SALES PERFORMANCE

SELECTED **ANALYSIS:**
Revenue

PERFORMANCE **INDICATORS**

INVOICING
₹ 2,13,23,501

Best Month : **Oct/2019**
Vs Previous Year : **107.25%**

Goal
119%

GROSS MARGIN
₹ 1,13,96,632
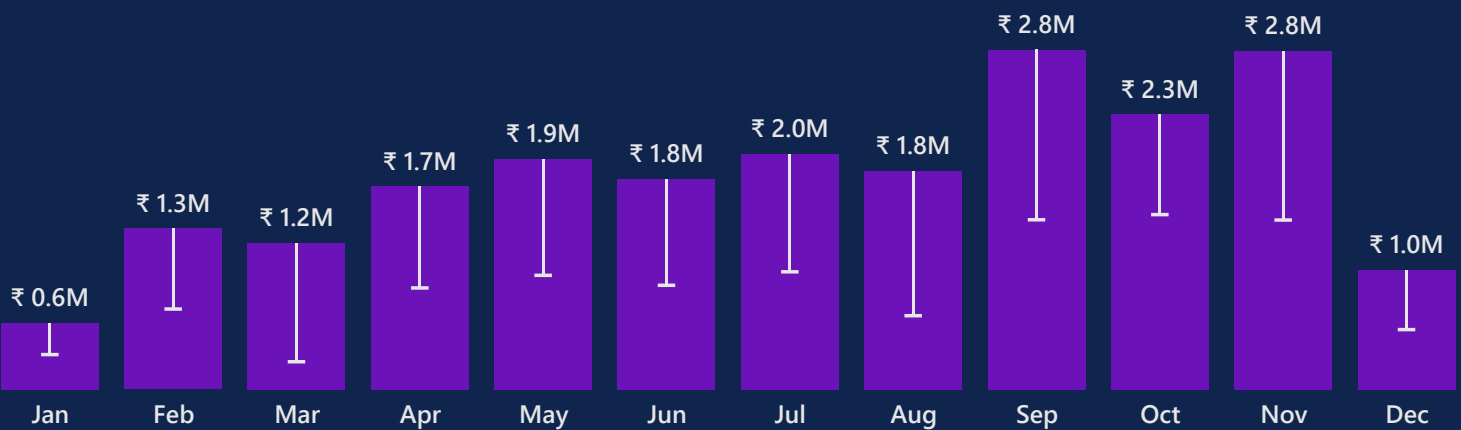
Best Month : **Oct/2019**
Vs Previous Year :

Goal
0.64

QTY SOLD
119301

Best Month : **Nov/2020**
Vs Previous Year :

Goal

REVENUE BY PRODUCT

Product	Revenue
Farinhas de Trigo	₹ 6.2M
Fermentos	₹ 2.7M
Óleos	₹ 2.7M
Farinhas	₹ 2.0M
Cachaça	₹ 1.3M
Doces	₹ 0.9M

TOP VENDORES

Salesman	Revenue	% Target
Carla Ferreira	₹ 50,39,175	115%
Gustavo Gomes	₹ 24,86,491	144%
Julio Lima	₹ 37,26,021	117%

REVENUE SELECTED YEAR vs PREVIOUS YEAR

Month	Revenue
Jan	₹ 0.6M
Feb	₹ 1.3M
Mar	₹ 1.2M
Apr	₹ 1.7M
May	₹ 1.9M
Jun	₹ 1.8M
Jul	₹ 2.0M
Aug	₹ 1.8M
Sep	₹ 2.8M
Oct	₹ 2.3M
Nov	₹ 2.8M
Dec	₹ 1.0M

DECOMPOSITION OF REVENUE

SELECTED **ANALYSIS:** Revenue ▾

💡 Product Line ✕	💡 Supplier ✕	💡 Product Group ✕	💡 Sales Team ✕	💡 Salesman
Alimentos	Moinho Dois Irmãos	Farinhas de Trigo	Varejo	

Revenue
₹ 2,13,23,501

Alimentos
₹ 1,96,17,454

Bebidas
₹ 17,06,047

Moinho Dois Irmãos
₹ 1,16,21,985

Santa Rosa Alimentos
₹ 51,81,306

King Coffee
₹ 18,10,091

Atacado Doces
₹ 10,04,072

Farinhas de Trigo
₹ 61,61,470

Fermentos
₹ 27,18,740

Farinhas
₹ 19,71,410

Farofas
₹ 7,28,479

Polvilhos
₹ 41,886

Varejo
₹ 29,65,487

Distribuidoras
₹ 17,68,852

Online
₹ 14,27,132

Carla Ferreira
₹ 14,46,272

Leonardo Cardoso
₹ 10,08,216

Gustavo Barros
₹ 4,25,027

Isabella Sousa
₹ 85,972