

# **BUSINESS REPORT FOR KOWOPE BUSINESS ENTERPRISE**

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**KUAGIRESOURCES**

## **INTRODUCTION**

I am delighted to present my most recent business report on data analysis. This meticulously crafted report aims to offer valuable insights into the company's profit and loss trends, serving as a strategic tool to enhance your decision-making process.

Within the pages of this report, I will delve into the meticulously collected data, analyse prominent trends, and provide actionable recommendations on the feasibility of acquiring the enterprise.

I extend my sincere gratitude for granting me the opportunity to conduct this analysis. Without further ado, let us embark on the journey of uncovering the invaluable insights that lie ahead.

## **OBJECTIVE**

I am delighted to present our painstakingly crafted business report on data analysis, focusing on the critical aspects of Profit and Loss. This report is designed to empower your organisation with data-driven insights, enabling informed decision-making, operational optimisation, and strategic direction.

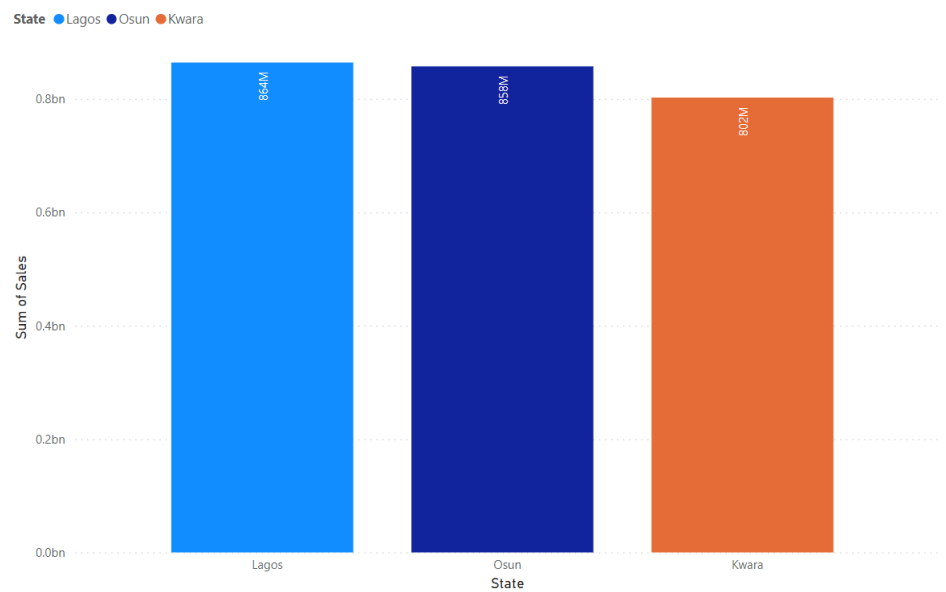
By conducting comprehensive data collection, conducting rigorous analysis, and providing actionable recommendations, this report serves as a reliable roadmap to guide the decision-making process.

## **Questions and Answers**

1. States with highest and lowest sales

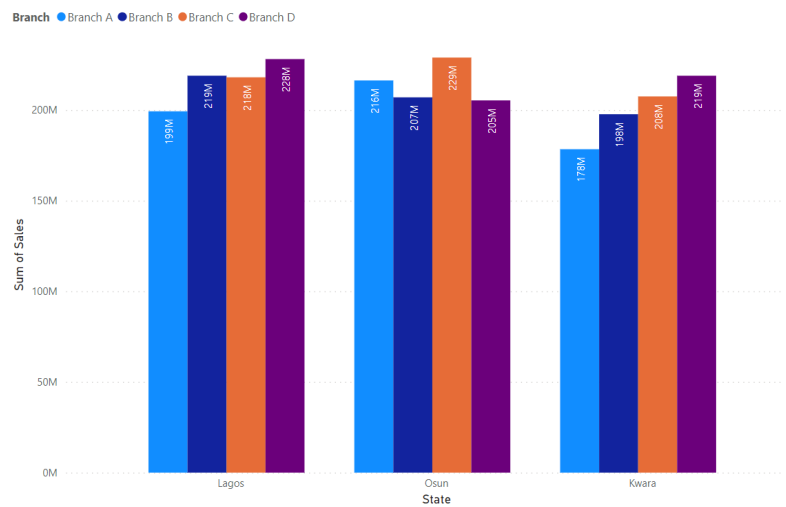
The sales data for different states is effectively visualized in a stacked column bar chart within Power BI. Notably, Lagos showcases the highest sales value of #864,361,182, whereas Kwara

exhibits the lowest sales figure of #802,490,301. For a more comprehensive understanding, please refer to the enclosed Stacked Column Bar report generated from Power BI.



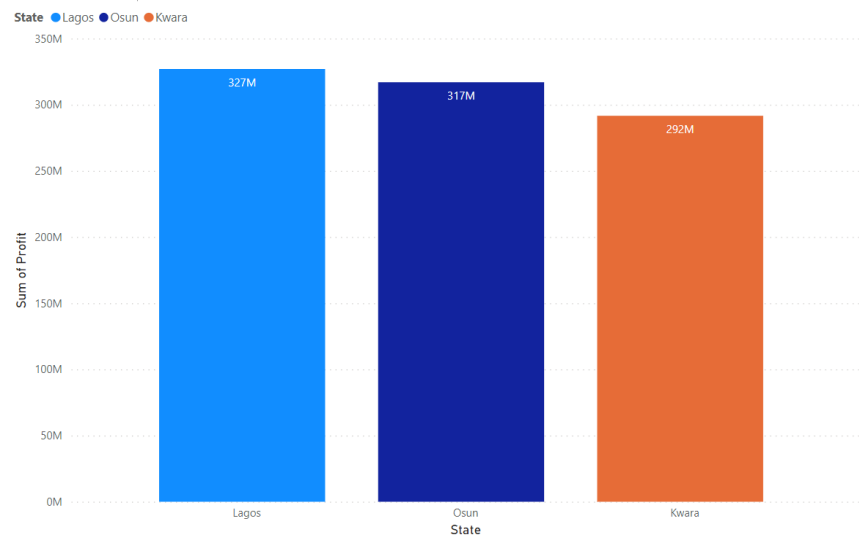
2. Branches with the highest and lowest sales.

Utilizing a stacked column bar chart, we establish the correlation between branches and the total sales, with branches serving as the legend. Branch C demonstrates the highest sales figure of #654,486,220, while branch A reflects the lowest sales at #593,989,009.



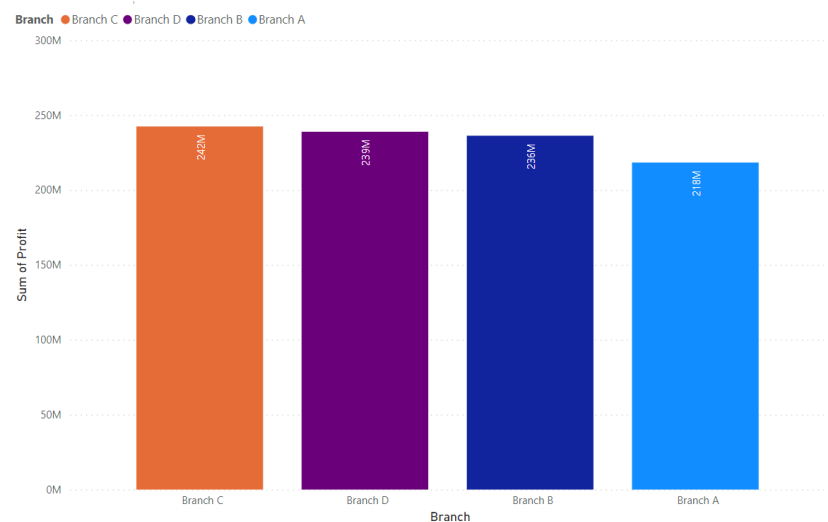
### 3. Profit by states

When analyzing the distribution of profits across states, it becomes apparent that Lagos achieves the highest profit, whereas Kwara attains the lowest. By employing a stacked column bar chart, we can establish a direct correlation between the states and their respective total profits. Lagos emerges as the state with the highest profit, with a cumulative value of #326,993,624, while Kwara reports the lowest profit, amounting to #291,646,087.



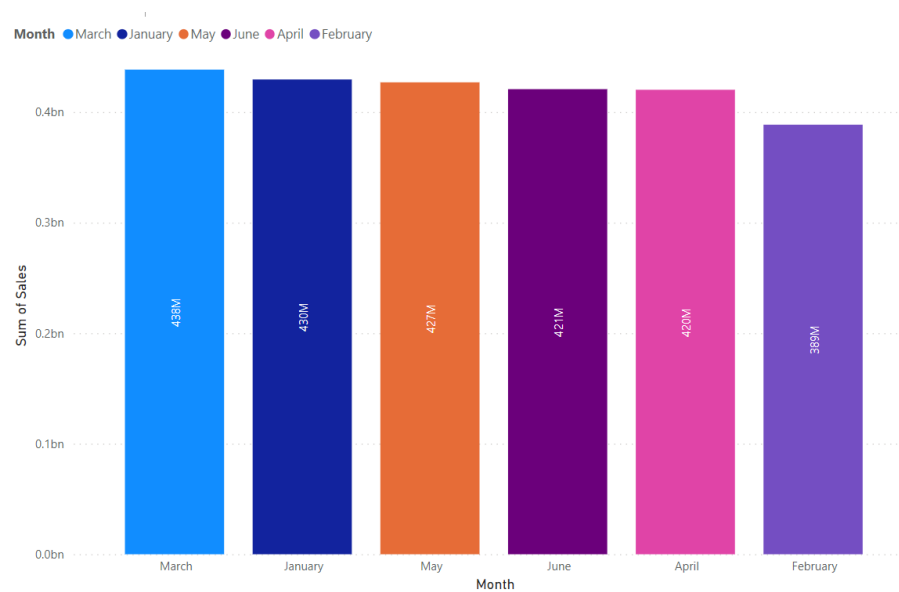
### 4. Profit by branches.

Upon analysing the profit distribution among branches, it is evident that Branch C demonstrates the highest profit, while Branch A records the lowest profit. By employing a stacked column chart to examine the correlation between branches and total profit, Branch C emerges with a notable profit of #242,353,083, whereas Branch A reports the lowest profit of #218,269,215.



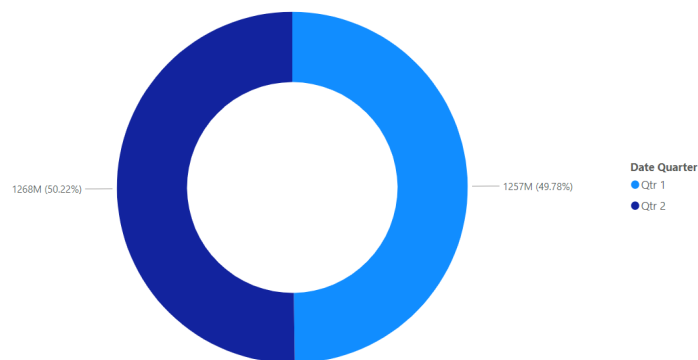
5. Month with most sales.

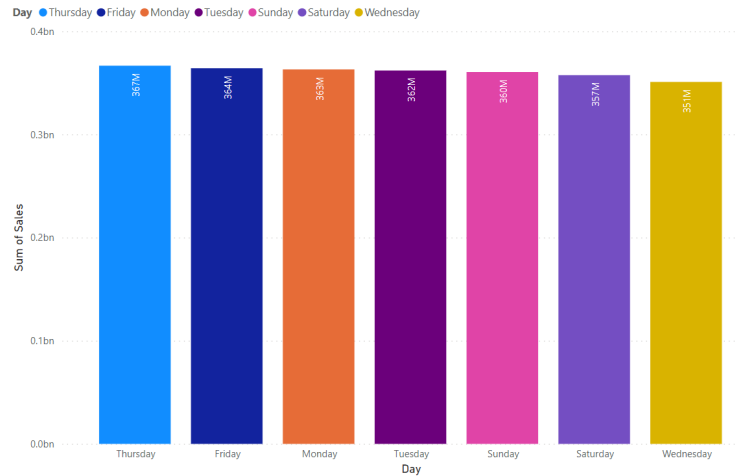
Regarding the query about the month with the highest sales, it is apparent that February stands out as the month with the highest sales. The stacked column chart within the visualizations demonstrates that March records the highest sale, amounting to #438,426,306.



6. Day and Quarter with the most sales.

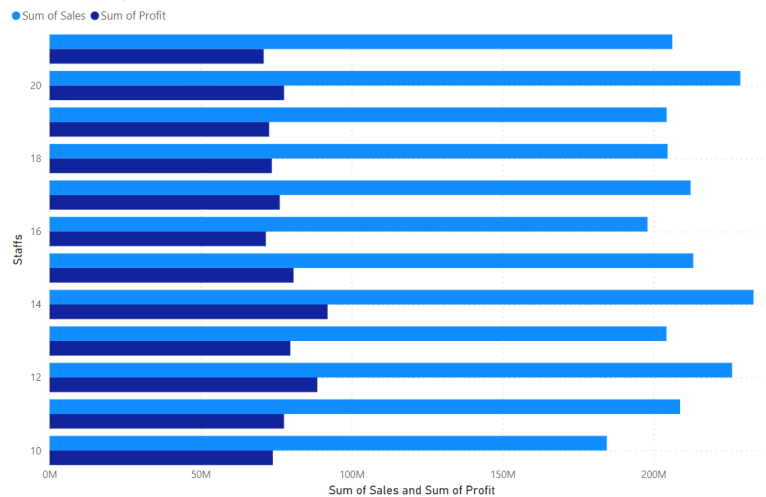
When analyzing the day and quarter with the highest sales, it is evident that Thursday stands out as the day with the highest sales, while quarter 2 demonstrates the highest sales. Utilizing a combination of the donut pie chart and stacked column bar, we observed that Thursday records the highest sales of #366,602,982, and quarter 2 exhibits the highest sales of #1,267,862,581.





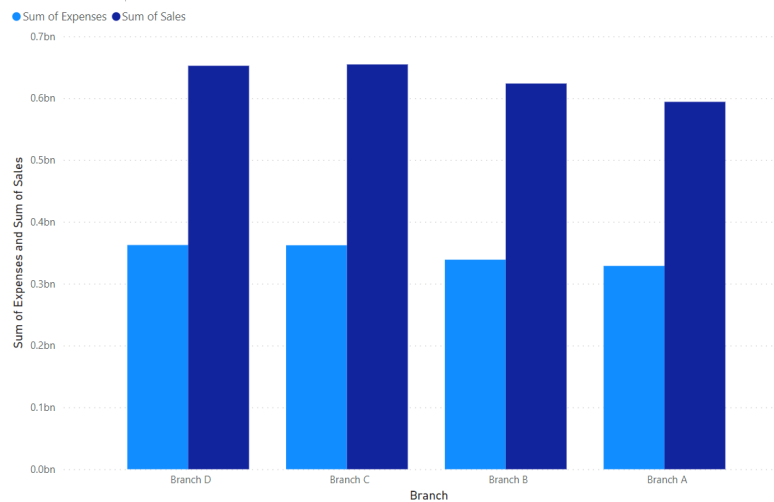
## 7. Report on staff and how they affect business sales and profits.

With regards to the report on staff and their impact on business sales and profits, it is observed that there is no direct correlation between the number of staff and sales, as there is no evident variation in sales based on staff numbers.



## 8. Report on branches based on expenses and sales.

It is evident that expenses in branches D and C have no impact on sales. Conversely, branches B and A are influenced by these expenses.



## 9. Should the Business enterprise be bought? With reasons.

Considering the question of whether the Business enterprise should be acquired, I affirmatively recommend its acquisition, supported by several reasons. Firstly, there has been a substantial surge in profit, particularly in quarter 2. Furthermore, the comprehensive report on branches, encompassing expenses and sales, reveals no instances of losses. Across all branches, sales exceed expenses, leading me to conclude that the presence of any potential losses is minimal to negligible.