

Riby Sales Dashboard (2010-2017)

Total Revenue
\$665bn

Total Cost
\$469bn

Total Country
185

Total Profit
\$196bn

Total Region
7

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Group 1- WTF/23/DS/C/095

RIBY SALES REPORT(2010-2017)

Year

All

Region

All

Total Revenue

\$665bn

Total Cost

\$469bn

Total Profit

\$196bn

Total Country

185

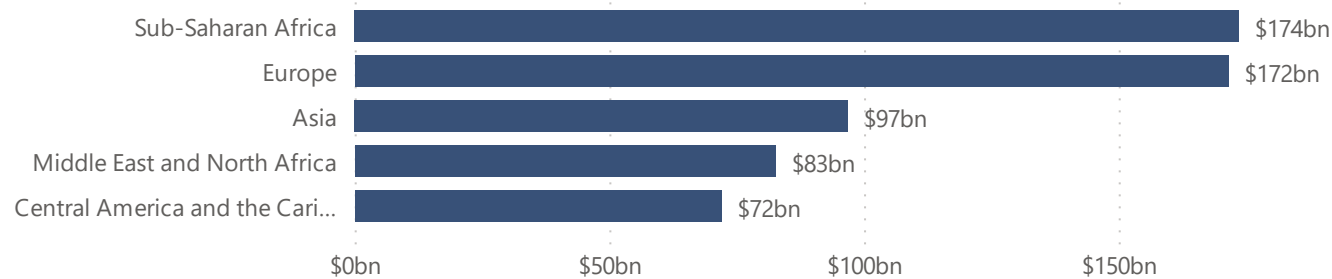
Total Region

7

Item Type

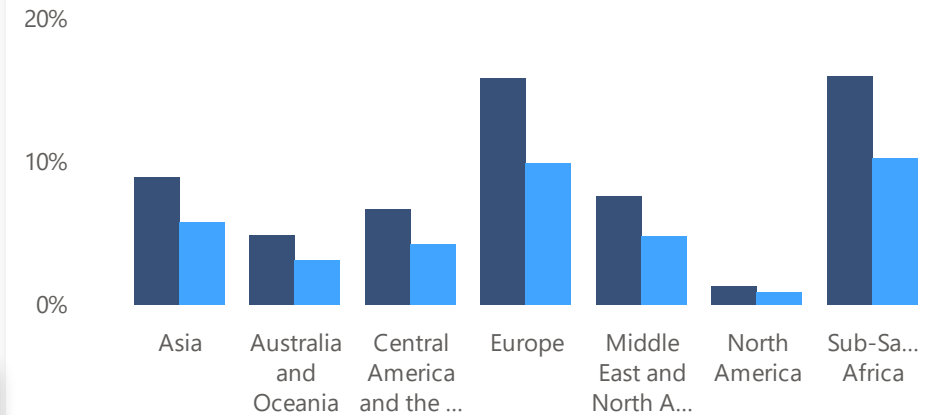
All

Total Revenue by Region

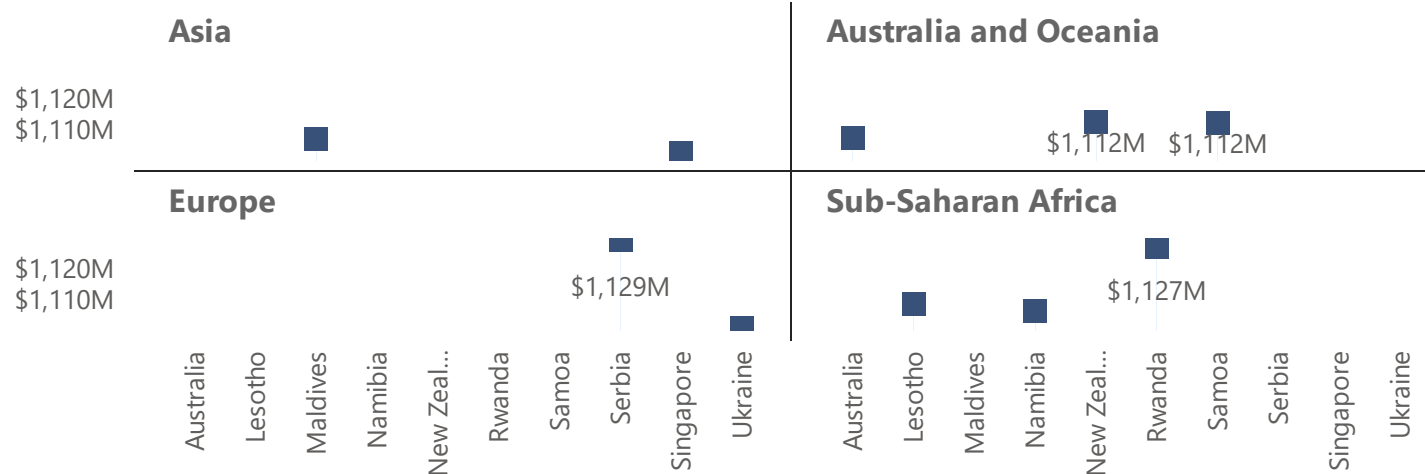


Profit by Region

Year ● 2016 ● 2017



Profit by Country and Region

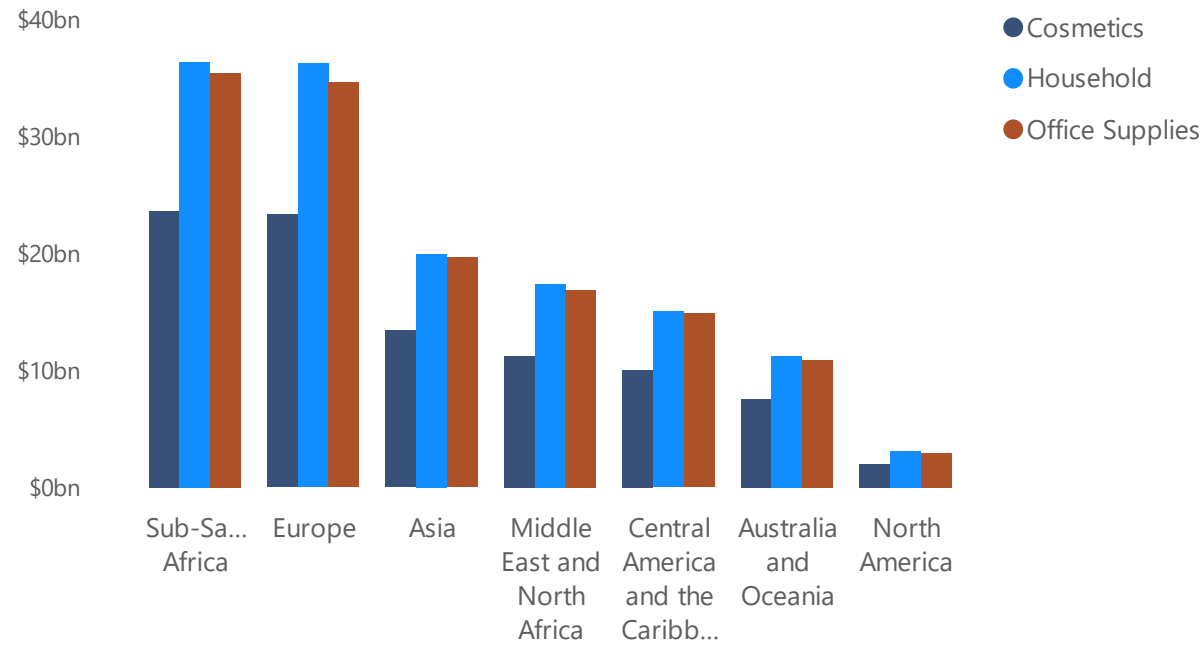


Sub-Saharan Africa recorded the Highest Revenue of \$174 billion followed by Europe with \$172 billion and also generated \$23 billion contributing profit of 15.94% and 10.26% in 2016 and 2017 respectively.

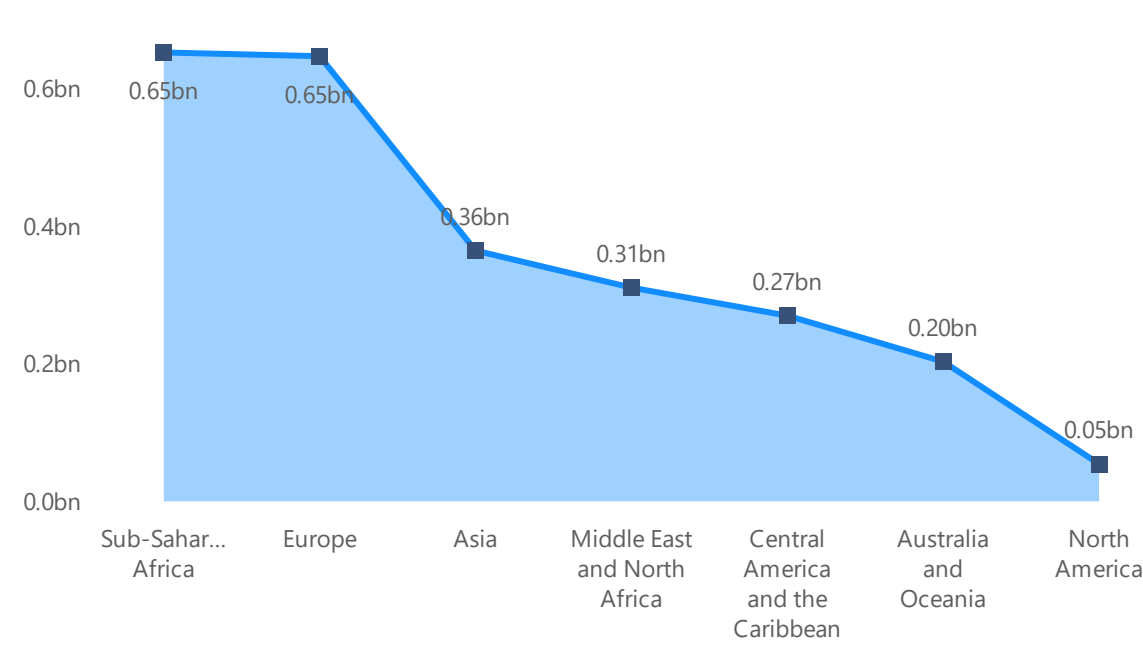
North America has the lowest Revenue of \$15 billion and contributed 1.31% (2016) and 0.86% (2017) of the total profit.

Serbia in Europe Region recorded the highest profit of \$1,129m followed by Rwanda in the Sub-Saharan Africa which highlighted \$1,127m

Top Item Type by Region



Units Sold by Region



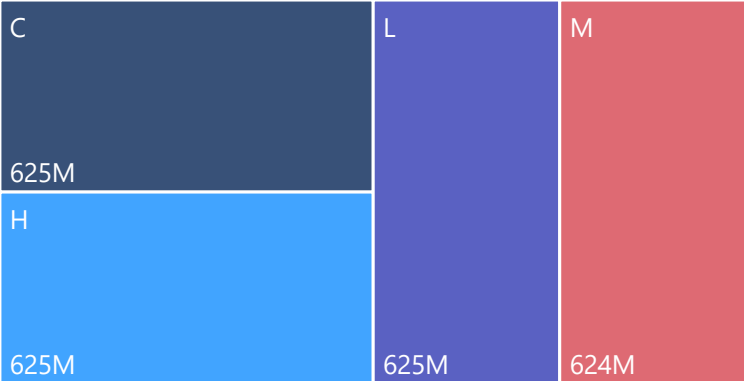
Region	Unit Cost	Unit Price	Units Sold
Sub-Saharan Africa	24,452,747.56	34,690,133.04	651,852,367
North America	2,046,216.81	2,901,109.01	54,235,843
Middle East and North Africa	11,660,375.63	16,533,307.31	310,359,376
Europe	24,200,461.92	34,336,346.33	646,416,168
Central America and the Caribbean	10,137,358.79	14,380,777.96	269,684,393
Australia and Oceania	7,592,155.13	10,771,970.52	202,896,949
Total	93,764,282.17	133,018,374.19	2,499,568,055

The Sub-Saharan Region recorded the highest unit sold while North America recorded the least unit sold.

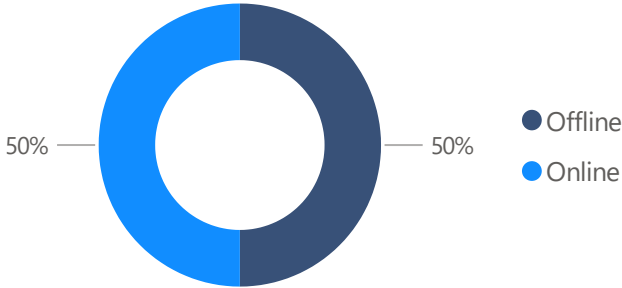
Sub-Saharan Region unit cost has a more higher unit price to accommodate its profit, North America Region has a unit cost of \$2,045m and a slight increase on the unit price stating \$2,091, thereby contributing only 0.83% of the profit in 2017.

Riby team in the North America Region should entice customers to purchase more of the item types through discount sales, bundle sales and other incentives.

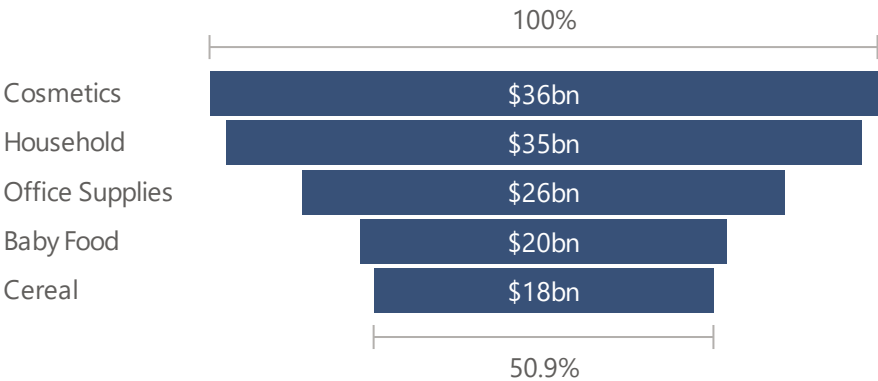
Units Sold by Order Priority



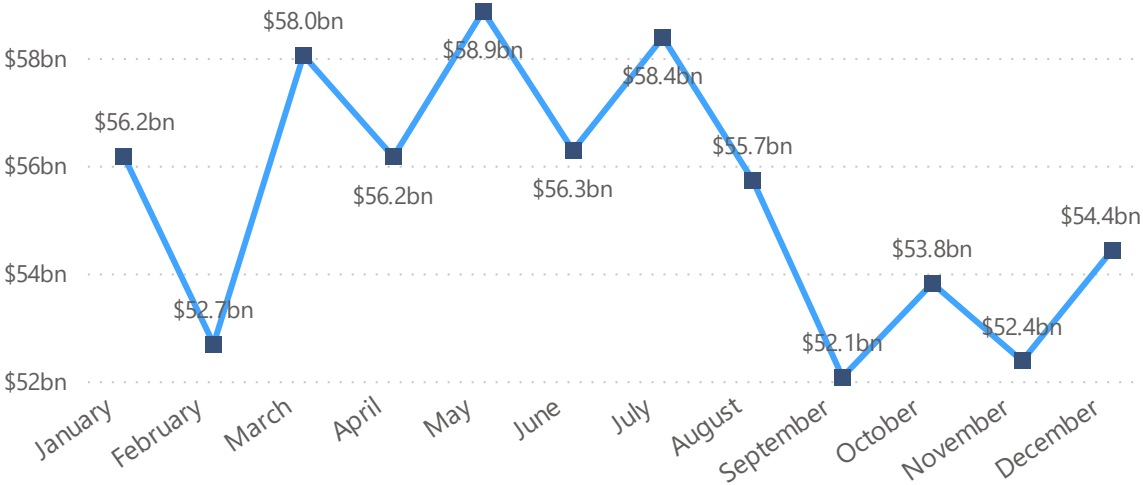
Revenue by Sales Channel



Top 5 Item Type by Profit



Revenue by Month



Quarter	Total Revenue	Total Cost	Total Profit
Qtr 2	\$170,965,606,222	\$120,502,548,341	\$50,463,057,881
Qtr 1	\$169,719,884,603	\$119,604,036,561	\$50,115,848,042
Qtr 3	\$164,456,324,812	\$115,999,324,117	\$48,457,000,695
Qtr 4	\$159,906,339,353	\$112,702,263,677	\$47,204,075,676
Total	\$665,048,154,991	\$468,808,172,697	\$196,239,982,294

The sales channels shows equal revenue of 50% each on the online and offline channels. The L,C and H order Priority recorded the same unit sold of \$625 million while L has \$623 million. This shows that equal attention id given on the order priority. Cosmetics Product shows the highest profit(\$36 billion) followed by household item(\$35 billion), while cereal item type shows the least profit representing \$18 billion. Qtr 2 recorded the highest profit of \$50,463,057,881 while Qtr 4 recorded the least profit of \$47,204,075,676 in the period under review. The month of May, March and July recorded a Total Revenue as \$58 billion each while there was a sharp decline in the month of September which represents \$52 billion between 2010 to 2017.