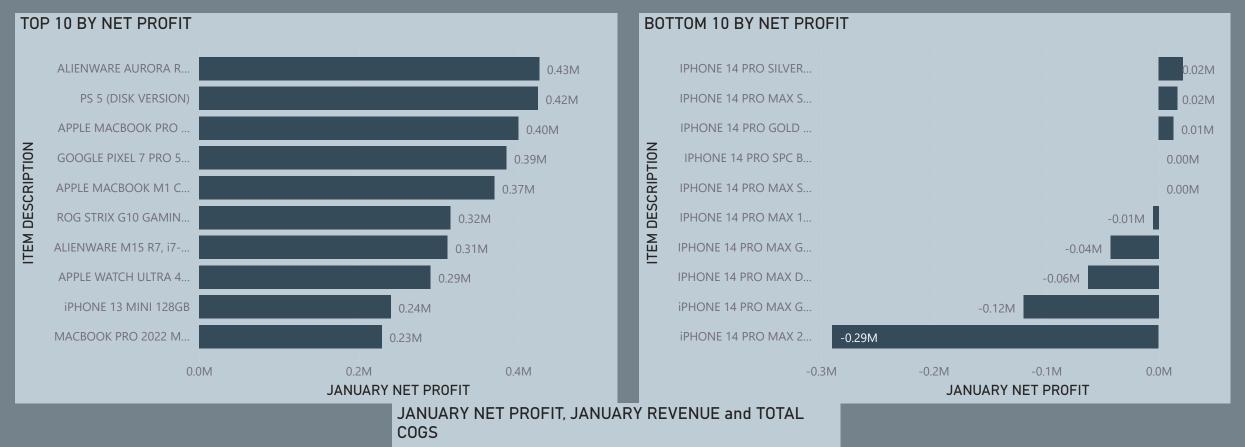
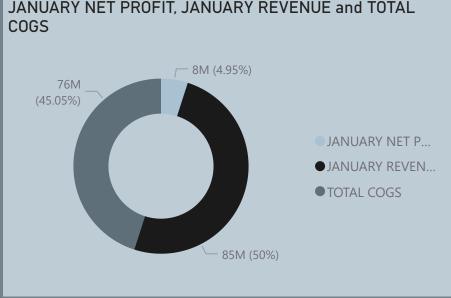
## MR\_ORIGINAL\_NGR JAN'2023 PERFORMANCE REPORT **REPORT**

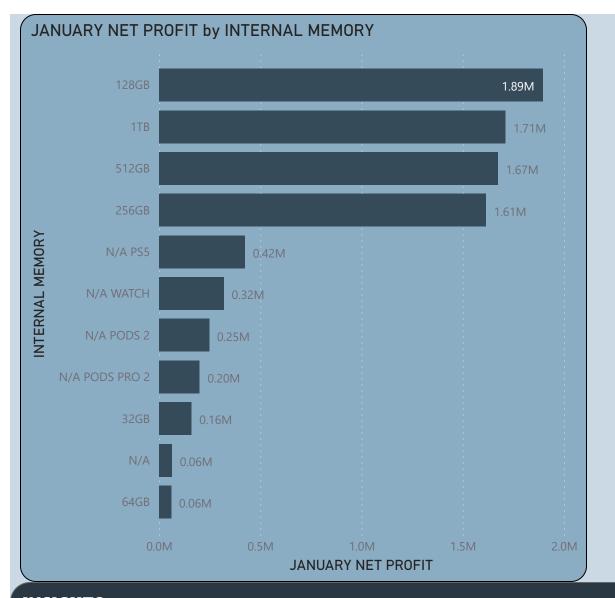


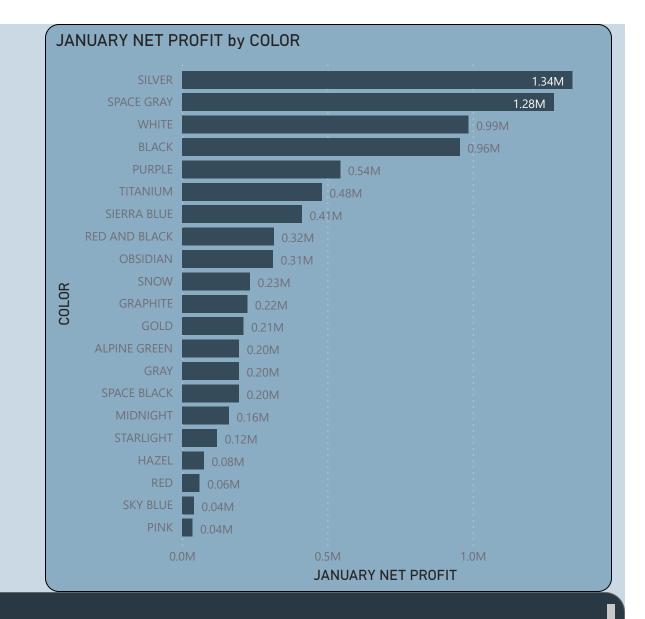
ITEM DESCRIPTION	INTERNAL MEMORY	Sum of QUANTITY	JANUARY REVENUE	TOTAL COGS	JANUARY NET F
ALIENWARE AURORA R13, i7 12TH GEN, RTX 3070 Ti 8GB, 16GB, 1TB SSD	1TB	1	1450000	1023750	4
ALIENWARE M15 R4, i7 10TH GEN, 16GB/512SSD, RTX 3070 8GB	512GB	1	870000	712500	1
ALIENWARE M15 R7, i7-12TH GEN 16GB 1TBSSD Laptop, RTX 3070Ti 8GB	1TB	1	1320000	1008750	3
APPLE AIRPODS 2	N/A PODS 2	10	780000	650000	1
APPLE AIRPODS 2	N/A PODS 2	8	480000	363000	1
APPLE AIRPODS PRO 2	N/A PODS PRO 2	20	3360000	3160000	2
APPLE MACBOOK M1 CHIP 24GB/1TB	1TB	1	1470000	1100000	3
APPLE MACBOOK M1 MAX 16" 64GB/1TB	1TB	1	1050000	850000	2
APPLE MACBOOK PRO M1 PRO 16" 16GB/512GB	512GB	5	3900000	3500000	4
APPLE WATCH ULTRA 49MM	32GB	5	2750000	2590000	1
APPLE WATCH ULTRA 49MM	N/A WATCH	1	480000	350000	1
APPLE WATCH ULTRA 49MM TLC	N/A WATCH	2	1130000	940000	1
GOOGLE PIXEL 7 PRO 128GB	128GB	1	600000	495000	1
GOOGLE PIXEL 7 PRO 512GB	512GB	13	8410000	8025000	3
GOOGLE PIXEL PHONE 7 PRO 128GB	128GB	1	550000	420000	1
HP PAVILLION 15-eg2153cl. i5,12TH GEN 512SSD 16GB DDR4 TOUCHSCREEN	512GB	1	540000	401250	1
iPAD AIR(4TH GEN)	64GB	1	290000	230000	
IPAD PRO 11" 4TH GEN WIFI	128GB	1	590000	401250	1
iPAD PRO 11" LTE 4TH GEN	256GB	3	2160000	1965000	1
IPAD PRO 12.9" 6TH GEN	256GB	1	700000	487500	2
iPAD PRO 12.9" LTE 6TH GEN	256GB	2	1540000	1460000	
iPHONE 13 PRO MAX 256GB	256GB	1	940000	900000	
iPHONE 13	128GB	1	435000	400000	
Total		153	84562250	76194500	836

AVERAGE SELLING PRICE 684.98K 609.04K JANUARY REVENUE 85M TOTAL COGS 76M JANUARY NET PROFIT 8M PROFIT MARGIN % 9.90









## **INSIGHTS**

- AVERAGE PRICES: The average selling price across all products was NGN684,980 while the average unit price was slightly lower at NGN609,040.
- SALES OVERVIEW: The total quantity sold amounted to 153 units indicating the overall sales volume.
- JANUARY PERFORMANCE: In January 2023, the revenue reached NGN85M, with total COGS at NGN76M, resulting in a net profit of NGN8M.
- PROFIT ANALYSIS BY SPECIFICATIONS: Products with internal memory 128GB grossed the most profit at NGN1.8M while silver colored products generated the highest at NGN1.34M.