

ZoboExpress Annual Report Dashboard

Annual Revenue

₦5,107,847

Annual Profit

₦3,064,699

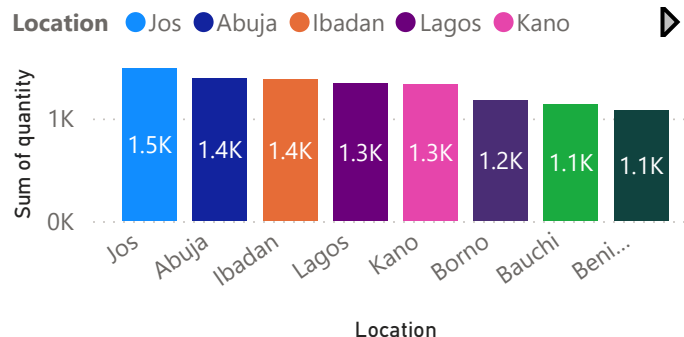
Total Cost

₦198,398

Total Quantity Sold

10311

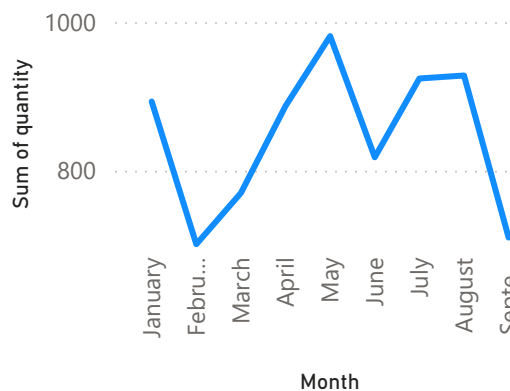
Sales Quantity and profit by Location



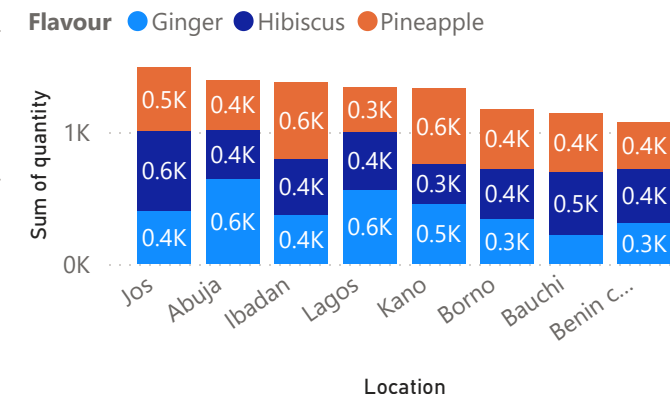
Location

Abuja	Borno	Kano
Bauchi	Ibadan	Lagos
Benin city	Jos	

Sales Quantity by Month



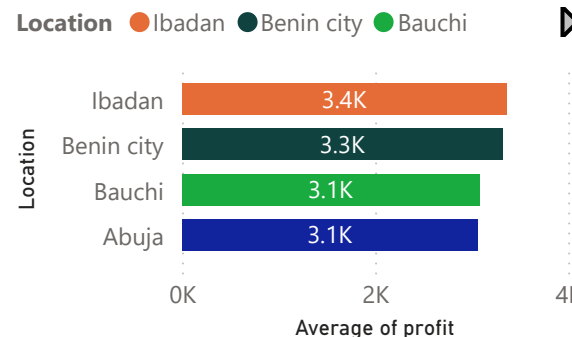
Sales Quantity by Location and Flavour



KEY INSIGHTS & RECOMMENDATION

- Jos had the highest sales while Benin city had the lowest
- Abuja generated the highest profit while Ibadan was more profitable per sale.
- Sales peaked in the 2nd and 4th quarters of the year.
- Marketing efforts should be focused on scaling sales in Ibadan, Benin city and Bauchi states to increase Profits

Profitability by Location



Total Profit by Location

