

## EXECUTIVE SUMMARY FOR COMPANY XYZ

**Company XYZ, operates three (3) supermarket branches across Nigeria, in 3 geopolitical zones:**

- South-West (Lagos) ; Branch A
- North-Central (Abuja) ; Branch B
- South-South (Port-harcourt); Branch C

**Company XYZ, distributes items within 6 groups of product lines:**

- Fashion accessories
- Food and beverages
- Electronic accessories
- Health and beauty
- Home and lifestyle
- Sports and travel

**Customer population:**

Between January 2019 to March 2019, each branch had:

- Branch A : 340 customers
- Branch B: 332 customers
- Branch C: 328 customers

**Generated income:**

Between January 2019 to March 2019, each branch generated a total of:

- **Branch A : ₦76464266.76**  
(Seventy six million, four hundred and sixty four thousand, two hundred and sixty six) naira
- **Branch B: ₦76462323.84**  
(Seventy six million, four hundred and sixty two thousand, three hundred and twenty three) naira
- **Branch C: ₦79609468.68**  
(Seventy nine million, six hundred and nine thousand, four hundred and sixty eight) naira

**Most sales:**

Individually, the product line most frequently bought by customers per branch was:

- Branch A (Lagos) - Home and lifestyle
- Branch B (Abuja) - Fashion accessories
- Branch C (Port-harcourt) - Food and beverages

Cummulatively, the product most frequently bought by customers was:

- Fashion accessories