

Project tasks:

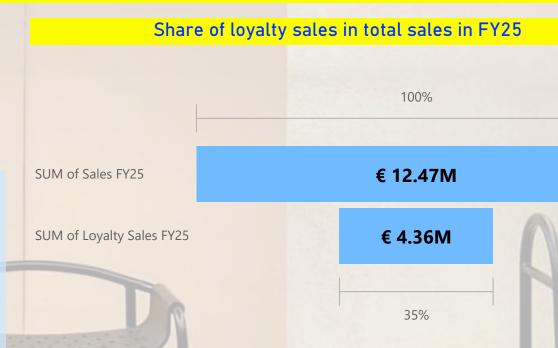
- 1. What is the number of unique identified customers in FY24?
- 2. What is the share of loyalty b2b sales in total b2b sales in FY25?
- 3. How much did total b2b sales grew or declined in FY25 vs FY24? (for available period sep:feb FY25 vs sep:feb FY24)
- 4. Using ppt, prepare up to 3 slides showing the geo trend in b2b sales. (using zip_delivery code from b2b_sales and zip_regions table)

Project IKEA Cro Sales KPI and geography analisys



11224

Count of Distinct
Customers in FY2024





FY 2024 (sep-feb) FY 2025 (sep-feb)

FY 24/25 Difference (€)

FY 24/25 Difference (%)

\$11,799,980.89

\$11,647,481.94

(\$152,498.95)

-1.29%

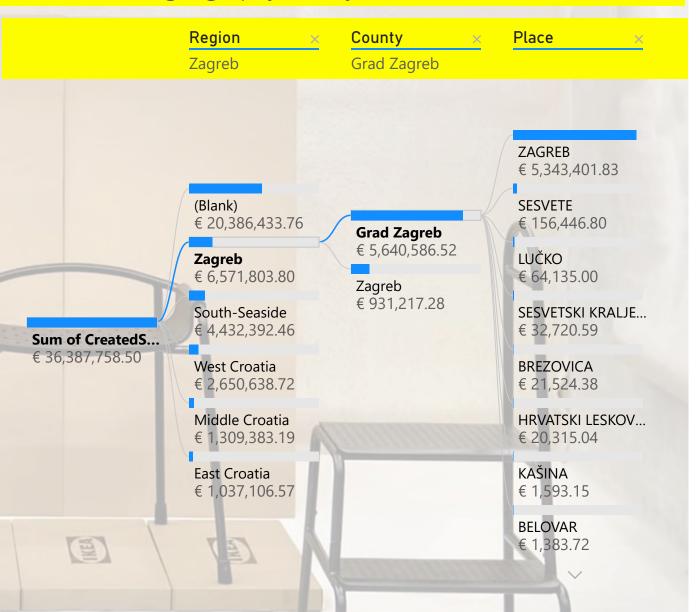
FY info

Geography Analisys



Project IKEA Cro Sales KPI and geography analisys

_	Region	2023	2024	2025	Total
+		€ 4,658,125.83	€ 13,325,628.85	€ 2,402,679.08	€ 20,386,433.76
+	East Croatia	€ 243,555.61	€ 645,389.52	€ 148,161.44	€ 1,037,106.57
+	Middle Croatia	€ 330,324.41	€ 822,008.15	€ 157,050.64	€ 1,309,383.19
+	South-Seaside	€ 705,376.75	€ 3,196,547.97	€ 530,467.74	€ 4,432,392.46
+	West Croatia	€ 482,494.72	€ 1,765,617.45	€ 402,526.55	€ 2,650,638.72
+	Zagreb	€ 1,741,879.08	€ 4,020,019.48	€ 809,905.24	€ 6,571,803.80
	Total	€ 8,161,756.39	€ 23,775,211.43	€ 4,450,790.68	€ 36,387,758.50



Geography

