

KOWOPE ACQUISITION DEAL IMPLEMENTATION STRATEGIES

Analysis of Business Performance using 6-Month Expenses, Sales, and Revenue Data

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INTRODUCTION

Kowope is a business enterprise that deals in the sales of wear, electronics, and home appliances. The owner of the enterprise decided to sell it. A buyer appears and employs our team as the analysts to help determine whether the enterprise should be bought. We are to determine that and answer some questions that will influence the new owners' decision should they buy the business enterprise.

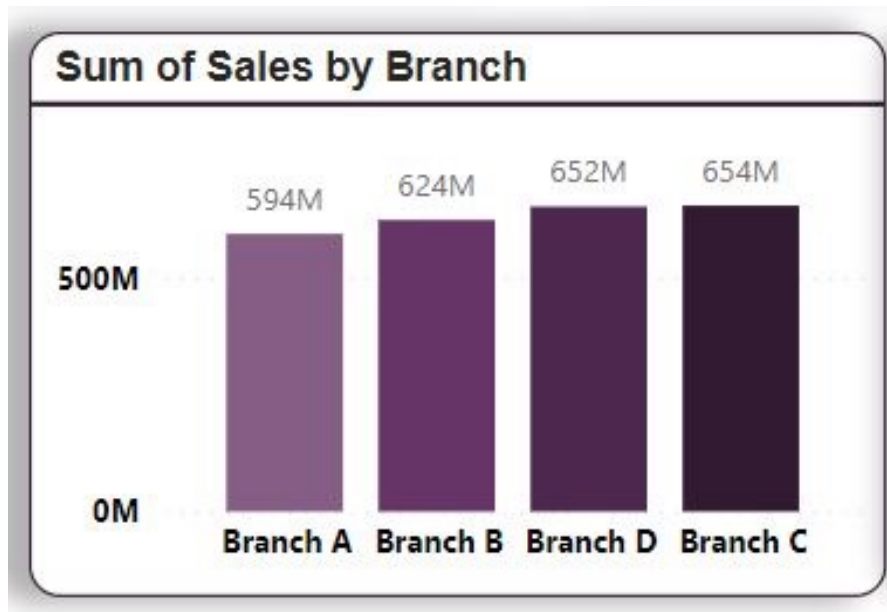
OBJECTIVES

The major objective of this analysis is to help the buyer decide whether to acquire the brand or not. Also to answer some questions like:

- States with highest and lowest sales.
- Branches with highest and lowest sales.
- Profit by states.
- Profit by branches.
- Month with most sales.
- Day and Quarter with the most sales
- Report on staff and how they affect business sales and profits.
- Report on branches based on expenses and sales.
- Should the Business enterprise be bought? With reasons.
- Overall advice to the intended owner.

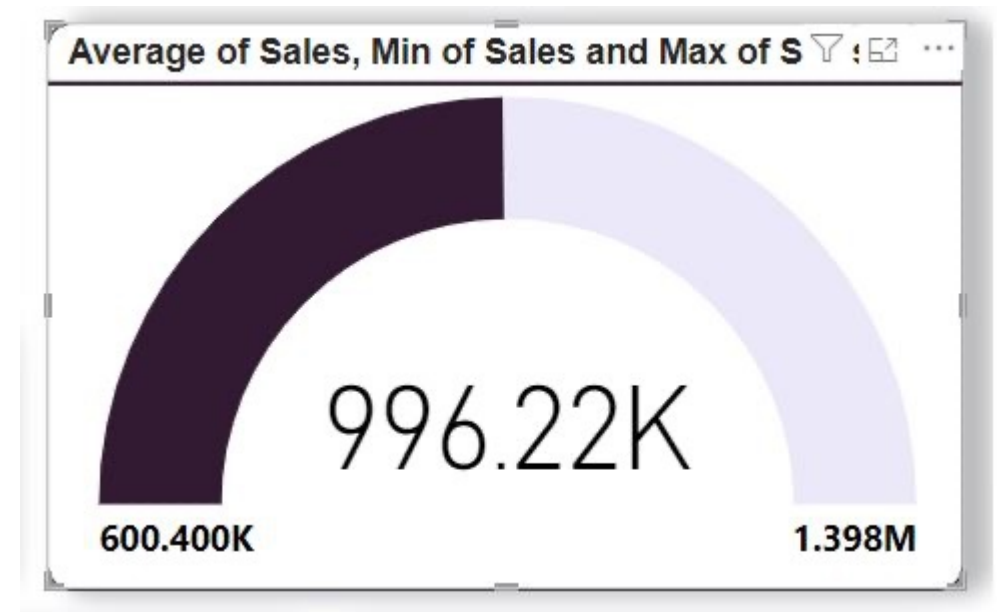
ANALYSIS

BRANCHES WITH HIGHEST AND LOWEST SALES



1. Branch C has the highest sales recorded
2. Branch A has the lowest sales

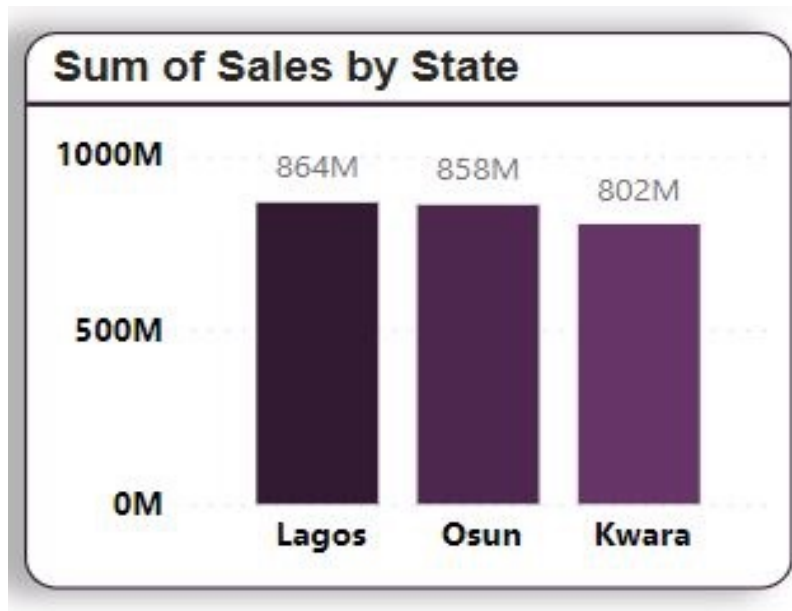
OVERALL HIGHEST AND LOWEST SALES



1. 1.398M is the overall highest sale made
2. 600,400K is the overall lowest sale made

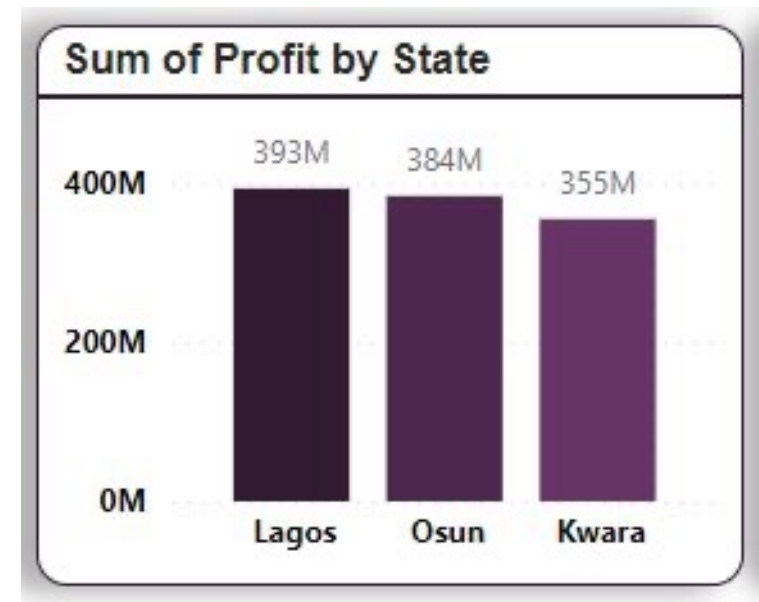
ANALYSIS

STATES WITH HIGHEST AND LOWEST SALES



1. Lagos State has the highest sales recorded
2. Kwara State has the lowest sales

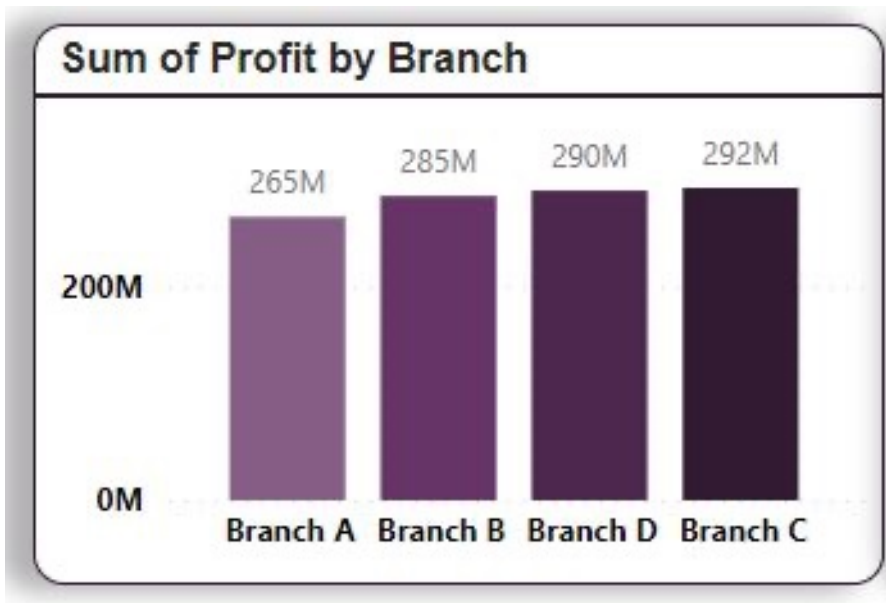
PROFITS BY STATES



1. Lagos made 393M, Osun did 384M and Kwara did 355M within the 6 months

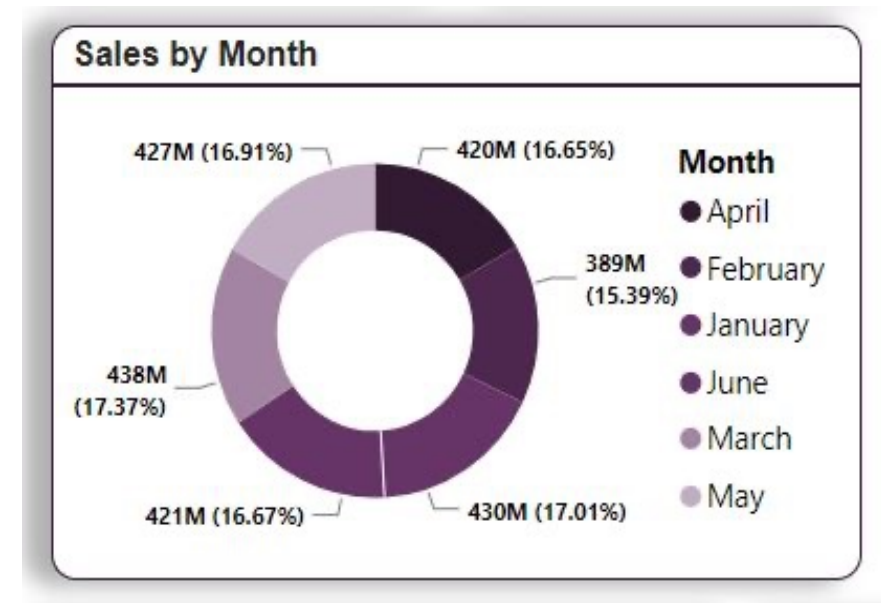
ANALYSIS

PROFITS BY BRANCHES



1. Branch C did 292M, Branch D 290M, Branch B 385M, and Branch A made 265M.

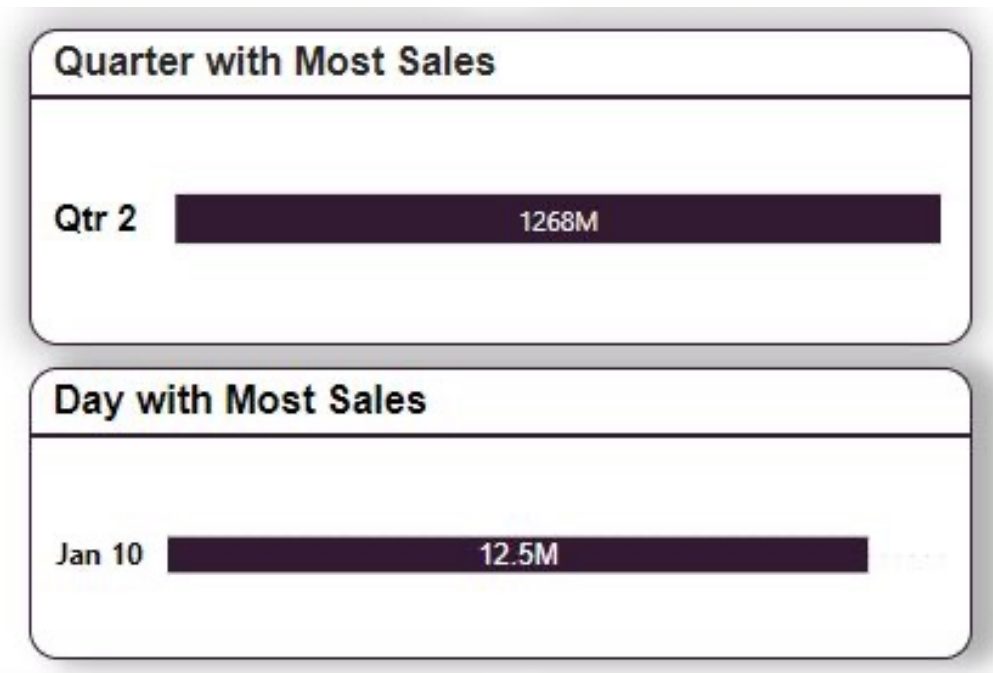
SALES BY MONTH



1. As depicted above.

ANALYSIS

DAY AND QUARTER WITH MOST SALES



1. January 10, 2015 is the day with the most sale
2. Qtr 2 is the Quarter with most sale

REPORT ON STAFFS

It's discovered that the number of staffs at a branch directly affects the sales and expenses.

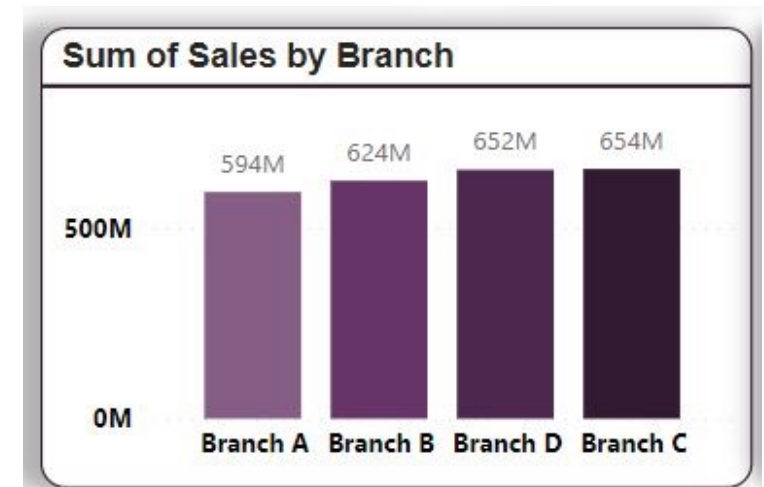
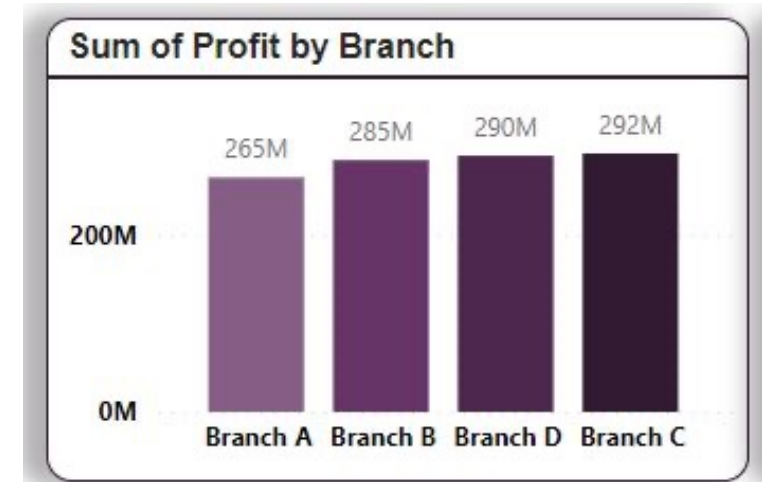
The higher the staffs, the more the sale generated for that day. Also, more expenses are incurred in such areas with more staffs and the profit is substantial.

ANALYSIS

REPORT ON BRANCHES BASED ON EXPENSES AND SALES

The analysis of the provided data shows that Branch C is the most thriving branch in terms of profits and sales, as well as minimal expenses. For example, the best performing store in Branch C is located at Osun State, with 13 staffs used up 300,313 in expenses. The sales and profit made respectively are 1,392,259 and 1,091,946 on the 5th of January, 2015.

This shows that with low expenses, Branch C companies are still pulling up amazing stunts in terms of sales for the firm, contributing a significant percent to the overall profit of the company.



RECOMMENDATION AND INSIGHTS

After careful analysis of the provided dataset by the original owner of the company. We found the following insights and also make some recommendations.

- That the buyer should purchase the company as they've garnered a total of 1BN within just 6 months.
- New buyer should channel energy towards Branch C.
- Request for the staffs at Branches that perform well at a given day and review the amount paid to them which brings such profit for the day, then see where changes can be made.
- In what turns out to be a twist of event, while Branch C are known to be high-performers, they also ranked higher in the list of days where the company incur loss (negative profit).
- New owner should focus more on Lagos while increasing marketing operations in Kwara.

SALES DASHBOARD

Kowope Sales Breakdown



1bn

Sum of Profit

1M

Max of Profit

3

Count of State

6

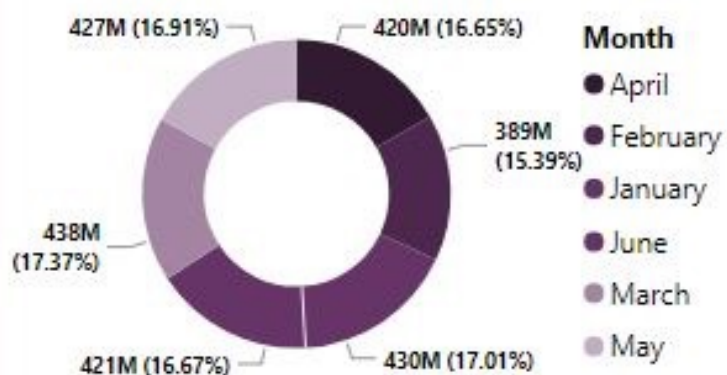
Count of Months

4

Total No. of Branch



Sales by Month



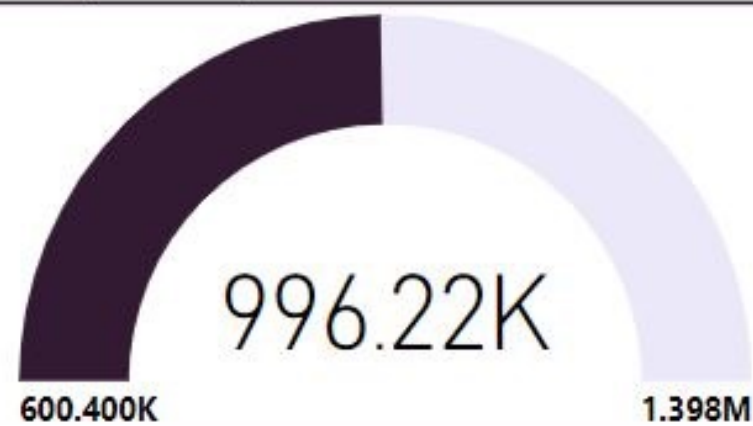
Quarter with Most Sales



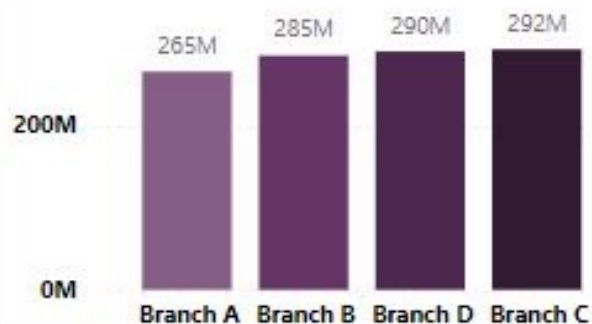
Day with Most Sales



Average of Sales, Min of Sales and Max of Sales



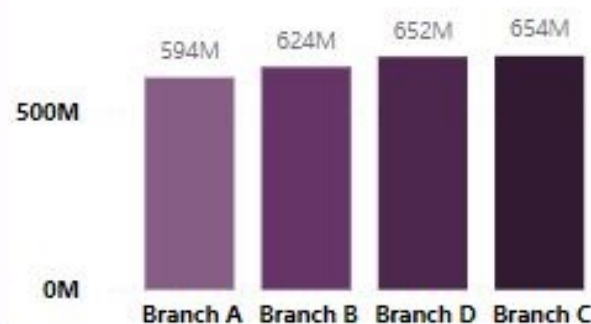
Sum of Profit by Branch



Sum of Profit by State



Sum of Sales by Branch



Sum of Sales by State



Kowope Sales Breakdown



1bn

Sum of Profit

1M

Max of Profit

3

Count of State

6

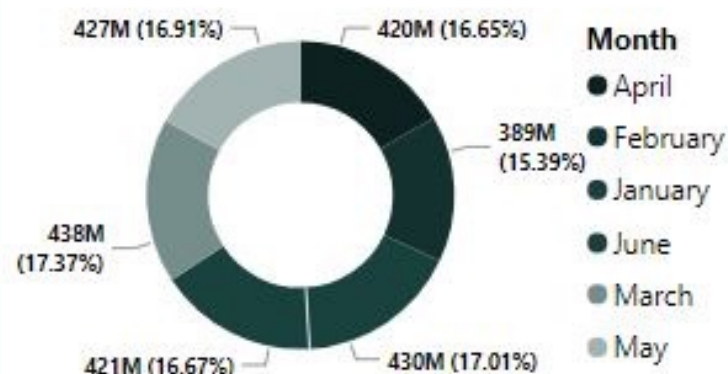
Count of Months

4

Total No. of Branch



Sales by Month



Quarter with Most Sales

Qtr 2

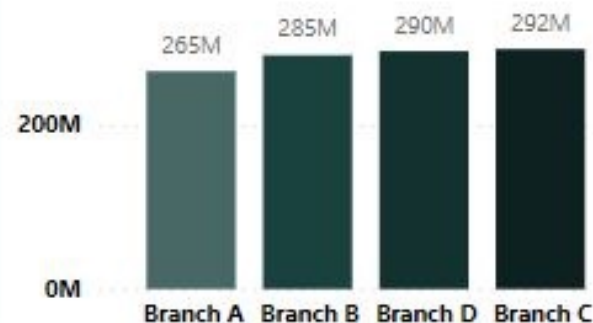
1268M

Day with Most Sales

Jan 10

12.5M

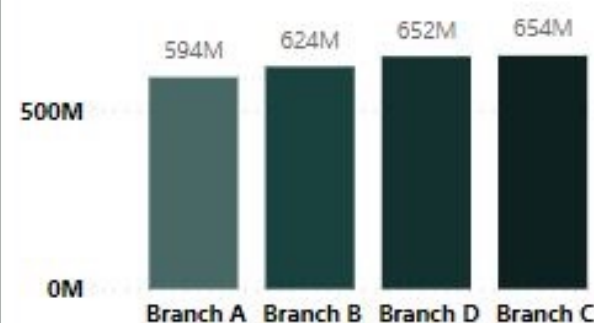
Sum of Profit by Branch



Sum of Profit by State



Sum of Sales by Branch



Sum of Sales by State



Thank You