

Riby Financials Data Visualization

185

Countries

7

Regions

12

Products

665bn

Total Revenue

196bn

Total Profit

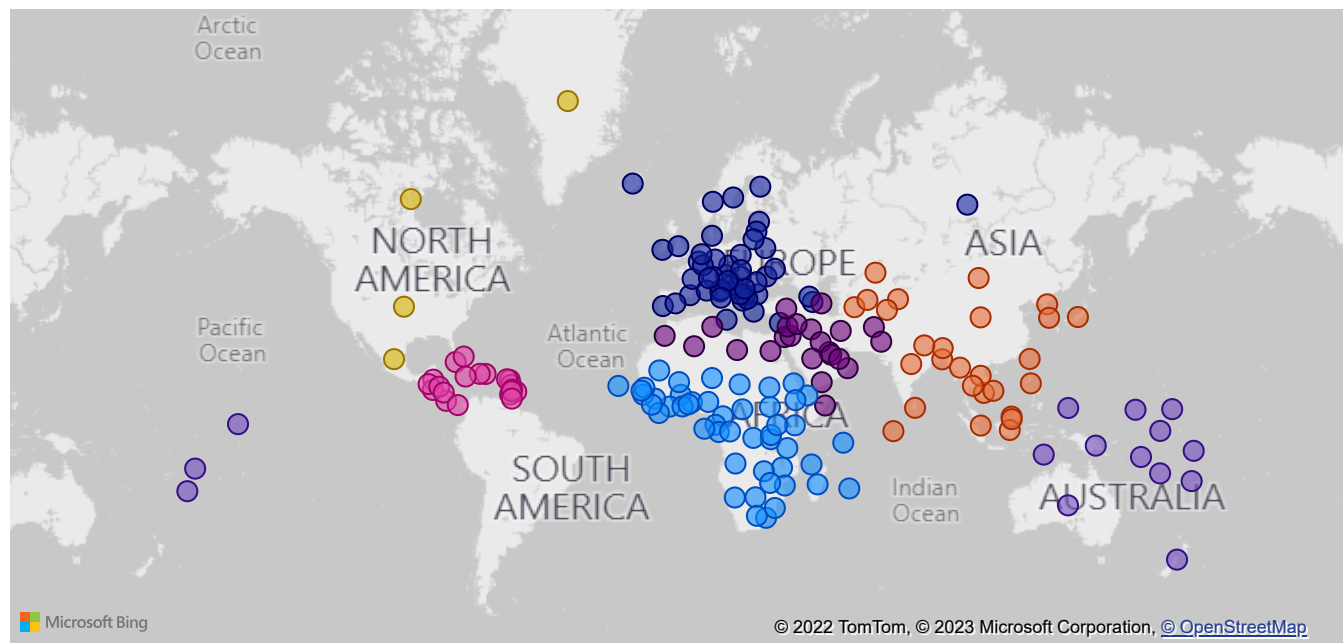
2bn

Units Sold

Year
All

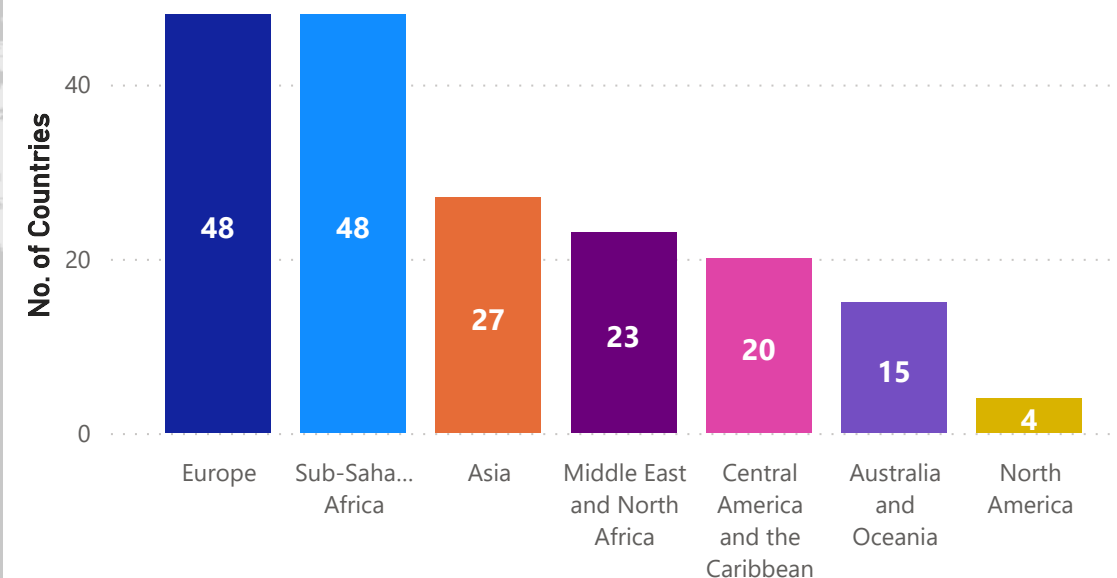
Map

Region ● Asia ● Australia and ... ● Central Ameri... ● Europe ● Middle East ... ● North America ● Sub-Sahar...



No of Countries Per Region

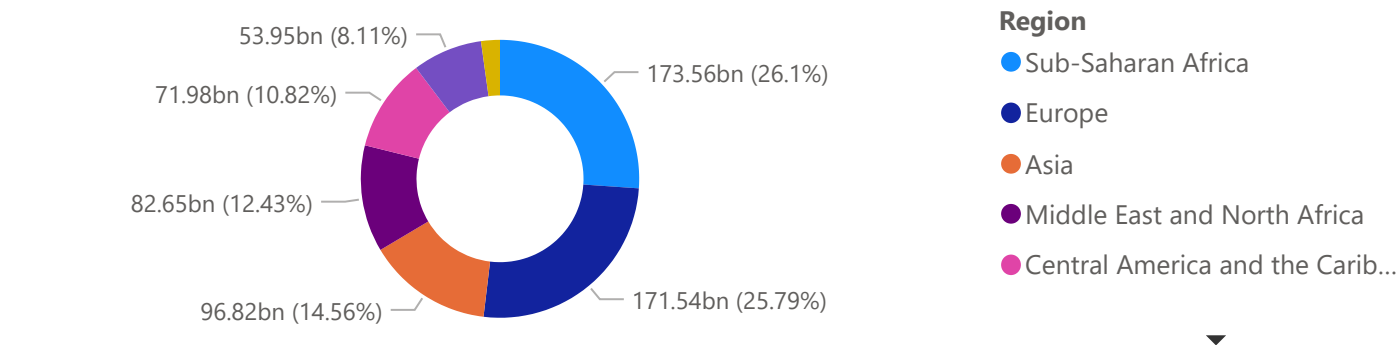
Region ● Europe ● Sub-Sahar... ● Asia ● Middle ... ● Central ... ● Australi... ● North A...



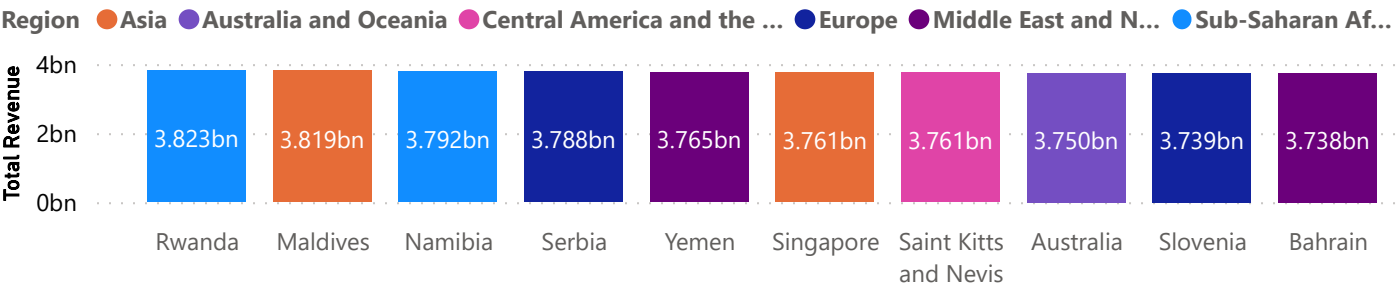
There are **7 regions** representing **185 countries** and **Sub-Saharan Africa and Europe** region both have the **highest number of countries(48)**. Total number of **revenue and profit** is **665billion and 196 billion** respectively.

Revenue and Profit Trend

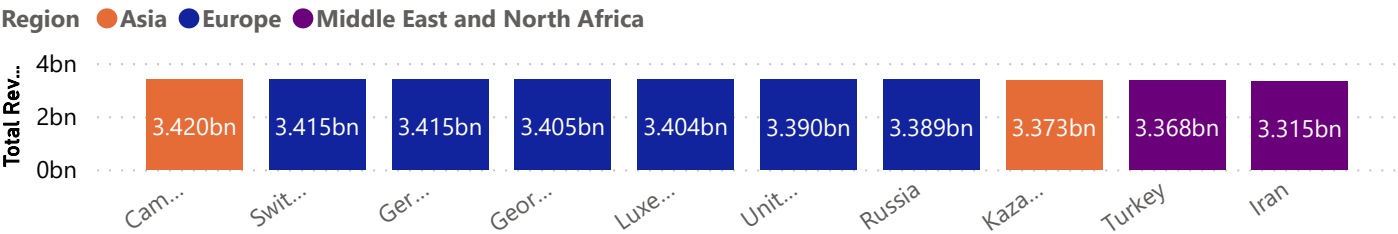
Total Revenue by Region



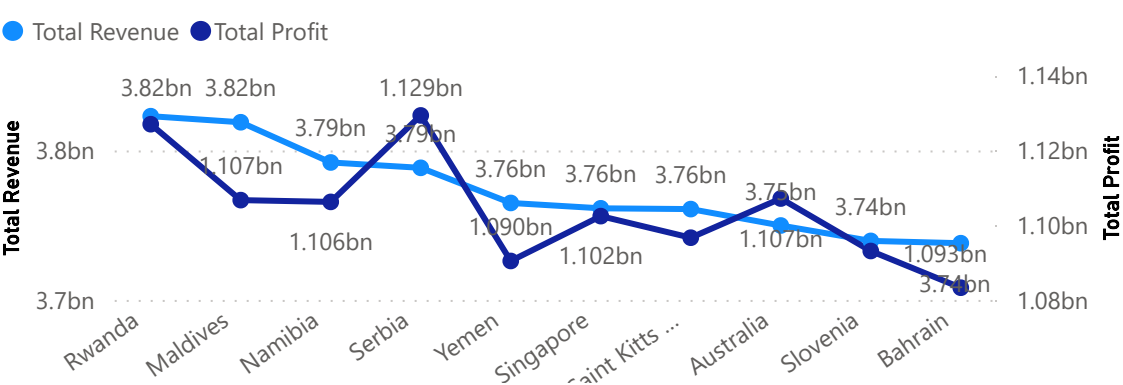
Top 10 Countries by Total Revenue



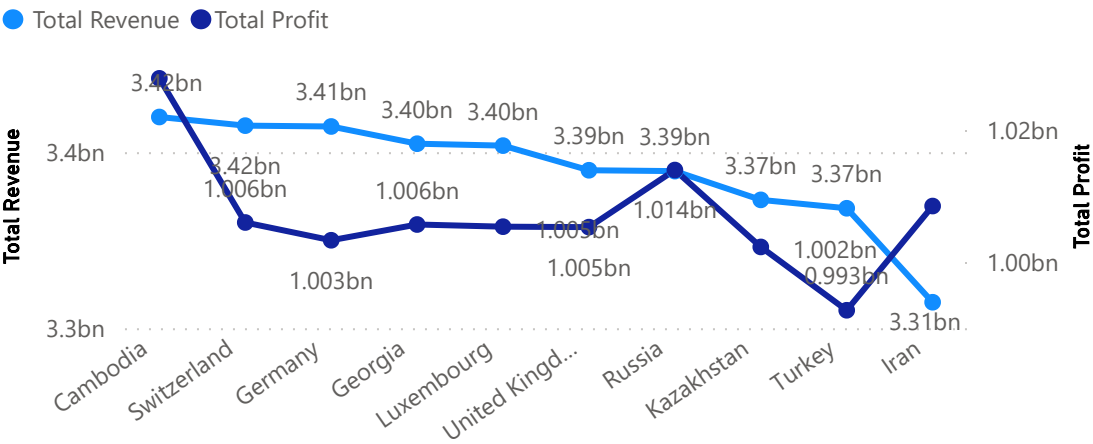
Bottom 10 Countries by Total Revenue



Top 10 Countries by Revenue and Profit



Bottom 10 Countries by Revenue and Profit

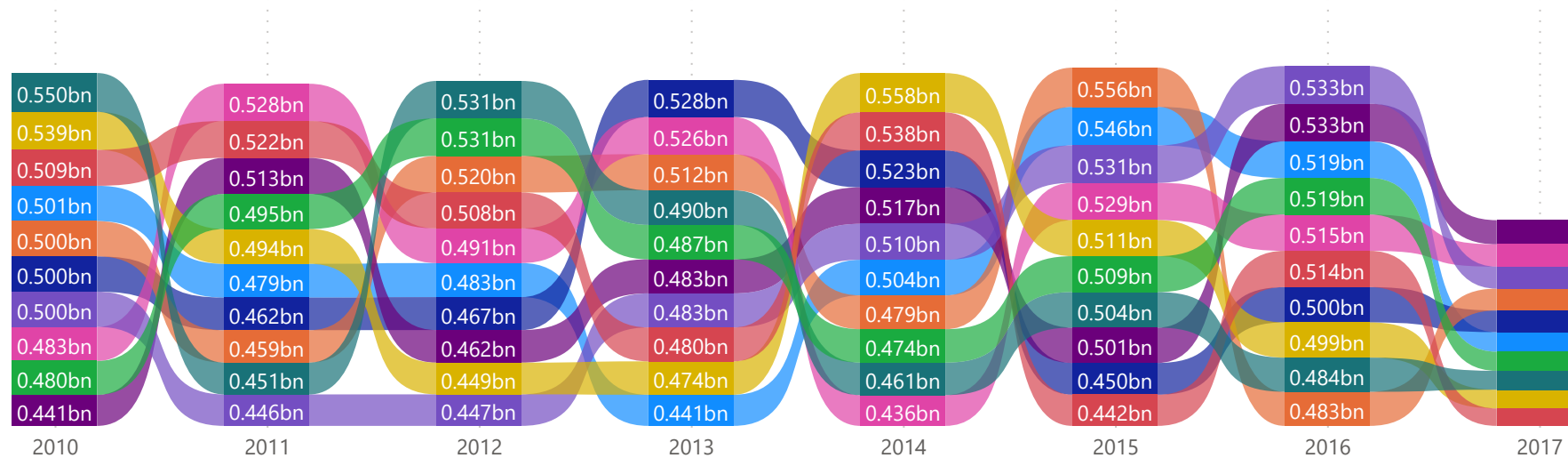


Sub-Sahara Africa has the **highest** generating revenue of **173.56 billion**, followed by **Europe** and **Asia**. Also the Revenue of Sub-Sahara Africa, Europe and Asia represent more than **half of the the total revenue of the total number of region**. **The top 3 countries** by revenue are **Rwanda,, Maldives** and **Namibia** **The bottom 3 countries**

Revenue & Profit Trend

Top 10 Revenue Generating Countries from 2010 to 2017

Country ● Australia ● Bahrain ● Maldives ● Namibia ● Rwanda ● Saint Kitts and Nevis ● Serbia ● Singapore ● Slovenia ● Yemen



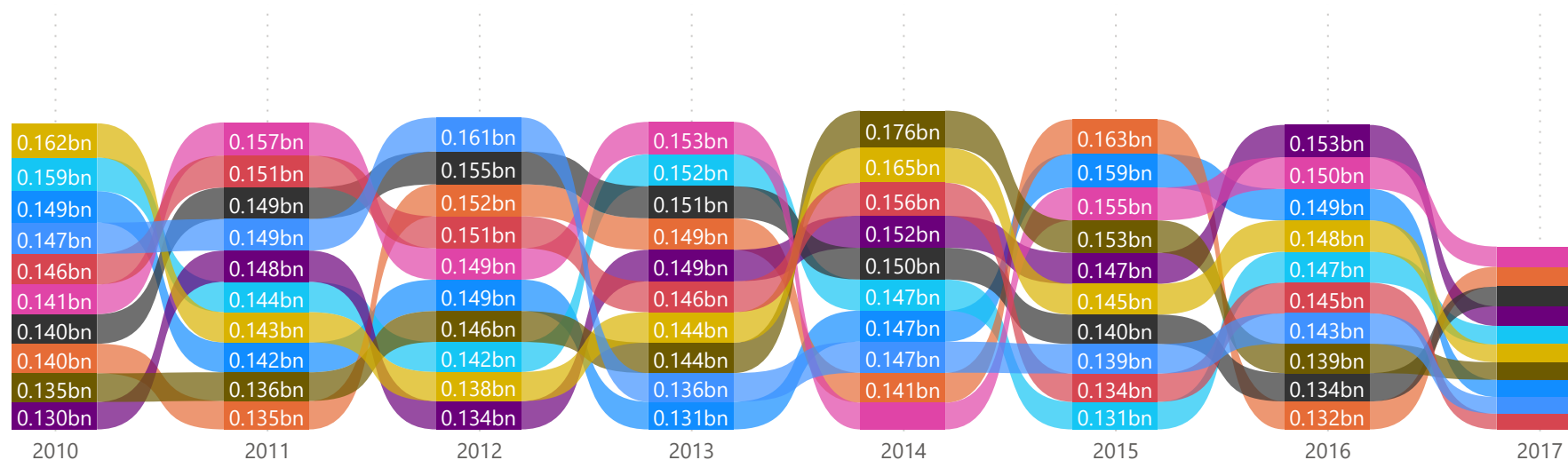
Namibia was the **lowest revenue generating** countries of the **top 10 countries** from 2010 to 2017.

However, **Namibia** became the **highest revenue generating country** in 2017.

In general it appears, the **top 3 countries** in 2010, are the **bottom 3 countries** in 2017.

Top 10 Most Profitable Countries from 2010 to 2017

Country ● Australia ● Lesotho ● Maldives ● Namibia ● New Zealand ● Rwanda ● Samoa ● Serbia ● Singapore ● Ukraine



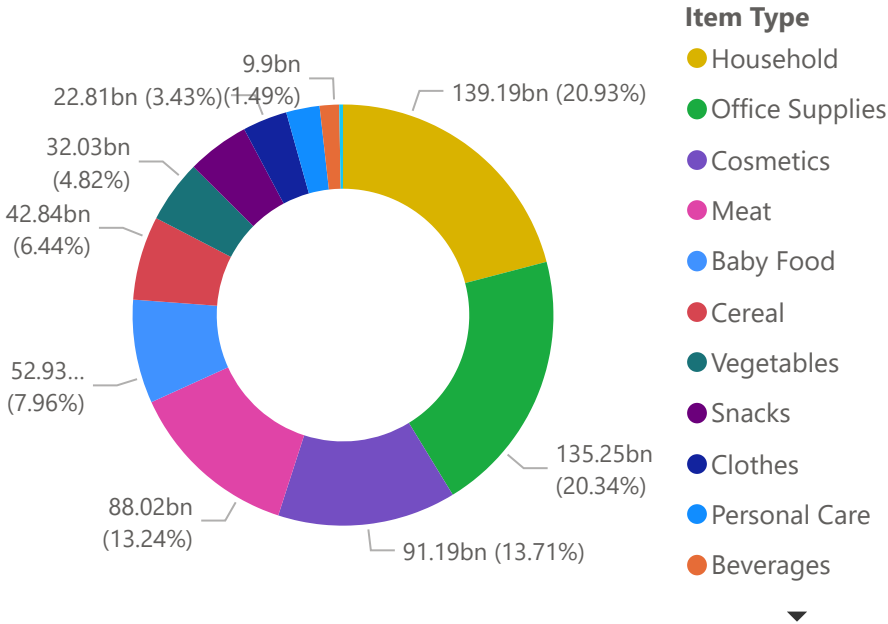
Namibia once again was the **least profitable** country among the **top 10 profitable countries** in 2010.

However, it **rose to be among the top 4 profitable countries** in 2017.

Rwanda, Maldives and Namibia were among the **bottom 5 profitable countries** in 2010. These **3 countries** were among the **top 4 countries** in 2017.

Revenue vs Profit by Item Type

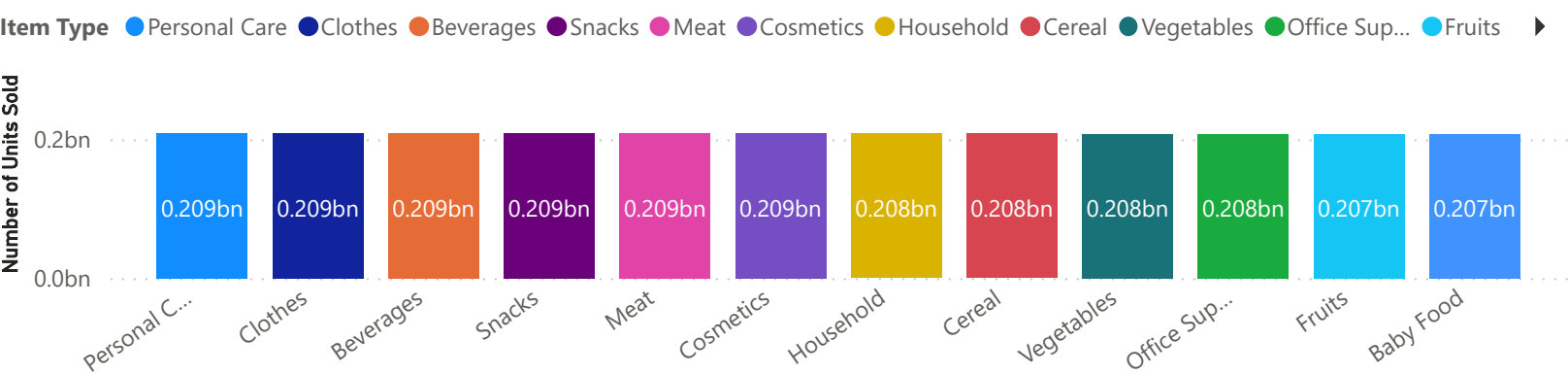
Total Revenue by Item Type



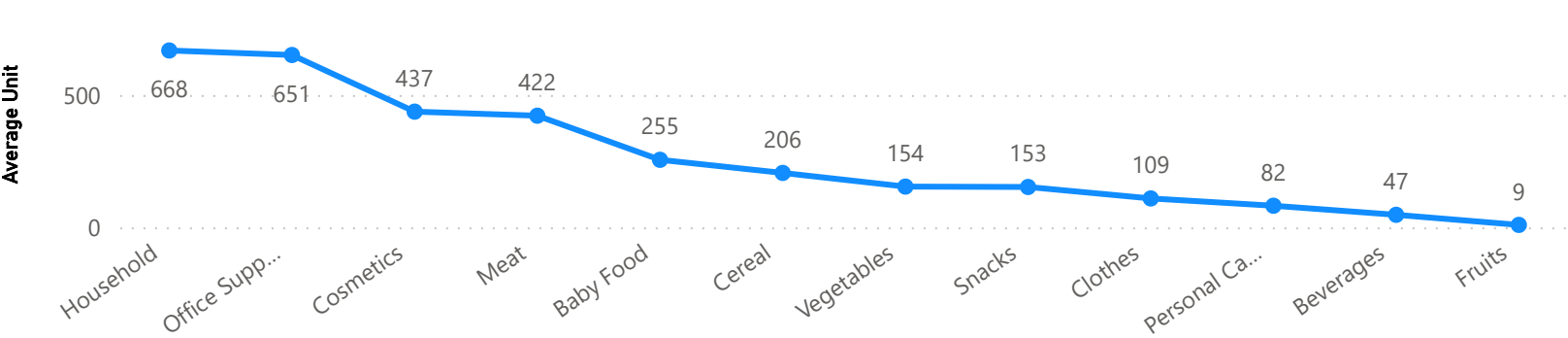
INSIGHTS:

There are 12 Products. **Household items, Office Supplies and Cosmetics** are the **top** revenue generating and most Profitable items. Although, **Personal care items, Clothes and Beverages** amass more unit sales, that **did not** translate to more revenue. and profit. This is **largely due to the average price of these product types**. **Cosmestic** is the **most Profitable Product type**.

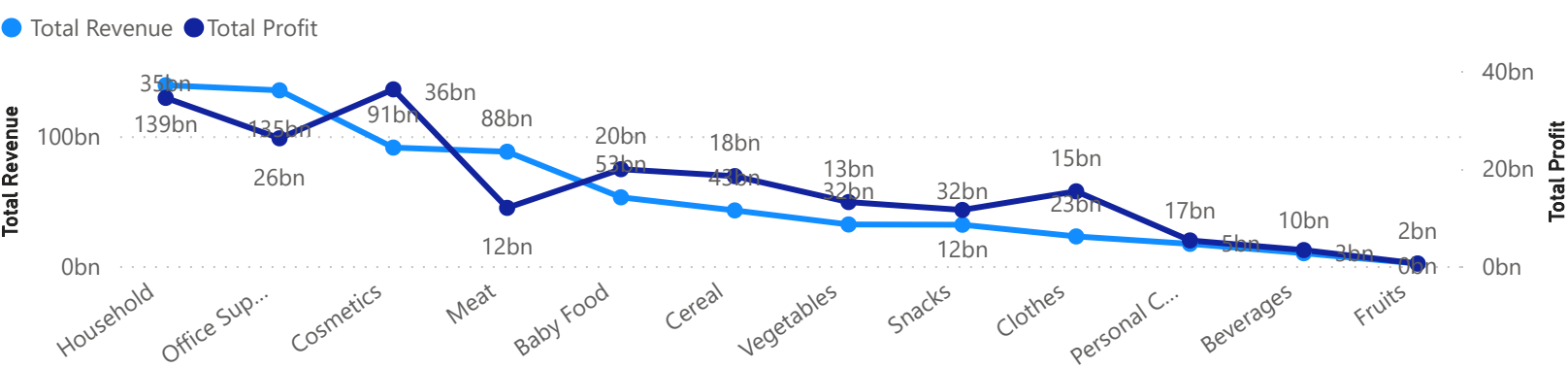
Units Sold by Item Type



Average Unit Price by Item Type



Total Revenue and Total Profit by Item Type

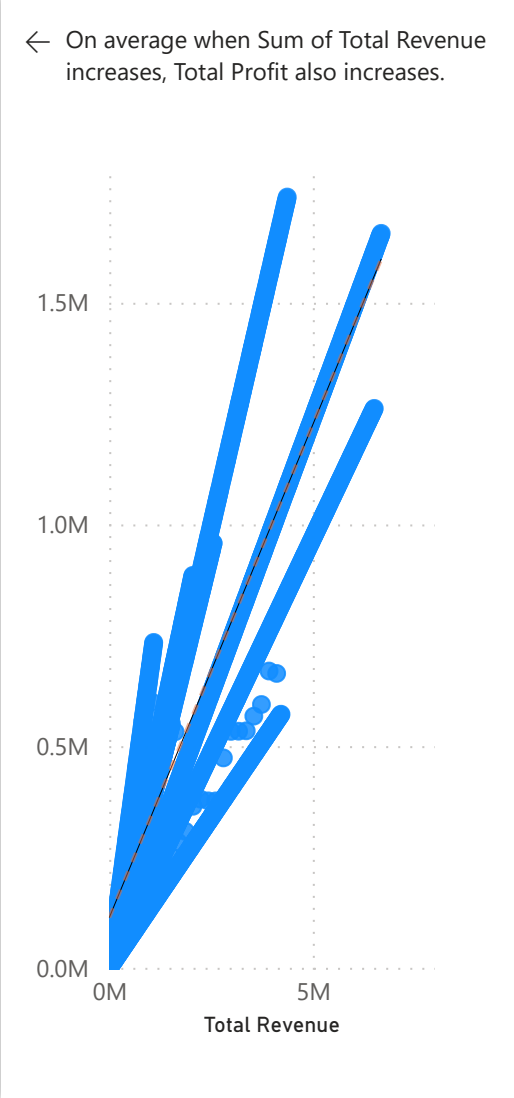
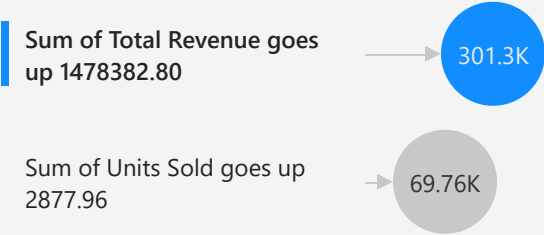


Key Influencers & Recommendations

Key influencers Top segments

What influences Total Profit to ?

When... ...the average of Total Profit increases by



Expansion; Africa and Europe are the largest revenue generating and most profitable regions, majorly due to the number of countries both regions represent. I will recommend penetrating other countries in Asia, South America & the Caribbean, and Australia and Oceania.

Improve Revenue Generation; Comparing the **two most Profitable regions, Sub-Sahara Africa and Europe**, observations shows that there are **5 European countries in the bottom 10 revenue generating countries**. However, there are no Sub-Saharan African countries represented in the bottom 10 list. Hence, **I will recommend assessing and re-evaluating the sales department across the bottom 5 countries by Revenue generation in Europe.**

Explore Outliers; The **more revenue you generate the more profit earned**. However, a couple of outlier countries did not follow that trend. For instance **Iran is the least generating country but profit generated compared to the bottom 10 countries not the lowest. Serbia is the 4th revenue generating country but the most profitable out of all the countries. I recommend exploring these outlier countries for more insights.**

Increase Average Unit Price; Generally the **higher the average unit price the higher the profit earned**. **3 of the highest selling products are the least profitable products** because the average prices for these products are low. **Recommendation is to increase the average price for these product types.**