



## Project IKEA Cro

### Sales KPI and geography analysis

#### 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)

16285

Total Count of Distinct Customers

11224

Count of Distinct Customers in FY2024

#### Share of loyalty sales in total sales in FY25

100%

SUM of Sales FY25

€ 12.47M

SUM of Loyalty Sales FY25

€ 4.36M

35%

#### FY 2025 vs FY 2024 for period sep-feb

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  
Analysis



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Region	2023	2024	2025	Total
(Blank)	€ 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

Region	County	Place
Zagreb	Grad Zagreb	

### Geography

