



INVESTMENT DASHBOARD

BY

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INVESTMENT DASHBOARD

₦196,239,982,294.22

Total Profit

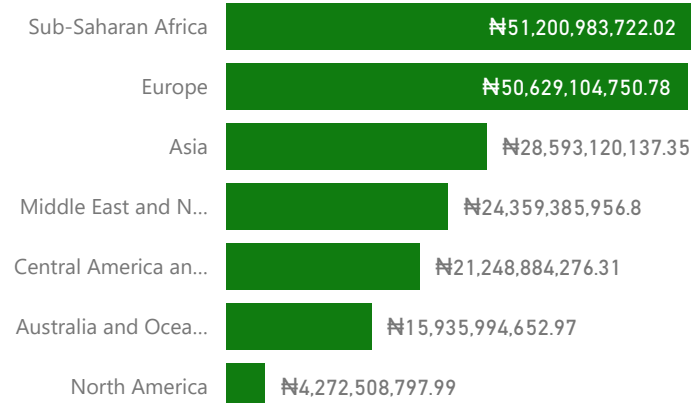
₦665,048,154,990...

Total Revenue

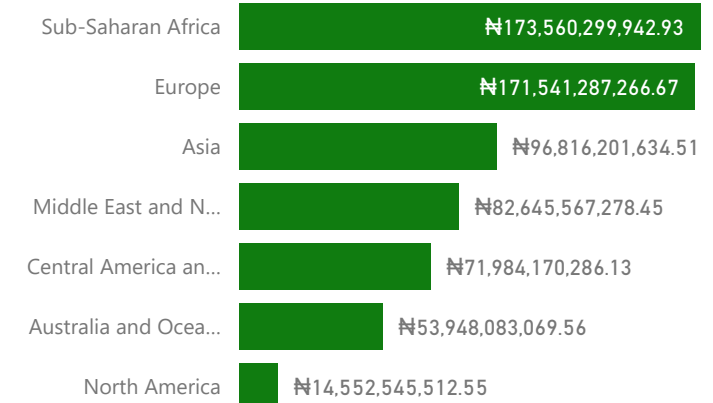
2499568055

Total Units Sold

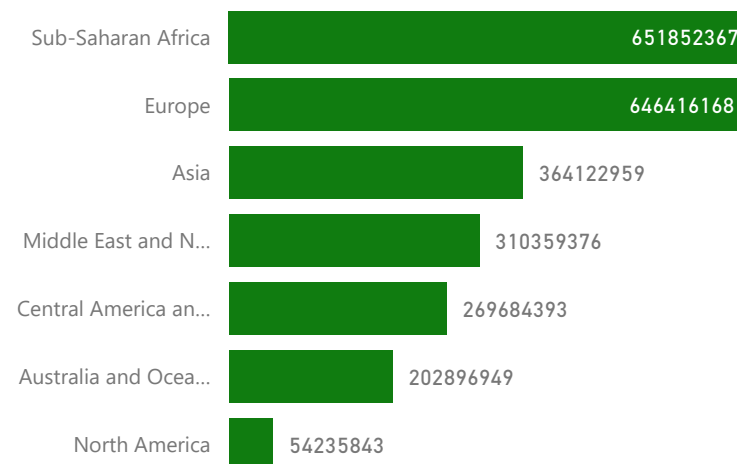
Total Profit by Region



Total Revenue by Region



Total Units Sold by Region



Insights

This page shows the general overview of the data.

- The first visual - **TOTAL PROFIT BY REGION** - shows that of the \$196,239.982,294.22bn made in profit, Sub-Saharan Africa and Europe Region account for the most, approximately 26.1% each and 52% cumulatively whilst North America accounts for the least - \$4,272,508,797.99bn .
- The second visual - **TOTAL REVENUE BY REGION** - shows that of the over 665.05bn made in Revenue, Sub-Saharan Africa and Europe account for approximately 26.1% each and over 50% cumulatively, with North America still at the bottom..
- The third visual - **TOTAL UNITS SOLD BY REGION** - shows that of the over 2bn units sold across all regions, Sub-Saharan Africa accounts for 26.1% whilst Europe accounts for 25.8%, over 50% cumulatively, with North America still at the bottom.
- The Sub-Saharan Africa region seem to be the leading Region from the visuals

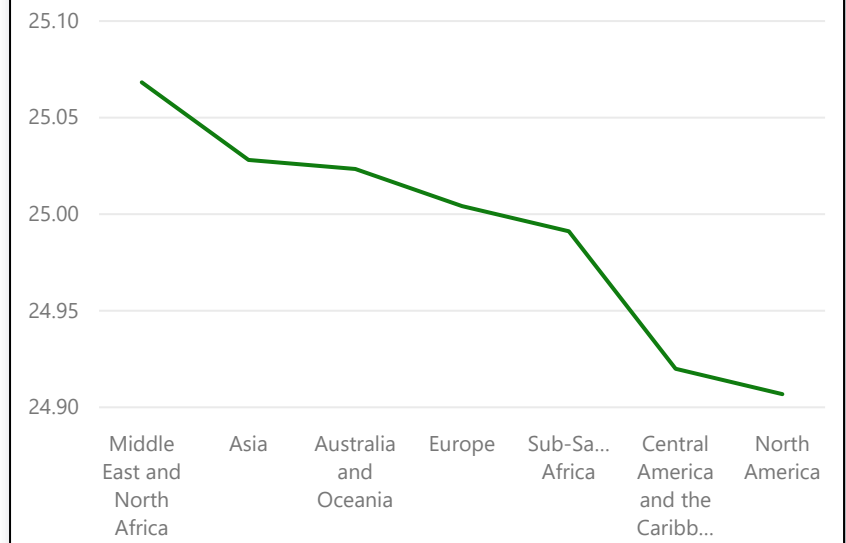


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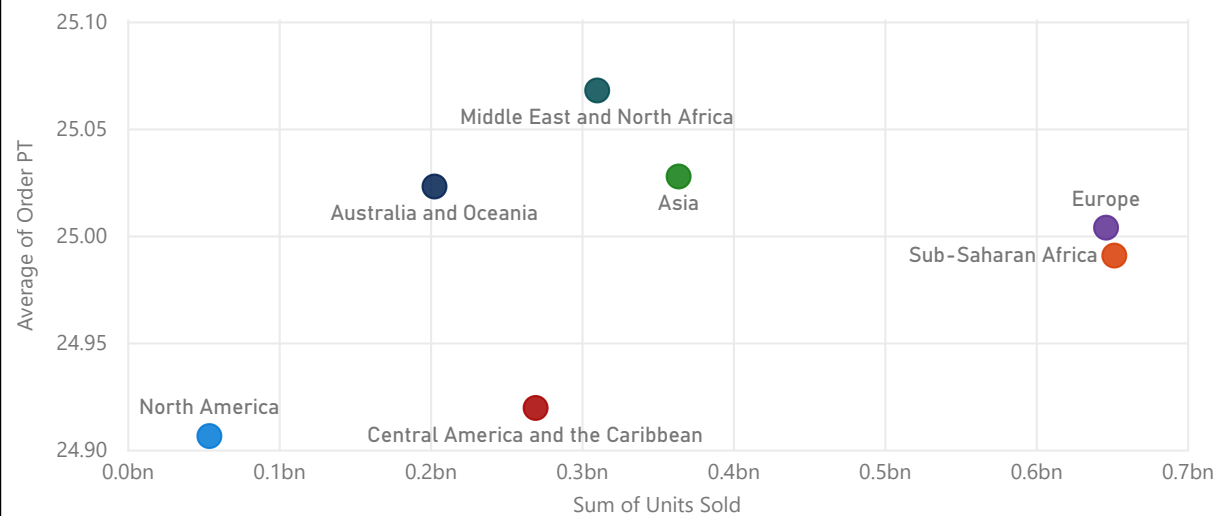
Total Order by Region



Average Order Processing Time per Region



Total Units Sold and Average Order Processing Time in days per Region



Insights

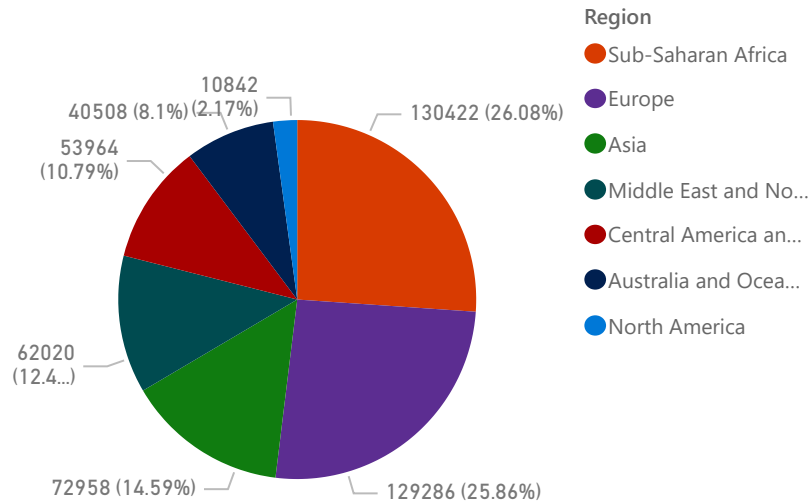
On this page, we narrow in to see the factors responsible for the sterling performance of Sub-Saharan Africa.

- The first visual - **TOTAL ORDER BY REGION** - shows that the MOST orders came from the Sub-Saharan Region, followed closely by the Europe Region whilst the least order came from the North America Region
- The second visual - **AVERAGE ORDER PROCESSING TIME per REGION** - shows that processing time had little to do with Sub-Saharan African Region's performance as it has shown to have little or no effect on the number of units sold in the region as shown in the third visual - **TOTAL UNITS SOLD & AVERAGE ORDER PROCESSING TIME per REGION**

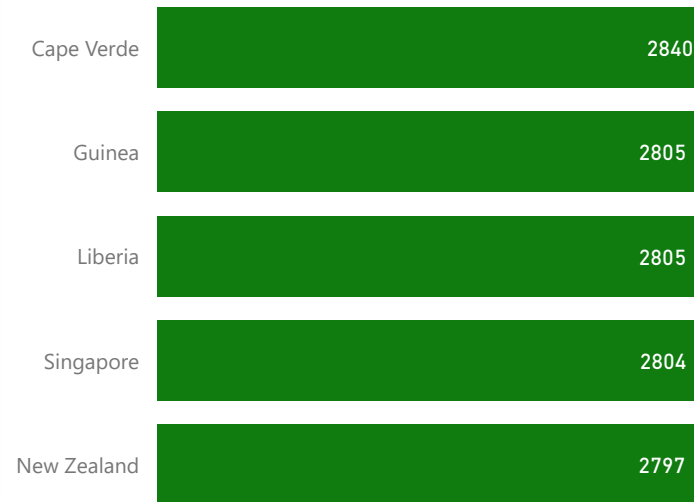


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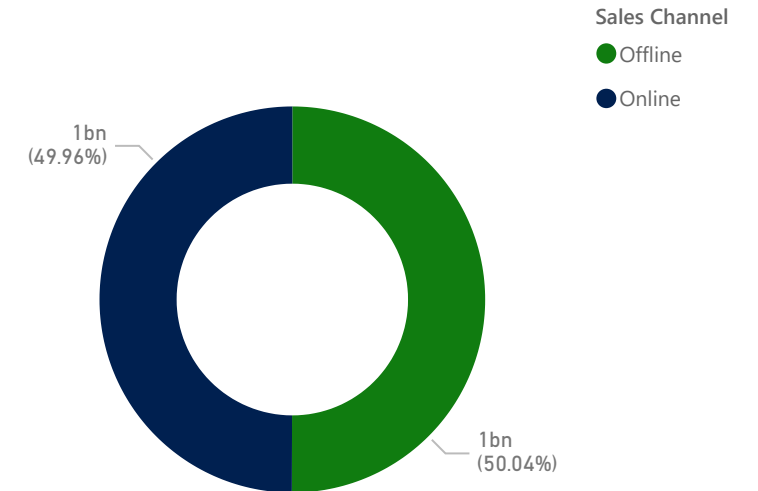
Total Number of Countries per Region



Top 5 Countries with Highest Orders



Total Units Sold by Sales Channel



Insights cont'd

On this page, we further narrow in to see the factors responsible for the sterling performance of Sub-Saharan Africa and poor performance of North America Regions

- The first visual - **TOTAL NUMBER OF COUNTRIES per REGION** - shows that Sub-Saharan African Region accounts for the most number of countries in our data, followed closely by Europe whilst the North America
- The second visual - **TOP 5 COUNTRIES WITH HIGHEST ORDERS** - shows that out of the 5 countries where the most orders came from, the top 3 countries are Sub-Saharan African countries.

The third visual - **TOTAL UNITS SOLD by SALES CHANNEL** - shows that sales channel has a very negligible impact on

Conclusion

We can conclude that a major factor in this data, responsible for the high performance of the Sub-Saharan Region, which is followed closely by the European Region is the advantage of having more countries than other regions, that is being service. This will invariably translate to a larger population of customers to service.

This same factor is likely to be the one having a negative effect on the North American region, seeing as they are the least performing region.

Conclusively, investment priorities can, thus, be given to the Sub-Saharan Africa and Europe regions as they rank 1st & 2nd in 3 major indicators of positive yield - Profit, Revenue & Sales.