**Key Sales Insights**

**1. Revenue & Sales Quantity Overview:**

* The company recorded a **total revenue of approximately 984.87M** with **2M units sold** across markets.
* There is a noticeable **decline in revenue and sales quantity year-over-year**, dropping to **142.22M revenue and 350K sales quantity** by the final reporting period.

**2. Top Performing Market – Delhi NCR:**

* Delhi NCR consistently ranks highest in **both total revenue and sales quantity** across all reporting periods.
  + Example: ₹519.57M revenue in the highest recorded period, with sales quantities crossing 1M units.

**3. Market Performance Trends:**

* Other consistently strong markets include **Mumbai, Ahmedabad, and Bhopal**.
* Markets like **Surat, Bhubaneswar, and Patna** show comparatively **lower performance**, contributing marginally to revenue and quantity.

**4. Top Customers by Revenue:**

* **Electricalsara Stores** ranks as the **top customer across all periods**, indicating potential for a strategic partnership or premium servicing.

**5. Top Products Driving Revenue:**

* Product codes like **Prod040, Prod018, Prod159**, and **Prod099** appear in the top 5 across multiple snapshots.
* These products could be prioritized in inventory planning and marketing.

**6. Revenue Trend Over Time:**

* Revenue peaked around **early 2018 to mid-2019**, with visible **downward trends post-2020**, possibly due to seasonal cycles or external market factors like COVID-19 impact.

**Strategic Recommendations:**

* **Focus more resources and promotions on Delhi NCR and Mumbai** due to their consistently high returns.
* **Investigate reasons behind declining revenue** and sales after 2019 and tailor strategies to bounce back.
* **Optimize supply chain and marketing efforts** around top customers and products to drive sales in underperforming regions.