



# **Sales Data Report**

Business Reporting & Intelligence  
Associate Assessment

Year

2019

2020

Country

Ghana

Kenya

Nigeria

Rwanda

United Kingdom

Segment

Channel Partners

Enterprise

Government

Midmarket

Small Business

Discount Band

High

Low

Medium

None

**\$119M**

Total Sales

**\$101.83M**

Total COGS

**\$16.89M**

Total Profits

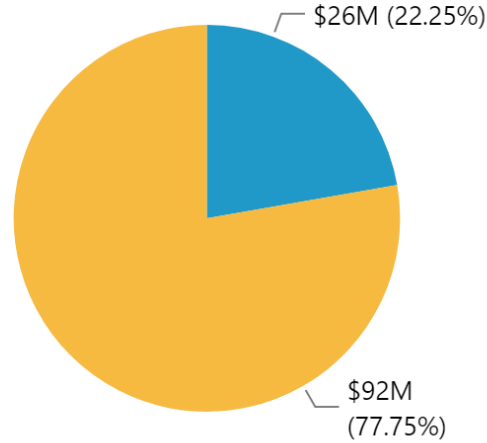
**1.13M**

Total Units Sold

**\$9.21M**

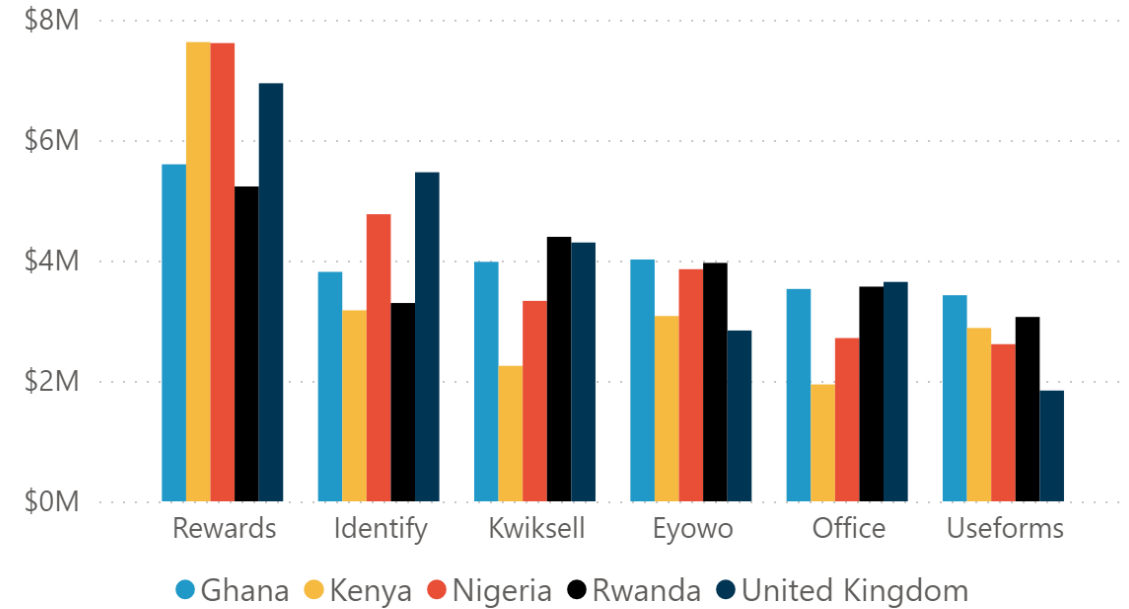
Total Discounts

## Sales by Year



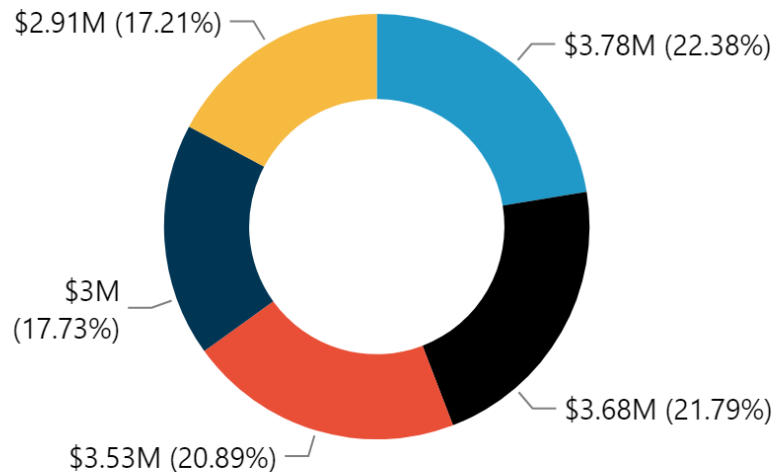
Year ● 2019 ● 2020

## Sales by Product



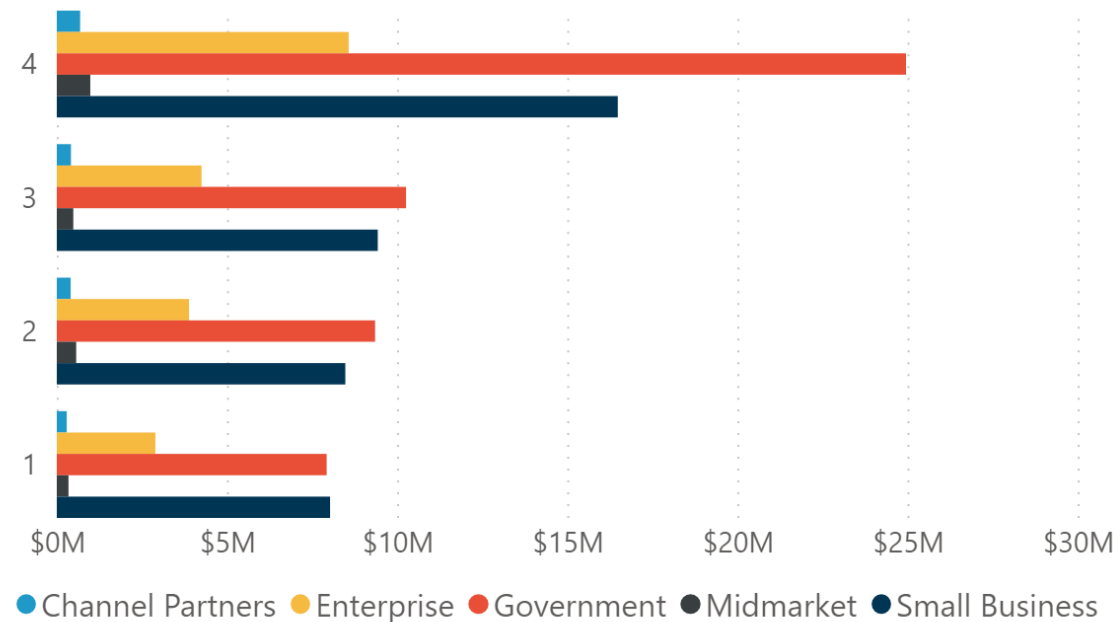
● Ghana ● Kenya ● Nigeria ● Rwanda ● United Kingdom

## Profit by Country



● Ghana ● Rwanda ● Nigeria ● United Kingdom ● Kenya

## Quarterly Sales by Segment



● Channel Partners ● Enterprise ● Government ● Midmarket ● Small Business

# INSIGHTS

- Sales are highest in the quarter 4 of both year. It is also the period where discount is at its highest. To help **increase sales in other quarters** especially quarters 1 and 3, **the discounts rate for those periods should be increased.**
- In general, **Ghana** is the **most profitable** country followed by Rwanda. Although, in 2019, Rwanda was the most profitable country, while in 2020, it was Ghana. The **most sold product** for the **Ghanaian** market is **Rewards**, followed by **Eyowo**.
- **Rewards** products is responsible for most sales across all the five countries.
- **Quarter four** has the largest sales for all **customer segments**. **Government** has the most sales and profit within all countries except in united Kingdom where **small business** rule. Government also carries the highest total discounts given.
- We have a huge loss in the Enterprise customer segment even though it is the third most sold segment. Channel partner had the highest profit margin of 73%

Quarter

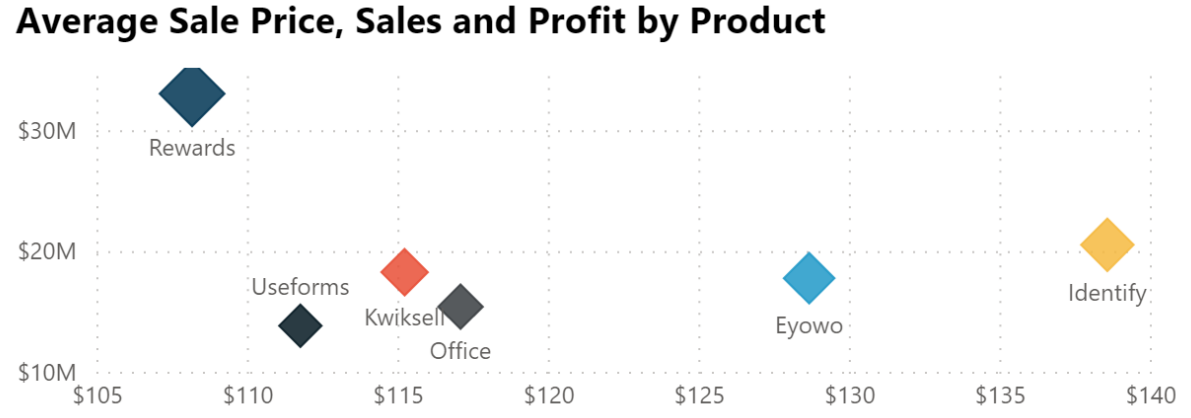
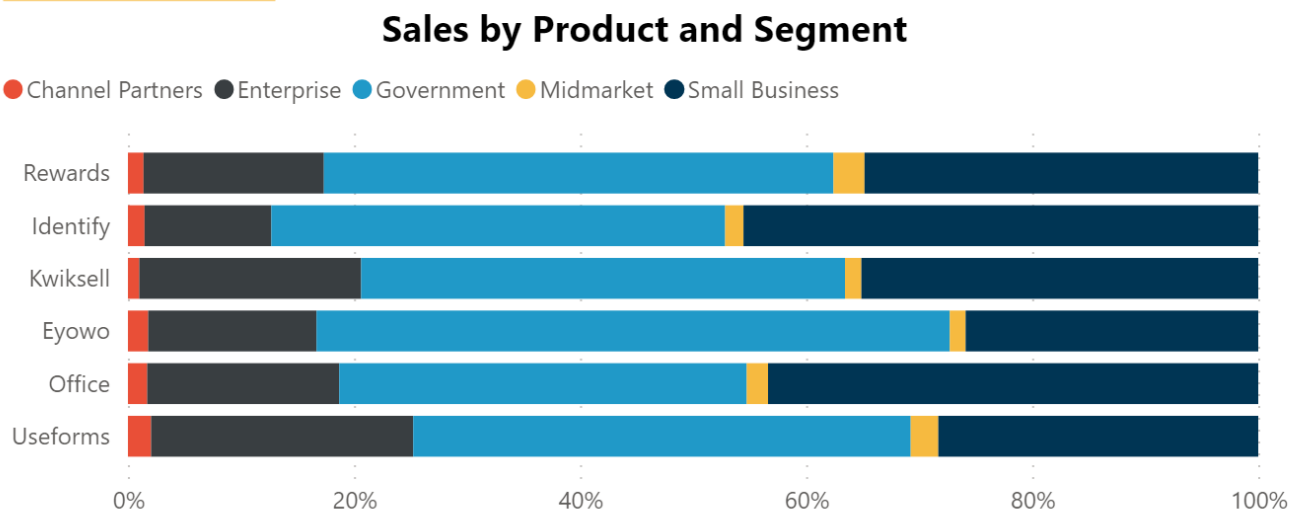
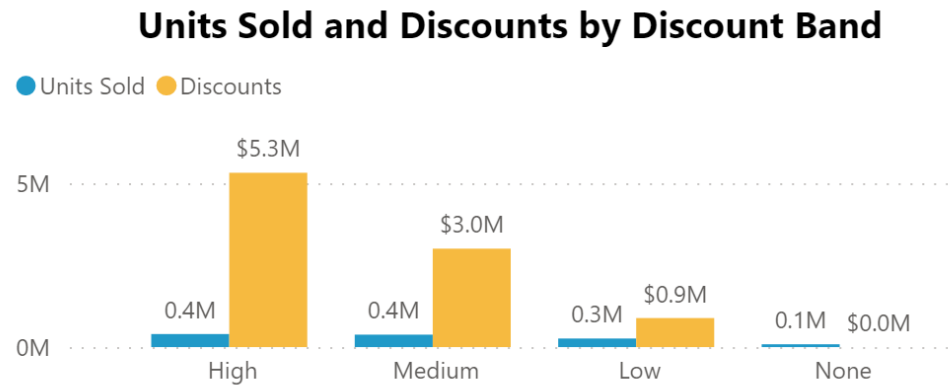
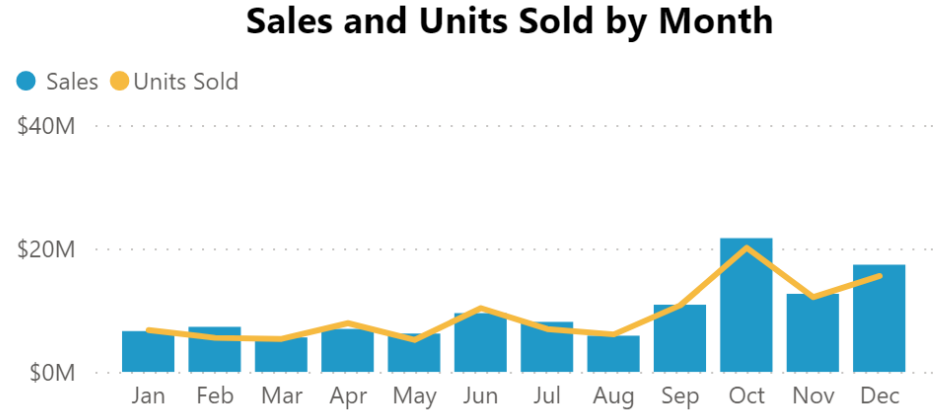
1

3

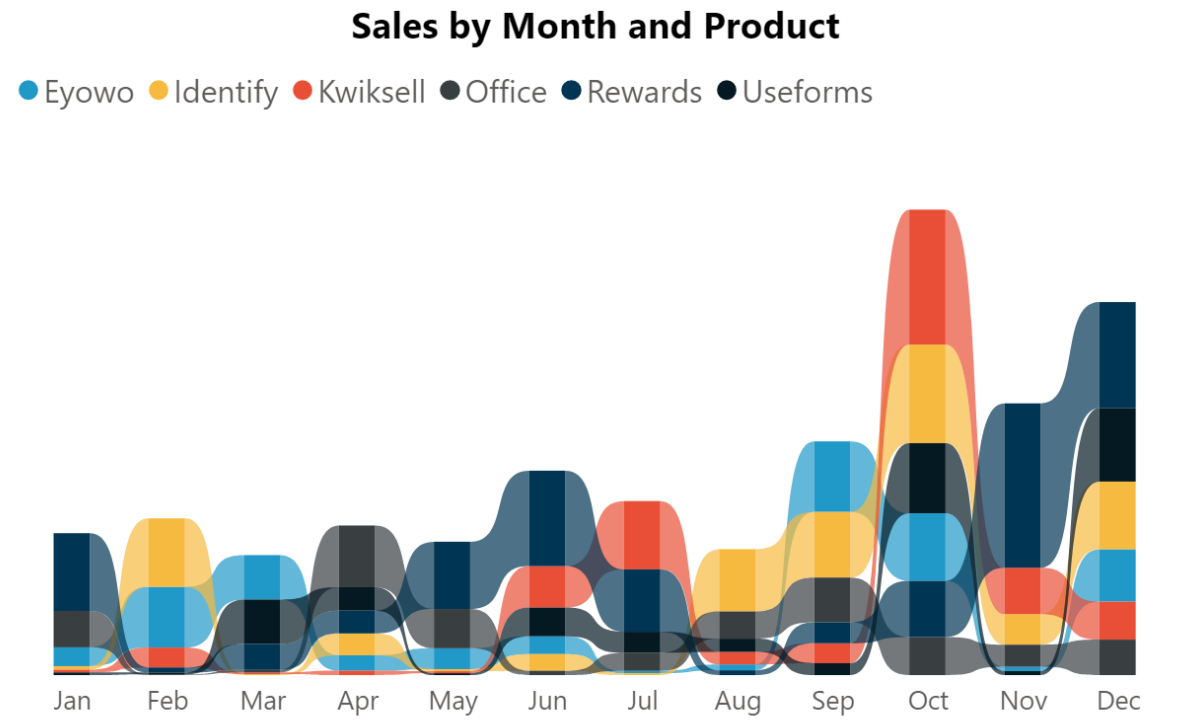
2

4

- Country
- Ghana
- Kenya
- Nigeria
- Rwanda
- United Kingdom



Eyowo	Kwiksell	Rewards
Identify	Office	Useforms



# STRATEGIC RECOMMENDATIONS

- **Sales, profit and discounts have a direct relationship. The higher the discounts, the higher the sales and profit. Low performing Products – especially Useforms and Enterprise should increase their discount rate in quarter 1 and 3.**
- **Products like Eyowo and Identify average price should be reduced by 10-11%, its sales and Profit will be much higher than we currently have.**
- **There should be increased sales in our product and segment in the Rwandan Market, Rwanda has the highest profit margin in our current African market.**
- **To acquire a Total profit of about \$38M at our current sales rate, average price need to increase from \$118 to \$130**