



\$665bn

Sum of Total Revenue

\$469bn

Sum of Total Cost

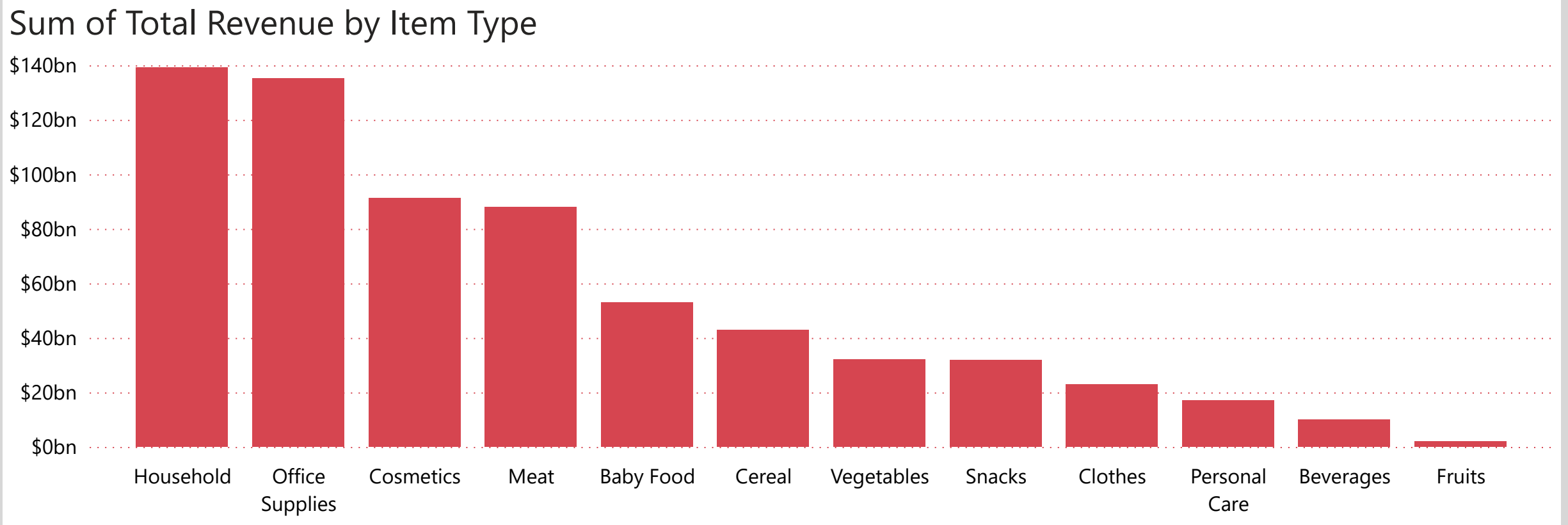
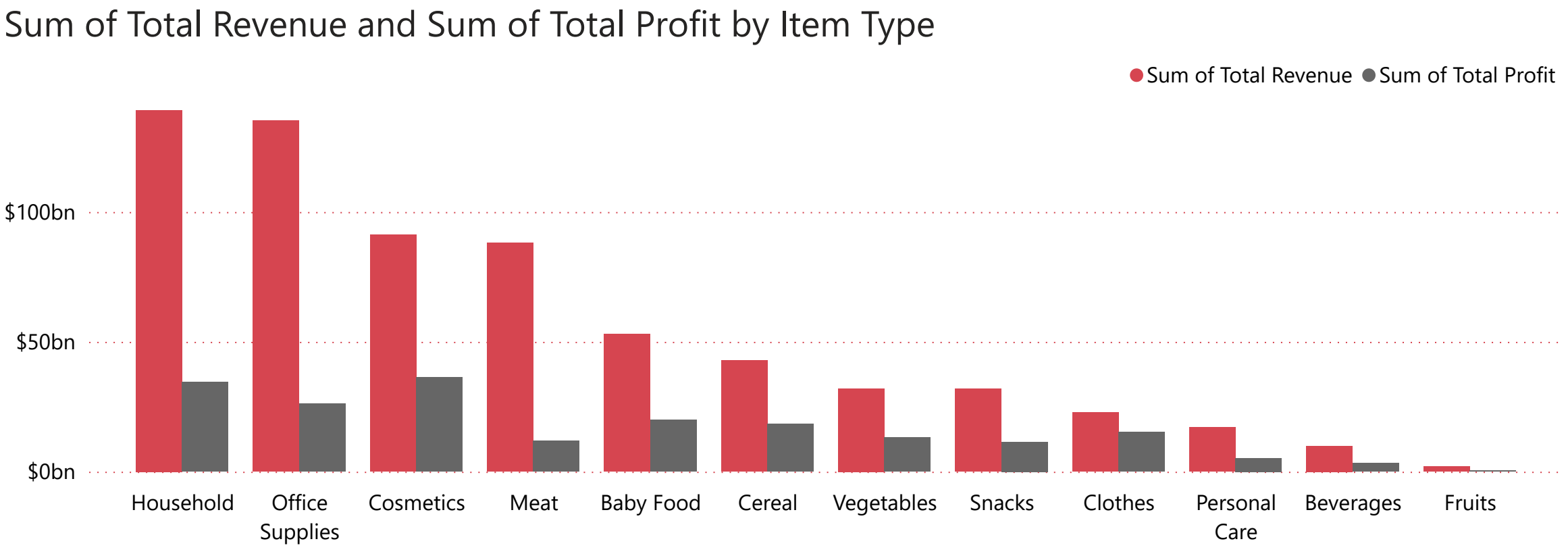
\$196bn

Sum of Total Profit

2bn

Sum of Units Sold

Product analysis



Regional analysis

Top 5 regions and countries by revenue

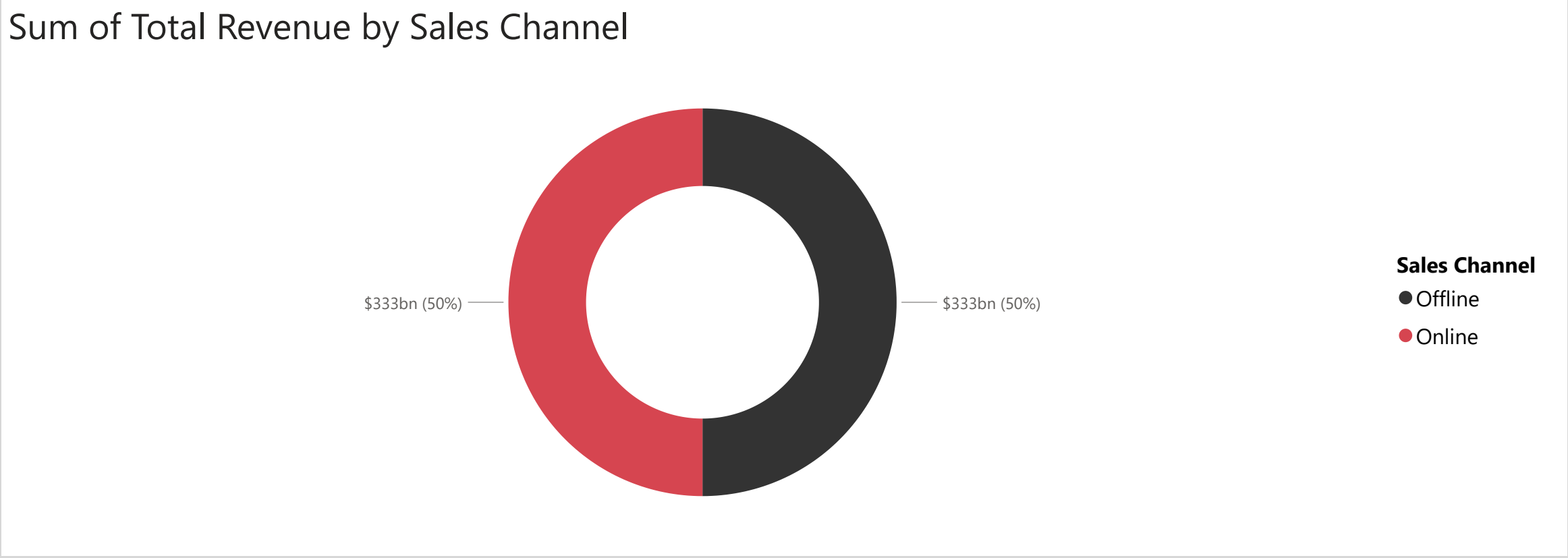
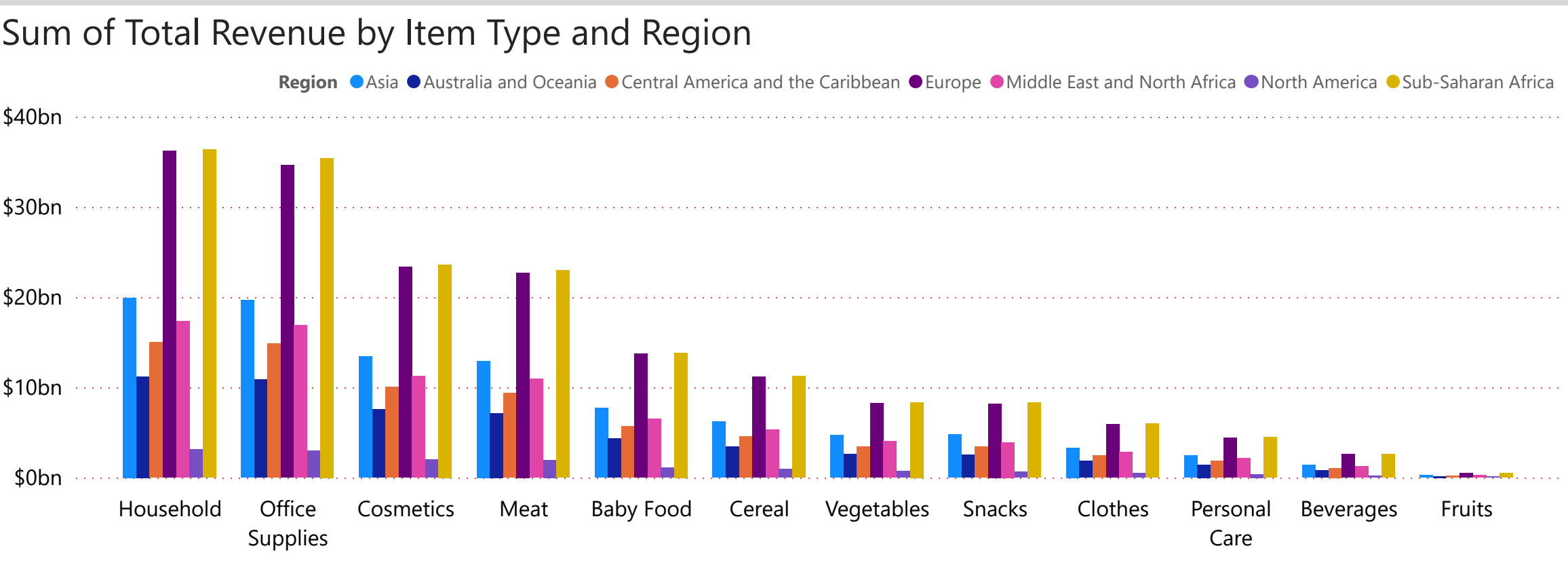
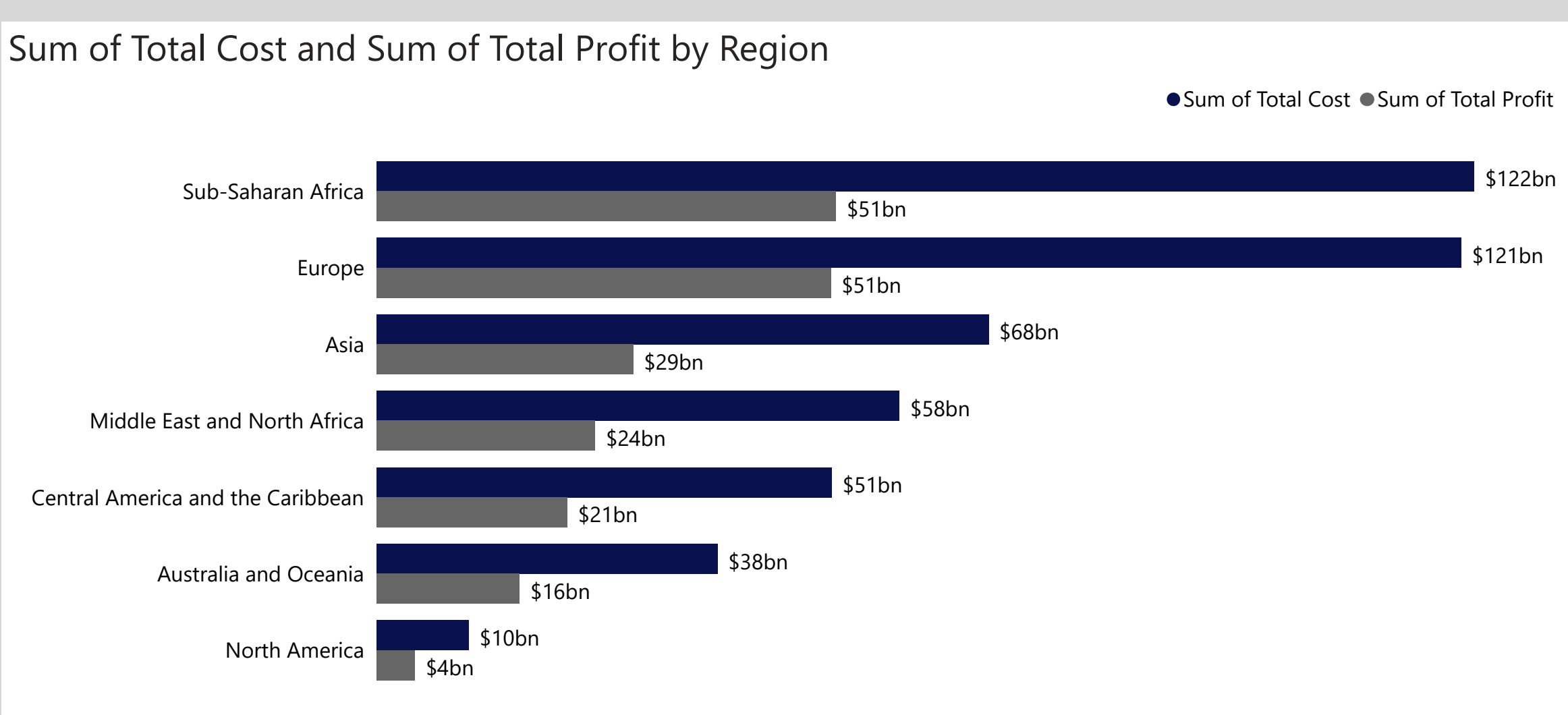
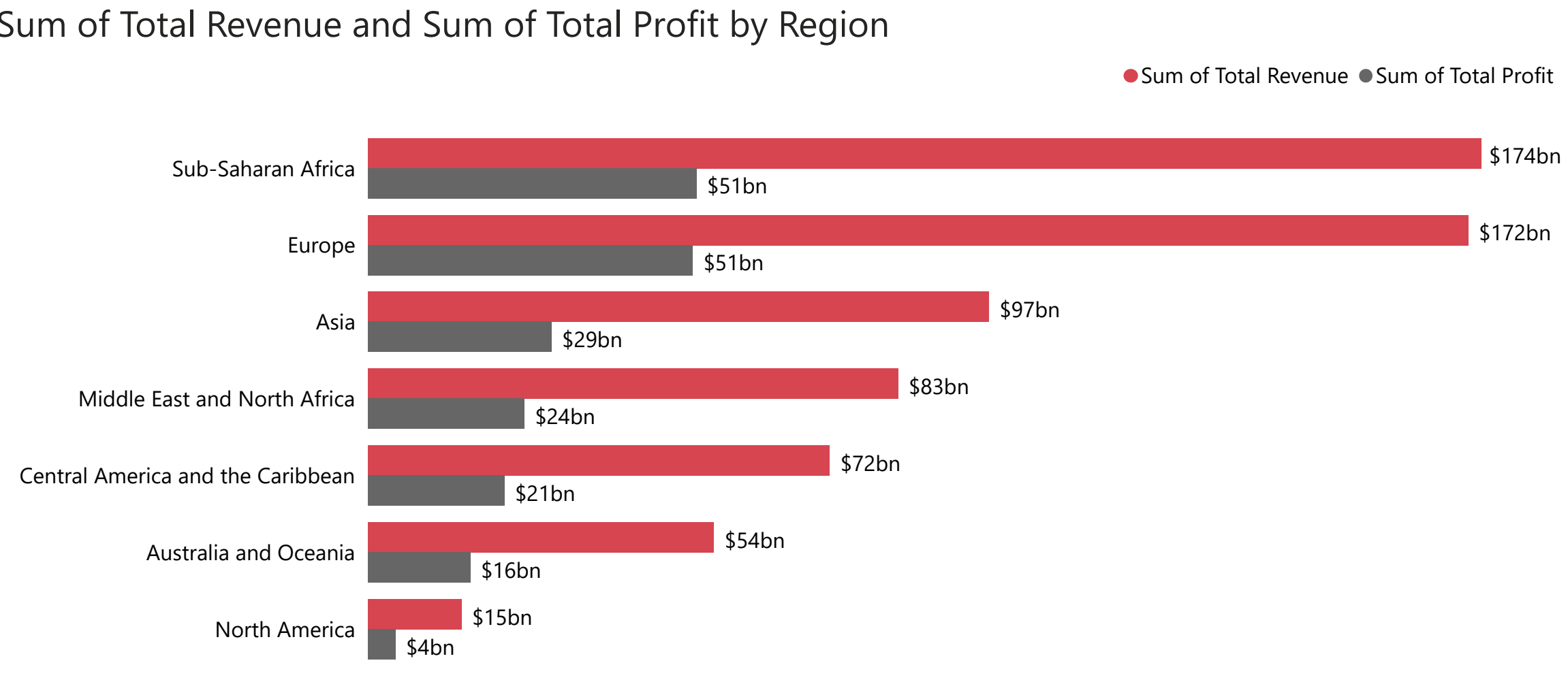
Region	Country	Sum of Total Revenue
Sub-Saharan Africa	Rwanda	\$3,822,949,724
Asia	Maldives	\$3,818,889,495
Sub-Saharan Africa	Namibia	\$3,791,984,717
Europe	Serbia	\$3,788,395,499
Middle East and North Africa	Yemen	\$3,764,892,053
Total		\$18,987,111,488

Bottom 5 regions and countries by revenue

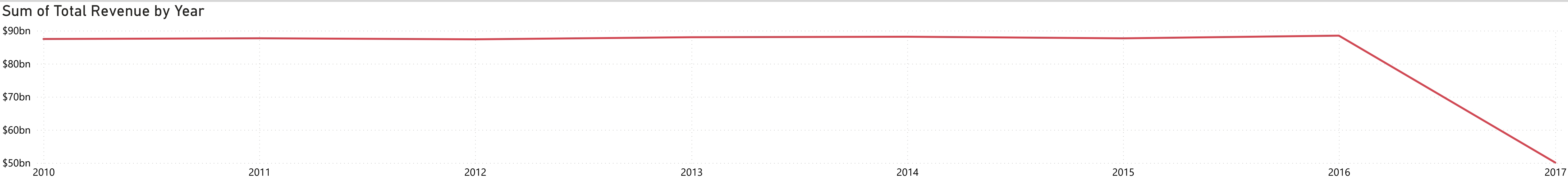
Region	Country	Sum of Total Revenue
Europe	United Kingdom	\$3,389,738,746
Europe	Russia	\$3,389,247,051
Asia	Kazakhstan	\$3,372,914,363
Middle East and North Africa	Turkey	\$3,368,145,879
Middle East and North Africa	Iran	\$3,314,763,405
Total		\$16,834,809,444

Top 5 Countries by revenue and sales

Country	Sum of Total Revenue	Sum of Total Profit
Maldives	\$3,818,889,495	\$1,106,713,856
Namibia	\$3,791,984,717	\$1,106,240,141
Rwanda	\$3,822,949,724	\$1,127,033,226
Serbia	\$3,788,395,499	\$1,129,382,578
Yemen	\$3,764,892,053	\$1,090,429,262
Total	\$18,987,111,488	\$5,559,799,063



Time series analysis



INSIGHTS AND RECOMMENDATION

Based on the analysis made on cost, profit and revenue generated from all regions, there is a positive increase between cost and profit derived from each region. As a result of this analysis the company should invest more in regions such as sub-saharan Africa and Europe where major sales are made and profit is derived.

In line with this investment, such should include;

- .Advertising and promotions
- .Product varieties and Packaging
- .Discount sales etc