Problem Statement

Freda's Corp, a computer hardware manufacturing company with its headquarters in Nigeria and regional offices across different states including Lagos and Abuja, faces a significant challenge. The company serves various clients, including Surge stores, Normad stores, Excel stores, and Electricalsara stores. Efod Freda, the Sales Director, is responsible for overseeing the business from the head office, and there are regional managers in place.

The core issue at hand is the declining sales of the company. The sheer size and complexity of the business make it challenging for Freda to pinpoint where the problems lie. While she manages the business from the head office, the regional managers have not been providing sufficient assistance. They often provide multiple Excel files, making it hard for her to obtain simple, actionable insights such as:

1. Revenue breakdown by cities.

2. Revenue breakdown by years and months.

3. Identification of the top 5 customers by revenue and sales quantity.

4. Identification of the top 5 products by revenue.

5. The need for effective visualization to better understand the data.

Freda requires a solution that can provide her with clear and straightforward answers, helping her make informed decisions to address the declining sales trend.