

Beta Marketplace

Comprehensive Sales Insight and Recommendations.

This document provides an overview of key insights and performance metrics derived from the Beta Marketplace Comprehensive Sales Insight and Recommendations.

Key Metrics

Total Metrics

- **Total Revenue:** ₦39,463
- **Goal:** ₦50,000
- **Performance:** -21.07% below target
- **Total Profit:** ₦3,200
- **Goal:** ₦10,000
- **Performance:** -68% below target
- **Vendor Satisfaction:**
- **Average Rating:** 4.70
- **Goal:** 4.50

- **Performance:** +4.44% above target

- **Delivery Fees:** ₦3,400



Average Vendor Rating

- **Overall:** 4.67

Detailed Insights

Revenue by State

- **Lagos:** ₦19.5K (Highest revenue)
- **Kaduna:** ₦7.2K
- **Rivers:** ₦5.0K
- **Oyo:** ₦3.6K

- **Enugu:** ₦2.2K
- **Kano:** ₦1.5K (Lowest revenue)

Profit Margin by Product

- **Top Products by Profit Margin:**
- Tomatoes: 33
- Apples, Yams: 21 each
- **Lower-margin Products:**
- Potatoes: 16

Vendor Ratings

- **Fresh Mart:** 4.83 (Top-rated)
- **Food Heaven:** 4.75
- **Veggie Mart:** 4.60
- **Grocery World:** 4.43

Delivery Fees by City

- **Top Cities by Delivery Fees:**
- Ikeja
- Kaduna
- Port Harcourt

- **Lower Delivery Fees Observed:**

- Kano
- Wuse

Performance Observations

1. Revenue & Profit Challenges

- Both revenue and profit metrics are significantly below target, indicating potential issues in:
- Pricing strategies
- Customer demand
- Operational efficiency
- Specific states (e.g., Kano, Enugu) show underperformance and need targeted improvement strategies.

2. Strong Vendor Satisfaction

- Consistently high ratings across vendors highlight a well-maintained supply chain and high service quality.

3. Delivery Cost Variations

- Delivery fees show a wide variance by location, suggesting opportunities for optimization to improve profitability.

Recommendations

1. Boost Revenue in Underperforming States

- Implement targeted marketing campaigns in **Kano** and **Enugu**.
- Introduce promotions or discounts in low-revenue areas.

2. Optimize Product Mix

- Focus on top-margin products like **Tomatoes** and **Apples**.
- Assess the performance of lower-margin products (e.g., Potatoes).

3. Improve Profit Margins

- Evaluate operational costs and delivery logistics.
- Negotiate better terms with suppliers or consider bundling products to increase sales volume.

4. Expand Vendor Partnerships

- On-board more vendors like **Fresh Mart**, which demonstrates strong satisfaction scores.