



# Financial Craftship technical Services 2025 Analysis Report

## I. Executive Summary

- **Overall performance:** The company achieved ₦[30M] in Net Profit, driven by strong growth. However, a spike in operational expenditure in May led to a reduced profit margin.
- **Key Action Items:** Dr Abiri is your highest income generating customer, he buys more of light which is also your highest item supplied. Your largest expenses are money sent out, which constitutes more than 70% of your expenses.

## II. Financial Overview (KPI Analysis)

Metric	Value	Comment
Total Sales (Revenue)	₦[119M]	The revenue is high for 10.5 months
Total Expenditure (Cost)	₦[89M]	Expenses of 89M against 119M revenue means that 74% of income goes into costs. The largest component of this figure is money sent, next to Yohako solar farms, Elka tech and others contributes little.
Outstanding Debts	₦[8M]	6.7% of total revenue is trapped in debt, that is 1/3 of the cash profit. Debtors are reducing profit by 26%.
Net Profit	₦[30M]	There is a profit margin of 25%, which is decent. Profitability is good despite high expenses, but there is room for improvement.

### III. Monthly Trend Analysis

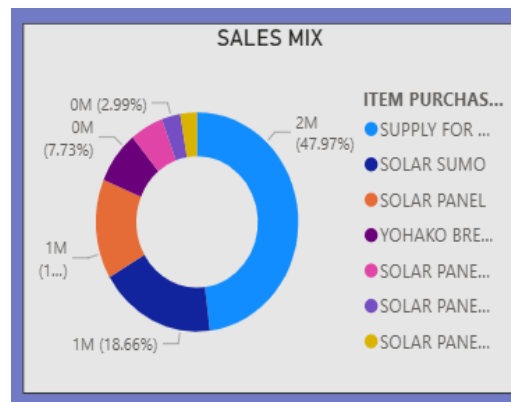
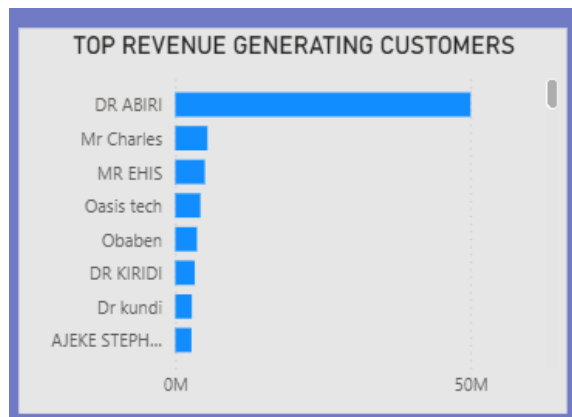
**OBSERVATION:** The trend shows that from January to April you had low sales while in May there was an exponential shoot up. Sales peaked in that month primarily due to the supplies you made to Dr Abiri. The trajectory shows that sales growth is keeping pace with expenses growth, while a decline in sales was noticed from June to November.



### IV. Revenue and Customer Analysis (Sales)

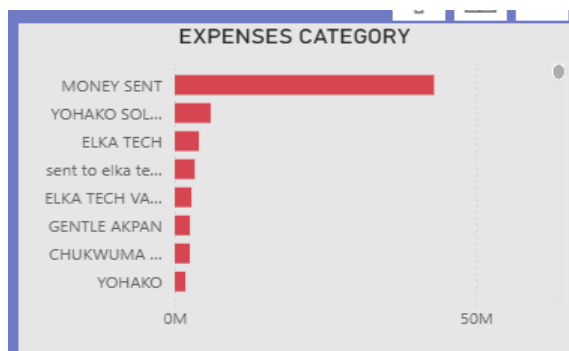
Dr Abiri is the single largest customer, contributing close to 50% of total revenue, next to him is Mr. Charles, Mr. Ehis, Oasis tech followed by the others listed in the graph below.

**Product Performance:** Light supply accounted for 47.9% of sales, then there is (NS) which stands for 'Not Stated'. These are products bought which were not recorded with an item name, the account for the second largest purchase. Next to it is solar installation, which suggest a successful service-based model.



## V. Cost Analysis (Expenditure)

Money sent, which wasn't stated what it was sent for is the highest cost area, making up 50% of total expense. Yohako solar farms also contributed a major factor in the expenses though not as high as the money sent.



## VI. Recommendations and Next Steps

1. **Sales Strategy:** Based on top customers, I recommend you pursue more accounts like them or diversify. Also create more awareness of your business online by making sure your website is very functional. You should also constantly make social media post like Facebook, WhatsApp, Instagram, Tiktok, even LinkedIn. I strongly recommend seasonal sales slash for your customers to encourage loyalty.
2. **Increase Service Revenue:** I encourage you incorporate maintenance contracts, annual solar servicing plans and battery replacement packages to increase customer inflow.

3. **Data Quality:** Ensure all expenditure is tagged with a consistent expense category name. Also ensure items purchased are explicitly stated with an item name to avoid them being uncategorized and promote accurate analysis. Also ensure data are accurately recorded on a daily basis.