

1. Top & Underperforming Products

Top Performers (by Total Sales)

- **Dettol Antiseptic** – ₦1,006,700 (Highest revenue despite negative profit in some branches)
- **Peak Milk Powder** – ₦833,000
- **Golden Morn Cereal** – ₦694,200

Underperformers

- **Indomie Instant Noodles** – ₦150,800
- **Milo Energy Drink** – ₦618,750 (moderate sales but lower profitability compared to Peak Milk & Golden Morn)
- **Dettol Antiseptic** shows *high sales* but **losses in multiple branches** (possibly due to high procurement cost or aggressive discounting).

2. Regional & Monthly Sales Trends

- **Top Regions (by sales contribution)**
 - **Ibadan** – 21.9%
 - **Kano** – 21.41%
 - **Lagos** – 21.12%
- **Lowest performer:** Abuja – 17.4% sales share.
- Sales fluctuate monthly, with noticeable peaks in **April, May, September, and December** — possibly linked to promotions or seasonal demand.

3. Branch Profitability

- **Profitable Branches:** Lagos, Kano, Ibadan (higher sales & positive product profitability).
- **Less Profitable:** Abuja & Port Harcourt (lower total sales and negative product margins in some categories).

- **Dettol Antiseptic** is a major loss driver across all branches, while **Peak Milk Powder** consistently delivers strong profits.

4. Customer Segmentation & Insights

- Customer distribution: **Silver (34%), Gold (33.5%), Regular (32.5%)**.
- **Gold members** likely contribute a higher average spend (₦33,030).
- **Retention rate** is **0.97** (low), suggesting weak repeat purchase loyalty.
- Only **199 total purchases** for 200 customers → frequency per customer is low.

5. Staff Performance Impact

- **Sales Reps** generate the highest revenue per role, followed by **Store Managers** and **Cashiers**.
- Large variance in employee performance — some employees generate **over ₦660k monthly**, others far less.
- A small percentage of staff contribute disproportionately to total sales.

Recommendations

Product Strategy

- **Phase out or renegotiate supply terms** for Dettol Antiseptic to fix the negative profit margin.
- Increase stock for **Peak Milk Powder & Golden Morn** in high-performing branches.
- Run promotions for slow-moving items like Indomie Instant Noodles in low-performing regions.

Regional & Branch Actions

- **Expand** in Lagos, Ibadan, and Kano where sales and profits are consistently high.

- **Review Abuja and Port Harcourt operations** — consider downsizing or targeted marketing to boost traffic.

Customer Engagement

- Launch a **loyalty program revamp** targeting Regular and Silver customers to increase purchase frequency.
- Offer **exclusive discounts for Gold members** to retain high-value spenders.

Staff Optimization

- Provide **sales training** for underperforming employees.
- Introduce **performance-based incentives** to boost motivation.