

Bizom insights - Building your future - 13211

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Wed, Jun 11, 2025 at 7:36 PM



May 1 '25 - May 31 '25 (31 days)

Your Business Update

Detailed Insight

1.98 Cr	15 K	2 K	1 K
Total Order Amount	Order_quantity	No Of Total Orders	No Of Total Ordered Outlets
17 K	7 Lac	40	17 K
Avg Order Value Per Outlet	Avg Order Value Per User	Unique Outlets Visited Per User	Drop Size (amount)
3	5 K	271	29
Lpsc Orders	Tlisd Orders	Unique Skus Ordered	Number Of Unique Order Users
6 K	2 K	1 K	31
Total Calls	Total Pc	Unique Productive Calls	Number Of Working Days

6 K	1 K	284	51
Total Pjp Calls	Total Pjp Pc	Total Non-pjp Calls	Total Non-pjp Pc

6	1	1	40
Avg Total Calls Per User Per Day	Avg Productive Calls Per User Per Day	Avg Pjp Productive Calls Per User Per Day	Avg Time Spent Per Outlet In Minute



Date Wise Unique Outlets Visited, order amount, order quantity, no of orders and ordered outlets

Date	Unique Outlets Visited	Ordered Outlets	Total Orders	Order_amount
2nd Jun '25	203	53	55	8 Lac
3rd Jun '25	190	51	51	9 Lac
4th Jun '25	196	60	61	6 Lac
5th Jun '25	241	74	76	11 Lac
6th Jun '25	248	66	67	9 Lac
7th Jun '25	208	68	74	10 Lac
8th Jun '25	20	5	5	1 Lac
9th Jun '25	200	53	54	6 Lac
10th Jun '25	217	51	51	7 Lac
11th Jun '25	189	47	49	5 Lac



Product wise order amount, quantity, total orders and total ordered outlets

Showing top 10 performers by Unique Ordered Outlets

Product	Unique Ordered Outlets	Total Orders	Order_amount	Order_quantity
Alexa	274	294	14 Lac	1 K
Matrix	234	255	11 Lac	823
Crest 3 Jar	211	241	12 Lac	860
Matrix 3 Burner	205	219	13 Lac	626
ZEST 2 Jar [ISI]	166	180	9 Lac	707
RIO JMG[ISI]	140	143	10 Lac	479
Wave Madhani	133	139	8 Lac	673
Crown Plus 4 Jar Mixer Grinder	112	114	7 Lac	454
NECTOR JUICY	70	75	3 Lac	214
Spectra 03 MS Plus Auto Ignition	69	72	5 Lac	160

Outlet Wise Order amount, order quantity, no of orders and unique SKU

Showing top 10 performers by order\_amount

Outlet	Order_amount	Order_quantity	Total Orders	Unique Skus
RSR TRADERS	2 Lac	106	1	9
N.P STORE	2 Lac	133	1	15
MH FRUITS JUICE	2 Lac	137	1	12
SAI BABA TRADERS	1 Lac	108	3	5
Ashoka Enterprises	1 Lac	84	5	18
Ahuja Enterprises	1 Lac	86	1	24

Outlet Wise Order amount, order quantity, no of orders and unique SKU				
unique traders	98 K	72	7	24
RAJ KISHORE BARTAN WALE	92 K	82	8	13
AMIT ENTERPRISES	92 K	85	2	14
BUNTY BHAI BARTAN STORE	91 K	70	2	17

Brand wise order amount, quantity, total orders and total ordered outlets				
Brand	Order_amount	Order_quantity	Total Orders	Ordered Outlets
Pringle	2 Cr	15 K	1 K	1 K

Variant wise order amount, quantity, total orders and total ordered outlets				
Variant	Order_amount	Order_quantity	Total Orders	Ordered Outlets

Size wise order amount, quantity and no of orders total ordered outlets				
Size	Order_amount	Order_quantity	Total Orders	Ordered Outlets

Unit wise order amount, quantity, total orders and total ordered outlets				
Unit	Order_amount	Order_quantity	Total Orders	Ordered Outlets

Packaging wise order amount, quantity, total orders and total ordered outlets				
Packaging	Order_amount	Order_quantity	Total Orders	Ordered Outlets
Box	93 Lac	8 K	1 K	874

Subcategory wise order amount, quantity, total orders and total ordered outlets				
Showing top 10 performers by order_amount				
Subcategory	Order_amount	Order_quantity	Total Orders	Ordered Outlets
MG_JMG_Hand Press Juicer	52 Lac	3 K	664	574
Glass top Gas Stove	36 Lac	2 K	417	379
Hand Blender_Chopper_Hand Mixer	21 Lac	2 K	356	336
Nutri Blender	17 Lac	1 K	310	287
Induction_Infrared Cooker	13 Lac	580	145	140
PRESSURE COOKER RANGE	10 Lac	655	112	106
Gas Stove SS	6 Lac	366	100	98
Air Fryer	6 Lac	277	136	130
COOKEASY SS COOKWARE RANGE	6 Lac	600	75	63

Subcategory wise order amount, quantity, total orders and total ordered outlets				
NON-STICK -Glaze	5 Lac	1 K	115	103

SKU Category wise order amount, quantity, total orders and total ordered outlets				
Category	Ordered Outlets	Total Orders	Order_amount	Order_quantity
Appliances	968	1 K	1 Cr	10 K
Cookware	540	645	69 Lac	5 K
Chimney	27	31	4 Lac	53
Bottles	16	20	2 Lac	362
Vacuum Cleaner	12	13	87 K	24
Weighing Machine	16	18	36 K	48

Beat Wise Order amount, order quantity, no of orders and ordered outlets				
Showing 10 records				
Beat	Ordered Outlets	Order_amount	Order_quantity	Total Orders
Kannauj	3	45 K	30	3
Gazipur	2	67 K	36	2
Baramula	1	13 K	10	2
Basti	2	48 K	26	2
Hapur	5	87 K	71	6
Dimapur	26	3 Lac	213	30
Meerut	6	2 Lac	107	6
Gwalior	6	48 K	37	7
Sandila	2	26 K	30	2
Kanpur	18	3 Lac	256	19

Outlet Type wise Order amount, order quantity, no of orders and unique SKU						
Outlet_type	Unique Outlets Visited	Unique Ordered Outlets	Order_amount	Order_quantity	Total Orders	Unique Skus
General Trade	1 K	546	94 Lac	7 K	704	227
Appliances Showroom	1 K	368	59 Lac	4 K	453	208
Outlet	426	177	26 Lac	2 K	225	178
Distributor	142	28	6 Lac	435	42	61
White Goods Showroom	160	47	6 Lac	383	53	73
Departmental store	28	18	3 Lac	252	24	71

Outlet Type wise Order amount, order quantity, no of orders and unique SKU						
Others	27	2	3 Lac	270	2	26

Outlet Wise Order amount, order quantity, no of orders and unique SKU				
Outlet_category	Order_amount	Order_quantity	Total Orders	Unique Skus
Outlet	78 Lac	6 K	596	220
GENERAL TRADE	46 Lac	4 K	361	194
APPLIANCES	40 Lac	3 K	322	157
COOKWARE	23 Lac	2 K	169	162
WHITE GOODS	6 Lac	436	53	83

Outlet State Order amount, order quantity, no of orders and unique SKU				
Outlet_state	Order_amount	Order_quantity	Total Orders	Unique Skus
UTTAR PRADESH	58 Lac	4 K	395	196
DELHI	36 Lac	3 K	205	180
HARYANA	25 Lac	2 K	250	121
PUNJAB	22 Lac	2 K	188	103
RAJASTHAN	13 Lac	937	99	55
JAMMU AND KASHMIR	12 Lac	755	70	63
UTTARAKHAND	9 Lac	643	104	88
HIMACHAL PRADESH	8 Lac	520	46	57
CHANDIGARH	7 Lac	556	96	72
NAGALAND	7 Lac	492	33	35
	1 Lac	80	7	13
MADHYA PRADESH	79 K	61	8	18
ANDHRA PRADESH	29 K	16	2	10

Outlet City Wise Order amount, order quantity, no of orders and unique SKU				
Showing top 10 performers by order_amount				
Outlet_city	Order_amount	Order_quantity	Total Orders	Unique Skus
Delhi	36 Lac	3 K	205	180
Lucknow	12 Lac	902	87	79
Ludhiana	9 Lac	609	87	73
Faridabad	7 Lac	630	80	57
Chandigarh	7 Lac	556	96	72
Dimapur	7 Lac	477	31	35
Bikaner	6 Lac	520	51	33
GURGAON	5 Lac	532	24	43

Outlet City Wise Order amount, order quantity, no of orders and unique SKU				
Shimla	5 Lac	359	29	47
Jammu	5 Lac	321	34	27

Outlet District wise Order amount, order quantity, no of orders and unique SKU				
Showing top 10 performers by order_amount				
District	Order_amount	Order_quantity	Total Orders	Unique Skus
SOUTH	11 Lac	1 K	70	107
LUDHIANA	9 Lac	646	92	75
FARIDABAD	8 Lac	735	87	59
CENTRAL	8 Lac	704	46	73
LUCKNOW	8 Lac	563	60	59
GURGAON	7 Lac	675	37	47
BIKANER	7 Lac	558	54	36
DIMAPUR	6 Lac	475	30	35
Mohali	6 Lac	425	48	68
WEST	6 Lac	602	39	109

Warehouse wise order amount, order quantity, no of orders and ordered outlets.				
Showing top 10 performers by order_amount				
Warehouse	Order_amount	Order_quantity	Total Orders	Ordered Outlets
Singhania Overseas Pvt Ltd	36 Lac	3 K	207	133
LUCKNOW APPLIANCES	14 Lac	1 K	98	59
SUPER PRODUCTS (FARIDABAD)	8 Lac	726	86	56
JAIN BARTAN STORE	8 Lac	521	47	46
SAHIL AGENCIES ( LUDHIANA)	8 Lac	573	82	65
TRIVENI SALES CORPORATION (CHANDIGARH)	7 Lac	558	97	62
K. ENTERPRISES	7 Lac	588	60	47
TANEJA ENTERPRISES	7 Lac	662	35	25
PRIYA ENTERPRISES (HALDWANI)	5 Lac	367	63	55
JAIN CROCKERIES-MORADABAD	5 Lac	388	33	28

Subzone wise order amount, order quantity, no of orders and ordered outlets.					
Subzone	Unique Outlets Visited	Ordered Outlets	Order_amount	Order_quantity	Total Orders

Subzone wise order amount, order quantity, no of orders and ordered outlets.					
Delhi	270	133	36 Lac	3 K	207
Uttar Pradesh East	465	165	32 Lac	2 K	210
Uttar Pradesh West	532	164	26 Lac	2 K	186
Haryana	498	197	26 Lac	2 K	255
Punjab	429	157	21 Lac	1 K	185
Rajasthan	192	78	13 Lac	937	99
Uttrakhand	238	95	9 Lac	647	105
Chandigarh	194	64	8 Lac	647	99
Himachal Pradesh	153	46	8 Lac	521	47
ASSAM	32	29	7 Lac	492	33
Kashmir	208	23	6 Lac	410	35
Jammu	134	29	5 Lac	345	35
Madhya Pradesh	11	6	48 K	37	7

Zone wise order amount, order quantity, no of orders and ordered outlets.					
Zone	Unique Outlets Visited	Ordered Outlets	Total Orders	Order_amount	Order_quantity
NORTH	3 K	1 K	1 K	2 Cr	15 K
NORTH EAST	32	29	33	7 Lac	492

Primary/Secondary wise order amount, order quantity, no of orders and ordered outlets.					
Primary Or Secondary	Unique Outlets Visited	Ordered Outlets	Order_amount	Order_quantity	Total Orders
Secondary	3 K	1 K	2 Cr	15 K	2 K
Primary	29	2	3 Lac	270	2

User wise order amount, order quantity, no of orders and ordered outlets.				
Showing 10 records				
User_name	Order_amount	Order_quantity	Total Orders	Ordered Outlets
Deepak Saini	3 Lac	268	11	9
Pankaj Rai	8 Lac	628	65	52
Gurpreet Singh	1 Lac	77	16	15
Manjeet Chahal	7 Lac	561	98	63
Umang Agarwal	11 Lac	856	81	43



User wise order amount, order quantity, no of orders and ordered outlets.					
Sanjeev Seth	1 Lac	83	8	8	
Sanjeev Kumar	7 Lac	530	74	59	
Naresh Sharma	5 Lac	345	35	29	
Atul Kumar	3 Lac	214	26	24	
Maninder Singh	7 Lac	420	54	50	

Designation wise order amount, order quantity, no of orders and ordered outlets.					
User_designation	Unique Outlets Visited	Ordered Outlets	Total Orders	Order_amount	Order_quantity
Area Manager	335	72	109	11 Lac	829
Sales Executive	1 K	455	577	70 Lac	5 K
Area Sales Manager	926	239	269	40 Lac	3 K
Sr.Area Sales Manager	437	184	252	44 Lac	4 K
Sr.Sales Executive	612	222	277	29 Lac	2 K

Role wise order amount, order quantity, no of orders and ordered outlets.					
Role	Unique Outlets Visited	Ordered Outlets	Total Orders	Order_amount	Order_quantity
SALES MANAGER	1 K	476	602	88 Lac	7 K
SALESMAN	1 K	413	548	62 Lac	5 K
DISTRIBUTOR SALES MANAGER	648	225	256	36 Lac	3 K
DISTRIBUTOR SALESMAN	284	74	97	11 Lac	887
DISTRIBUTOR MANAGER	122	0	0	0	0

User wise total calls and productive calls		
Showing top 10 performers by Total PC		
User_name	Total Calls	Total Pc
Lokesh Tekchandani	289	132
Manjeet Chahal	354	98
Balwant Singh	276	95
Ankit Singh	279	91
Pawan Kumar Prajapathi	274	86
Umang Agarwal	228	81
Deepak Sharma	274	78

User wise total calls and productive calls		
Pawan Deep Singh	246	75
Sanjeev Kumar	324	74
Pankaj Rai	168	65

User wise Non PJP Calls and Non PJP productive calls		
Showing 10 records		
User_name	Total Non-pjp Calls	Total Non-pjp Pc
Deepak Saini	1	0
Pankaj Rai	11	3
Gurpreet Singh	2	1
Manjeet Chahal	0	0
Sarabjeet Singh	8	0
Umang Agarwal	3	0
Sanjeev Seth	2	0
Naresh Sharma	4	1
Sanjeev Kumar	12	5
Atul Kumar	22	0

User wise Attendance details					
Showing top 10 performers by Total Present Marked					
User_name	Total Present Marked	Total Absent Marked	Total Late Marked	Total Half-day Marked	Total Attendance Marked
Surya Prakash Soni	28	2	0	0	30
Pankaj Rai	27	0	0	0	27
Lokesh Tekchandani	27	0	0	0	27
Prashant Mathur	27	0	0	0	27
Mohd. Arif Sofi	27	0	0	0	27
Rajeev Kumar	27	0	0	0	27
Ankit Singh	26	0	0	0	26
Manjeet Chahal	26	0	0	0	26
Umang Agarwal	26	2	0	0	28
Sanjeev Seth	26	1	0	0	27

User Wise Unique outlet visited and Unique ordered outlets		
Showing top 10 performers by Unique Ordered Outlets		
User_name	Unique Outlets Visited	Unique Ordered Outlets
Balwant Singh	201	86

## User Wise Unique outlet visited and Unique ordered outlets

Lokesh Tekchandani	141	81
Pawan Kumar Prajapathi	179	72
Deepak Sharma	215	71
Manjeet Chahal	185	63
Ankit Singh	112	61
Sanjeev Kumar	163	59
Shaquib Ali	200	54
Pankaj Rai	104	52
Pawan Deep Singh	131	52

Total order amount

1.98 Cr

↓  
-9%

Compared to the period  
before

No of Total orders

2 K

↓  
-7%

Compared to the period  
before

No of total ordered outlets

1 K

↓  
-6%

Compared to the period  
before

Total Calls

6 K

↑  
2%

Compared to the period  
before

order\_quantity

15 K

↓  
-9%

Compared to the period  
before

## Steps to Gamify Sales →



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