



Sales Insights



Key Insights

Analyze the Performance over key metrics like
Revenue & Sales Quantity



Profit Analysis

Get **Profit Analysis** with
customer name



Performance Insights

Analyze the Performance over key metrics like
Revenue , Sales Quantity & Total Profit Margin with year trend



Key Insights



Profit Analysis



Performance
Insights

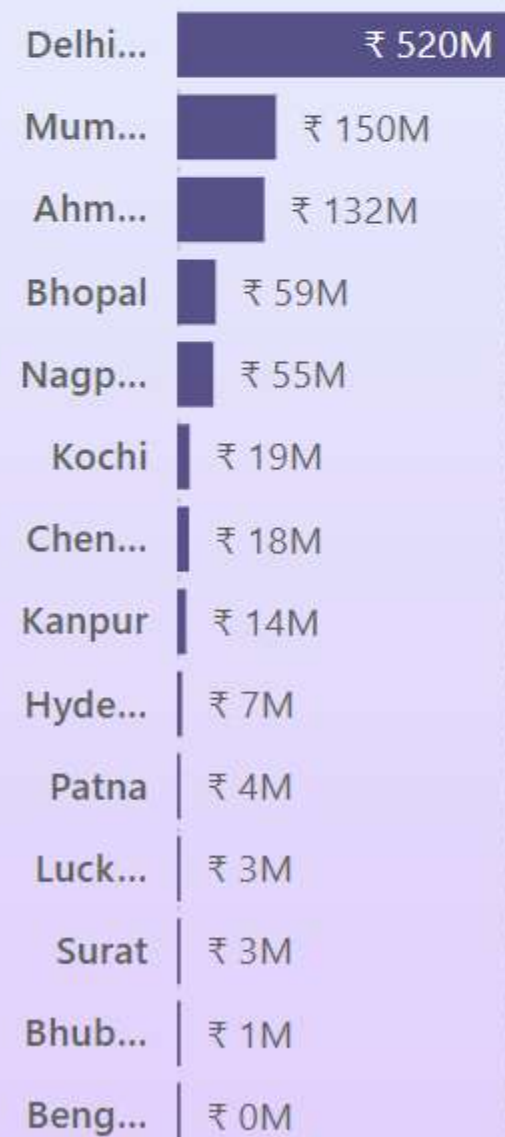
₹ 985M

Revenue

2.4M

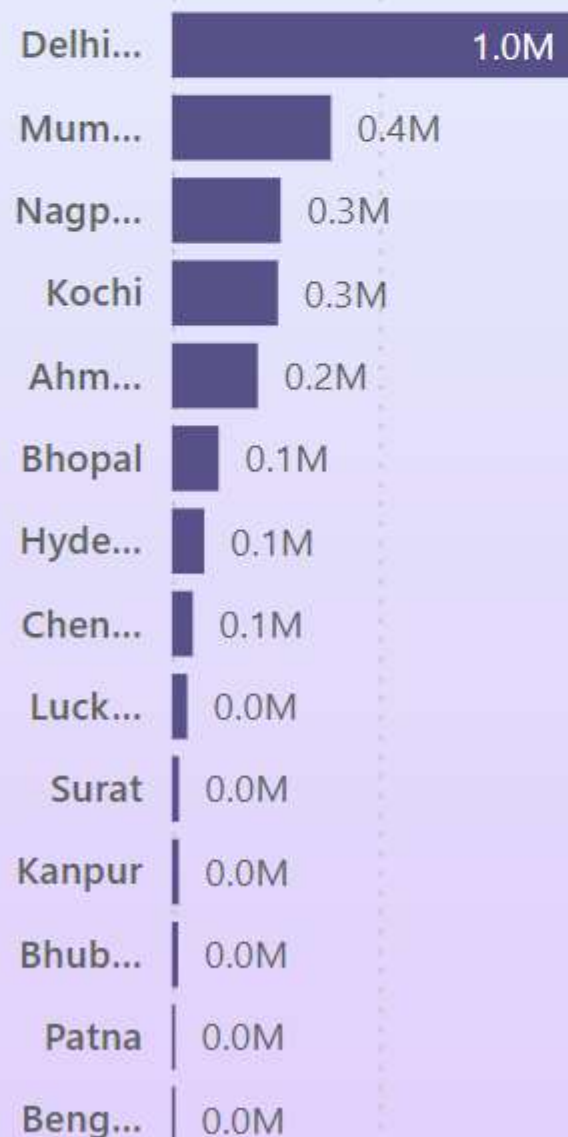
Sales Quantity

Revenue by Markets



₹ 0.0bn ₹ 0.5bn

Sales Quantity by Markets



0.0M 0.5M 1.0M

2017

2018

2019

2020

Jun/17

Jul/17

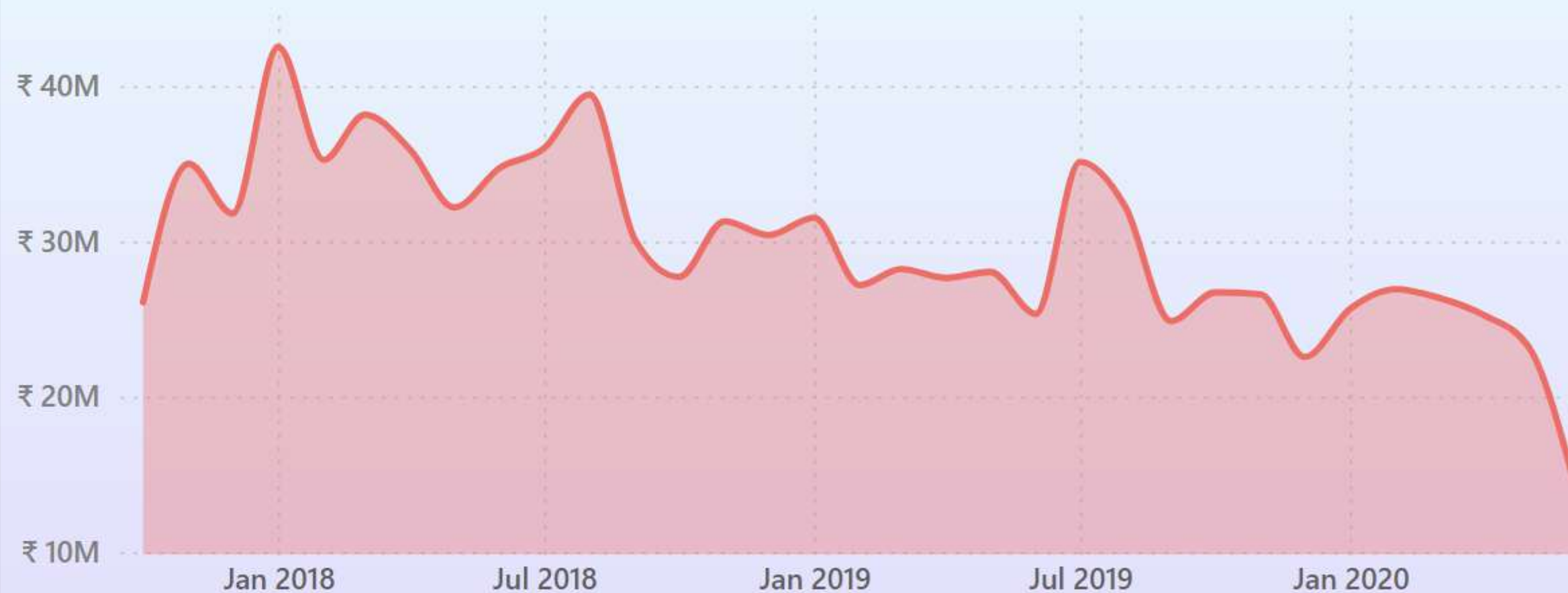
Aug/17

Sep/17

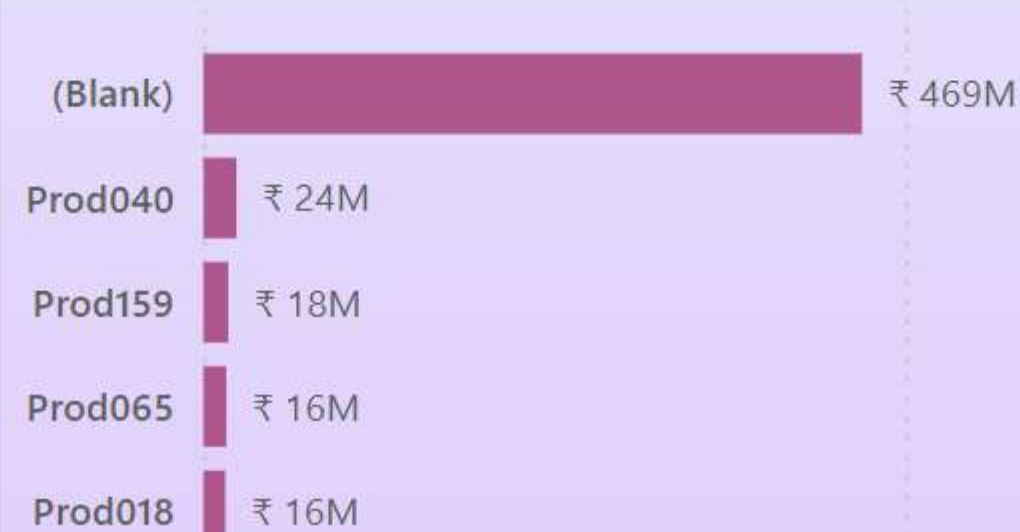
Oct/17



Revenue Trend



Top 5 Products



₹ 0.0bn ₹ 0.5bn

Top 5 Customer



₹ 0.0bn ₹ 0.5bn



Profit Analysis

2017

2018

2019

2020

Jun/17

Jul/17

Aug/17

Sep/17

Oct/17



Key Insights



Performance Insights

₹ 985M

Revenue

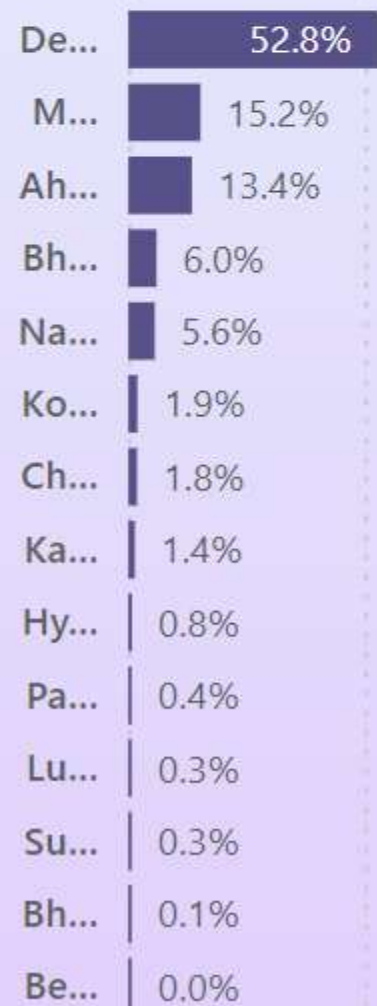
2.4M

Sales Quantity

₹24.7M

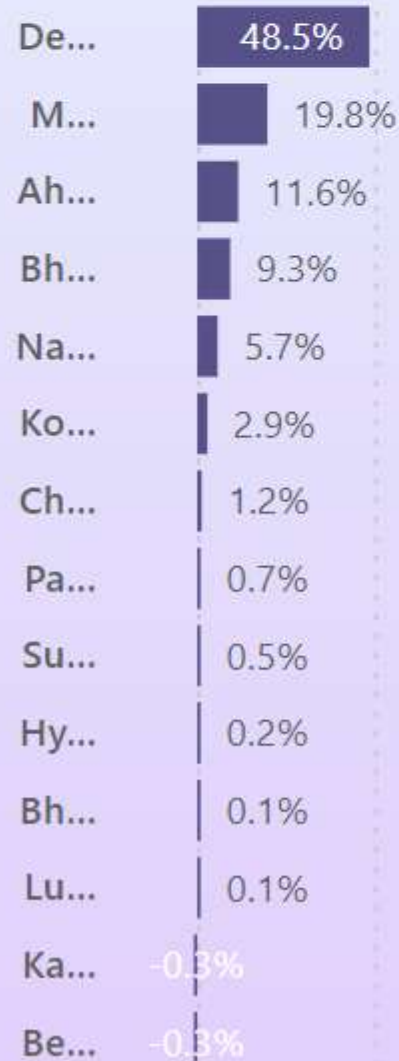
Total Profit Margin

Revenue Contribution % by Market



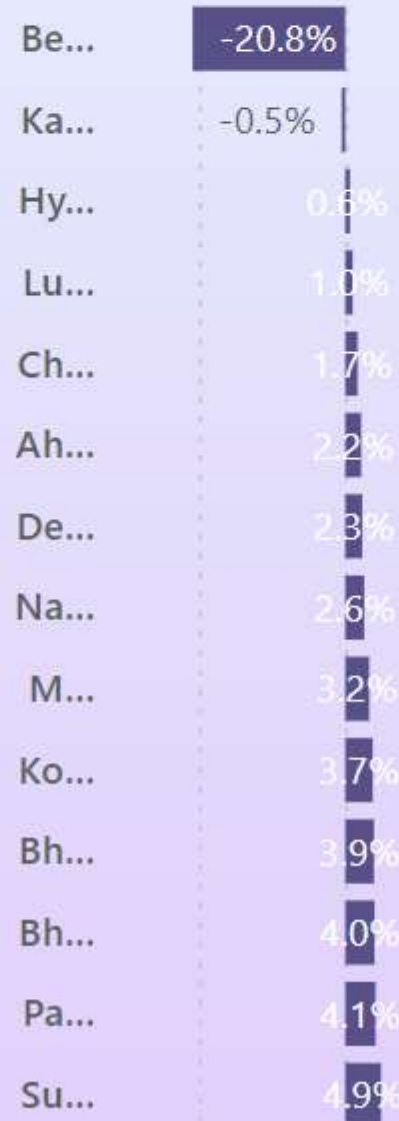
0% 50%

Profit Contribution % by Market



0% 50%

Profit % by Market



-20% 0%

Revenue Trend

₹ 40M
₹ 30M
₹ 20M
₹ 10M

Jan 2018

Jul 2018

Jan 2019

Jul 2019

Jan 2020

customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹ 413,333,588	42.0%	37.7%	2.3%
Electricalslytical	₹ 49,644,189	5.0%	6.8%	3.4%
Excel Stores	₹ 49,115,620	5.0%	2.8%	1.4%
Premium Stores	₹ 44,906,666	4.6%	4.3%	2.3%
Nixon	₹ 43,893,083	4.5%	7.2%	4.1%
Info Stores	₹ 35,100,033	3.6%	1.3%	0.9%
Control	₹ 31,771,997	3.2%	3.3%	2.6%
Surge Stores	₹ 28,648,916	2.9%	2.7%	2.3%
Acclaimed Stores	₹ 21,196,727	2.2%	1.3%	1.5%
Total	₹ 984,813,463	100.0%	100.0%	2.5%



Performance Insights



Key Insights



Profit Analysis

₹ 142M

Revenue

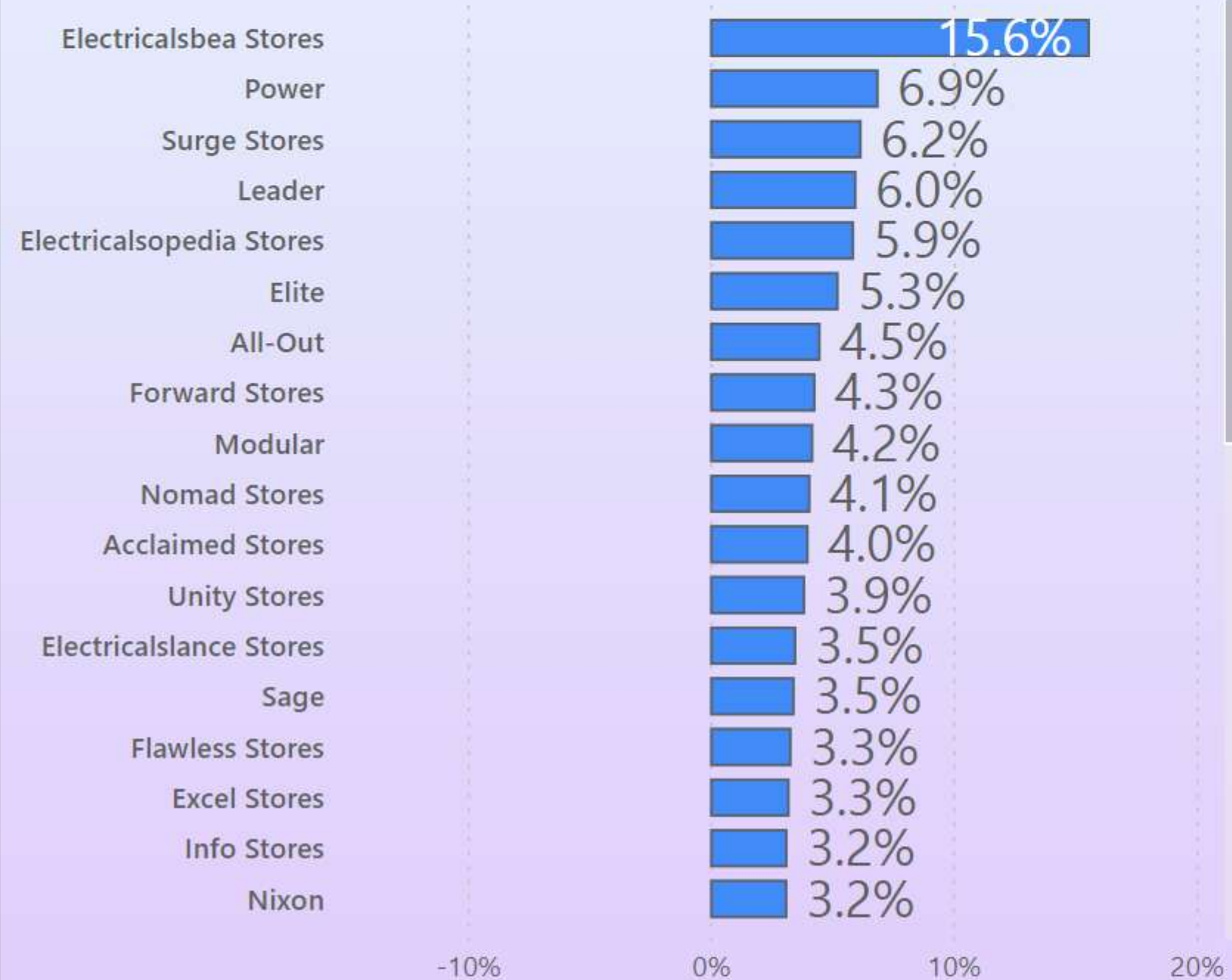
350.2K

Sales Quantity

₹2.1M

Total Profit Margin

Revenue Contribution % by Market



Profit Target

-5.0%



2017

2018

2019

2020

Jan/20

Feb/20

Mar/20

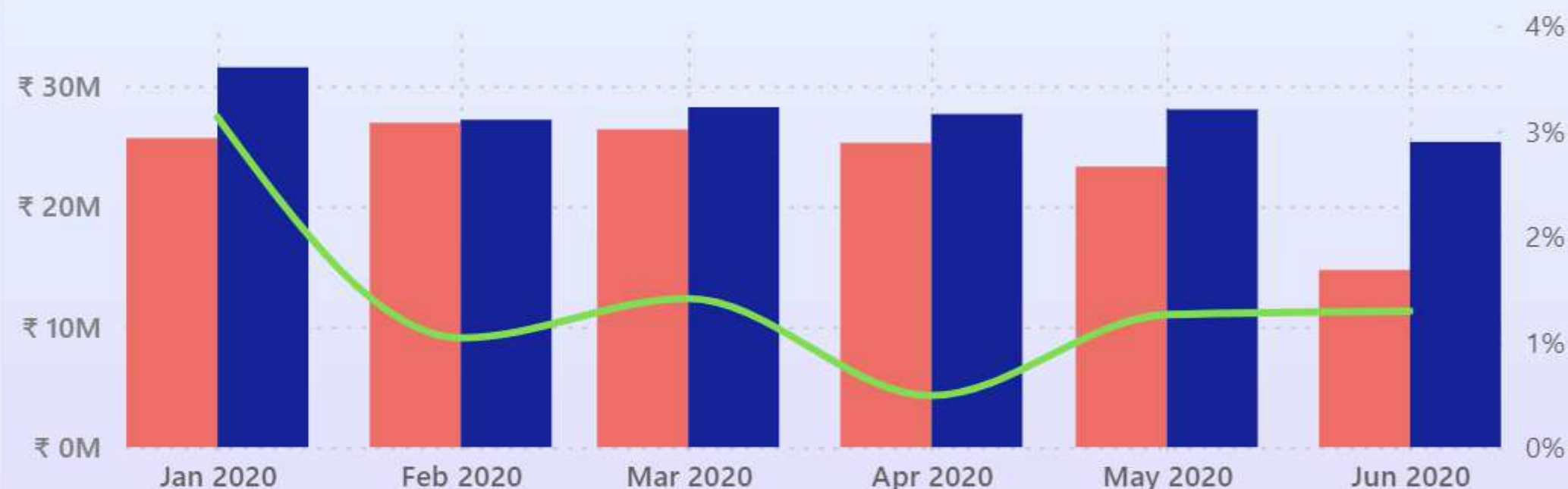
Apr/20

May/20

Jun/20

Revenue Trend

● Revenue ● Revenue LY ● Profit Margin %



customer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹ 65,641,977	46.2%	11.9%	0.4%
Excel Stores	₹ 7,928,385	5.6%	12.5%	3.3%
Premium Stores	₹ 5,899,748	4.1%	1.4%	0.5%
Electricalslytical	₹ 5,537,904	3.9%	1.3%	0.5%
Info Stores	₹ 5,064,374	3.6%	7.8%	3.2%
Control	₹ 4,182,662	2.9%	2.5%	1.2%
Surge Stores	₹ 3,953,600	2.8%	11.9%	6.2%
Logic Stores	₹ 3,319,243	2.3%	0.6%	0.4%
Acclaimed Stores	₹ 3,116,384	2.2%	6.1%	4.0%
Total	₹ 142,224,545	100.0%	100.0%	1.4%