

SALES METRICS FOR CONSUMER ELECTRONICS BUSINESS

Unlocking Insights, Maximizing Sales: Your Data-Driven Advantage



Key Insights



Profit Analysis





984.81M

Revenue

2M

Sales Qty

Year

Months



2017

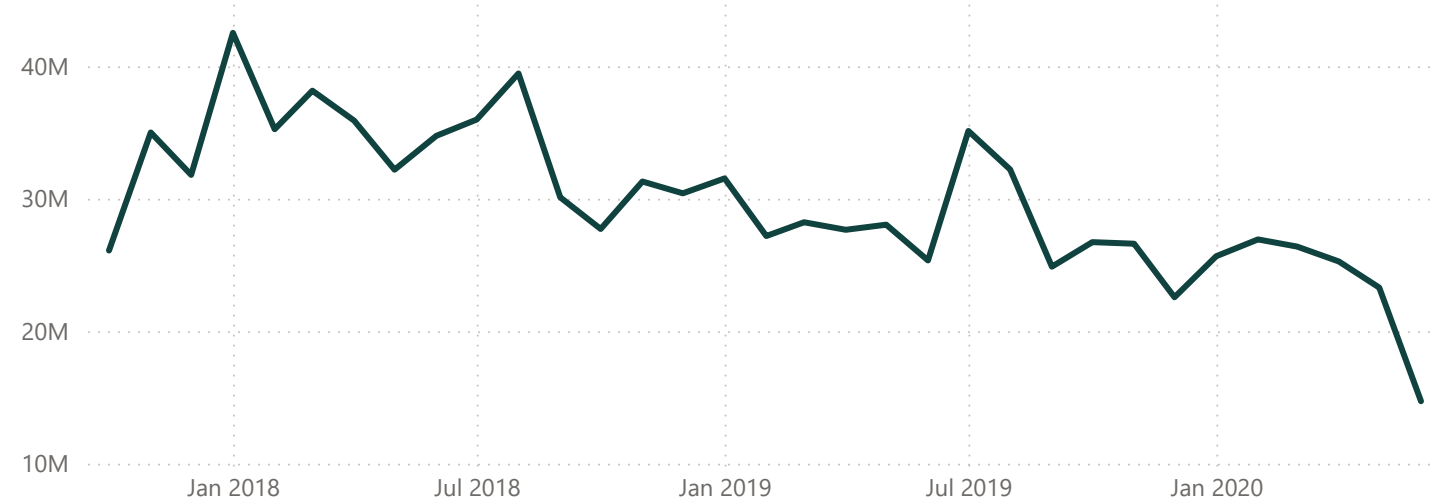
2018

2019

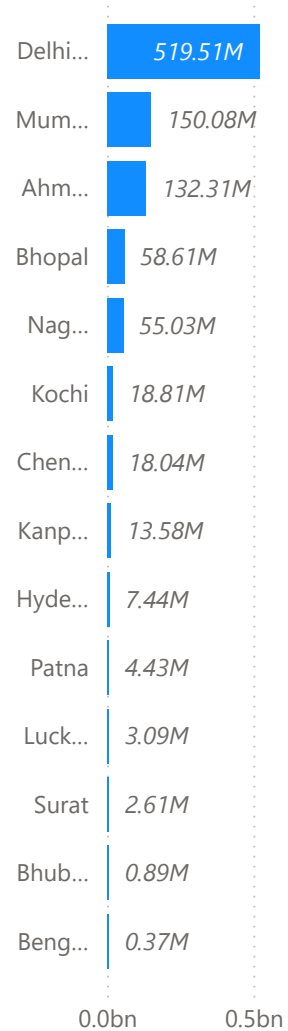
2020

All

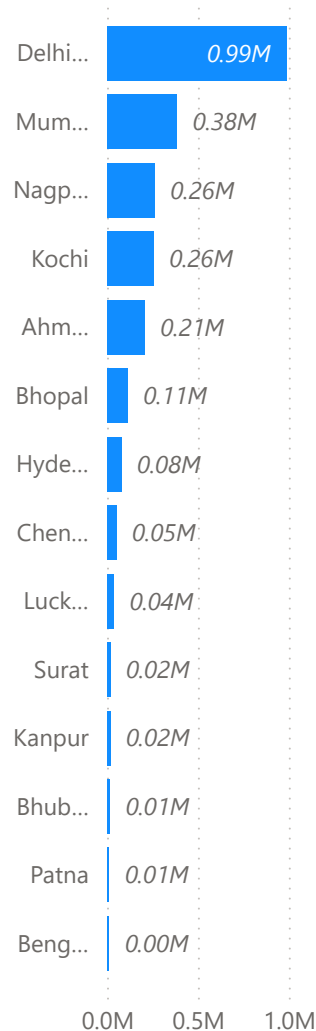
RevenueTrend



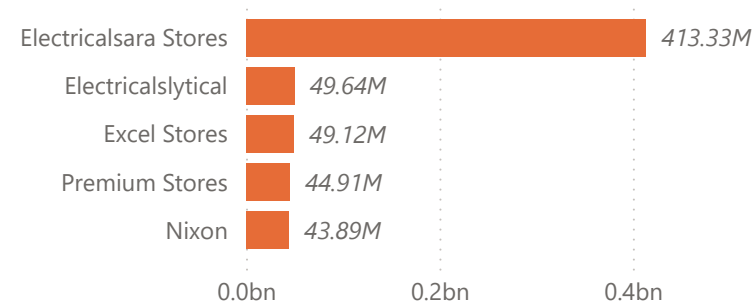
Revenue by Regions



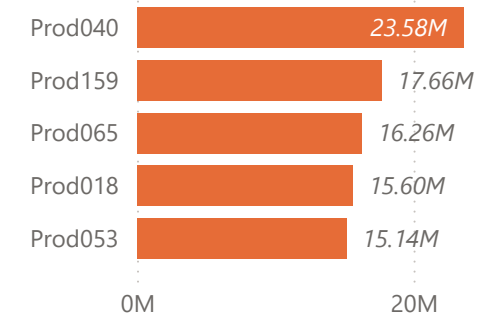
Sales Qty by Regions



Top 5 Customers



Top 5 Products





984.8M

Revenue

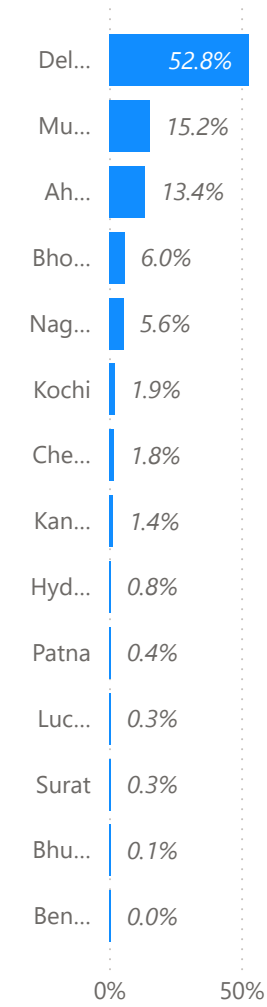
2.4M

Sales Qty

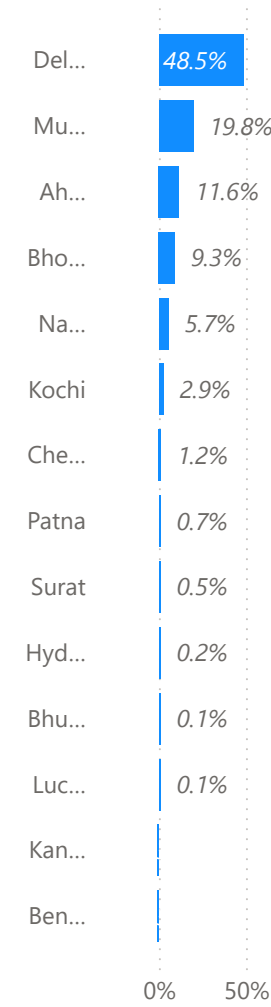
24.7M

Total Profit Margin

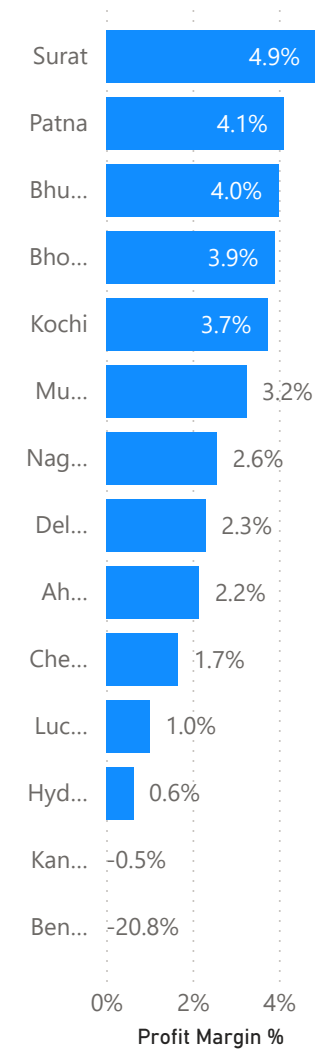
Revenue Contribution (%) by Market



Profit Contribution (%) by Market



Profit (%) by Market



Year

Months

2017

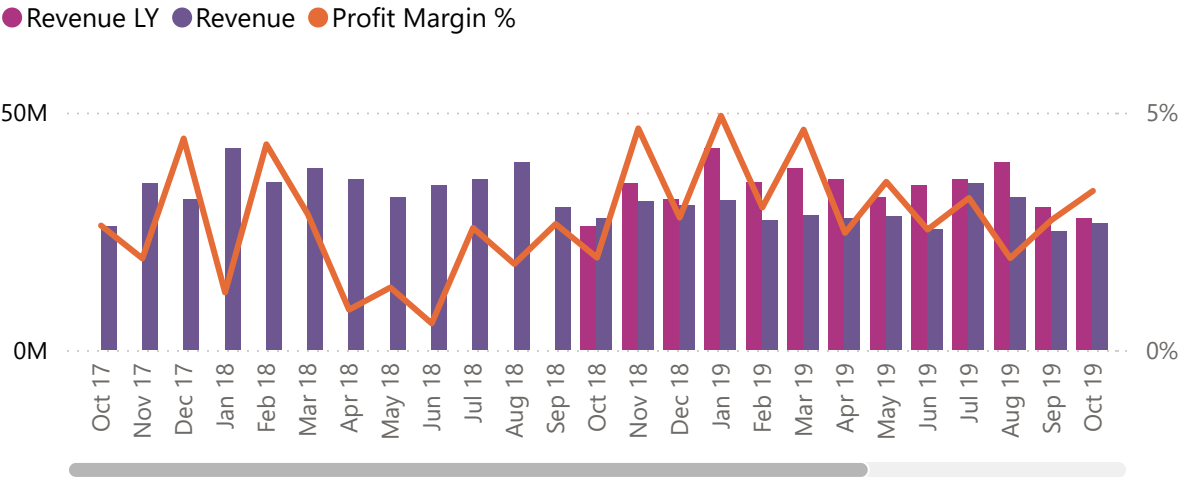
2018

2019

2020

All

RevenueTrend



custmer_name	Revenue	Revenue Contribution %	Profit Margin Contribution %	Profit Mar
Acclaimed Stores	2,11,96,727.00	2.15%	1.30%	
All-Out	60,68,432.00	0.62%	0.63%	
Atlas Stores	1,66,66,713.00	1.69%	1.20%	
Control	3,17,71,997.00	3.23%	3.35%	
Electricalsara Stores	41,33,33,588.00	41.97%	37.75%	
Electricalsbea Stores	3,36,367.00	0.03%	0.01%	
Electricalslance Stores	18,68,461.00	0.19%	-0.15%	
Electricalslytical	4,96,44,189.00	5.04%	6.85%	
Electricalsocity	1,74,89,935.00	1.78%	2.94%	
Electricalsopedia Stores	1,02,81,203.00	1.04%	1.34%	
Electricalsquipo Stores	13,30,361.00	0.14%	0.36%	
Elite	48,37,239.00	0.49%	0.86%	
Total	98,48,13,463.00	100.00%	100.00%	