EXECUTIVE SUMMARY FOR COMPANY XYZ

This Executive summary aims to help Company XYZ understand sales trends of three of its major branches located in three cities across the country and use these insights to determine its growth and the best way forward.

Customers’ favorite mode of payment for the different product lines was analyzed for the three different branches.

For the Abuja branch, the Food and beverages product line had the Card payment method as the most popular mode of payment. Equipping more or all of these shops with card payment machines may make payment easier for future customers. The Electronic accessories product line and Sports and travel product line have Cash as the preferred mode of payment. E-pay machines or Card machines may not be needed as much here. Home and lifestyle has E-pay as the favorite mode of payment. E-pay machines might be needed here.

For the Lagos branch, the Home and lifestyle product line and Sports and travel product line had E-pay and Cash mode of payment used far more frequently than Card. The fashion accessories product line had Cash as the least favorite mode of payment.

For the Port Harcourt branch, the Electronic accessories product line and the Food and beverages product line had Cash as by far the favorite mode of payment.

Customers’ favorite purchasing times of items in the product lines was also analyzed for the three different branches.

For the Port Harcourt branch, the Food and Beverages product line have low purchases between 11pm and 2pm. The Sports and travel product line has no sale after 7pm. Shops should be advised to have closed by then.

For the Lagos branch, the Home and lifestyle product line records very low sales at 8pm. It might be worth closing shops by then. They record very high sales by 11am and 3pm. Electronic accessories product line have very low sales by 3pm. Fashion accessories product line have low sales by 7pm and 8pm.

For the Abuja branch, the Fashion accessories product line has very high sales by 7pm and very low sales by 5pm. Food and beverages recorded no sales by 5pm. Sports and travel product line record very low sales after 7pm.