

Impact of Discounts on Sales

Product

Region

~~₦~~ 98.94M

Sum of Total Sales

81.73

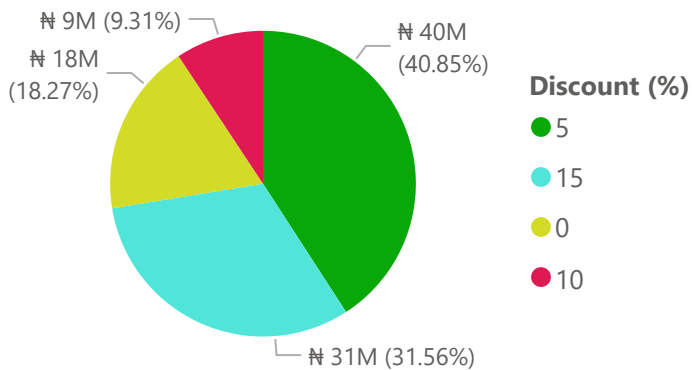
% of Sales with Discount

~~₦~~ 80.86M

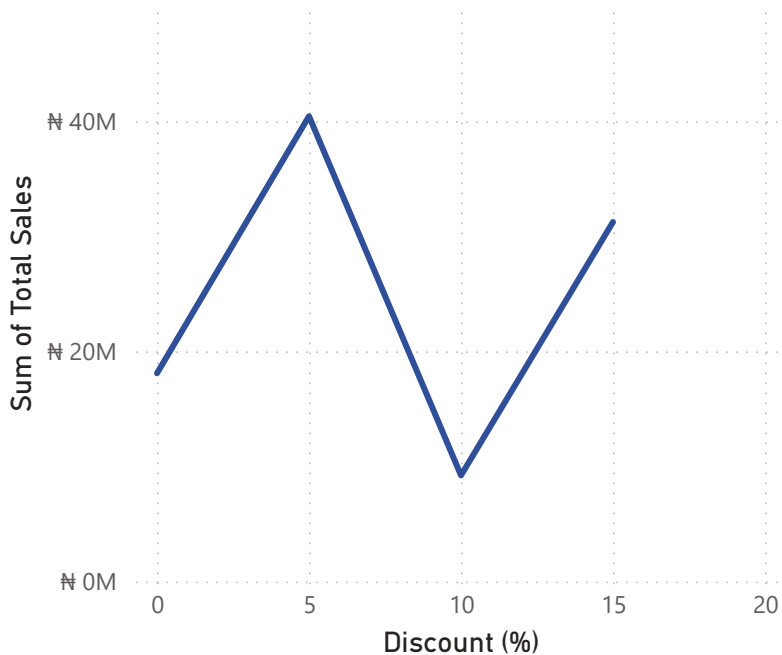
Total Discounted Sales

Discount (%)	Sum of Total Sales
0	₦ 18,081,000
5	₦ 40,422,500
10	₦ 9,208,350
15	₦ 31,231,125
Total	₦ 98,942,975

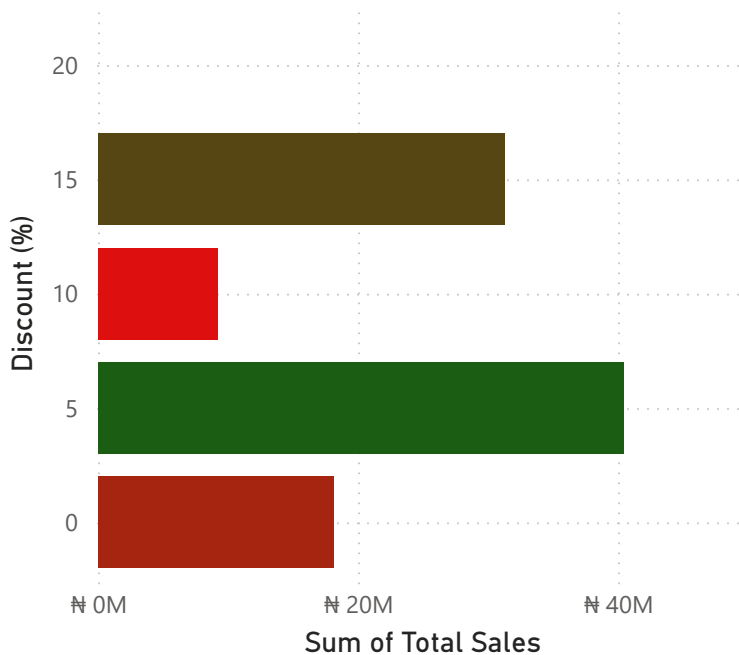
Sum of Total Sales by Discount (%)



Sum of Total Sales by Discount (%)



Sales Performance by Discount Level



Sales by Region

Product

All

Discount (%)

All

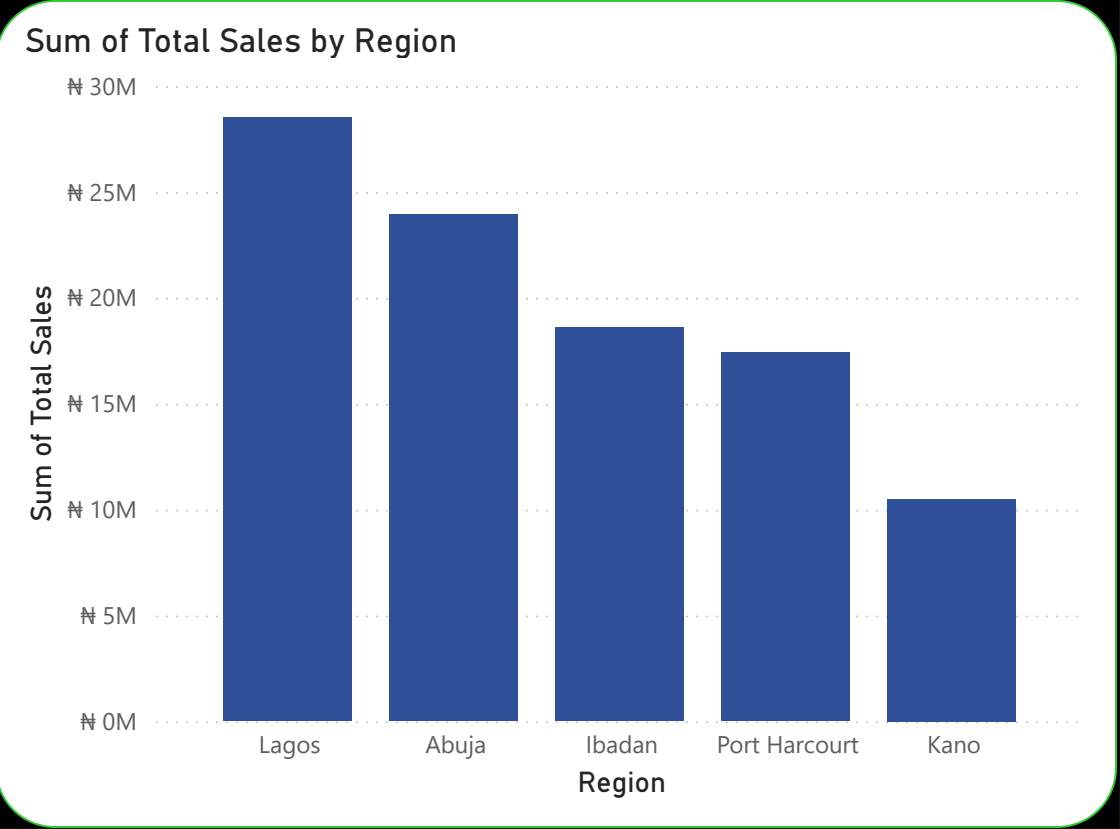
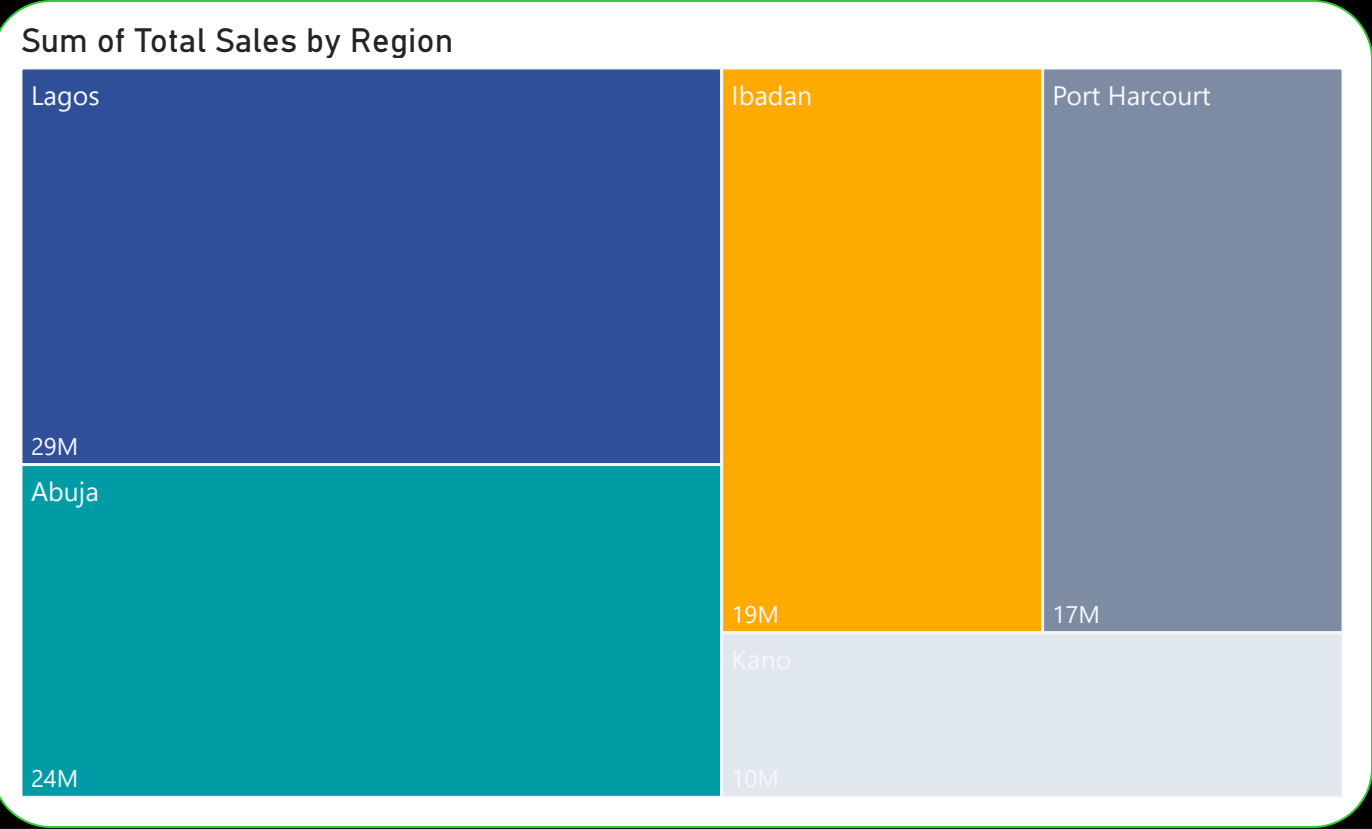
Date

All

₦ 98.94M

Total_Sales

Region	Sum of Total Sales
Abuja	₦ 23,927,350
Ibadan	₦ 18,600,900
Kano	₦ 10,490,500
Lagos	₦ 28,513,725
Port Harcourt	₦ 17,410,500
Total	₦ 98,942,975



Sales by Products

Discount (%)

All

Region

All

~~₹~~ 98.94M

Sum of Total Sales

Laptop

Top Product

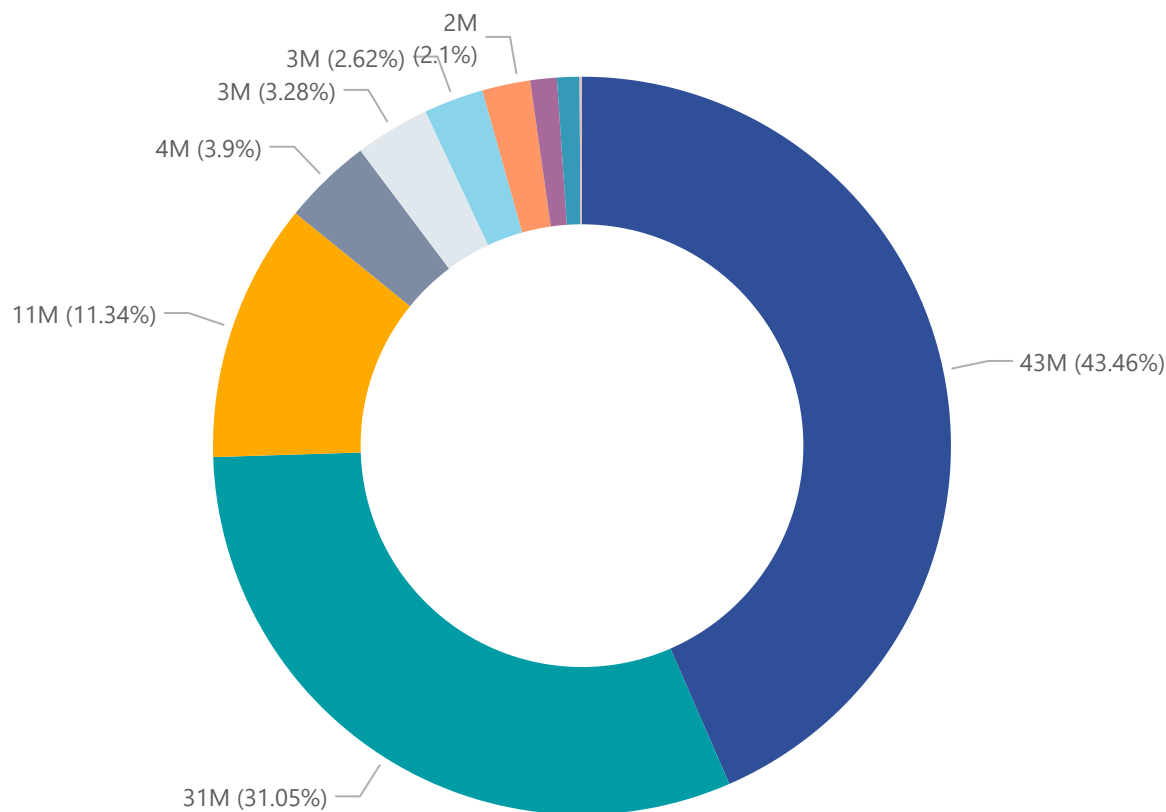
\$43M

Top Product Sales

10

Products

Sum of Total Sales by Product



Product

- Laptop
- Phone
- Wristwatch
- Headphones
- Sunglasses
- Shoes
- Rice Bag
- Milk
- Shirt
- Bread

Executive Summary of Sales Performance

<div><div>₦ 98.94M</div><div>Total_Sales</div></div>	<div><div>81.73</div><div>% of Sales with Discount</div></div>	<div><div>₦ 80.86M</div><div>Total Discounted Sales</div></div>	<div><div>Laptop</div><div>Top Product</div></div>	<div><div>Lagos</div><div>Top Region</div></div>
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Summary of Sales Insights

- Total Sales: ₦98.94M
- 🏆 Top Region: Lagos with ₦28.51M in sales
- Top Product: Laptop
- % of Sales with Discounts: 81.73%
- 📉 Most Used Discount: 5% (₦40.42M in sales)

View Discount Analysis

View Regional Sales

Explore Product Trends

Created by Jochebed Ogbemudia | Data Analyst Portfolio | 2025