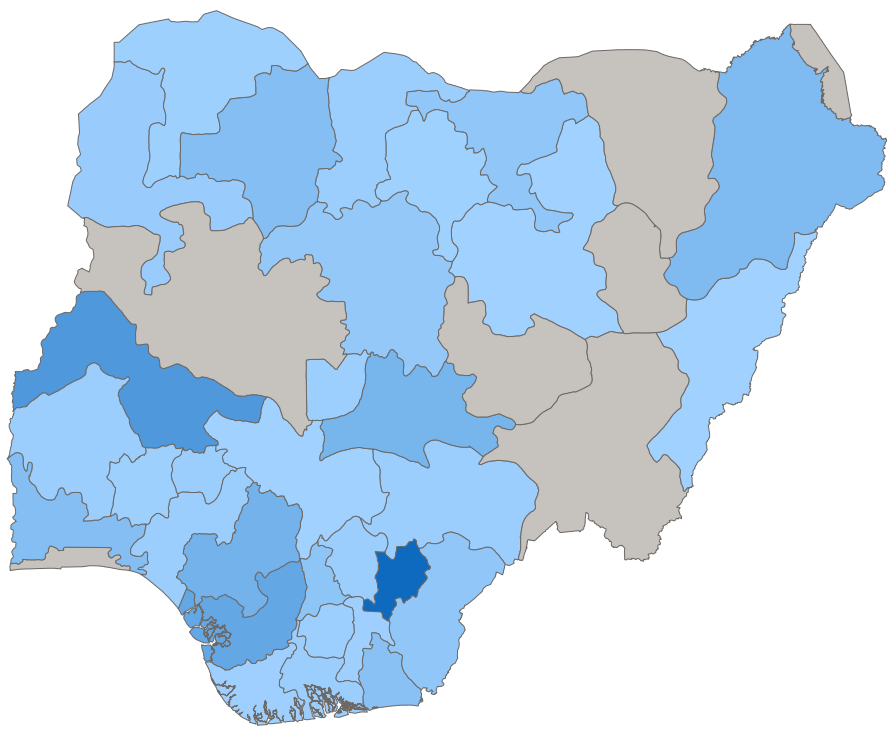
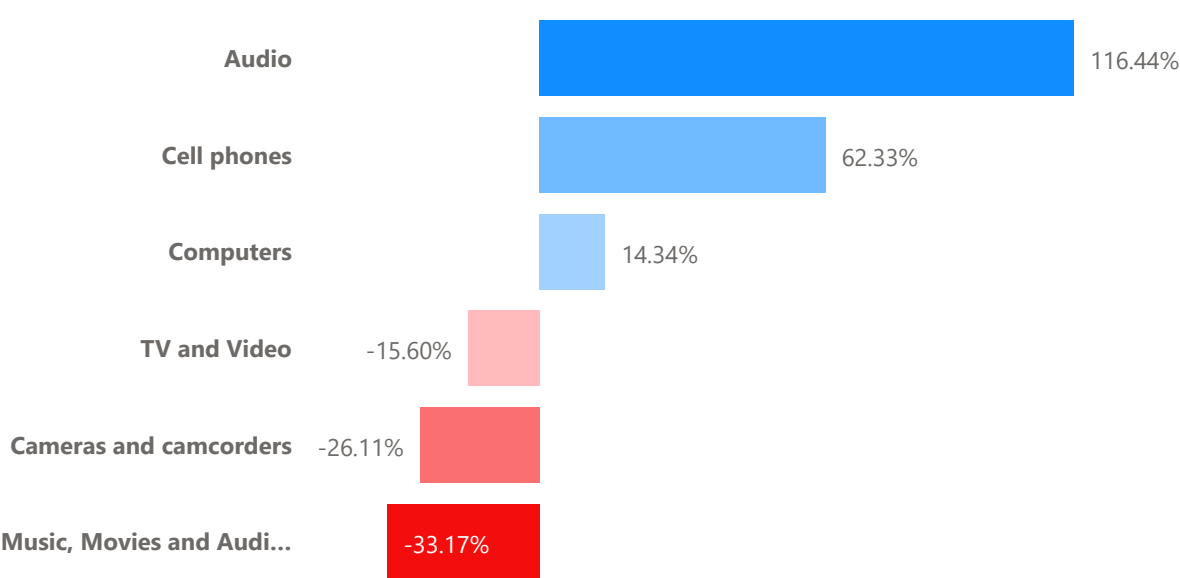
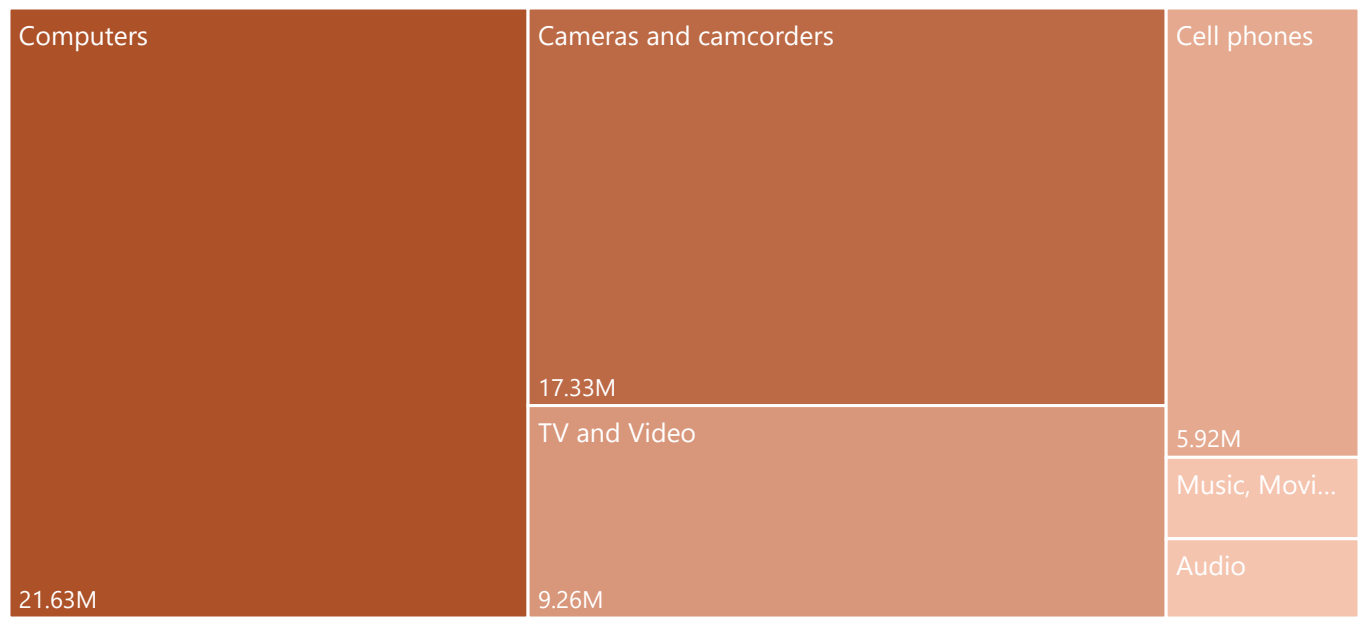
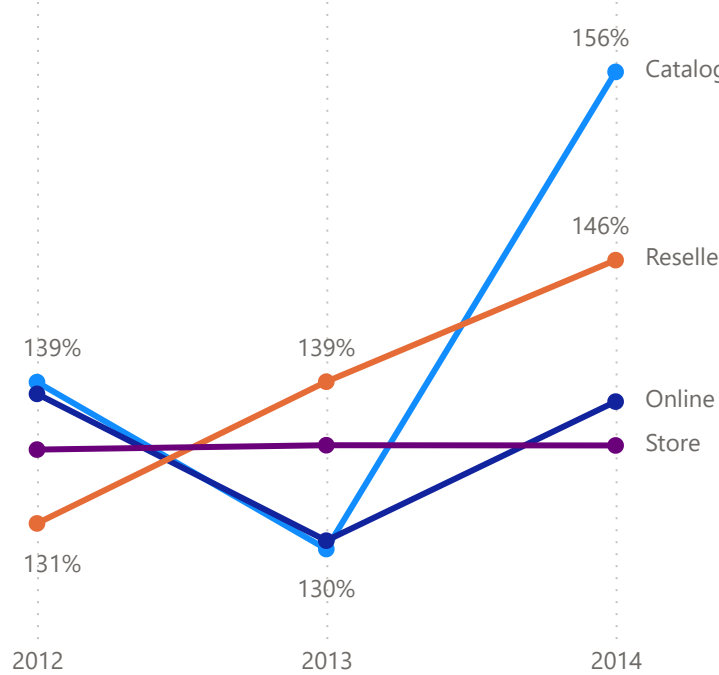
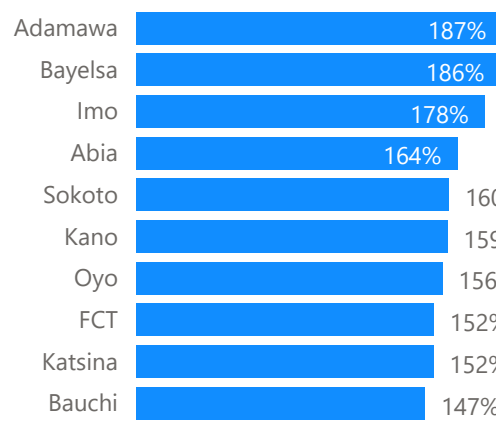
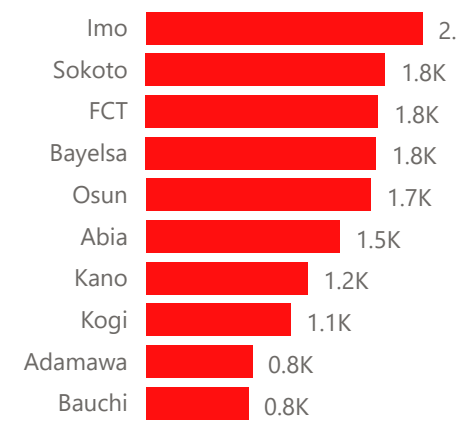
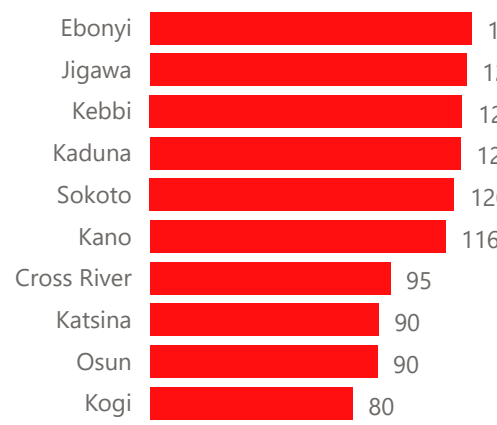
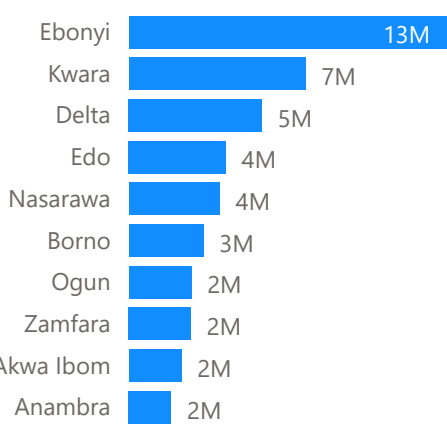


[illegible]

The following 7 states have top ten highest ROI but bottom 10 sales volume: Adamawa, Bayelsa, Abia, Sokoto, Kano, FCT, and Bauchi. For example, Adamawa has the lowest total sales and the second lowest order volume, HOWEVER it has the highest ROI of all states (especially in the 'TV and Video' and 'Cameras and camcorders' product categories). This suggests that the low sales could be attributed to insufficient marketing (Adamawa has fewer promotions than any other state except Kano).



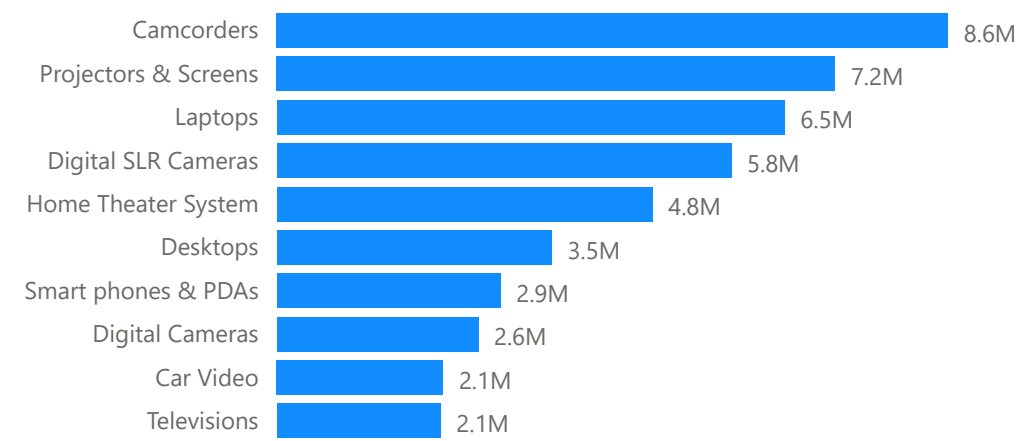
In Nasarawa, 91% of the revenue comes from online sales.

Channel	Abia	Adamawa	Akwa Ibom	Anambra	Bauchi
Catalog					
Online					
Reseller					
Store	100.00%	100.00%	100.00%	100.00%	100.00%

Channel	Audio	Cameras and camcorders	Cell phones	Computers	Music, Movies and Audio Books	TV and Video
Catalog	104%	161%	149%	133%	137%	121%
Online	146%	152%	132%	135%	173%	111%
Reseller	95%	152%	139%	138%	159%	122%
Store	140%	147%	127%	137%	151%	116%

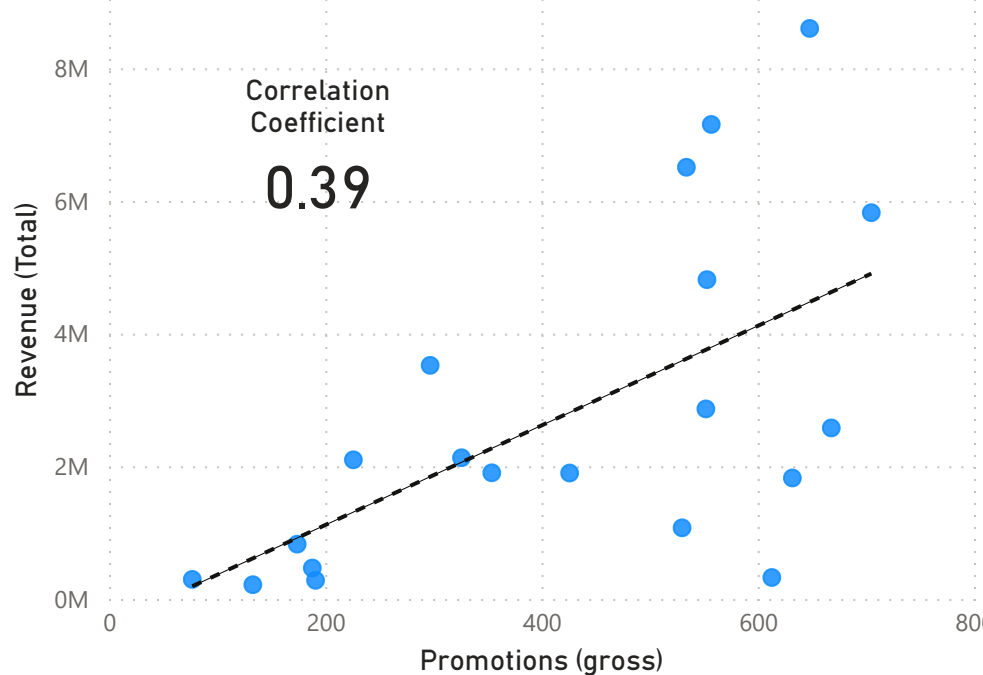
Channel	Audio	Cameras and camcorders	Cell phones	Computer s	Music, Movies and Audio Books	TV and Video
Catalog	5.15%	9.60%	8.99%	7.86%	10.43%	10.78%
Online	24.22%	20.65%	19.10%	20.16%	17.64%	23.64%
Reseller	15.52%	11.37%	14.50%	14.34%	17.11%	11.06%
Store	55.11%	58.38%	57.41%	57.64%	54.82%	54.52%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Desktops and Televisions are in the top 10 highest grossing product subcategories (and Televisions are in the top 10



Product Category	Percentage
Digital SLR Cameras	161%
Movie DVD	154%
Projectors & Screens	147%
Camcorders	147%
Laptops	147%
Monitors	144%
MP4&MP3	142%
Printers, Scanners & ...	141%
Digital Cameras	138%
Televisions	137%

There appears to be a moderate positive (linear) relationship ($r = 0.39$) between promotions in a product subcategory and revenue.



Product Sub Category	Discount (Revenue)	No Discount (Revenue)
Camcorders	5.8M	2.8M
Projectors & Screens	4.5M	2.7M
Laptops	4.3M	2.2M
Digital SLR cameras	4.0M	1.9M
Home Theater systems	3.3M	1.6M
Smart phones	2.7M	0.9M
MP3 & PDAs	1.9M	1.1M
Digital Cameras	1.8M	0.8M
Car Video	1.5M	0.7M
Televisions	1.5M	0.7M
Touch Screen phones	1.3M	0.7M
Monitors	1.3M	0.6M
Printers, Scanners	1.3M	0.6M
Cell phones	1.1M	0.6M
Computers	1.0M	0.6M
Movie DVD	0.8M	0.5M
Accessories	0.7M	0.4M
Camera & Camcorder Accessories	0.5M	0.3M
MP4&MP3	0.4M	0.2M
Home & Office Phones	0.3M	0.2M
Recording Pen	0.2M	0.1M
Bluetooth Headphones	0.2M	0.1M
VCD & DVD	0.1M	0.05M

Category	Count
Touch Screen Phones	297
Cameras & Camcorders	226
Car Video	191
Desktops	188
Televisions	174
Bluetooth Headphones	133
MP4&MP3	77
Cell phones Accessories	77
VCD & DVD	77
Recording Pen	77

Product Category	Number of Reviews (K)
Desktops	9.6K
Monitors	7.7K
Touch Screen Phones	6.7K
Cameras & Camcord...	6.4K
Car Video	5.8K
Televisions	4.4K
Bluetooth Headphon...	3.8K
MP4&MP3	3.7K
VCD & DVD	2.2K
Recording Pen	1.6K

Device	2012	2013	2014
Music, Movies and Audio Books	143%	164%	163%
Computers	129%	130%	152%
Cameras and camcorders	129%	130%	130%
Audio	143%	130%	110%
TV and Video	129%	130%	110%

Device Category	2012	2013	2014
TV and Video	387	422	416
Cameras and camcorders	422	416	416
Computers	387	422	416
Audio Music, Movies and Audio	89	68	42
Cell phones	89	68	42

Product Name	Total Sales	Gross Profit	ROI	Order Volume
Kekule Projector 1080p X980 Black	452,115.00	259,654.35	135%	197
Proseware Projector 1080p LCD86 White	426,870.00	324,674.66	318%	186
Kekule Projector 1080p X980 White	406,215.00	326,824.55	412%	177
Proseware Projector 1080p DLP86 Silver	367,353.00	237,370.21	183%	147
Proseware Projector 1080p LCD86 Black	367,200.00	239,189.05	187%	160
Proseware Projector 1080p DLP86 Black	327,369.00	214,202.89	189%	131
Simpson Desktop PC1.80 ED182 White	289,942.00	147,574.37	104%	580
Fabrikam Independent Filmmaker 1" 25mm X400 Blue	280,260.00	193,530.73	223%	173
VWI Laptop19W X0196 Blue	271,491.00	187,590.44	224%	209
Proseware Projector 1080p DLP86 White	239,008.00	120,118.73	153%	92

- Expand the product offerings in the following categories to take advantage of their growing demand and ROI: Cell phone, Computers, and Cameras and Camcorders