



2021

2022

Category

All

Product

All

REVENUE

₹589M✓

Target: 583M (+₹6M)

PERFORMANCE

101%

GROWTH

49%

GROSS MARGIN

57%

CUSTOMERS

136



OVERVIEW



SALES REP



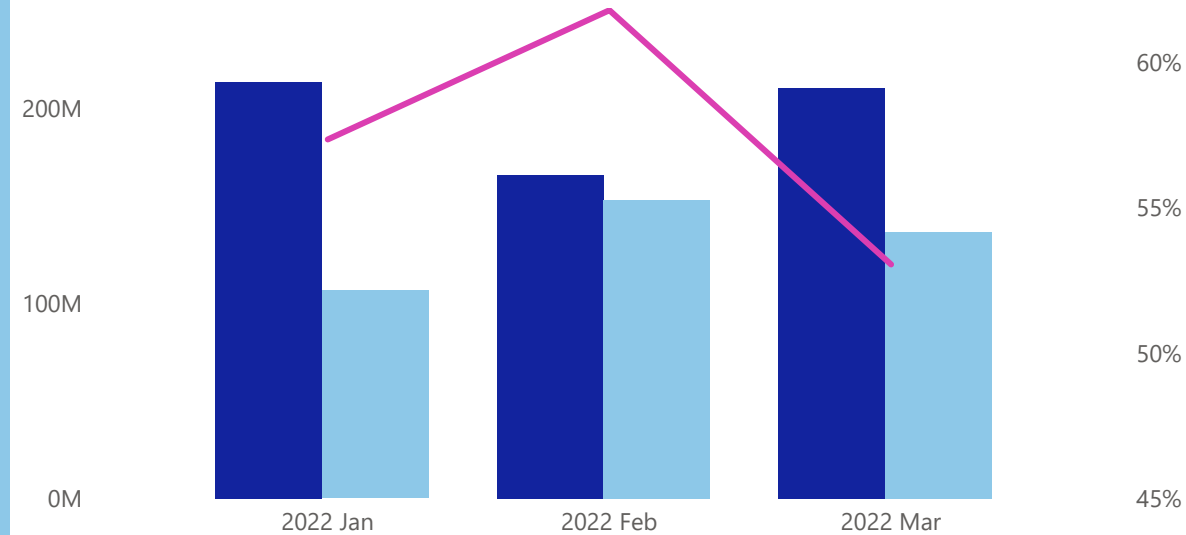
PRODUCT



CUSTOMER

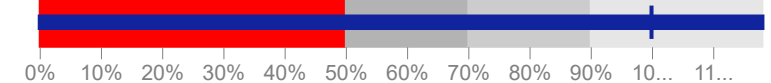
Sales, Sales Last Year and Gross Margin

● Total Sales ● Total Sales LY ● Gross Profit Margin

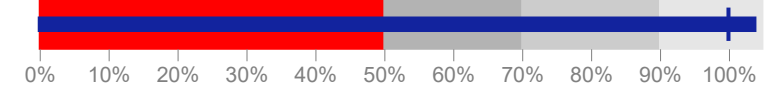


Performance against Target by Area

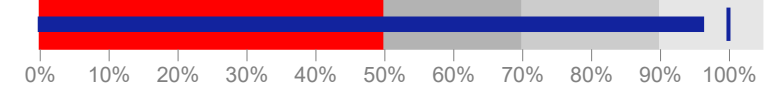
Area D



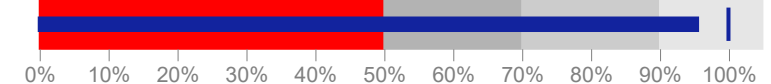
Area B



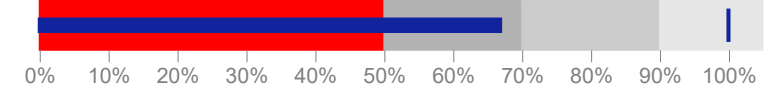
Area A



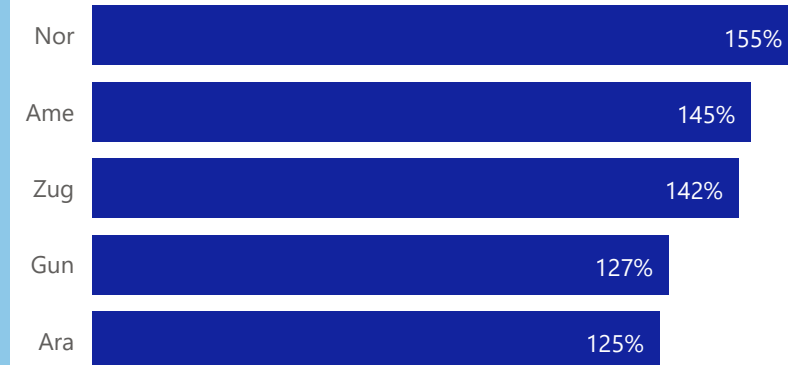
Area C



Area E



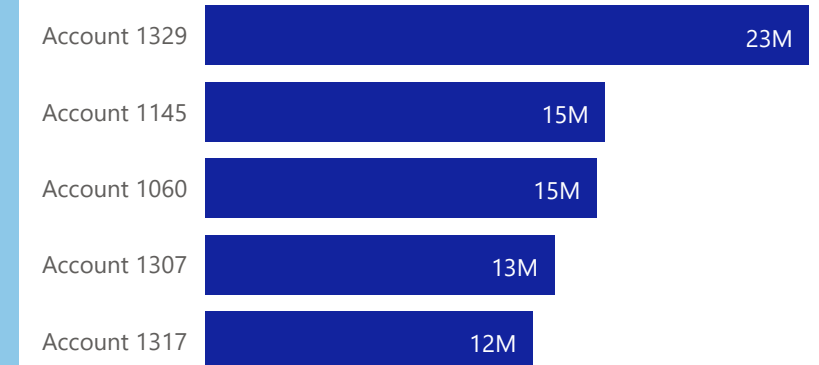
Top 5 Sales Rep by Performance



Top 5 Product by Performance

Product	Performance	Growth
Product 7	373%	345%
Product 9	265%	88%
Product 15	171%	228%
Product 2	150%	100%
Product 22	143%	

Top 5 Customers by Sales





2021

2022

Category

All

Product

All

REVENUE

₦589M✓

Target: 583M (+₦6M)

PERFORMANCE

101%

GROWTH

49%

GROSS MARGIN

57%

CUSTOMERS

136



OVERVIEW



SALES REP



PRODUCT



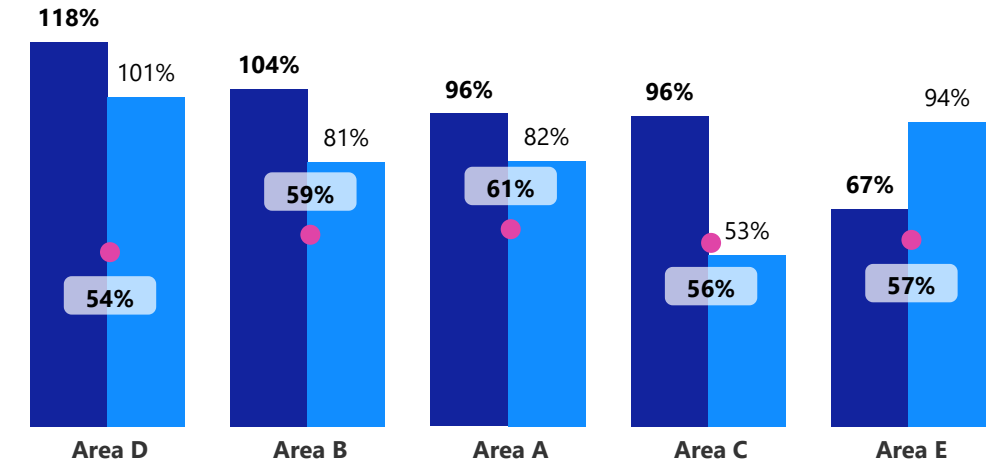
CUSTOMER

Performance and Gross Margin by Sales Rep

Nor	155%	61%
Ame	145%	57%
Zug	142%	56%
Gun	127%	53%
Ara	125%	60%
Bie	124%	49%
Nad	121%	60%
Ami	119%	49%
Wan	117%	60%
Shi	112%	61%
Ule	112%	59%
Eba	111%	58%
Noc	111%	55%
Kor	104%	53%
Nio	104%	55%
Deo	102%	57%
Aiy	101%	54%
Sun	98%	56%
Ell	95%	61%
Gba	94%	56%
Gig	91%	57%

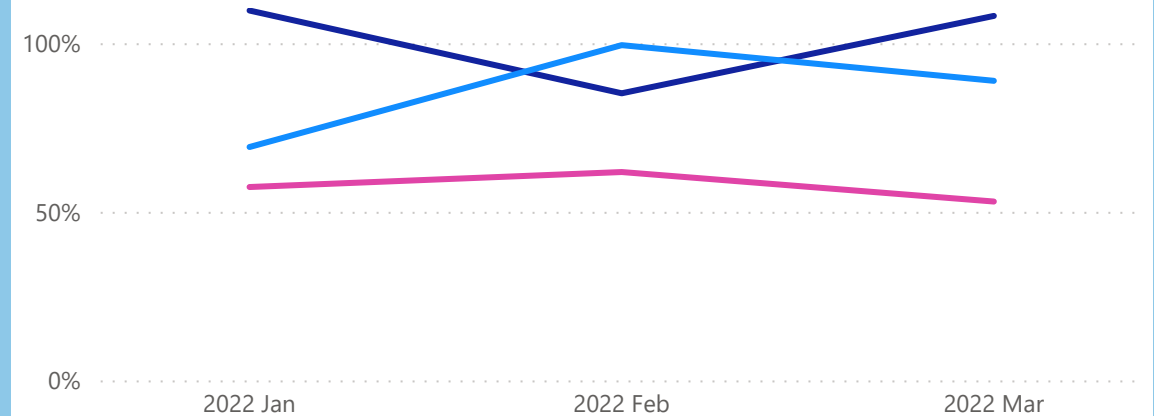
Performance, Performance LY and Gross Margin by Area

● Performance ● Performance LY ● Gross Profit Margin



Performance, Performance LY and Gross Margin Trend

● Performance ● Performance LY ● Gross Profit Margin





2021

2022

Category ▾

Product ▾

All ▾

All ▾

REVENUE

₹589M ✓

Target: 583M (+₹6M)

PERFORMANCE

101%

GROWTH

49%

GROSS MARGIN

57%

CUSTOMERS

136



OVERVIEW



SALES REP



PRODUCT

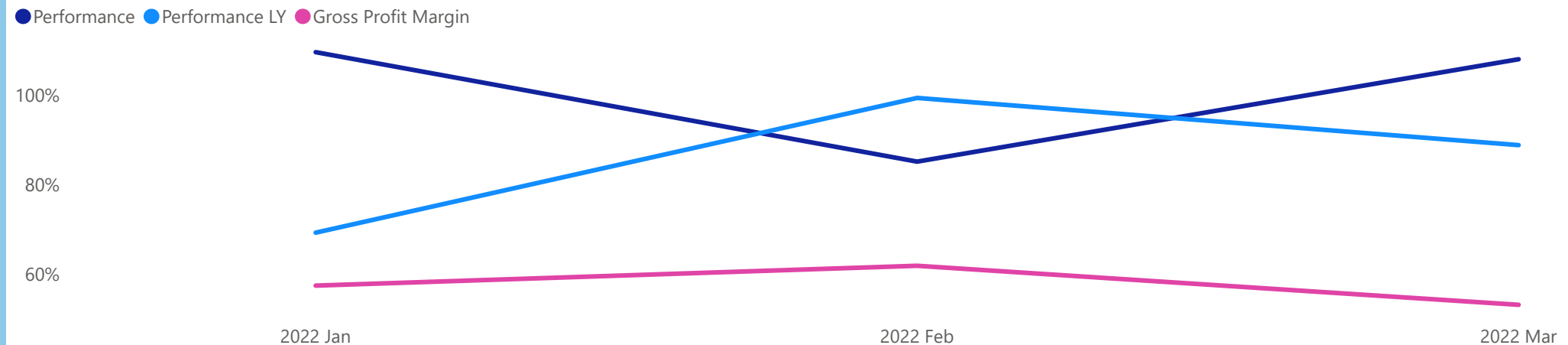


CUSTOMER

Product Performance

Product	Performance	Performance LY	Growth	Growth Status	COGS	Gross Profit	Quantity	Orders	Customers
Product 7	373%	63%	345%	●	15,914,856	48%	42,225	26	23
Product 9	265%	155%	88%	●	24,484,328	47%	122,730	116	62
Product 15	171%	65%	228%	●	14,337,239	38%	30,855	76	49
Product 2	150%	47%	100%	●	6,599,453	49%	1,356	43	32
Product 22	143%			○	29,958,572	28%	31,862	76	43
Product 6	137%	70%	131%	●	5,297,631	60%	20,580	57	36
Product 3	132%	53%	93%	●	3,150,235	60%	1,197	21	15
Total	101%	86%	49%	●	252,762,599	57%	626,432	1389	136

Performance, Performance LY and Gross Margin Trend





2021

2022

Category

All

Product

All

REVENUE

₹589M✓

Target: 583M (+₹6M)

PERFORMANCE

101%

GROWTH

49%

GROSS MARGIN

57%

CUSTOMERS

136



OVERVIEW



SALES REP



PRODUCT

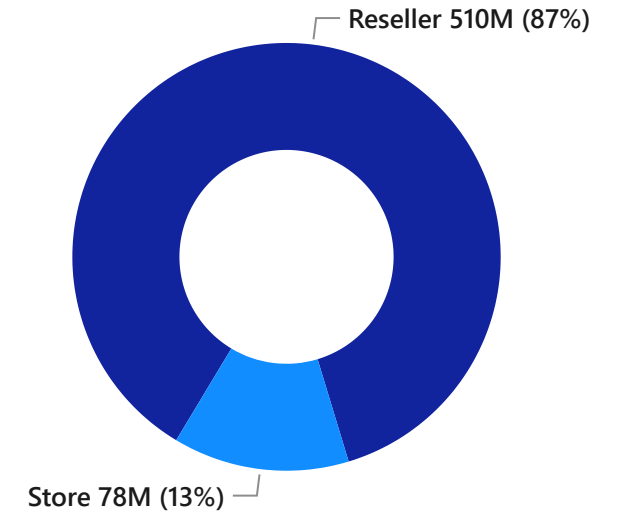


CUSTOMER

Customers Analysis

Customer ID	Sales	Sales LY	Growth	Growth Status	Gross Profit	Orders
Account 1329	22,501,950	13,286,100	69%	●	61%	56
Account 1145	14,893,200			○	65%	22
Account 1060	14,579,400	2,400,300	507%	●	67%	42
Account 1307	13,008,900	8,217,750	58%	●	58%	25
Account 1317	12,200,850	17,614,125	-31%	●	60%	24
Account 1210	12,096,150			○	62%	27
Account 1093	11,646,900	8,009,850	45%	●	71%	25
Total	588,743,251	395,637,000	49%	●	57%	1389

Sales by Customer Type



Sales, Sales LY and Gross Margin Trend

● Total Sales ● Total Sales LY ● Gross Profit Margin

