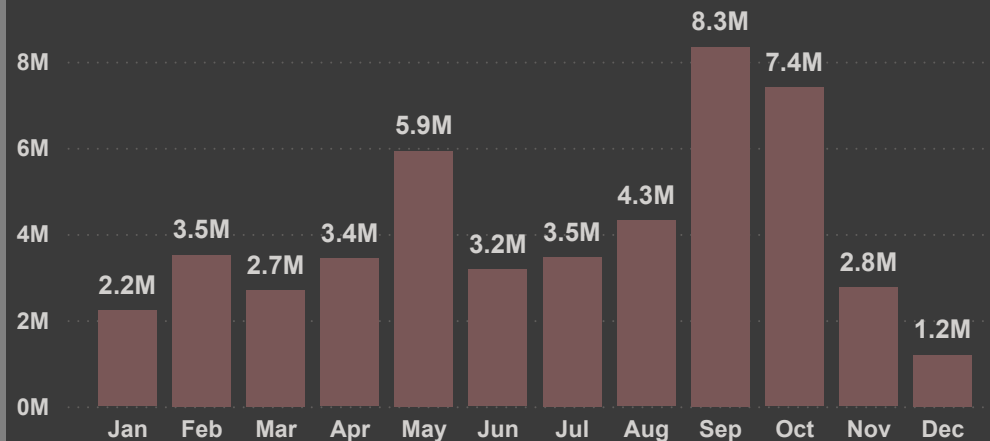


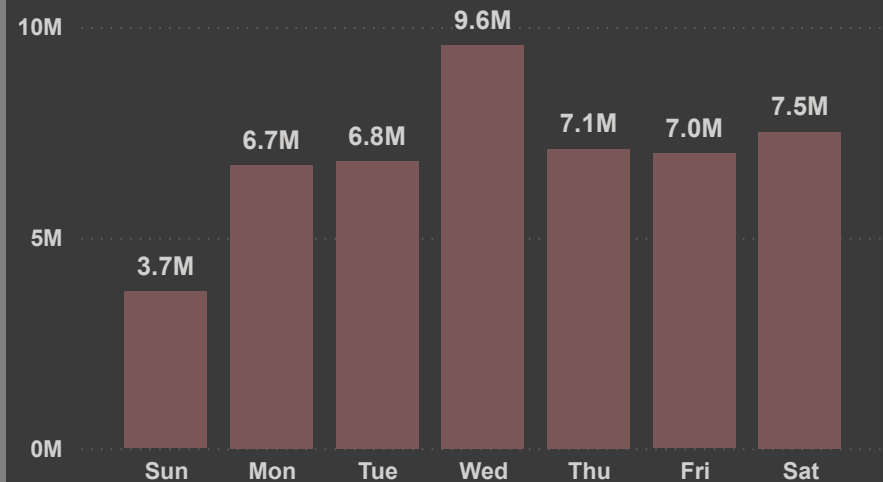


## REVENUE DASHBOARD *PRESENTED BY NKEIRUKA VIVIAN MORDI*

### Monthly Revenue



### Daily Revenue



Pmt\_Year

All

AVO

118.41K

Conversion ratio

0.39

Total Revenue

48.43M

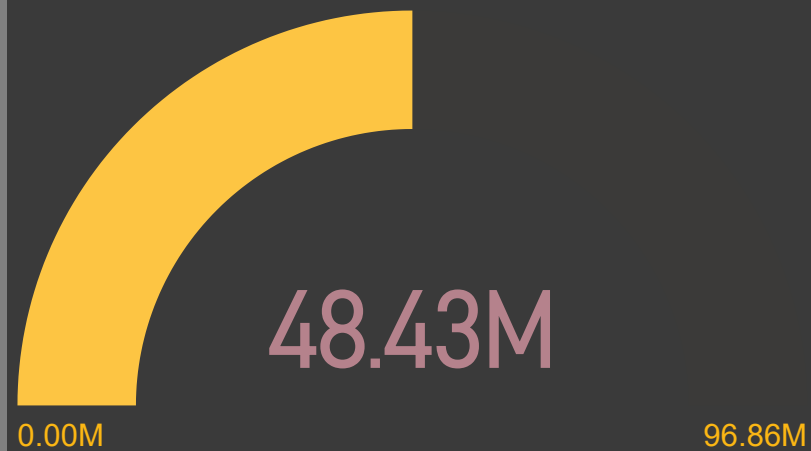
Total Amount

52.18M

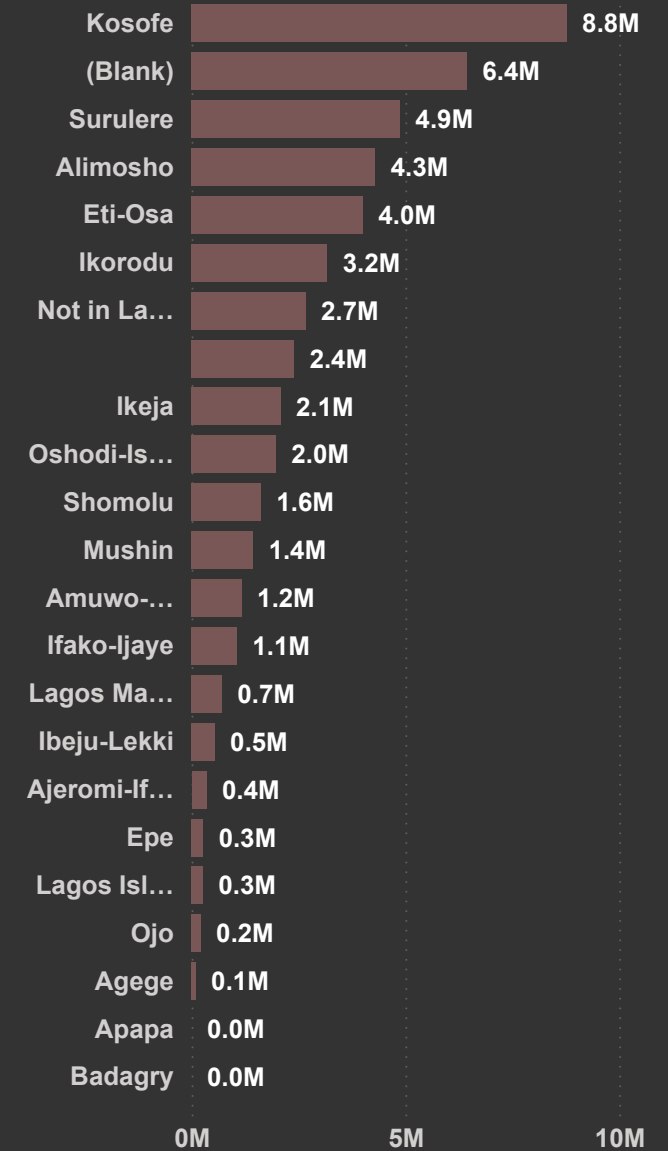
Balance

3.75M

### Yearly Revenue



### Revenue by LGA

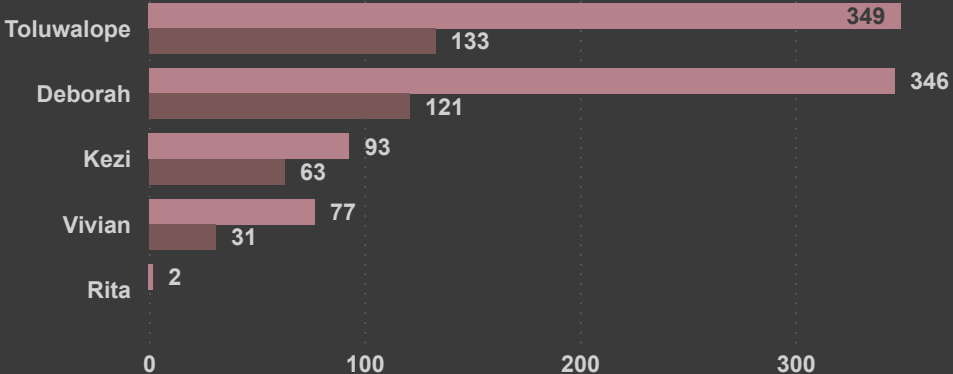




PROGRAM TYPE PERFORMANCE DASHBOARD *PRESENTED BY NKEIRUKA VIVIAN MORDI*

Total Reg. & Act. by Manager

Total Reg. Total Activated



Total Activated

409

Total Reg.

1K

Conversion ratio

0.39

AVO

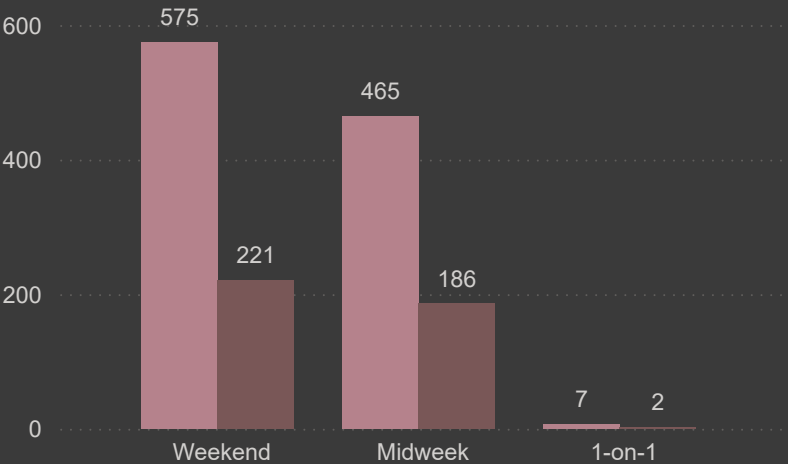
118.41K

Year



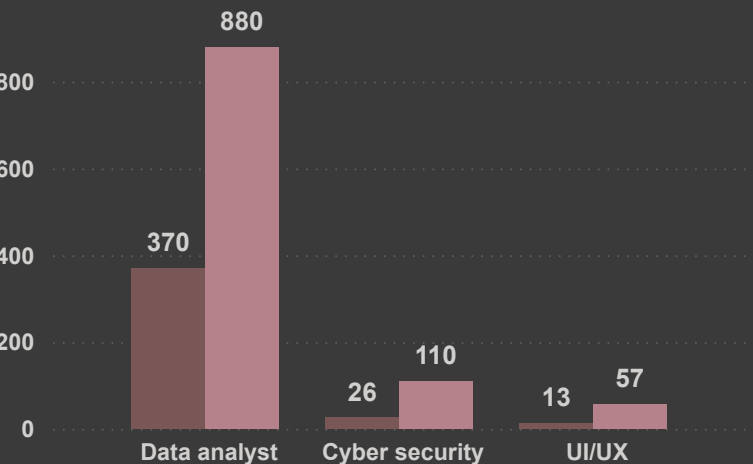
Total Reg. & Activated per Training Session

Total Reg. Total Activated



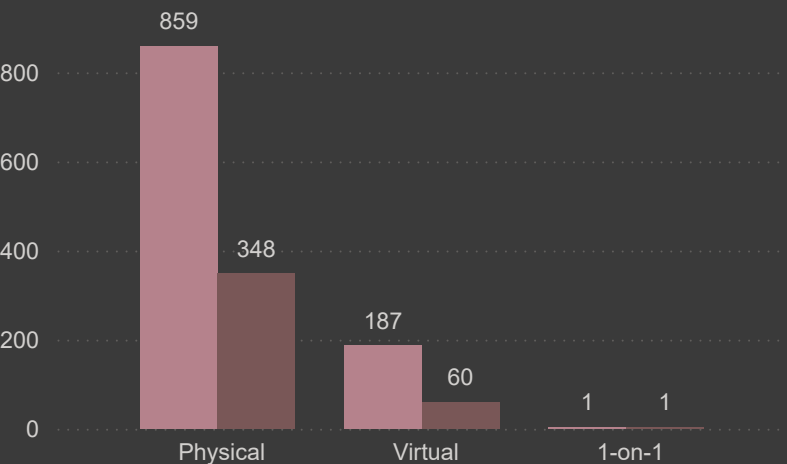
Total Reg. & Activation per Course Product

Total Activated Total Reg.



Total Reg. & Activated per Training Type

Total Reg. Total Activated





LEADS DASHBOARD BY LGA AND MANAGER PRESENTED BY NKEIRUKA VIVIAN MORDI

Year

(Blank)

2021

2023

2025

2027

2020

2022

2024

2026

2028

Leads

506

Total Activated

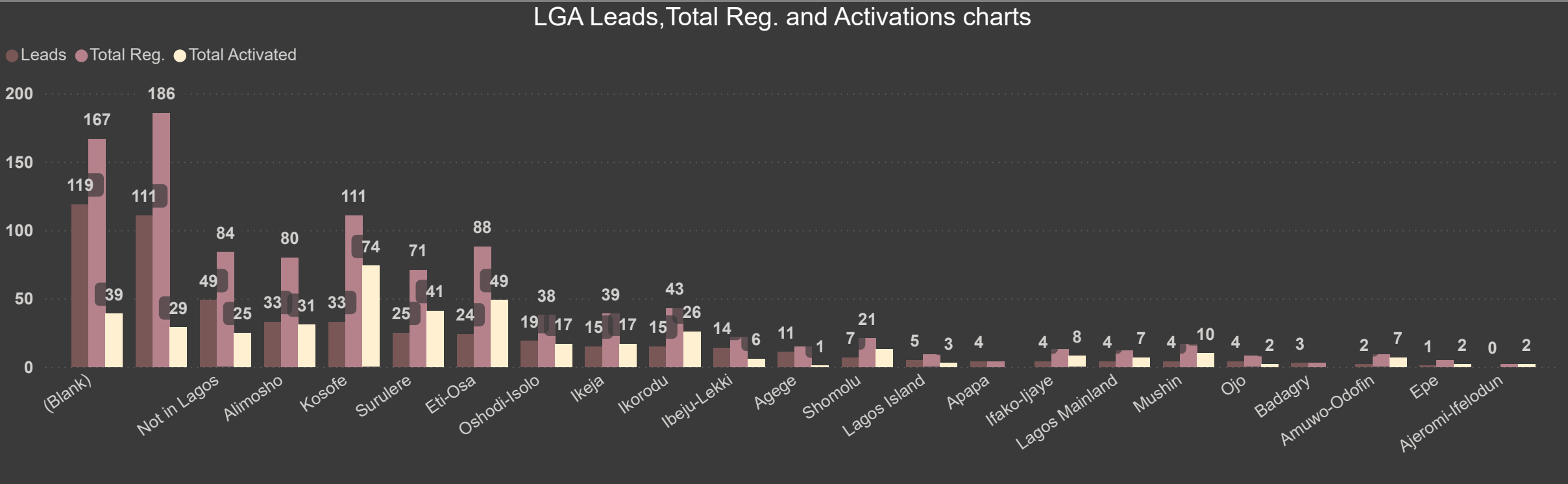
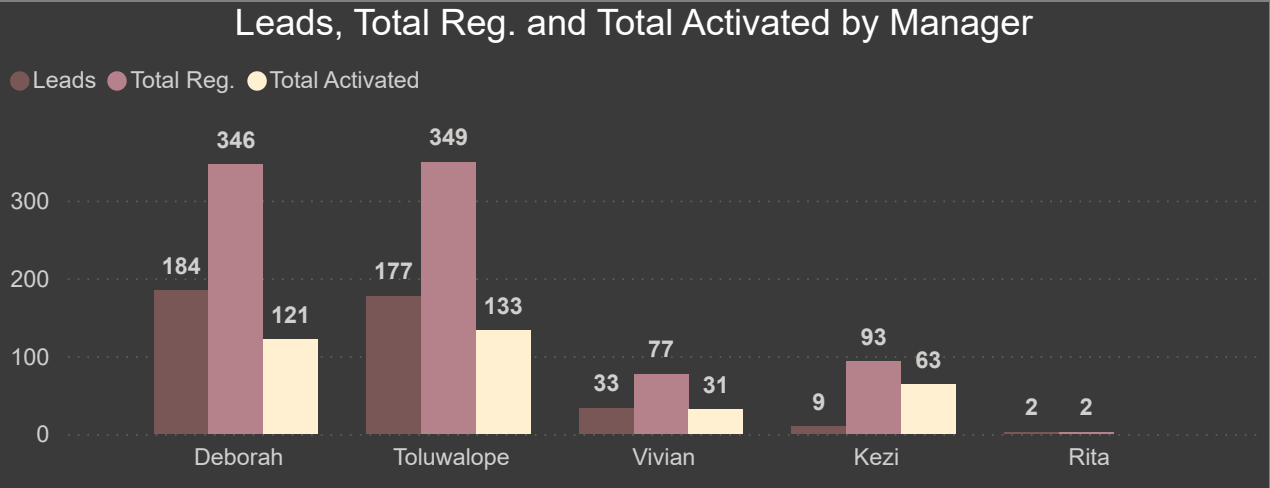
409

Total Reg.

1K

Lost Leads

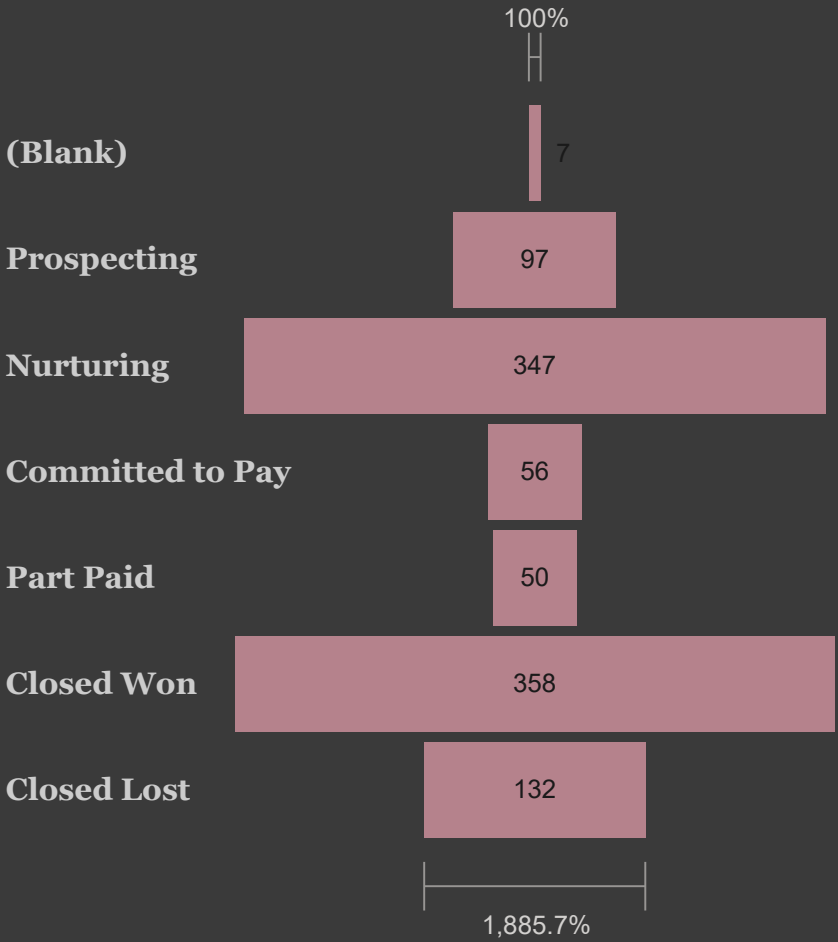
132



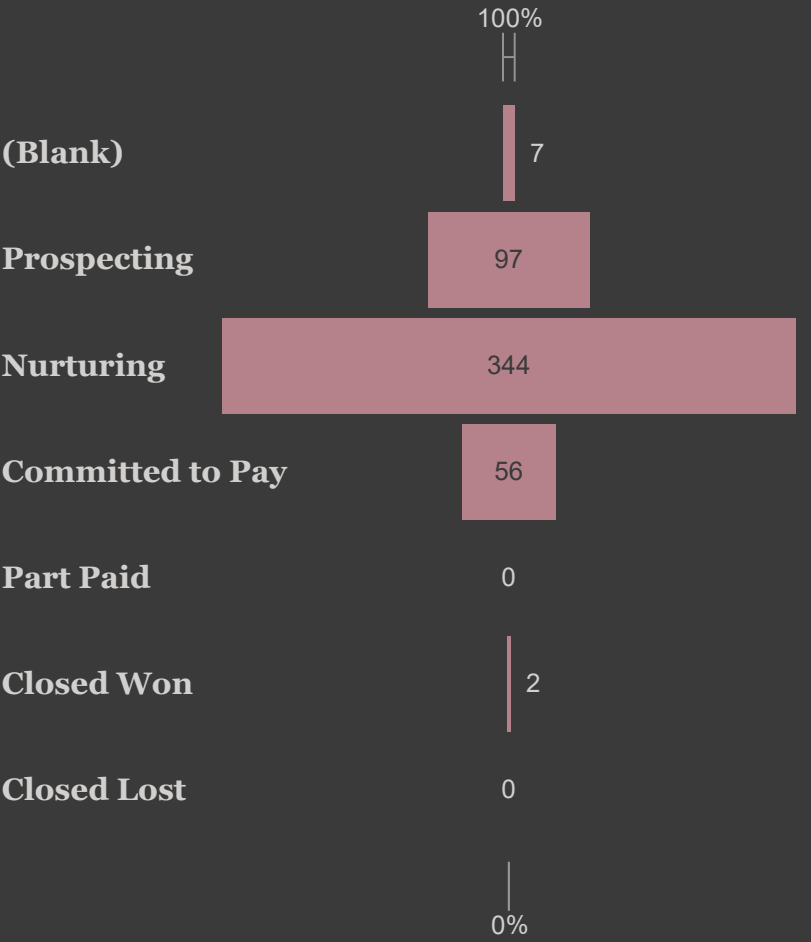


SALES PIPELINE AND LEAD GENERATION DASHBOARD *PRESENTED BY*  
NKEIRUKA VIVIAN MORDI

### Opportunity Type Performance



### Leads by Opportunity Type



LiL

All

Course Pr...

All

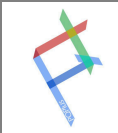
Year

2021

2023

2022

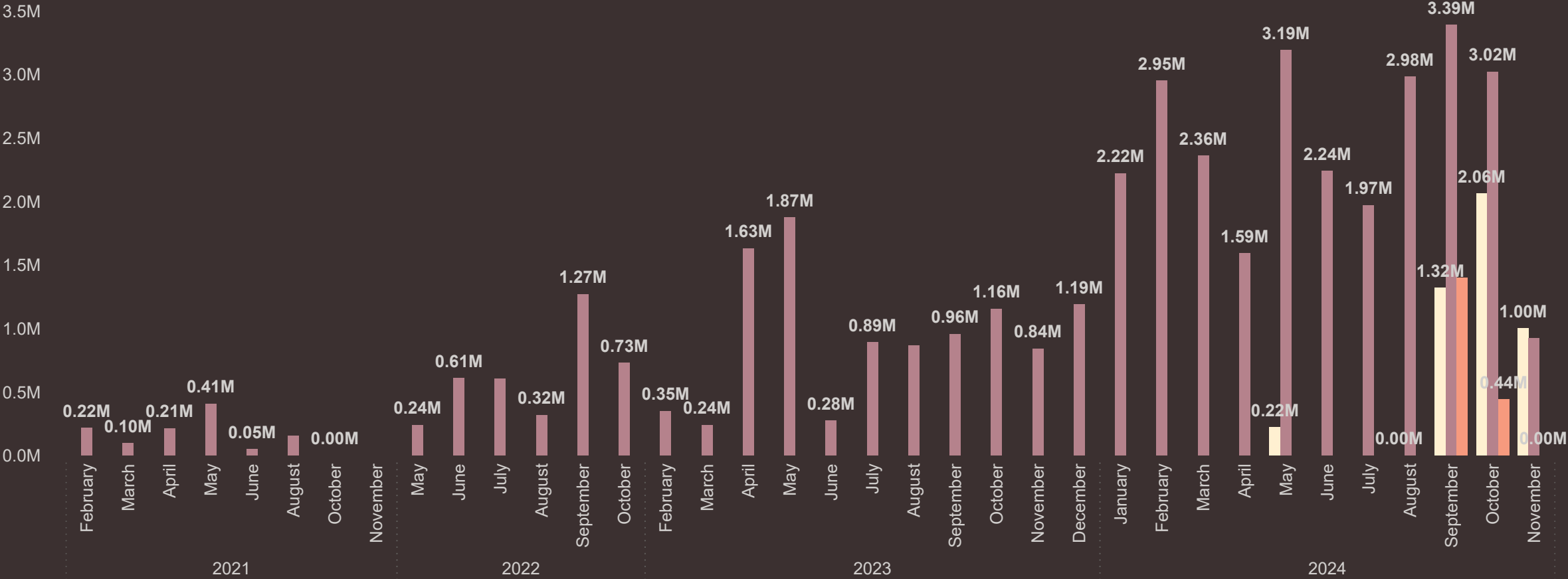
2024



CORRELATIONS BETWEEN REVENUE GENERATED OVERT TIME BY COURSE PRODUCT DASHBOARD *PRESENTED BY*  
NKEIRUKA VIVIAN MORDI

Revenue OverTime by Program Type

Course Product ● Cyber security ● Data analyst ● UI/UX

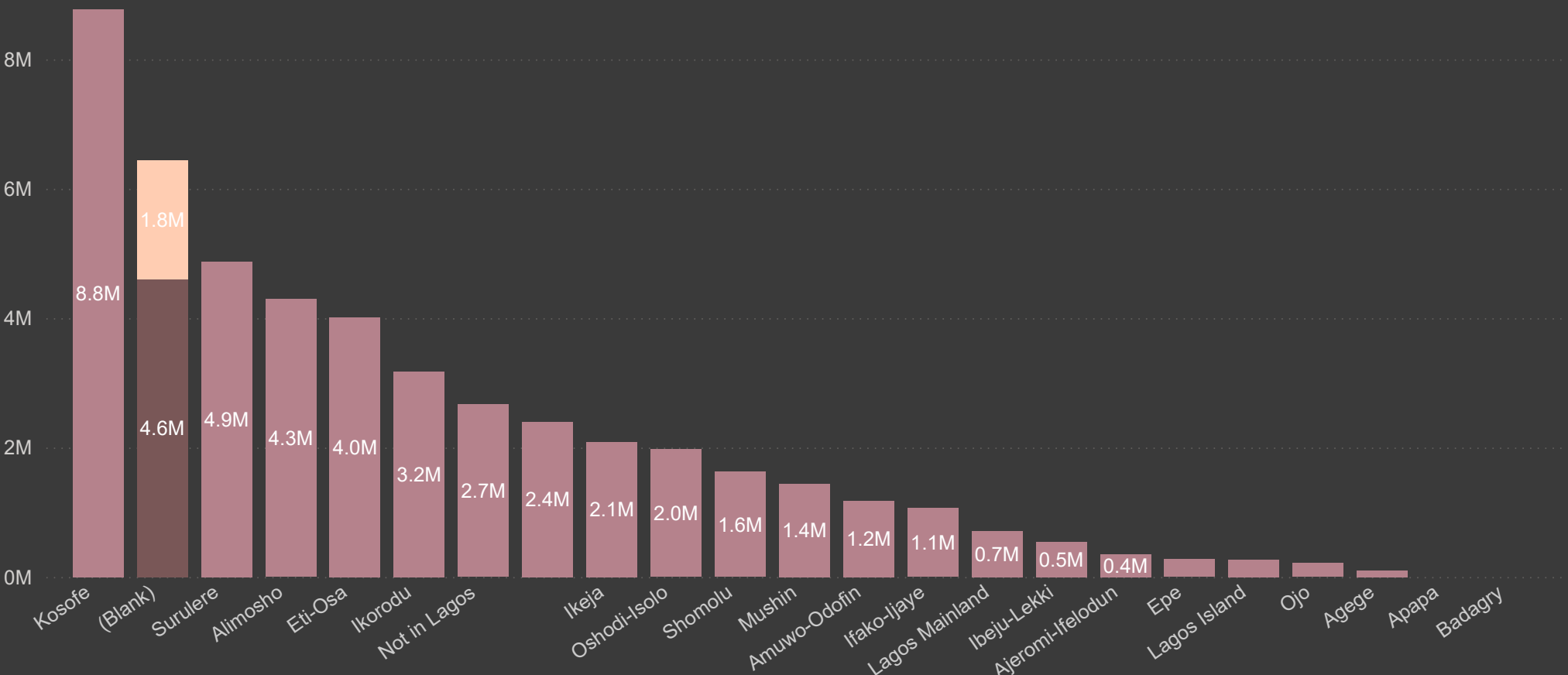




REVENUE GENERTAED BY PROGRAM TYPE AND LOCATION DASHBOARD *PRESENTED BY NKEIRUKA VIVIAN MORDI*

Revenue Contribution by Program Type and Location

Course Product   ● Cyber security   ● Data analyst   ● UI/UX



Year

2021	2023
2022	2024



AVERAGE REGISTRATION AND ACTIVATION CHARTS *PRESENTED BY* NKEIRUKA VIVIAN MORDI

» Quick measure

Average Reg.

2.28

Average Activ.

29.91

AVO

118.41K

Year



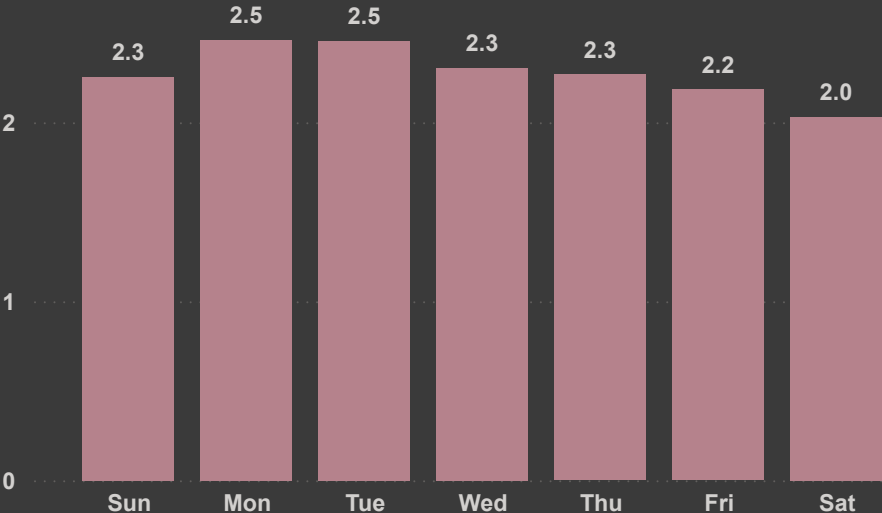
2021

2023

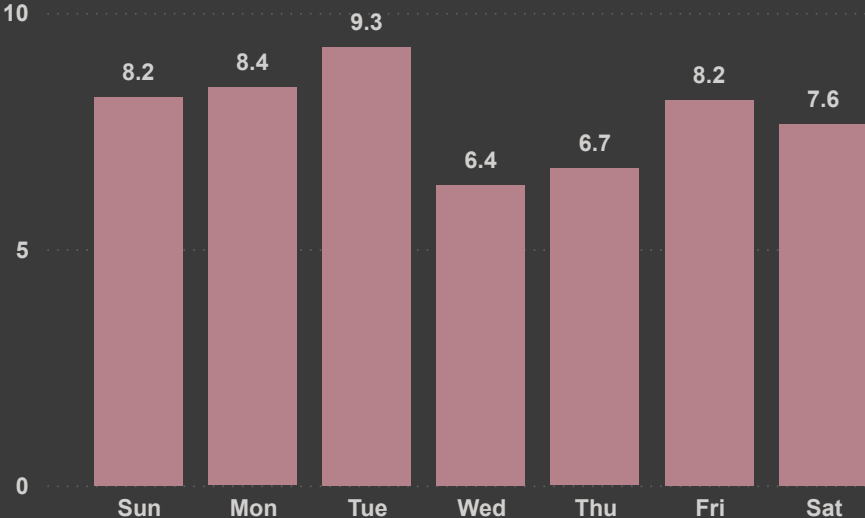
2022

2024

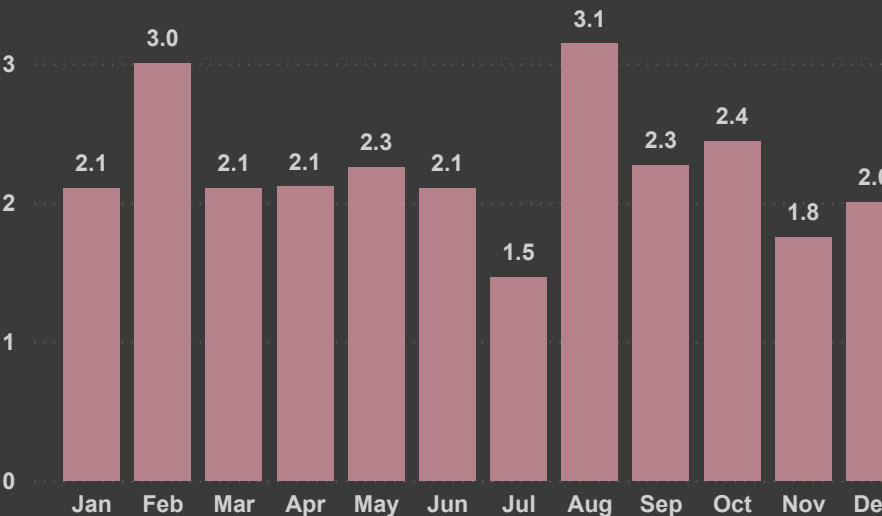
Average Reg. by Reg\_Day\_Name



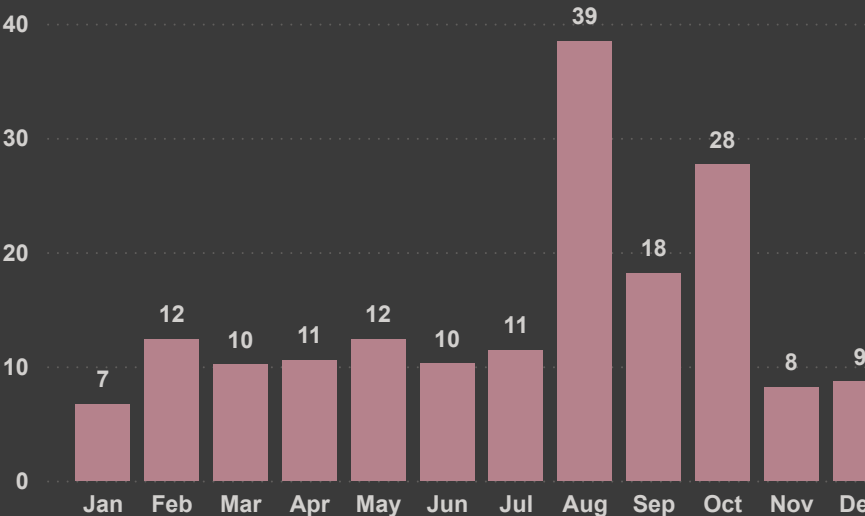
Average Activ. by Reg\_Day\_Name

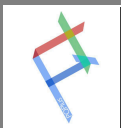


Average Reg. by Reg\_Month\_Name



Average Activ. by Reg\_Month\_Name





DATE TABLE REGISTRATION AND REVENUE PERFORMANCE DASHBOARD *PRESENTED BY* NKEIRUKA VIVIAN MORDI

Year

(Blank)

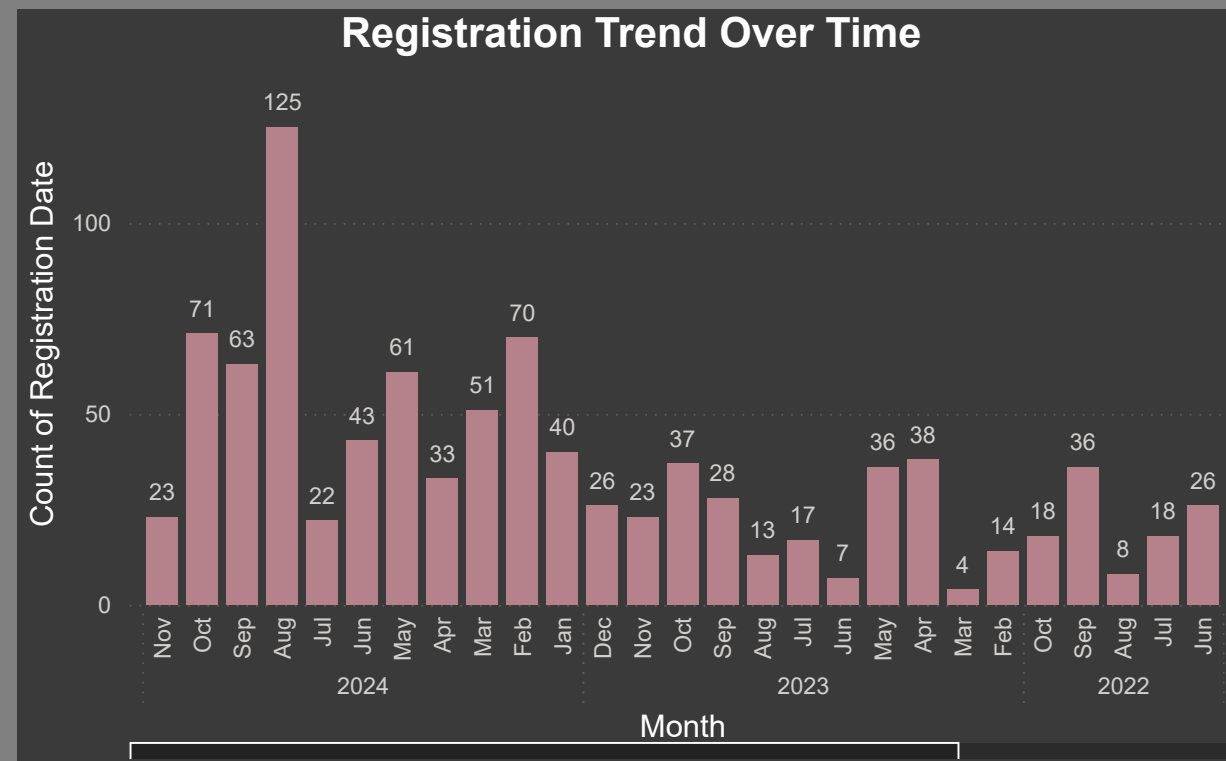
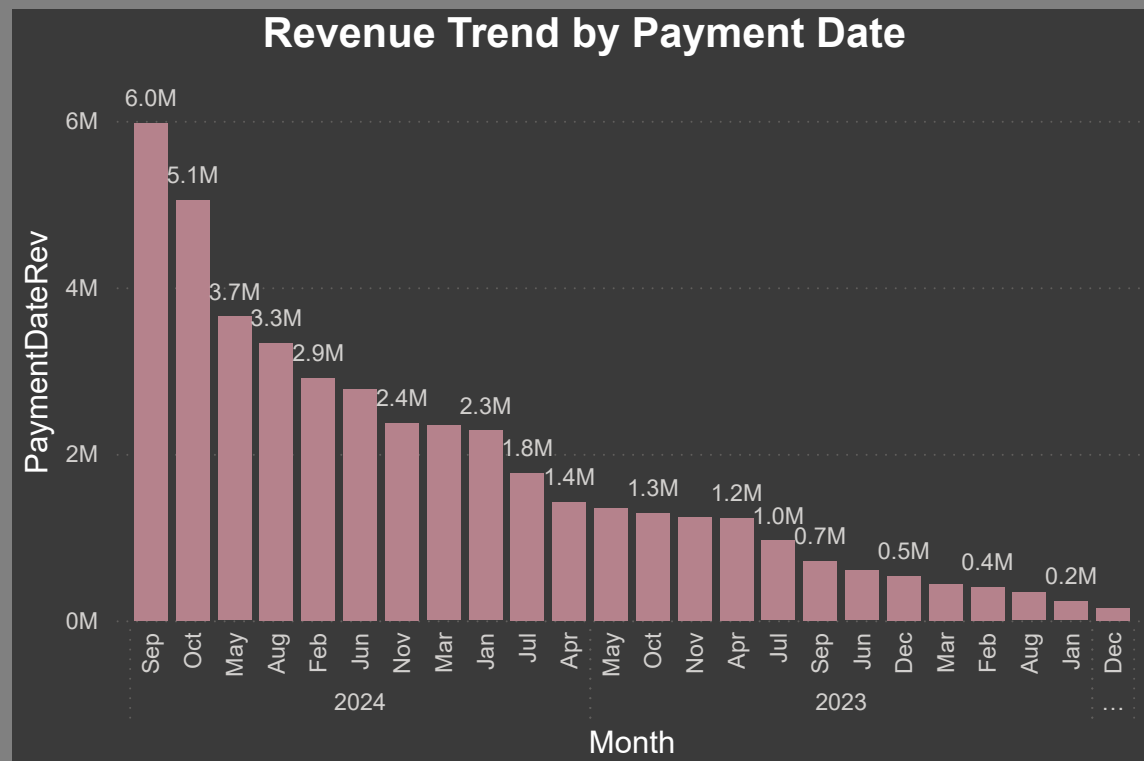
2021

2023

2020

2022

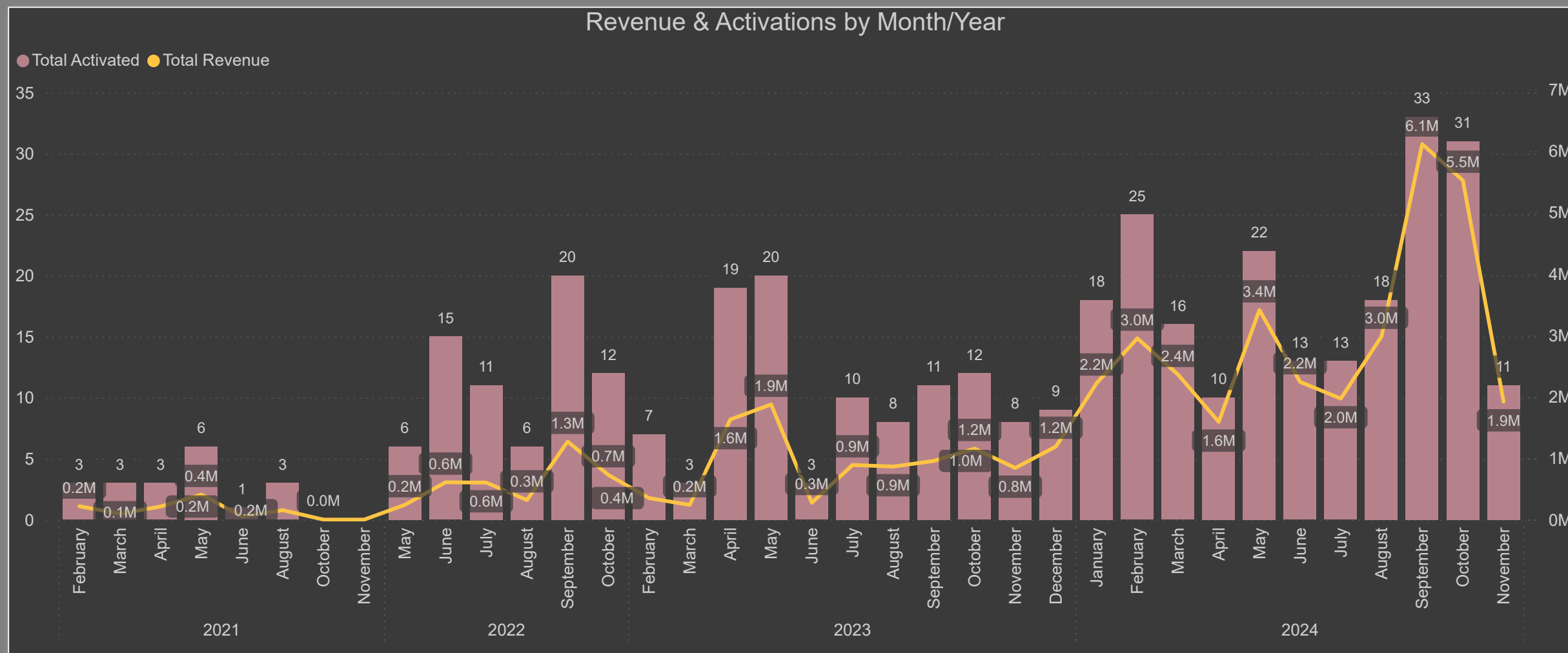
2024







# MONTHLY/YEARLY ACTIVATION PER REVENUE DASHBOARD *PRESENTED BY NKEIRUKA VIVIAN MORDI*



Based on my analysis starting from the revenue dashboard, the daily revenue peaks at 9.6M and dips as low as 3.7M throughout the week, the monthly revenue varies significantly, peaking at 8.3M in September and dropping to 1.2M in December. Looking at the revenue contribution charts by course product and location, Kosofe has the highest revenue generated by Data analyst course and location.

#### Analyzing Location:

**Kosofe:** This area generates the highest revenue 8.8M, indicating a strong demand for training programs.

**Surulere and Alimosho:** These areas also show high revenue 6.4M and 4.9M respectively, making them viable options for a new center.

#### Analyzing Timing:

**Monthly Trends:** The peak months are September (8.3M) and October (7.4M). Consider opening the new center during these months to capitalize on the increased demand.

**Daily Trends:** The best days to attract more participants are Wednesdays (9.6M) and Fridays (7.5M).

#### Recommendations

**Promotional Activities:** Launch marketing campaigns and promotional activities around the opening date to generate buzz and attract initial registrations.

**Staffing:** Ensure well-trained and capable marketing staff to manage the center and convert leads into registrations and possibly activated to the program effectively.

**Infrastructure:** Provide state of the art facilities and equipment to enhance the learning experience and attract more participants.