

RIBY TRANSACTION REPORT 2010 - 2017

Riby is a FinTech company that automates cooperatives. The company offers financial management services for cooperatives and their members. Partnering with banks and payment service providers, the firm gives its customers channels for near cash experiences (Easy savings and lending system) and more money.

\$132bn

Sum of Total Profit

\$446bn

Sum of Total Revenue

2bn

Sum of Units Sold

336K

Count of Order ID

Item Type

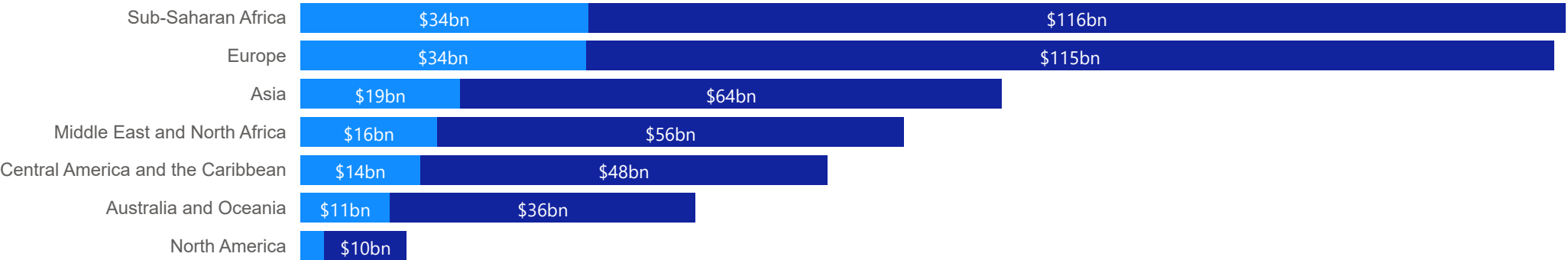


All



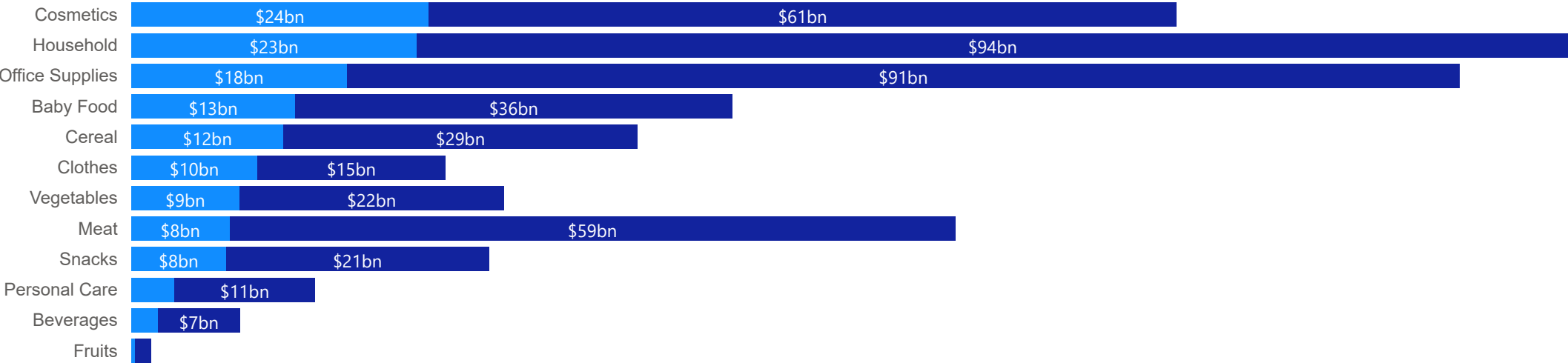
Profit and Revenue by Region

● Sum of Total Profit ● Sum of Total Revenue



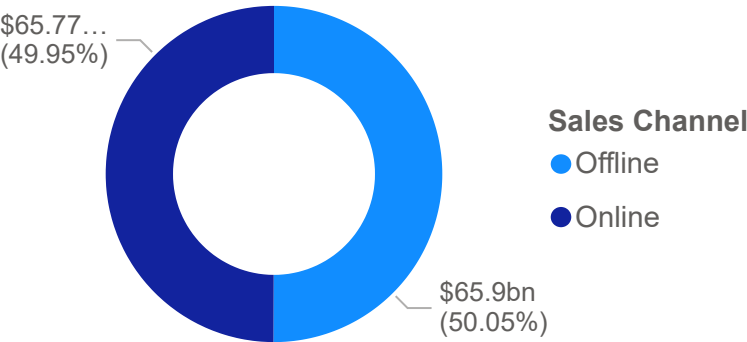
Profit and Revenue by Item Type

● Sum of Total Profit ● Sum of Total Revenue

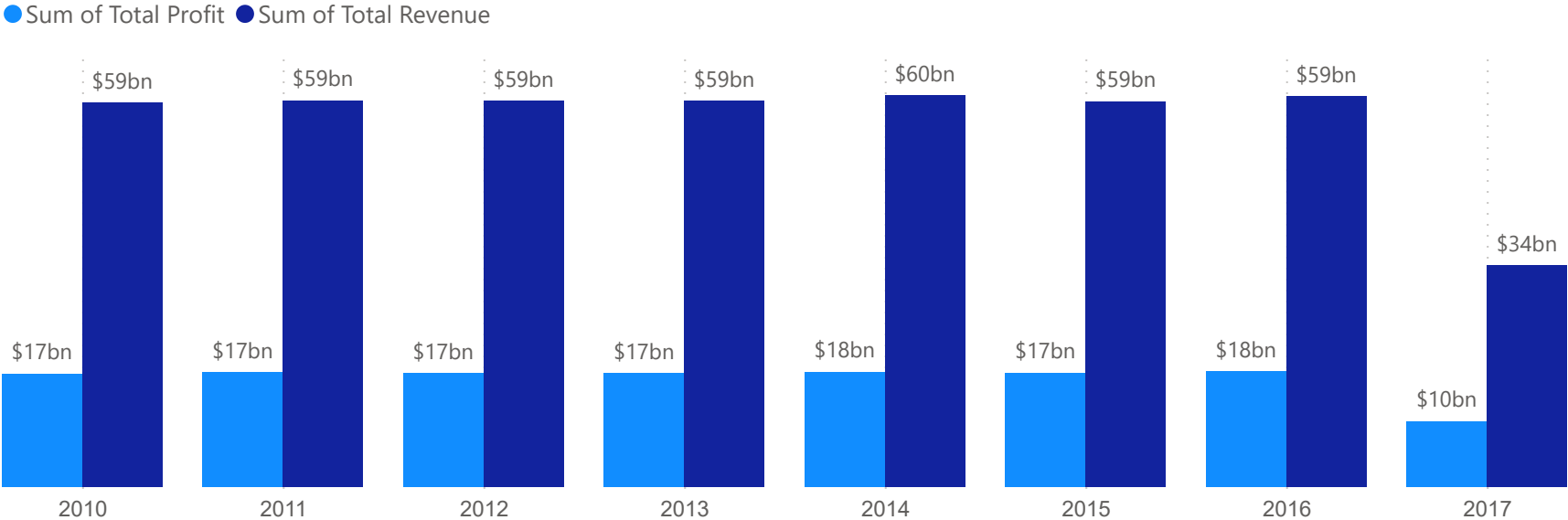


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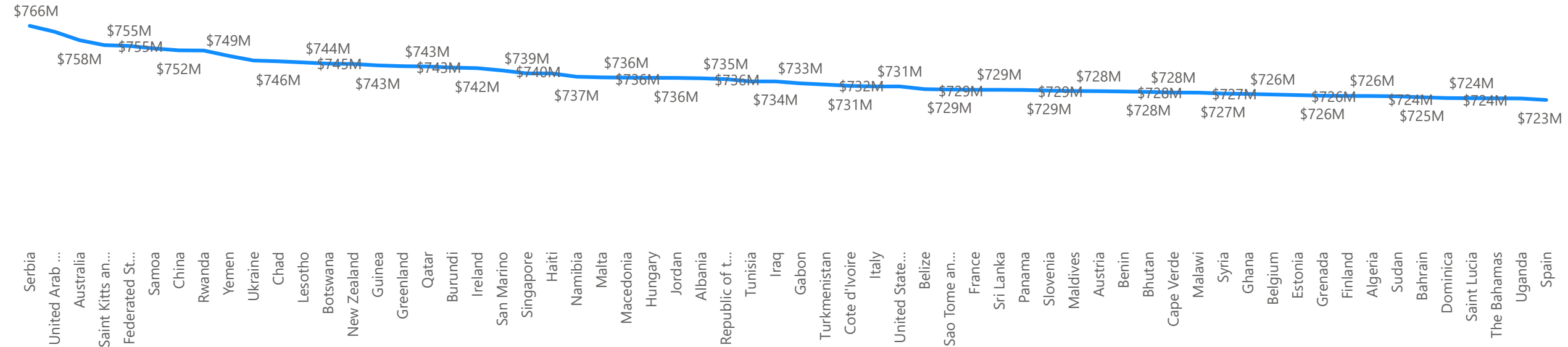
Total Profit by Sales Channel



Profit and Revenue by Year



Sum of Total Profit by Country



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INSIGHTS

1. Sub Saharan African and Europe recorded the highest profit.
2. North America is the least performing Region
3. The cosmetics product category recorded the highest profit with the highest revenue from the household category.
4. Serbia recorded the highest profit in the country category with Spain as the least performing country.
5. offline sales channel recorded the highest profit.
6. Profit has been steady in the last 6 years except the current year, 2017 which recorded the lowest profit and revenue.



RECOMMENDATIONS

1. The sales and marketing strategies used in the Sub Saharan African and Europe should be studied and implemented in underperforming countries.
2. More findings should be done to understand the reason for the fall in profits and revenue in the year 2017 as well as what happened in the year 2014 which recorded the highest profit and revenue.
3. Cosmetics, house hold and Office items should be stocked up
4. Promotions and advertisements should be created on products generating very little sales such as fruits and vegetables
5. More findings and observations should be carried out in underperforming regions and countries to understand customers pain points