

# Global Sales Performance and Product Insights



Total Sales  
**\$3.28bn**

Return: **\$6.39M**  
Return%: **0.20%**

Unit Sold  
**10.11M**

Return: **14K**  
Return%: **0.14%**

Total Transaction  
**2.67M**

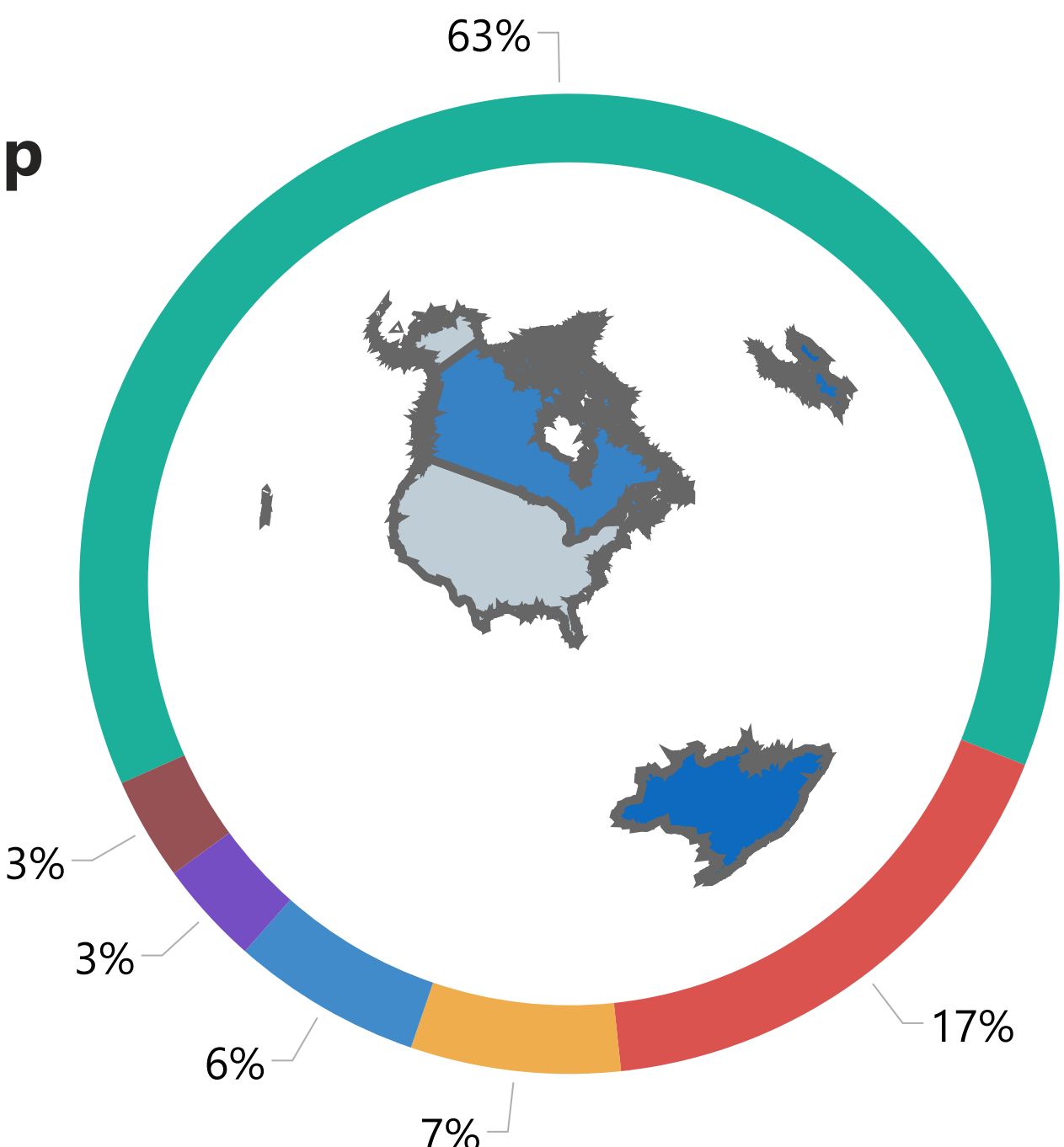
Return: **4K**  
Return%: **0.14%**

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## Total Sales Across Countries

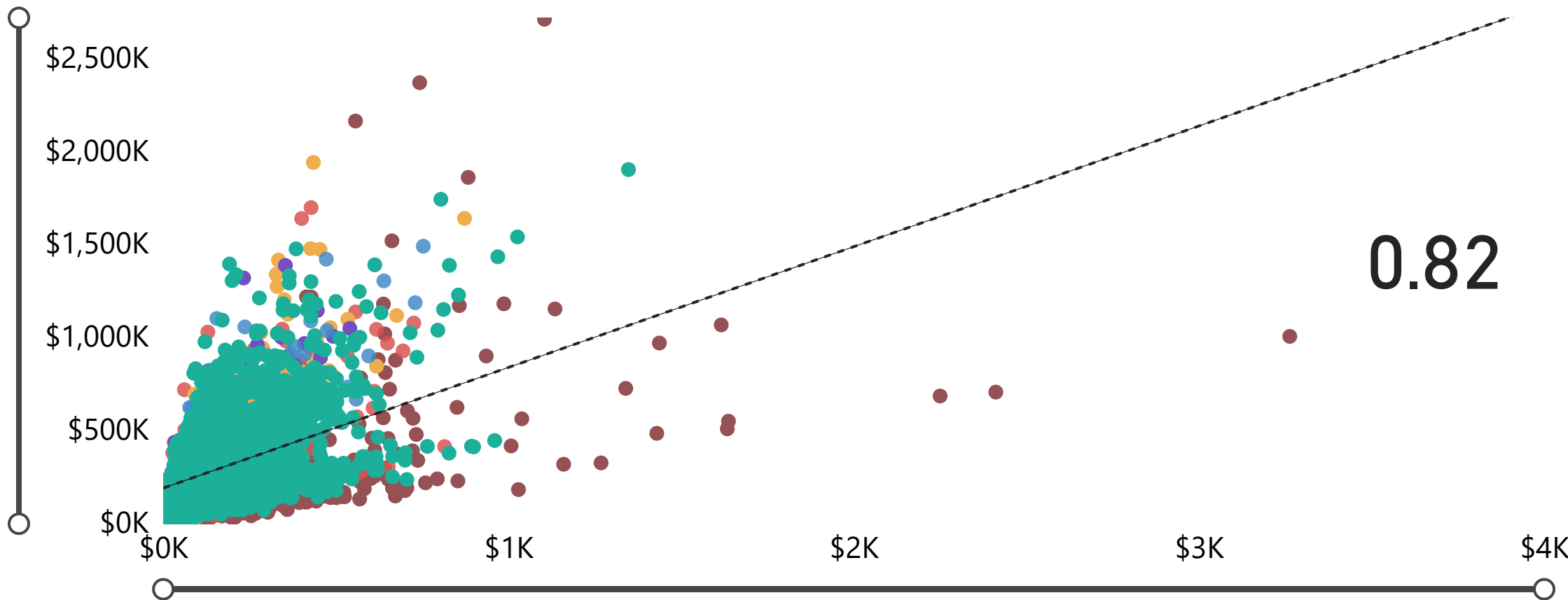
● Brazil ● Canada ● France ● Germany ● United Kingdom ● USA

### World Map



USA leads in Total Sales with **63%**, leaving the rest trailing behind

## Impact of Discounts Allowed on Total Sales



The **0.82** correlation indicates a **positive** relationship between discounts allowed and total sales growth.

## Product Breakdown

Product Category	Total Sales	Growth %	Unit Sold
<b>Protein</b>	<b>\$2,859,413,292</b>	<b>87.28%</b>	<b>3,414,835</b>
Whey Protein	\$1,363,350,438	41.62%	1,748,757
Casein Protein	\$624,392,183	19.06%	725,556
Egg Protein	\$458,856,995	14.01%	459,008
Blended Protein	\$258,939,232	7.90%	279,658
Beef Protein	\$86,581,075	2.64%	113,954
Vegan Protein	\$67,293,369	2.05%	87,902
<b>Carbs</b>	<b>\$258,365,422</b>	<b>7.89%</b>	<b>1,101,279</b>
Gainer	\$218,124,402	6.66%	800,579
Meal Replacement	\$40,241,020	1.23%	300,700
<b>Clothing</b>	<b>\$95,811,832</b>	<b>2.92%</b>	<b>3,433,301</b>
Jerseys	\$32,973,631	1.01%	1,101,495
Shorts	\$19,299,320	0.59%	501,611
Tights	\$15,453,695	0.47%	419,121
Vests	\$10,720,737	0.33%	534,086
Gloves	\$9,501,694	0.29%	546,055
Jackets	\$6,832,240	0.21%	131,103
Socks	\$1,030,514	0.03%	199,830
<b>Vitamins</b>	<b>\$32,877,467</b>	<b>1.00%</b>	<b>1,444,861</b>
Vitamins	\$32,877,467	1.00%	1,444,861
<b>Amino Acids</b>	<b>\$29,543,308</b>	<b>0.90%</b>	<b>717,743</b>
BCAA	\$27,477,253	0.84%	673,390
Glutamine	\$2,066,055	0.06%	44,353
<b>Total</b>	<b>\$3,276,011,321</b>	<b>100.00%</b>	<b>10,112,019</b>

**Protein products** are the most significant contributors, with **Whey Protein** leading the category, accounting for **\$2.8 billion** in sales and an impressive **87.28%** growth, while other products show comparatively lower performance.

# Customer Insights and Sales Performance



Total Customer  
**663**

Return: 363  
Return%: **54.75%**

Unit Sold  
**10.11M**

Return: 14K  
Return%: **0.14%**

Total Transaction  
**2.67M**

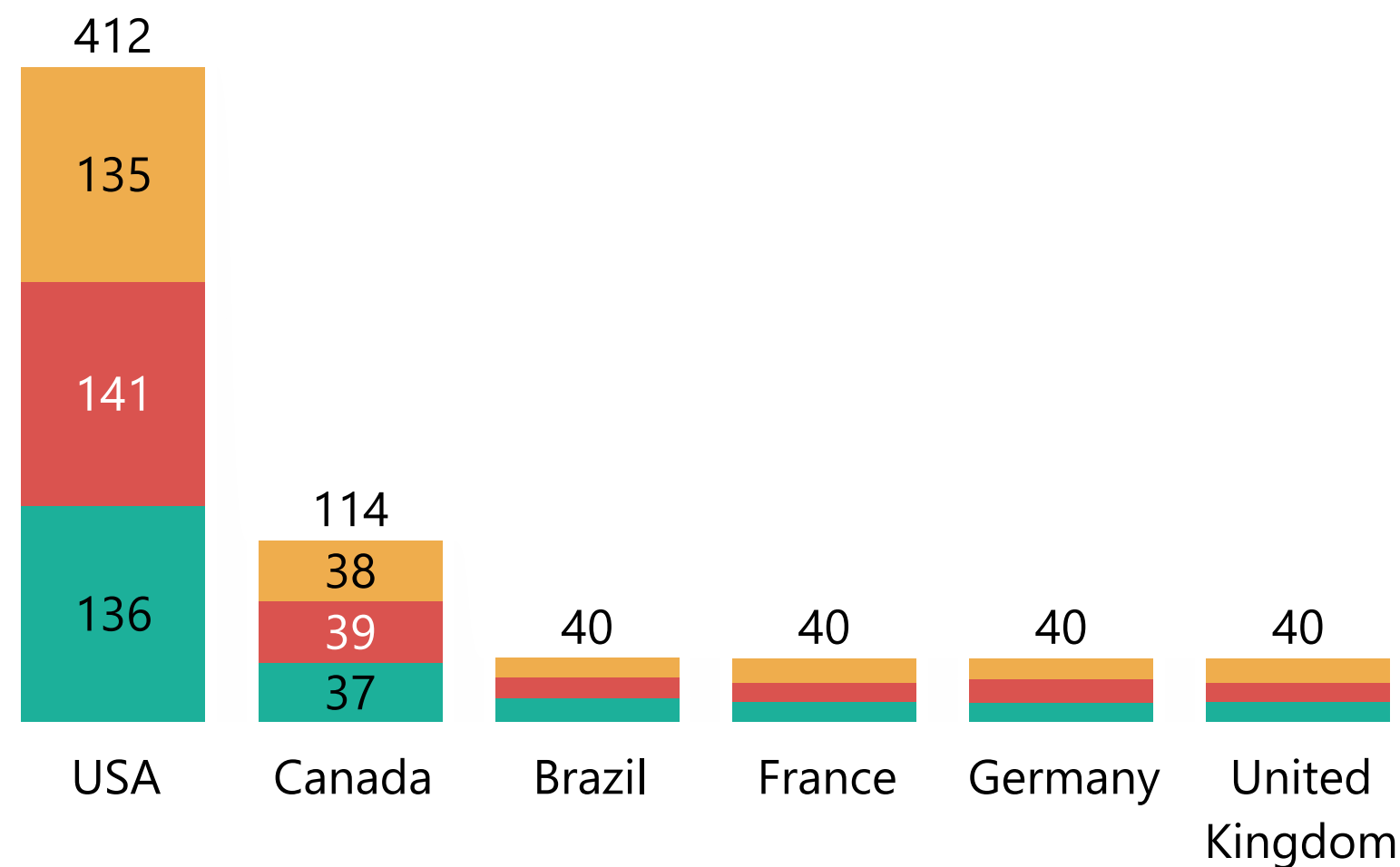
Return: 4K  
Return%: **0.14%**

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## Customers Business Type

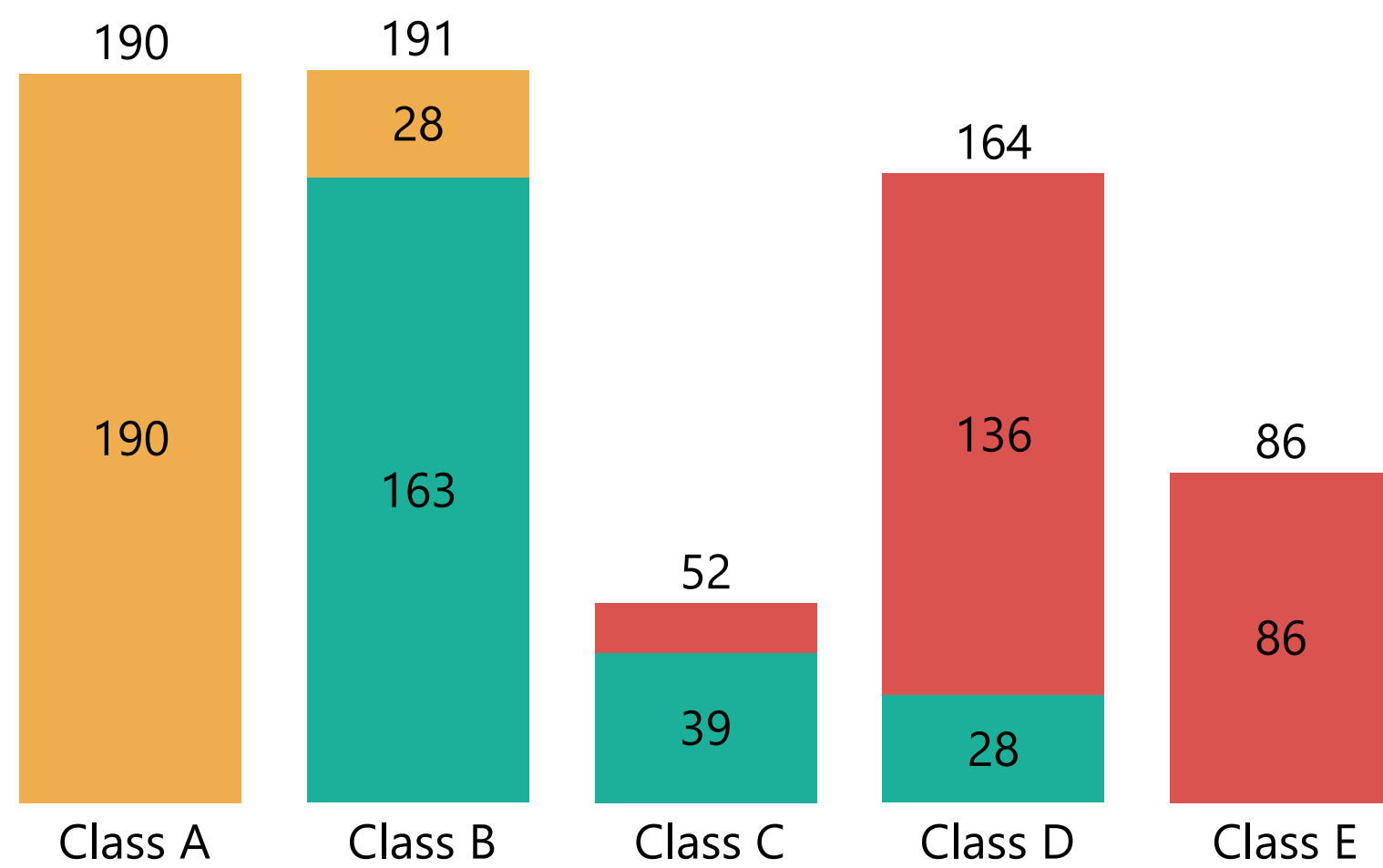
BusinessType ● Gym ● Supplement Store ● Warehouse

### Country-Wise



**Gym** lead with **226** patronage, USA tops at **412**, Canada follows with **114**, while other regions show balanced figures.

### Customers Class



**Supplement Stores** lead with **235** patronages, followed by Gyms at **230**, with Classes A, B, and C dominating.

## Top 20 Customers Patronage

Customer	Total Sales	Amt Returned	Unit Sold	Unit Returned	Transaction
Helios Warehouse	₦45,754,280	\$48,286	138,763	125	26,335
Monster Evolution	₦36,392,488	\$49,538	117,093	109	31,782
Monster Progress	₦34,232,021	\$95,195	66,681	143	11,656
Nutrition Anatomy	₦32,689,214	\$137,105	54,240	183	14,917
Prosper Sports	₦32,240,817	\$32,450	82,977	71	11,496
Departque	₦31,986,397	\$74,224	72,407	118	13,790
Supplements Physical	₦31,765,154	\$17,752	104,656	98	26,294
Supplements Achilles	₦31,156,568	\$96,994	96,342	159	17,059
Haven Sports	₦29,483,665	\$119,450	125,218	282	22,651
Nutrition Strong	₦28,900,380	\$25,441	72,782	101	17,147
Nutrition Bigger	₦28,577,588	\$42,963	67,524	113	16,626
Overload Department	₦28,375,286	\$47,898	124,888	151	18,440
Cleanse Department	₦28,162,458		108,946		19,642
Afterburner Store	₦27,751,644	\$50,899	54,168	96	12,269
Nutrition Hercules	₦27,726,252	\$105,045	60,177	160	11,689
Mindful Department	₦27,636,824	\$39,217	52,254	53	11,905
Monster Well	₦27,392,179	\$241,057	68,549	625	13,574
Bigger Sports	₦27,030,468	\$25,391	118,839	156	20,961
Skill Sports	₦26,928,667		86,918		17,721
Supplements Nutritious	₦26,506,666	\$137,687	58,011	275	14,065

**Helios Warehouse** tops with **\$45.7M** in sales, Monster Evolution **31,782** leads in transactions and Monster Well **625** has the highest return, with other customers contributing significantly to sales.





Total Product  
349

Return: 320  
Return%: 91.69%

Unit Sold  
10.11M

Return: 14K  
Return%: 0.14%

Total Transaction  
2.67M

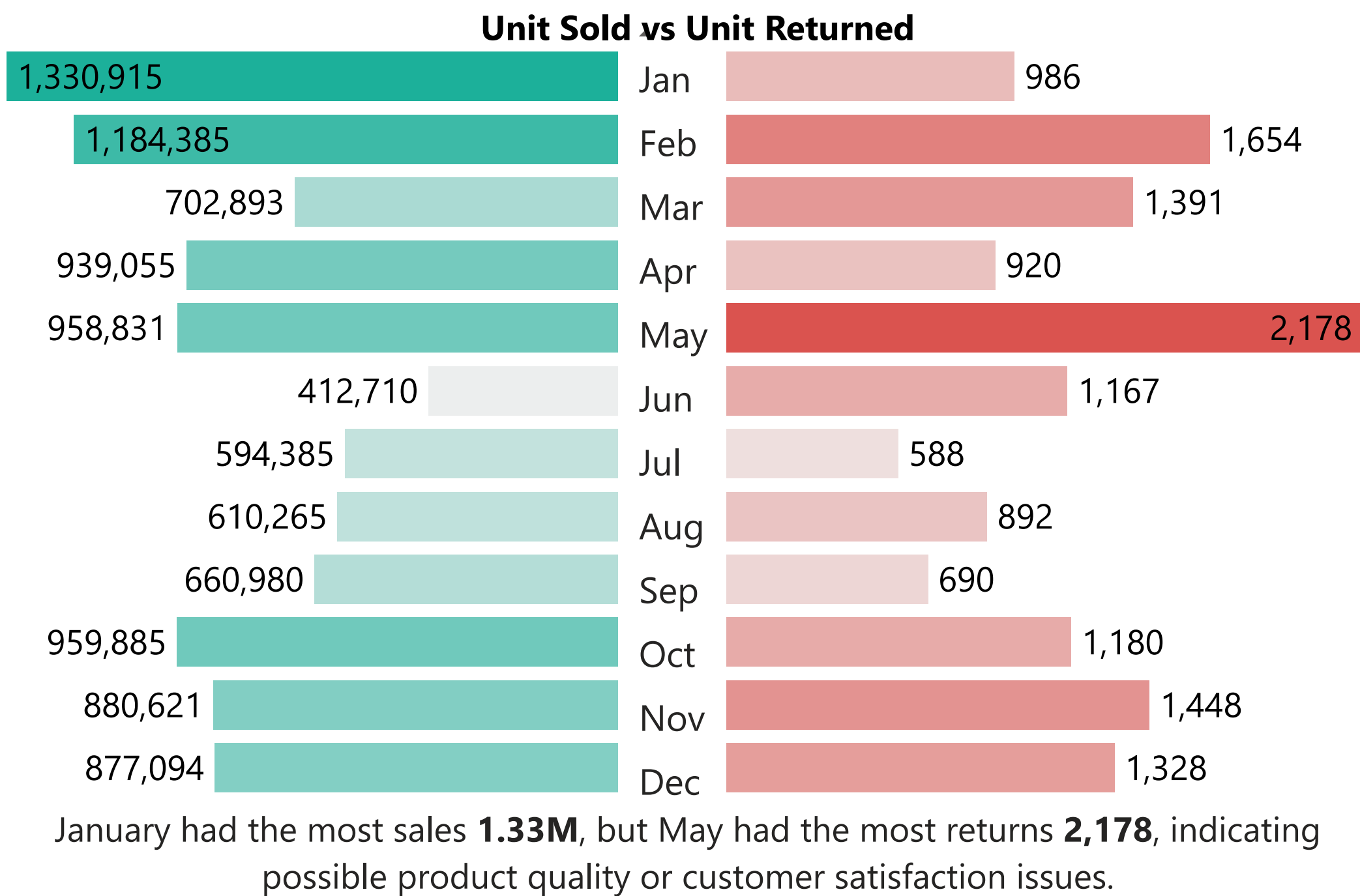
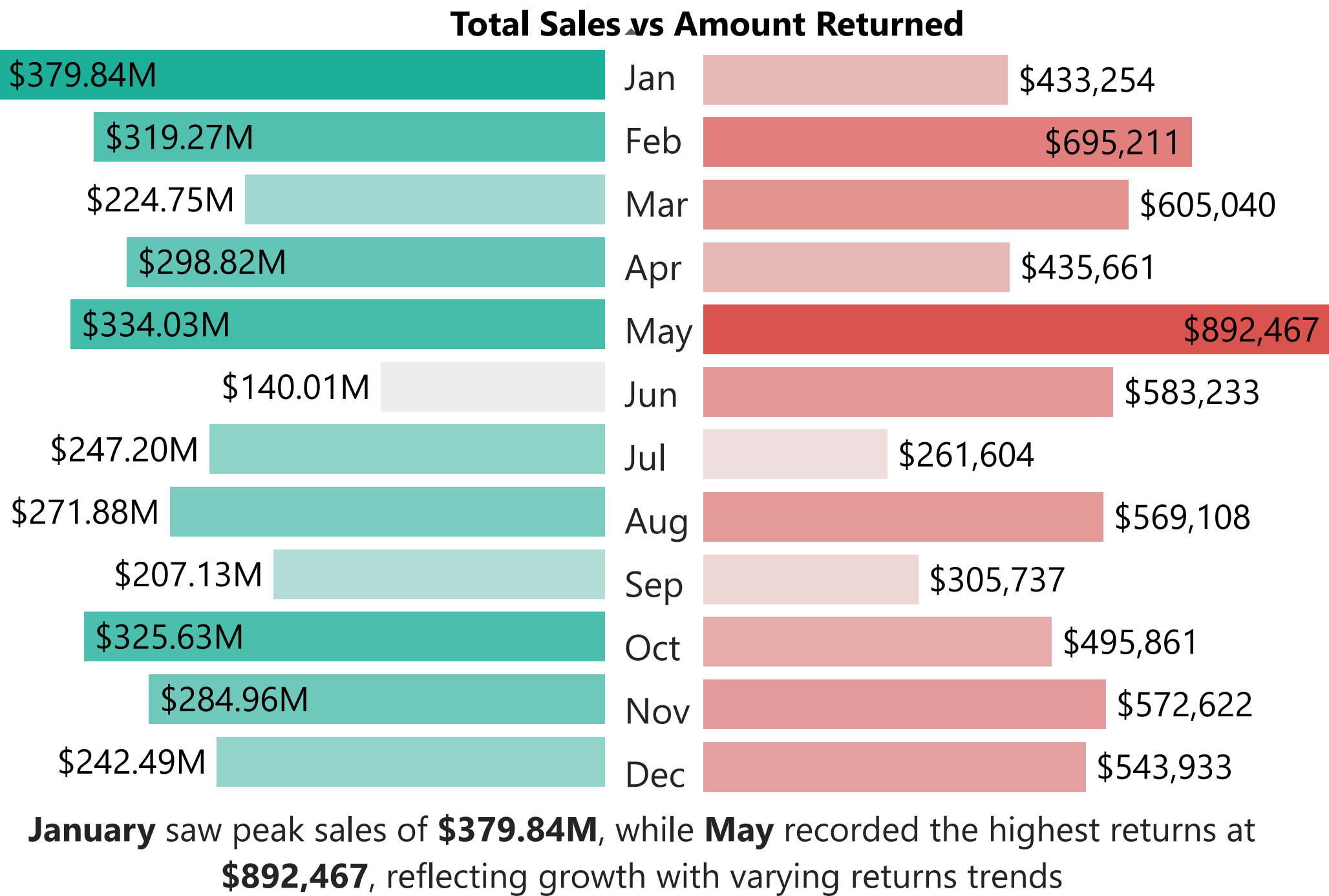
Return: 4K  
Return%: 0.14%

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# Product Sales and Returns Analysis



## Monthly Trends



## Product Performance

Products	Total Sales	Amt Returned	Unit Sold	Unit Returned	Total Discount
Pure Casein Protein	₦624,392,183	\$756,624	725,556	905	\$22,215,636
Concentrate Whey Protein	₦605,091,485	\$709,997	716,323	779	\$20,113,682
100% Egg Protein	₦458,856,995	\$2,373,935	459,008	2,539	\$15,636,722
Isolate Whey Protein	₦401,876,379	\$640,714	496,471	772	\$12,518,060
Hydrolyzed Whey Protein	₦356,382,573	\$730,340	535,963	733	\$13,501,256
Blended Protein	₦258,939,232	\$308,868	279,658	355	\$8,058,429
PRO Weight Gainer	₦111,034,247	\$136,322	358,691	412	\$4,149,015
Serious MASS Gainer	₦107,090,155	\$122,263	441,888	495	\$3,478,958
STEAK in Powder	₦86,581,075	\$136,104	113,954	180	\$2,752,713
100% Vegan Protein	₦67,293,369	\$105,353	87,902	133	\$2,096,636
Long-Sleeve Logo Jersey	₦16,926,013	\$17,217	591,141	593	\$588,439
Women's Gym Shorts	₦16,080,376	\$17,482	409,141	443	\$526,023
Short-Sleeve Classic Jersey	₦16,047,618	\$11,988	510,354	377	\$589,834
Classic Vest	₦15,453,695	\$8,303	419,121	223	\$574,702
Active Man	₦13,290,413	\$10,760	190,146	152	\$497,249
Women's Tights	₦9,056,221	\$13,090	209,828	295	\$280,796
Carb Watchers Lean Body MRP	₦7,962,055	\$31,174	54,458	208	\$253,563
Men's Jacket	₦6,832,240	\$6,695	131,103	124	\$212,581
Lean Body MRP	₦6,315,324	\$26,933	40,290	170	\$202,332
ONE	₦6,067,032	\$36,322	65,673	349	\$208,803
Full-Finger Gloves	₦5,402,972	\$10,236	255,339	465	\$167,170

**Pure Casein Protein** led sales at **\$624.39M** with **\$22.22M** in discounts, while **100% Egg Protein** recorded the highest returns at **\$2.54M**. Discounts significantly influenced patronage across all products.

# Financial Performance Overview



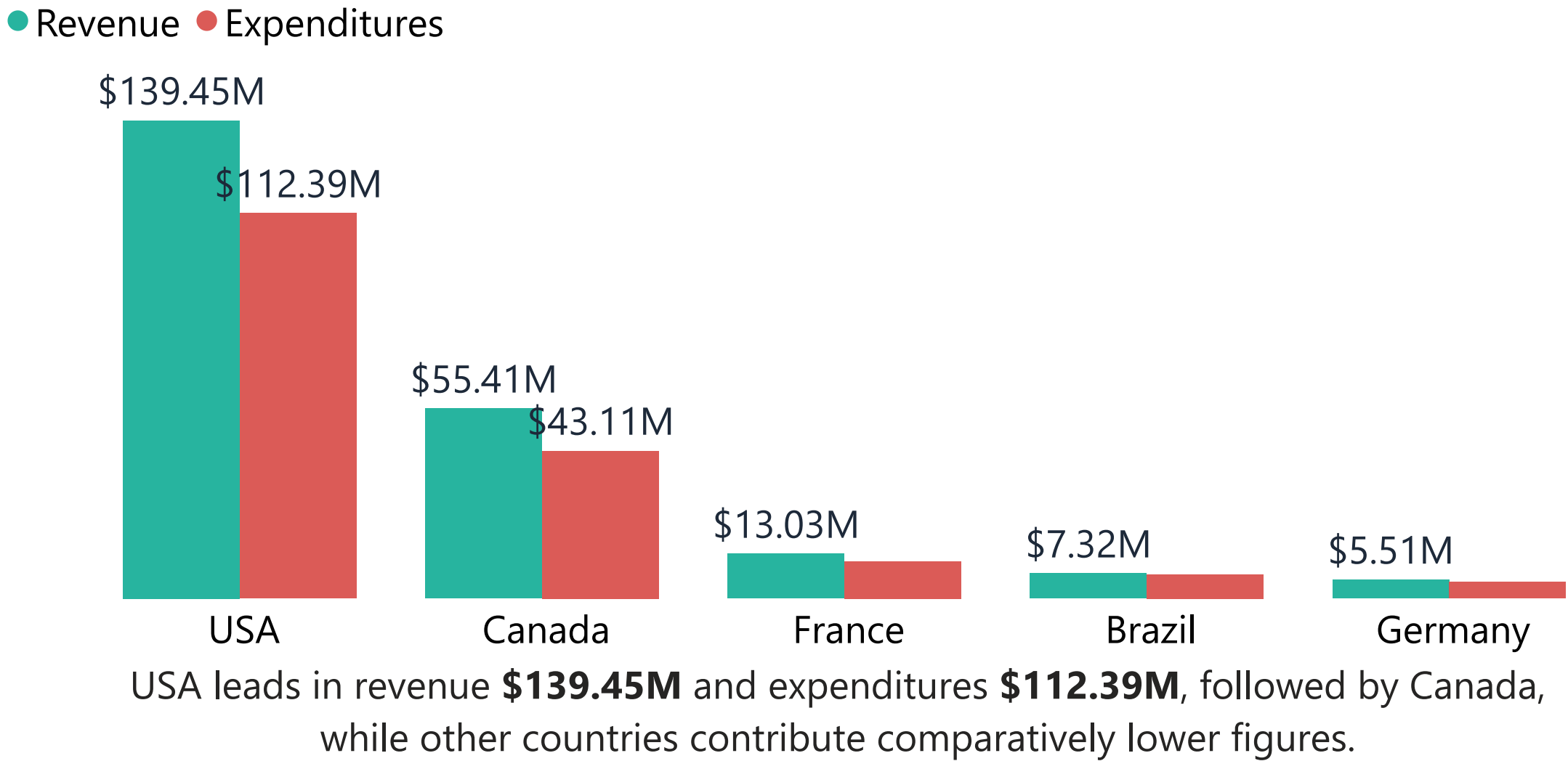
Total Sales  
\$3.28bn

Total Finance  
\$399.03M

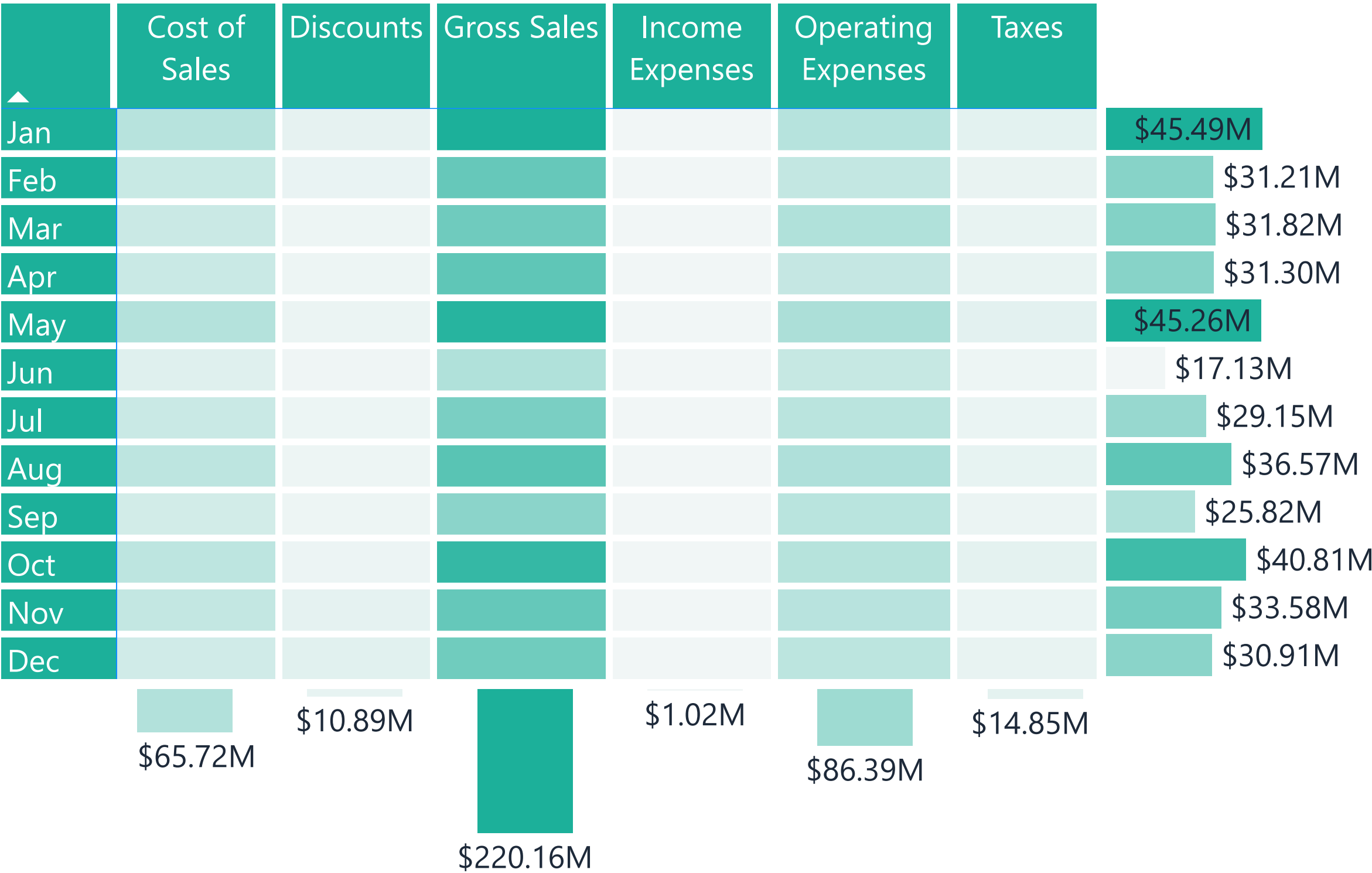
Net Profit  
\$2.88bn

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Countries Account Type



Monthly Financial



Gross sales of **\$220.16M** reflect strong revenue, but high expenses may challenge profitability, requiring cost optimization during peak months.

Financial Statement

	2010	2011	2012	2013
<div>Cost of Sales</div>	\$546,154	\$16,414,159	\$21,298,247	\$27,465,459
Standard Cost of Sales	\$504,942	\$14,956,639	\$17,421,172	\$24,469,055
Variances	\$41,213	\$1,457,520	\$3,877,075	\$2,996,404
<div>Discounts</div>	\$19,263	\$2,719,490	\$4,728,551	\$3,423,413
Discounts		\$1,203,055	\$1,843,404	\$986,584
Returns and Adjustments	\$19,263	\$1,516,435	\$2,885,148	\$2,436,829
<div>Gross Sales</div>	\$1,347,850	\$50,820,475	\$77,075,382	\$90,914,003
Intercompany Sales	\$46,500	\$2,172,932	\$3,448,113	\$3,946,012
Trade Sales	\$1,301,350	\$48,647,543	\$73,627,268	\$86,967,991
<div>Income Expenses</div>	\$16,375	\$240,881	\$309,615	\$455,544
Curr Xchg Gain/(Loss)		\$195,195	(\$1,002)	(\$15,601)
Gain/Loss on Sales of Asset	(\$5,947)	(\$79,580)	(\$118,617)	(\$160,796)
Interest Expense	\$7,079	\$100,097	\$149,029	\$201,343
Interest Income	\$5,242	\$65,930	\$97,370	\$131,952
Other Income	\$10,001	(\$40,761)	\$182,836	\$298,645
<div>Operating Expenses</div>	\$1,291,056	\$18,321,258	\$29,823,088	\$36,956,039
Commissions	\$47,746	\$1,649,661	\$2,197,655	\$2,930,350
Depreciation	\$49,786	\$668,828	\$825,085	\$1,288,701
Labor Expenses	\$1,067,299	\$14,126,041	\$24,303,160	\$29,021,127
Marketing	\$4,503	\$125,968	\$173,696	\$225,311
Office Supplies	\$8,896	\$114,152	\$144,726	\$225,878
Other Expenses	\$5,950	\$74,281	\$92,919	\$144,193
Professional Services	\$6,453	\$89,250	\$162,540	\$238,416
Rent	\$18,553	\$244,180	\$313,635	\$491,427
Telephone and Utilities	\$40,765	\$734,241	\$983,347	\$1,392,139
Travel Expenses	\$41,105	\$494,658	\$626,325	\$998,497
<div>Taxes</div>	\$81,451	\$3,873,420	\$6,019,744	\$4,872,076
Taxes	\$81,451	\$3,873,420	\$6,019,744	\$4,872,076
Total	\$3,302,149	\$92,389,683	\$139,254,627	\$164,086,535

Gross sales grew consistently, reaching **\$90.91M** in 2013, while rising operating expenses highlight the need for cost management. Steady discounts and returns require monitoring to minimize financial losses.