

Key Insights

₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun 17

Aug 17

Oct 17

Dec 17

Feb 18

Apr 18

Jun 18

Aug 18

Jul 17

Sep 17

Nov 17

Jan 18

Mar 18

May 18

Jul 18

Sep 18

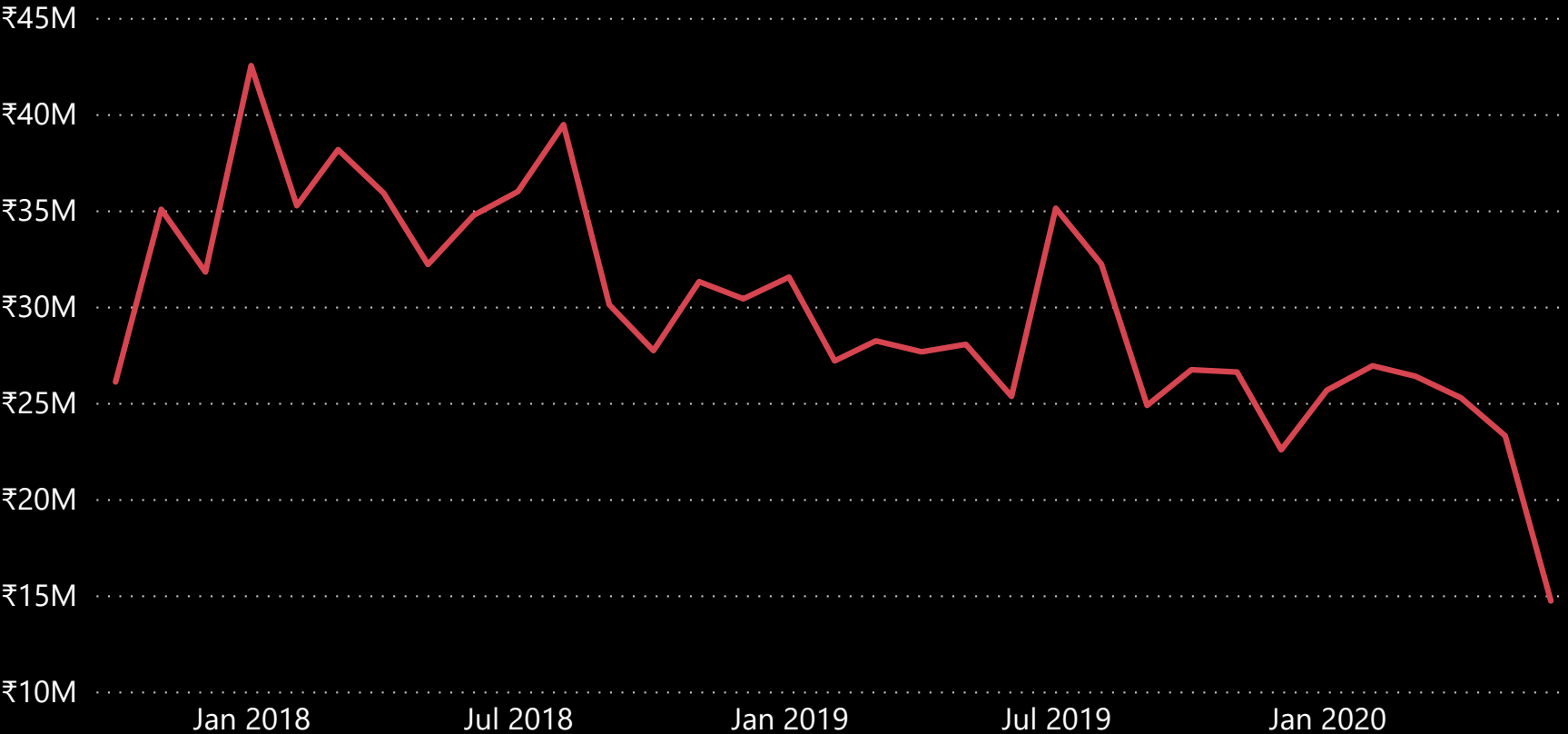
Total Revenue by Markets



Sales Quantity by Markets



Revenue Trend Analysis



Top 5 Customers



Top 5 Products



Profit Analysis

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

2017	2018	2019	2020
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Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

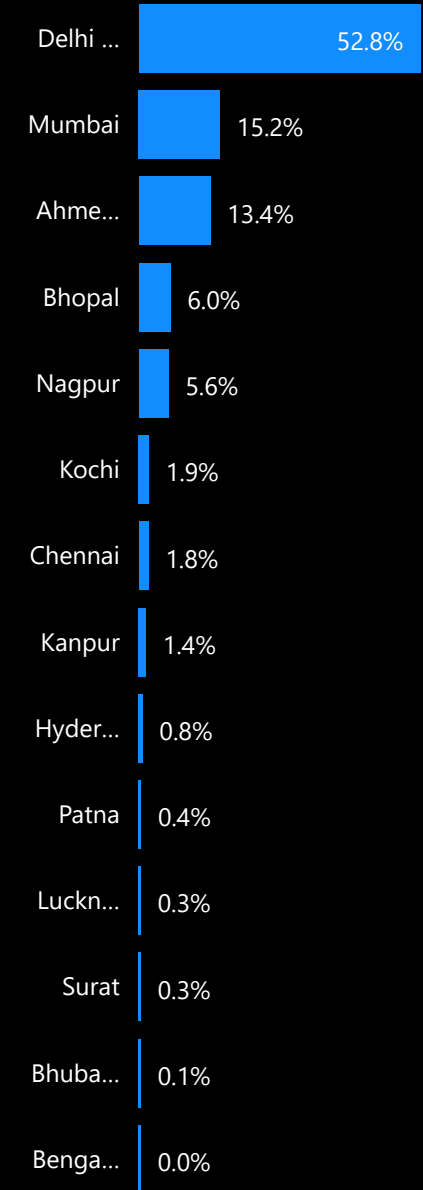
Nov 17

Dec 17

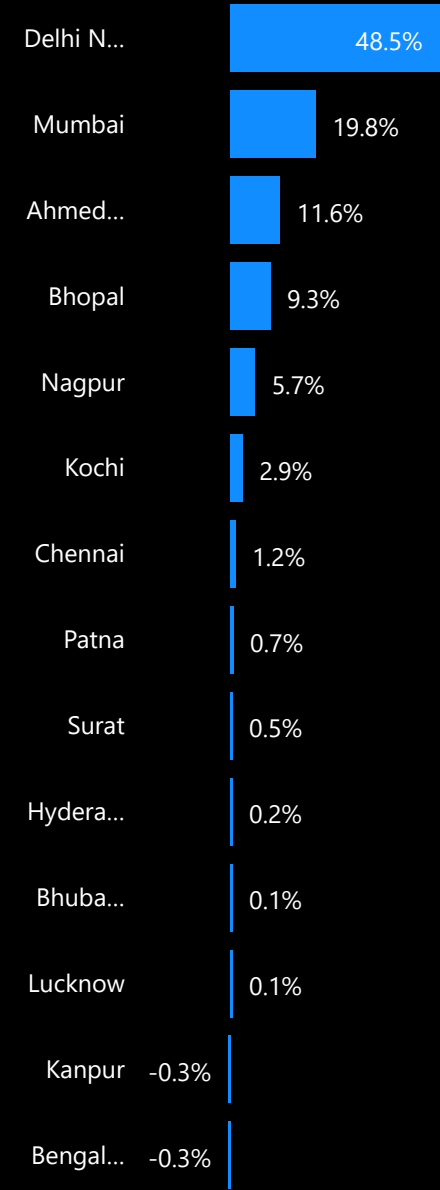
Jan 18

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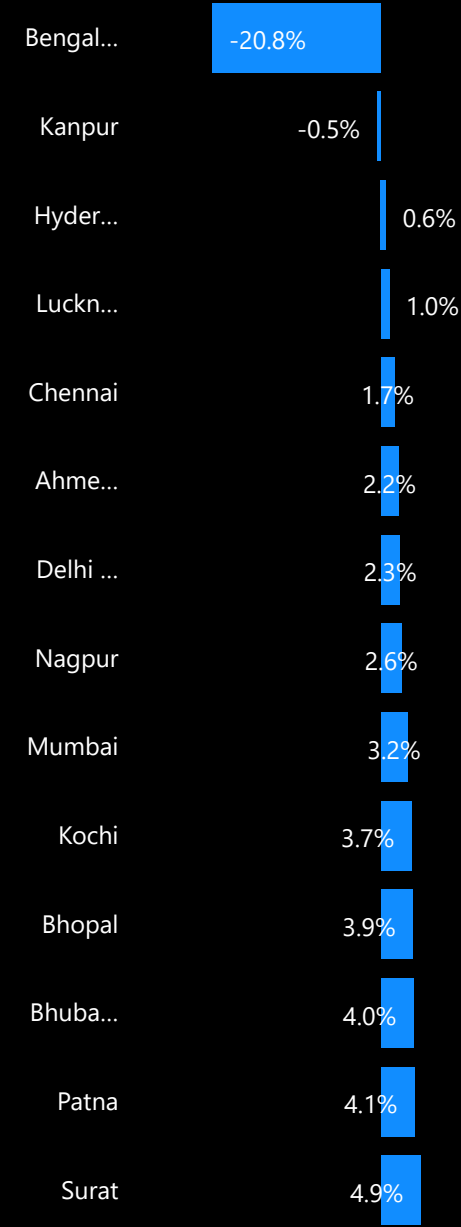
Revenue Contribution % by Market



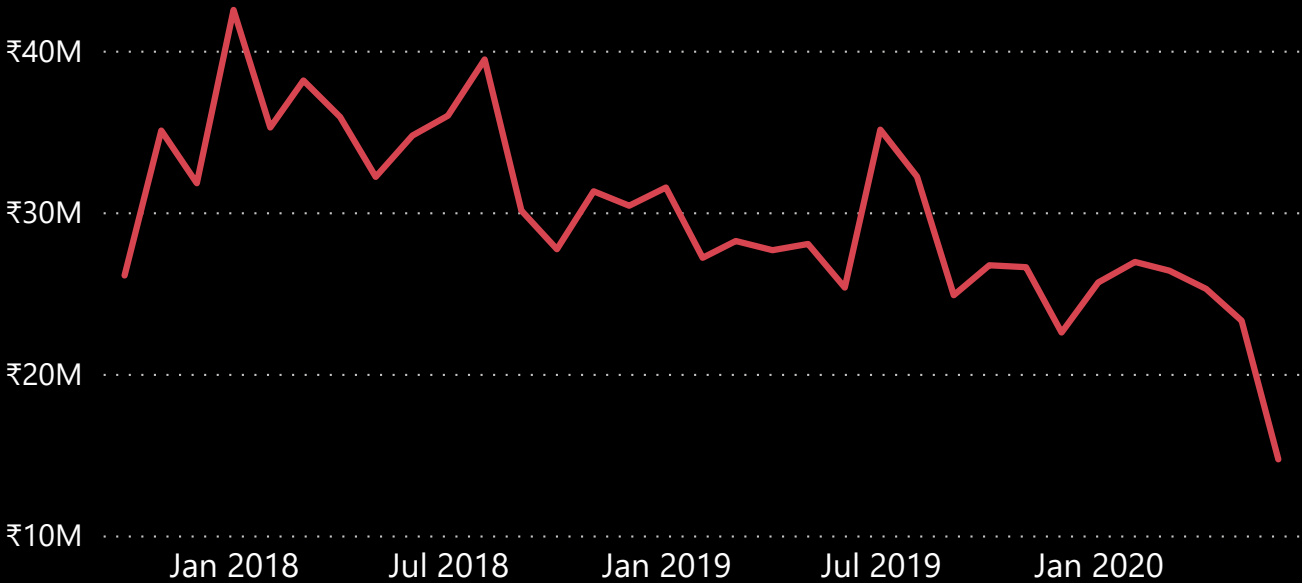
Profit Contribution % by Market



Profit % by market



Revenue Trend Analysis



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Leader	₹1,65,29,970	1.7%	5.1%	7.5%
Electricalsquipo Stores	₹13,30,361	0.1%	0.4%	6.6%
Power	₹57,27,123	0.6%	1.4%	6.2%
Elite	₹48,37,239	0.5%	0.9%	4.4%
Electricalsocity	₹1,74,89,935	1.8%	2.9%	4.1%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Sound	₹49,66,707	0.5%	0.8%	4.0%
Logic Stores	₹1,32,01,366	1.3%	2.0%	3.7%
Expression	₹4,30,368	0.0%	0.1%	3.5%
Flawless Stores	₹91,56,412	0.9%	1.3%	3.4%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Propel	₹41,83,862	0.4%	0.6%	3.3%
Relief	₹52,30,158	0.5%	0.7%	3.3%
Surface Stores	₹1,52,42,562	1.5%	2.0%	3.2%
Electricalsopedia Stores	₹1,02,81,203	1.0%	1.3%	3.2%
Total	₹98,48,68,963	100.0%	100.0%	2.5%

Performance Insights

₹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

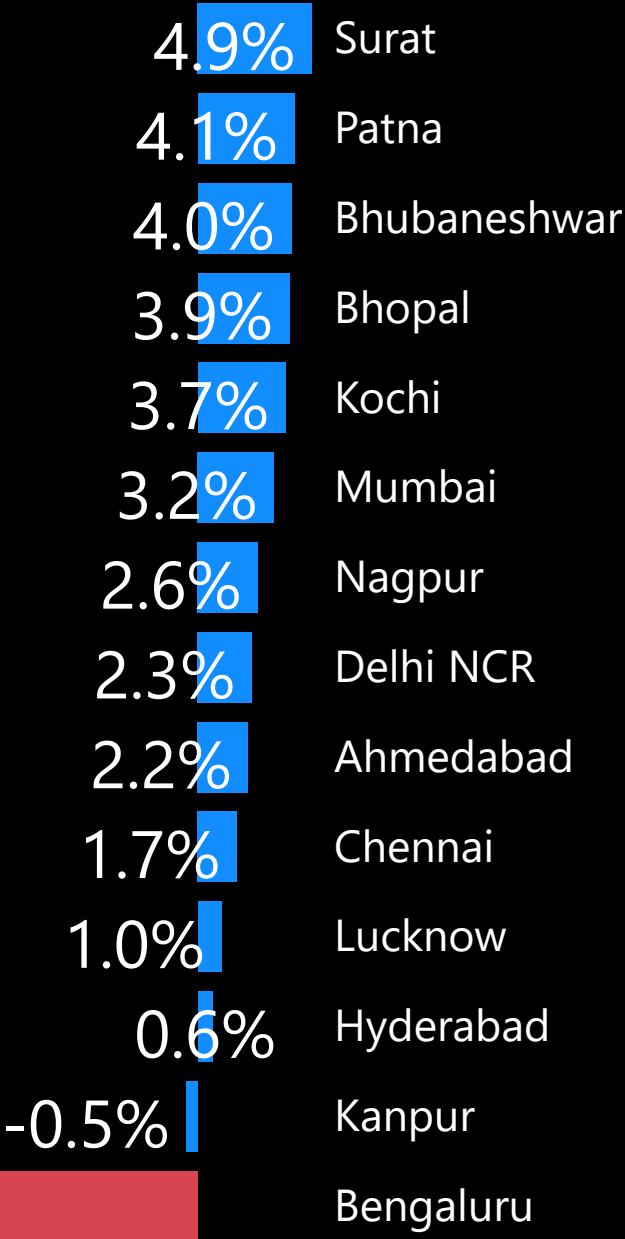
Dec
17

Jan
18

Feb
18

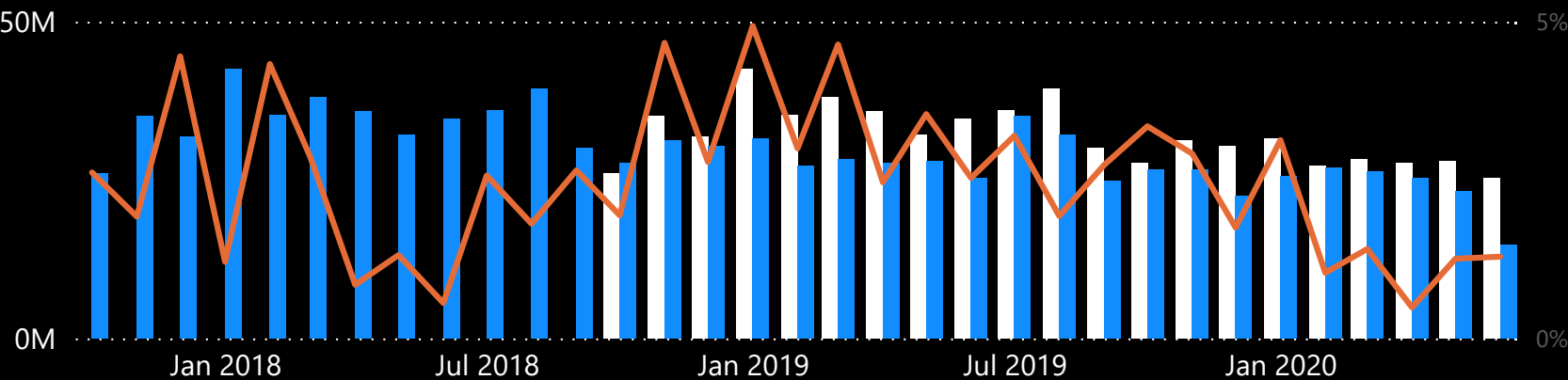
Mar
18

Revenue Contribution % by Market



Revenue Trend Analysis

● Revenue LY ● Revenue ● Profit Margin %



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Margin %
Electricalsara Stores	₹41,33,33,588	42.0%	37.7%	2.3%
Electricalslytical	₹4,96,44,189	5.0%	6.8%	3.4%
Excel Stores	₹4,91,15,620	5.0%	2.8%	1.4%
Premium Stores	₹4,49,62,166	4.6%	4.3%	2.3%
Nixon	₹4,38,93,083	4.5%	7.2%	4.1%
Info Stores	₹3,51,00,033	3.6%	1.3%	0.9%
Control	₹3,17,71,997	3.2%	3.3%	2.6%
Surge Stores	₹2,86,48,916	2.9%	2.7%	2.3%
Acclaimed Stores	₹2,11,96,727	2.2%	1.3%	1.5%
Forward Stores	₹2,10,26,079	2.1%	2.3%	2.7%
Epic Stores	₹1,87,50,440	1.9%	1.3%	1.8%
Nomad Stores	₹1,77,39,351	1.8%	2.1%	2.9%
Electricalsocity	₹1,74,89,935	1.8%	2.9%	4.1%
Modular	₹1,73,79,851	1.8%	1.8%	2.6%
Atlas Stores	₹1,66,66,713	1.7%	1.2%	1.8%
Leader	₹1,65,29,970	1.7%	5.1%	7.5%
Total	₹98,48,68,963	100.0%	100.0%	2.5%