

## Jumia Global Expansion Strategy





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# INTRODUCTION

Jumia Global Retail Solutions, a leading multinational corporation, is actively pursuing an ambitious strategy for widespread global expansion across diverse markets. With a strong footprint in multiple regions and countries, GlobalMart aims to cater to a broad spectrum of consumer needs by offering an extensive range of products, spanning from essential baby food and cereals to office supplies and fresh fruits.



# Problem Statement

Jumia Global Retail Solutions' leadership team seeks to gain insight into their global sales to expand their business based on optimising performance and potential growth markets.



# Data Dictionary

**Region:** The geographic area where the sales transaction

**Country:** The specific country within the region where the sales transaction took place

**Item Type:** The category or type of product sold in the transaction

**Sales Channel:** Indicates whether the sale was conducted online or offline.

**Order Priority:** Priority level assigned to the order (e.g., High, Critical, Low).

**Order Date:** The date when the order was placed.

**Order ID:** Unique identification number for each order.

**Ship Date:** The date when the order was shipped.

**Units Sold:** Number of units of the product sold in

**Unit Price:** Price per unit of the product.

**Unit Cost:** Cost per unit of the product



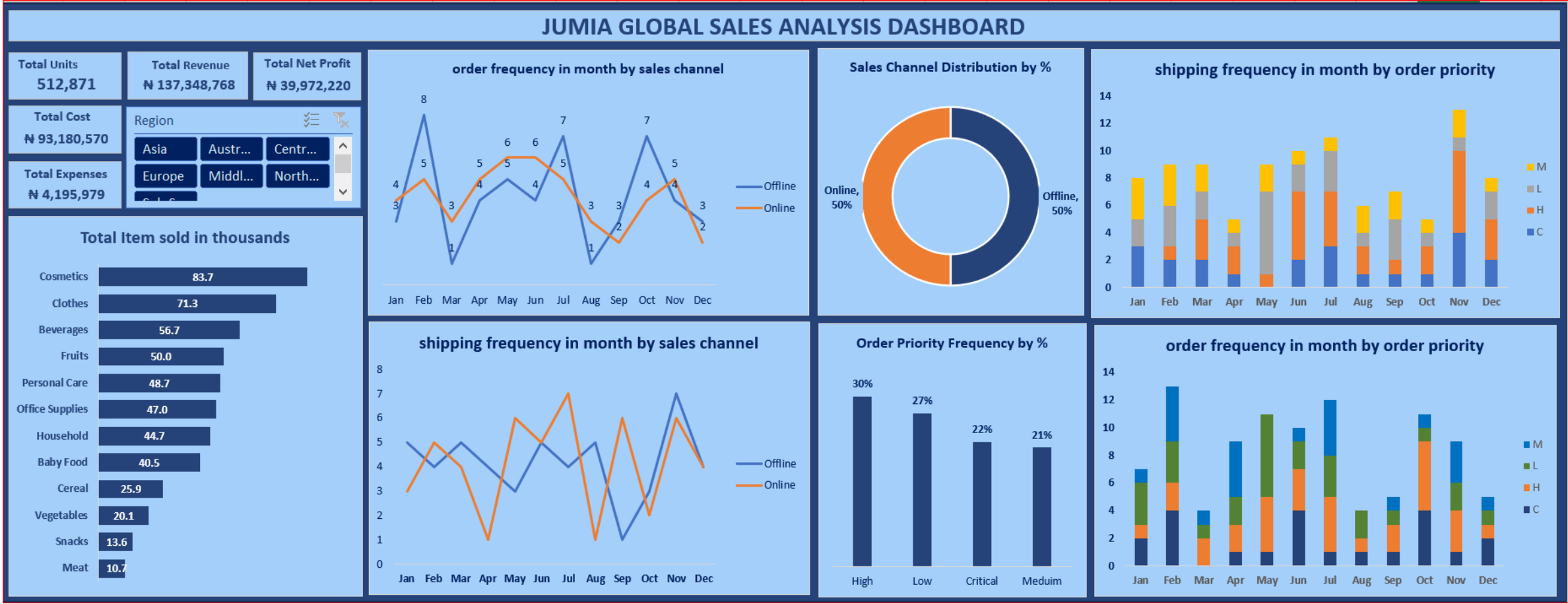




# Dashboards and Insights

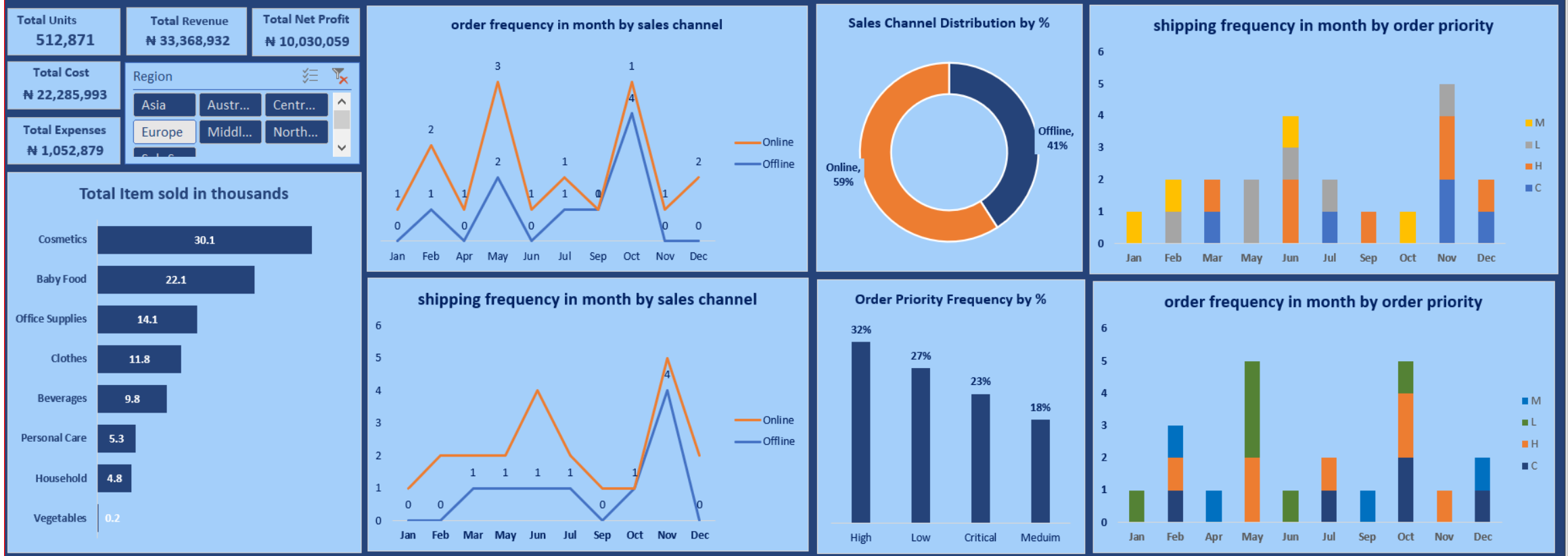
Europe, Asia, North America and Sub-Saharan Africa

# OVERVIEW



# EUROPE

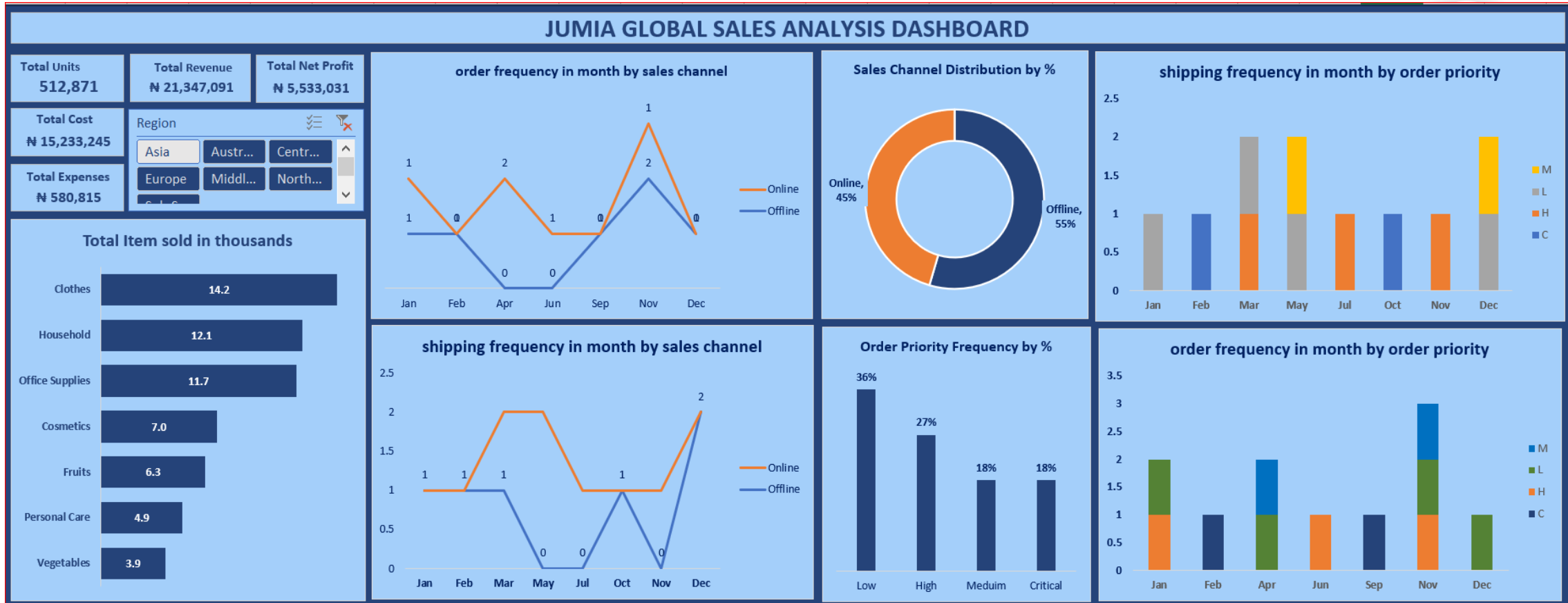
## JUMIA GLOBAL SALES ANALYSIS DASHBOARD



Metric	% Contribution
Total Units Sold	19.13%
Total Cost	23.92%
Total Revenue	24.30%
Total Net Profit	25.10%

- Leading market for cosmetics (35.9%) and Baby Food (54.6%)
- Second leading market for Office Supplies (30%)
- More sales done by the Online Channel.
- 7 product items are being sold in this market.

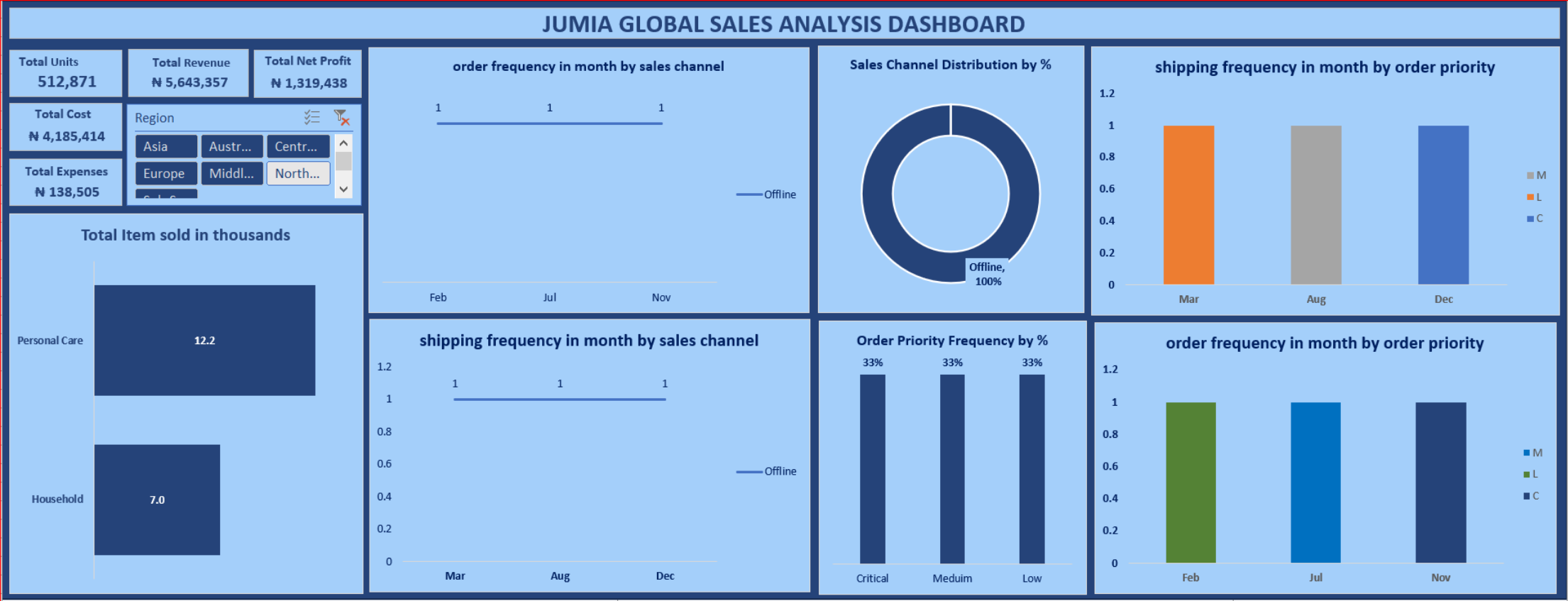




Metric	% Contribution
Total Units Sold	11.69%
Total Cost	16.34%
Total Revenue	15.54%
Total Net Profit	13.84%

- Leading market for Household products (27.1%).
- Second leading market for Clothes (19.9%) and third for Office Supplies (24.9%).
- Offline channel was used more for order, with a decline in the most recent year.
- 7 product items are being sold in this market.
- The market shows a potential for growth

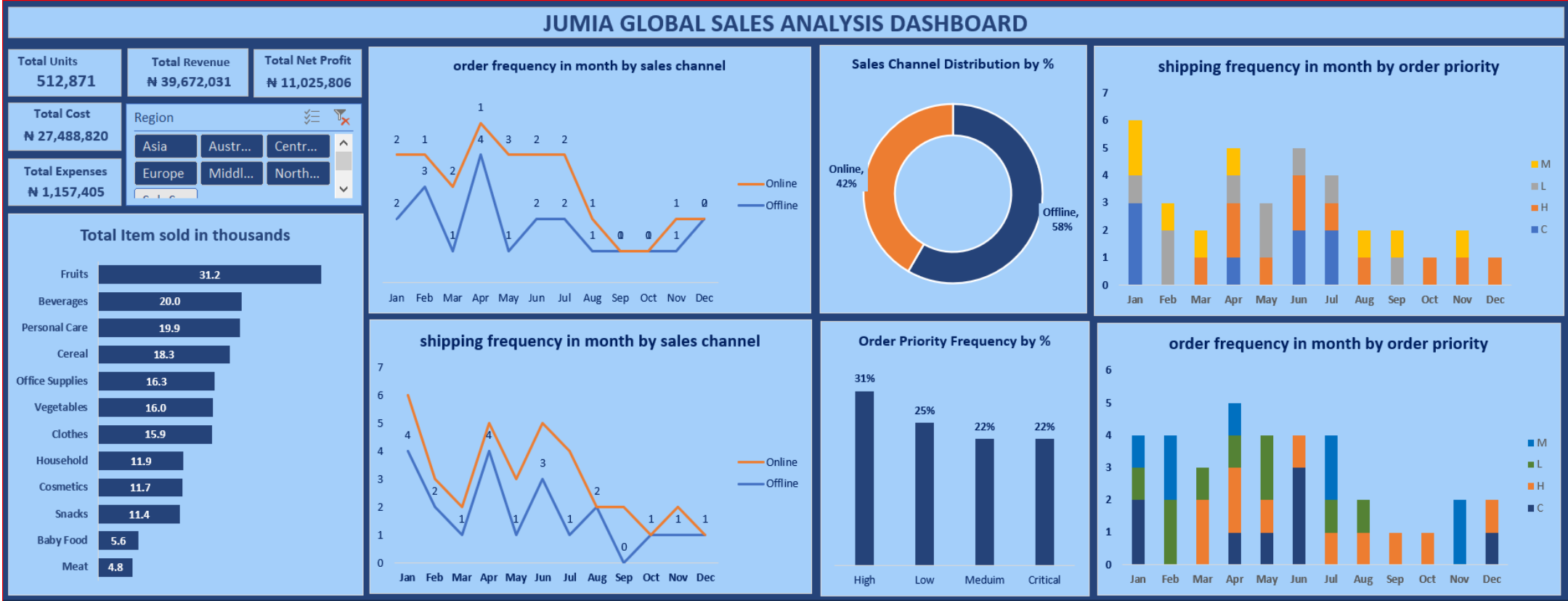
# NORTH AMERICA



Metric	% Contribution
Total Units Sold	3.73%
Total Cost	4.49%
Total Revenue	4.12%
Total Net Profit	3.30%

- 100% of sales are done offline.
- Second leading market for personal care, contributing 25.1% of units sold.
- Only two item types (Personal Care and Household) have been sold in the region with the last sale in 2015.
- No sales from the region in the last two years.
- The North American business should be sold, and the money reinvested into high-performing markets.

# SUB-SAHARAN AFRICA



Metric	% Contribution
Total Units Sold	35.66%
Total Cost	29.50%
Total Revenue	28.88%
Total Net Profit	27.58%

- Leading market for fruits, beverages and personal care contributing 62.4%, 35.3% and 40.9% respectively. Including Clothes (22.3%), vegetables (79.6%), Office Supplies (34.7%), and Cereal (70.7%).
- More orders by offline channel (58%), with a recent rise in online channels. Potential growth area.
- All 12 product items the business sells are sold in this market and have a high contribution to the total units and revenue.

## % Contribution of Regions to Key Financial Metrics

	Europe	Asia	North America	Sub-Saharan Africa
Total Units	19.13%	11.69%	3.73%	35.66%
Total Cost	23.92%	16.34%	4.49%	29.50%
Total Revenue	24.30%	15.54%	4.12%	28.88%
Total Net Profit	25.10%	13.84%	3.30%	27.58%

### Expansion Option (Opportunities):

1. The Business should expand into the Asian market as it has a potential for growth and high performance. Being the most populated continent, competitive pricing can be used to drive sales growth and profit leveraging economies of sale

### Expansion Option (Optimising Performance):

1. Sub-Saharan Africa
2. Europe