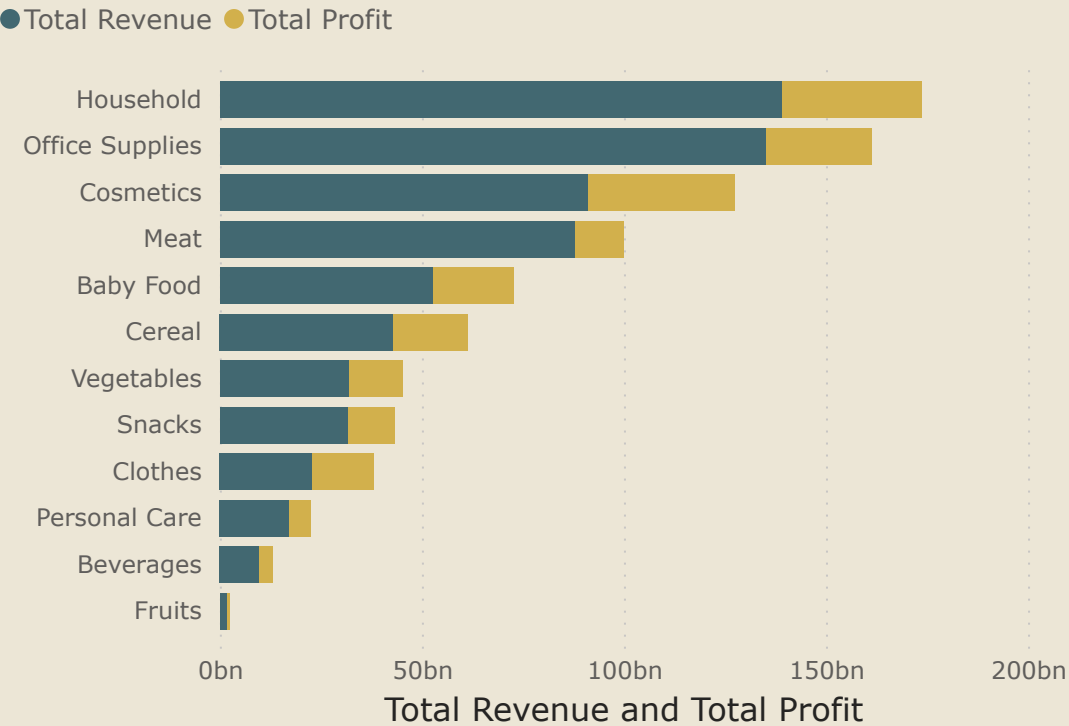




RIBY FINANCIALS REPORT

Revenue Versus Profit by Item

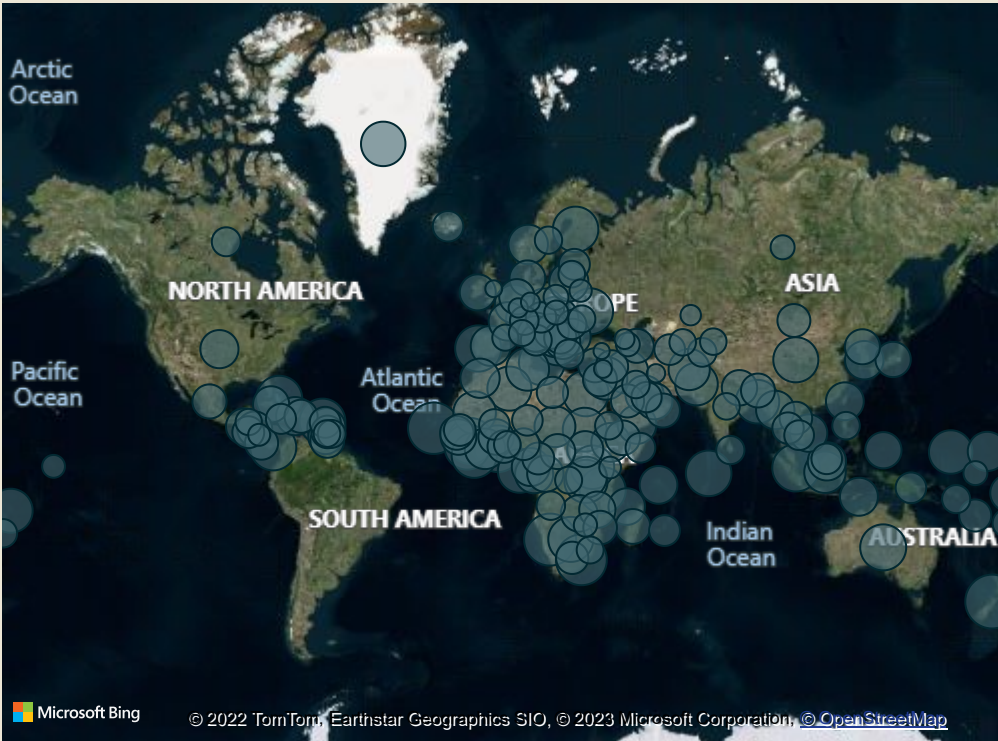


665,048.15M
Total Revenue Generated

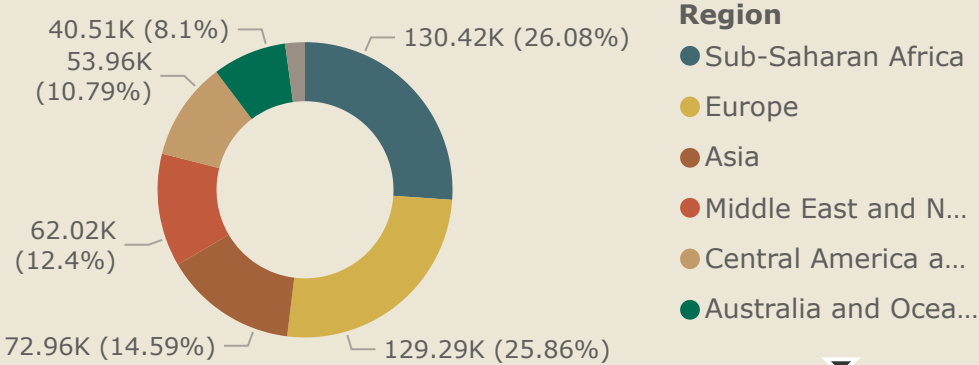
196,239.98M
Total Profit

2,500M
Total Units Sold

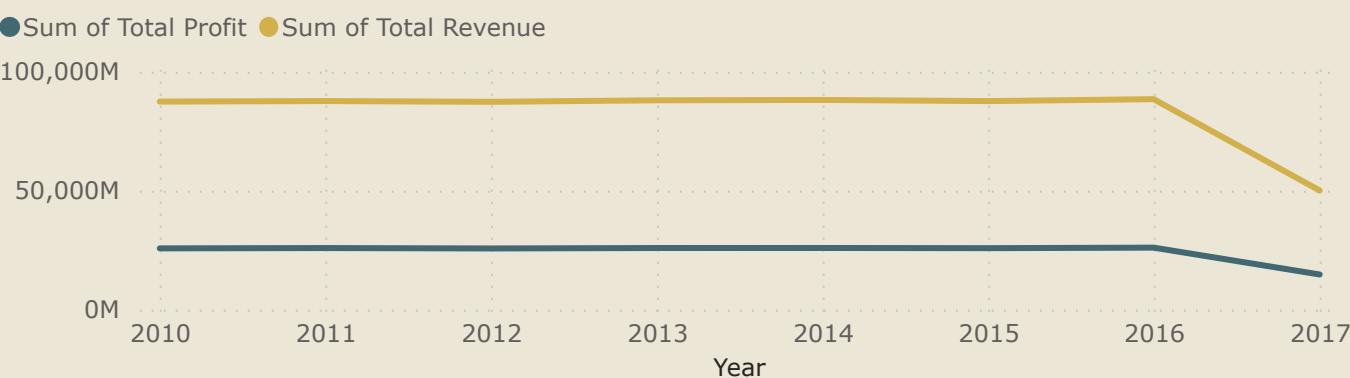
Total Units Sold by Country



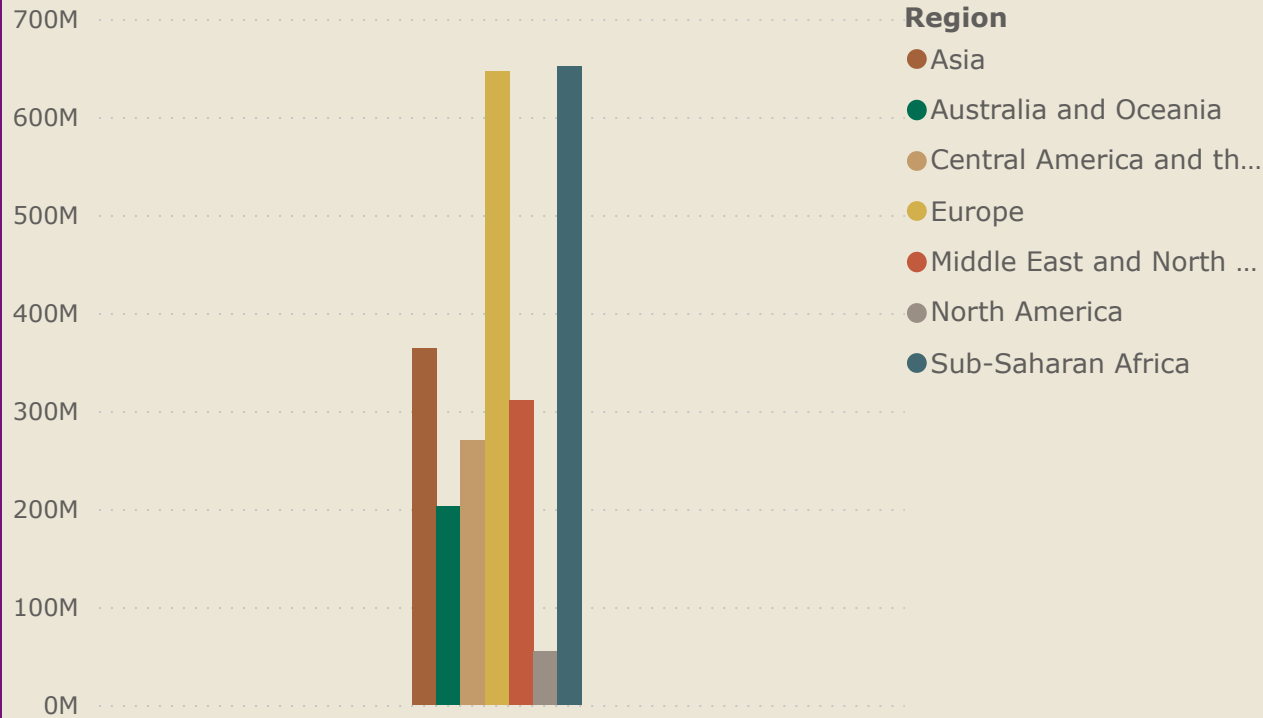
Number of Countries by Region



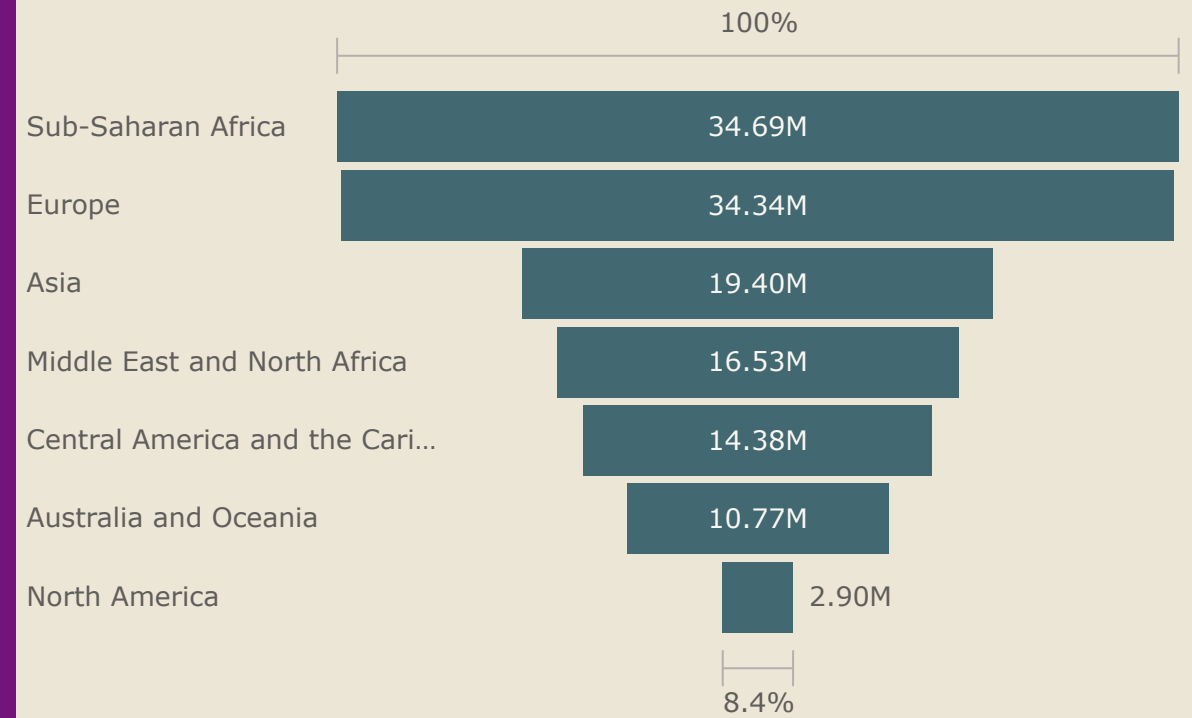
Total Profit and Revenue over Time



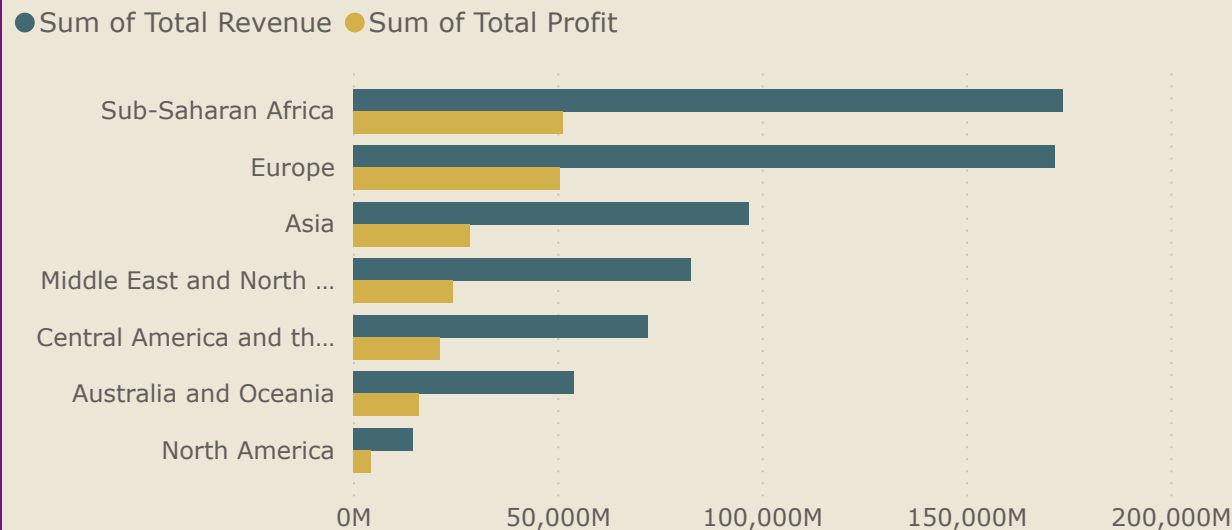
Total Units Sold by Region



Sum of Unit Price by Region



Total Profit and Total Revenue by Region



Insights

- Across all regions, the **Sub-Saharan African** region has the highest revenue and profit, followed closely by the **European** region, with the **North American** region coming far behind.
- The **Sub-Saharan African** region and **European** region has the highest number of countries, which gives them a larger customer base. This in turn increases units sold in the region and invariably more revenue generated and profit made.
- The Riby team should prioritize their Investments in the **Sub-Saharan African** region and **European** region as they are likely to have greater return on investments in these regions.