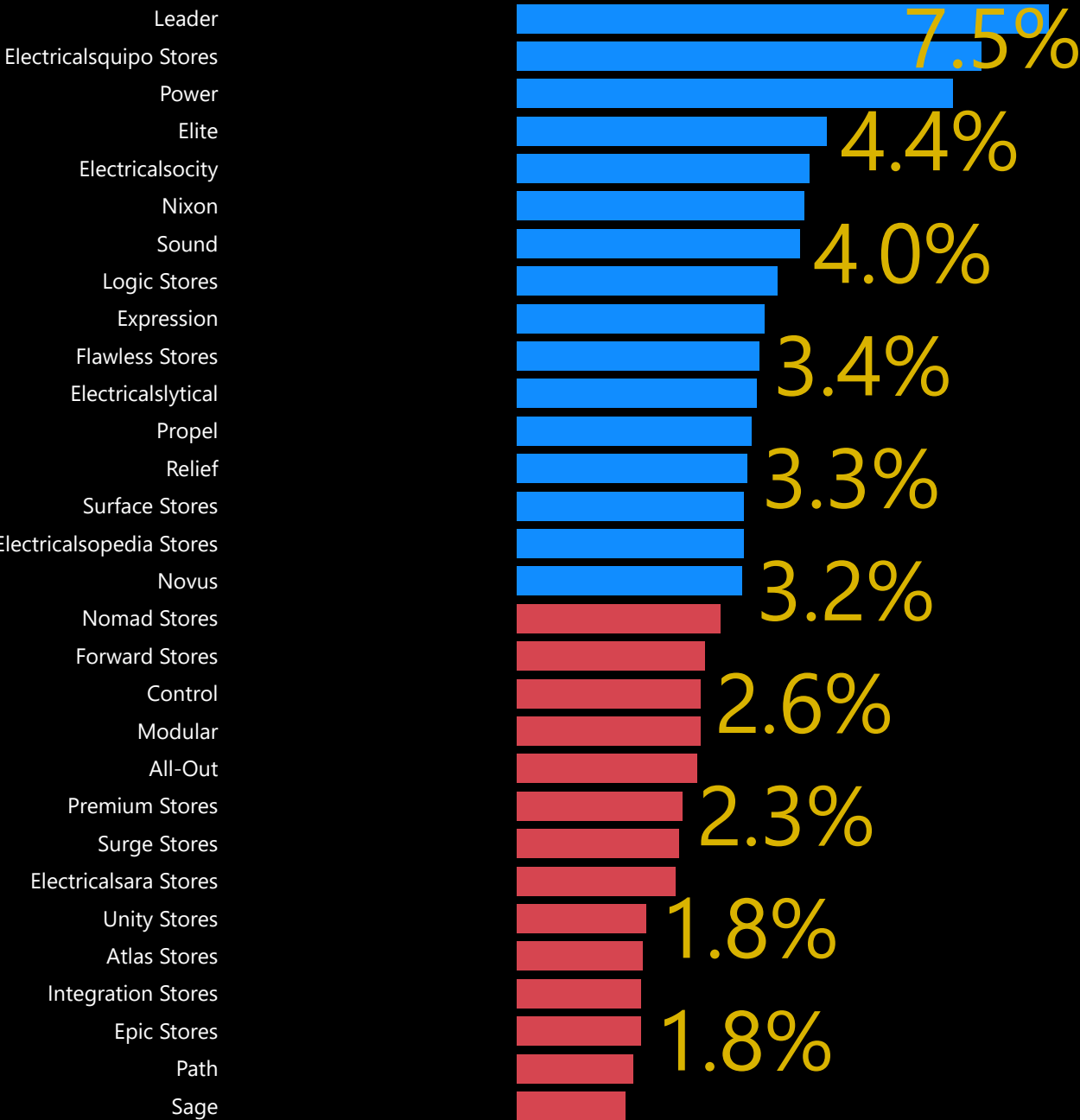
Nov 17

Dec 17

Jan 18

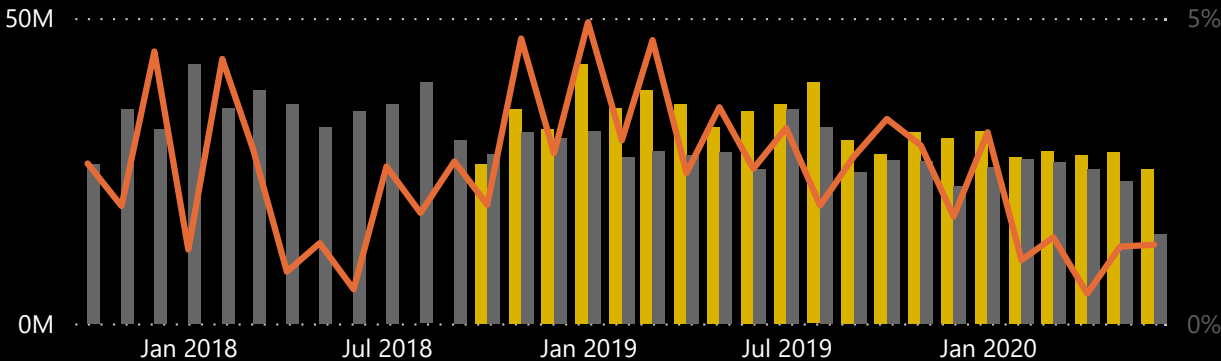
Feb 18

Revenue Contribution % by Market



Revenue Trend

● Revenue LY ● Revenue ● Profit Margin %



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Zone	₹50,67,349	0.5%	0.2%	1.2%
Unity Stores	₹1,25,89,257	1.3%	0.9%	1.8%
Synthetic	₹61,73,068	0.6%	0.4%	1.4%
Surge Stores	₹2,86,48,916	2.9%	2.7%	2.3%
Surface Stores	₹1,52,42,562	1.5%	2.0%	3.2%
Sound	₹49,66,707	0.5%	0.8%	4.0%
Sage	₹22,52,506	0.2%	0.1%	1.5%
Relief	₹52,30,158	0.5%	0.7%	3.3%
Propel	₹41,83,862	0.4%	0.6%	3.3%
Premium Stores	₹4,49,62,166	4.6%	4.3%	2.3%
Power	₹57,27,123	0.6%	1.4%	6.2%
Path	₹1,29,95,938	1.3%	0.9%	1.6%
Novus	₹23,59,799	0.2%	0.3%	3.2%
Nomad Stores	₹1,77,39,351	1.8%	2.1%	2.9%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Total	₹98,48,68,963	100.0%	100.0%	2.5%