

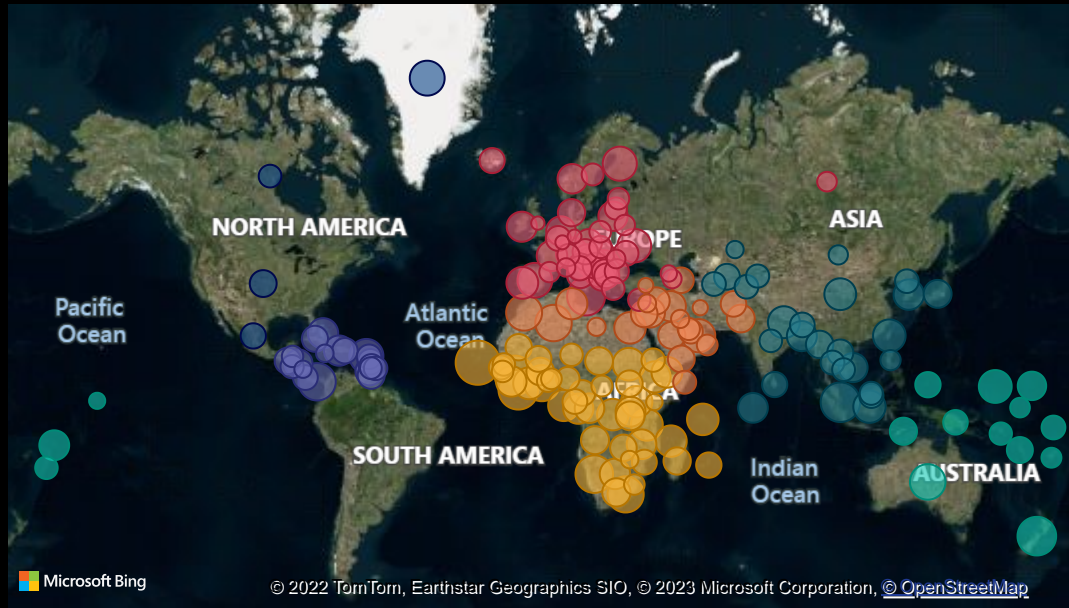


INVESTMENT REPORT

BY

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Geographic Representation of Profit



● Asia ● Australi... ● Central ... ● Europe ● Middle E... ● North ... ● Sub-Sah...

Profit Across Sub-Saharan Africa



● Sub-Saharan Africa

185

Number of Countries

INSIGHTS

This page shows the general overview of the data.

Riby Company has investments in 185 countries. Over the years it has generated a revenue of 665.05 billion USD while making a total profit of 196.24 billion USD, at a cost of 468.81 billion USD.

The First Visual- **Geographic Representation of Profit**; shows the profit made by Riby across different regions and countries. it shows that Africa has the highest amount of profit.

The Second Visual- **Profit Across Sub-Saharan Africa**; Shows the areas in Africa where profit is actually made.

\$196.24bn

Total Profit

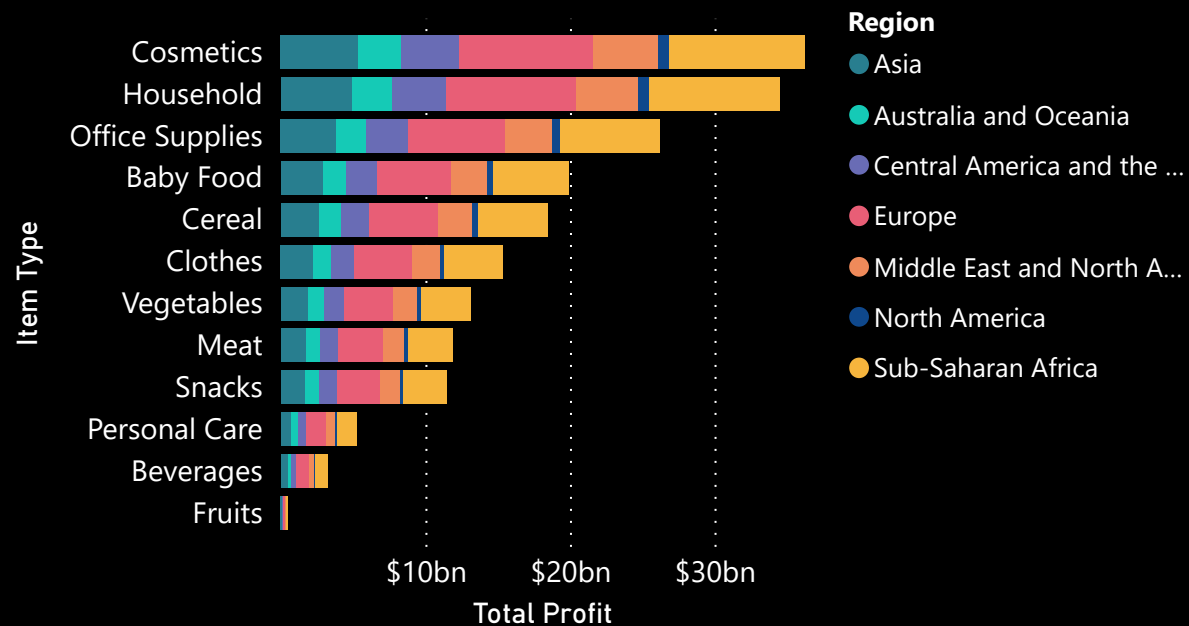
\$665.05bn

Total Revenue

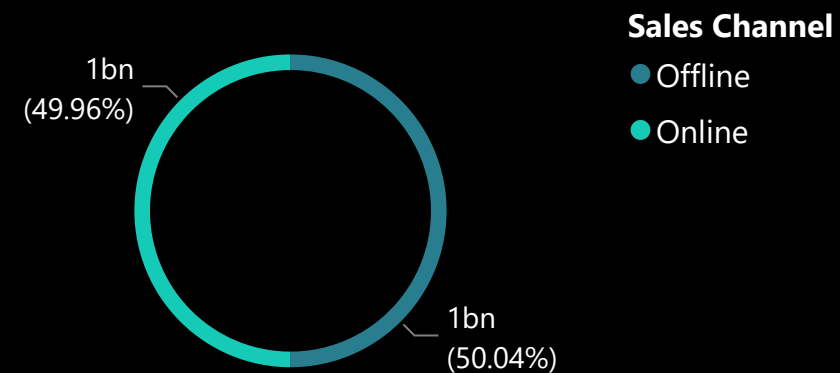
\$468.81bn

Total Cost

Total Profit by Item Type and Region



Units Sold by Sales Channel

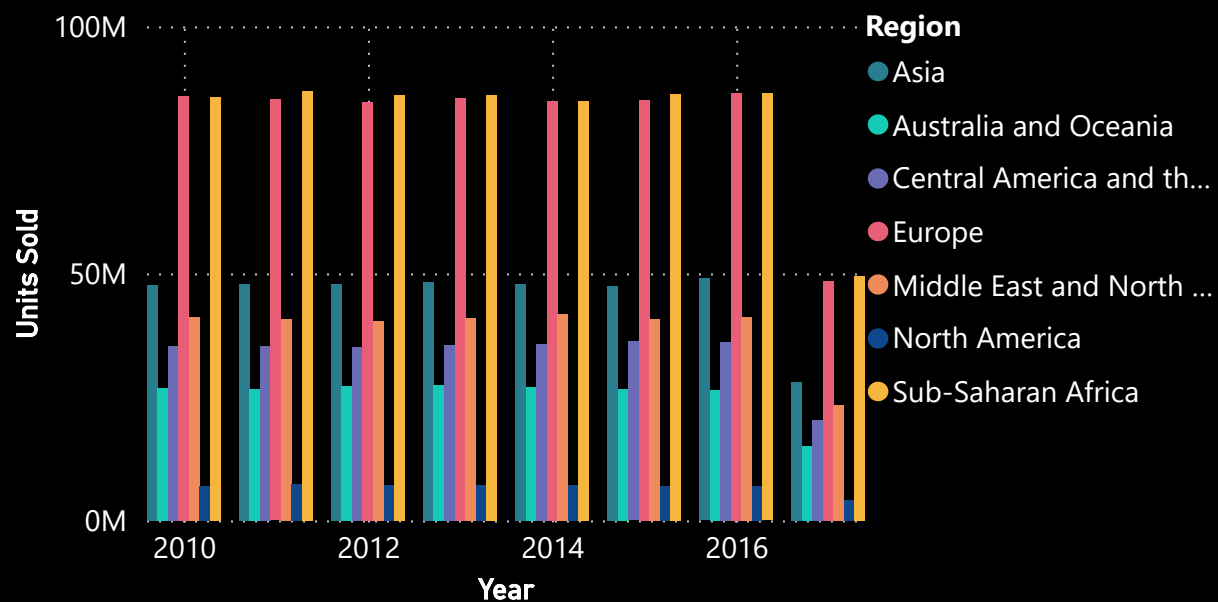


INSIGHTS

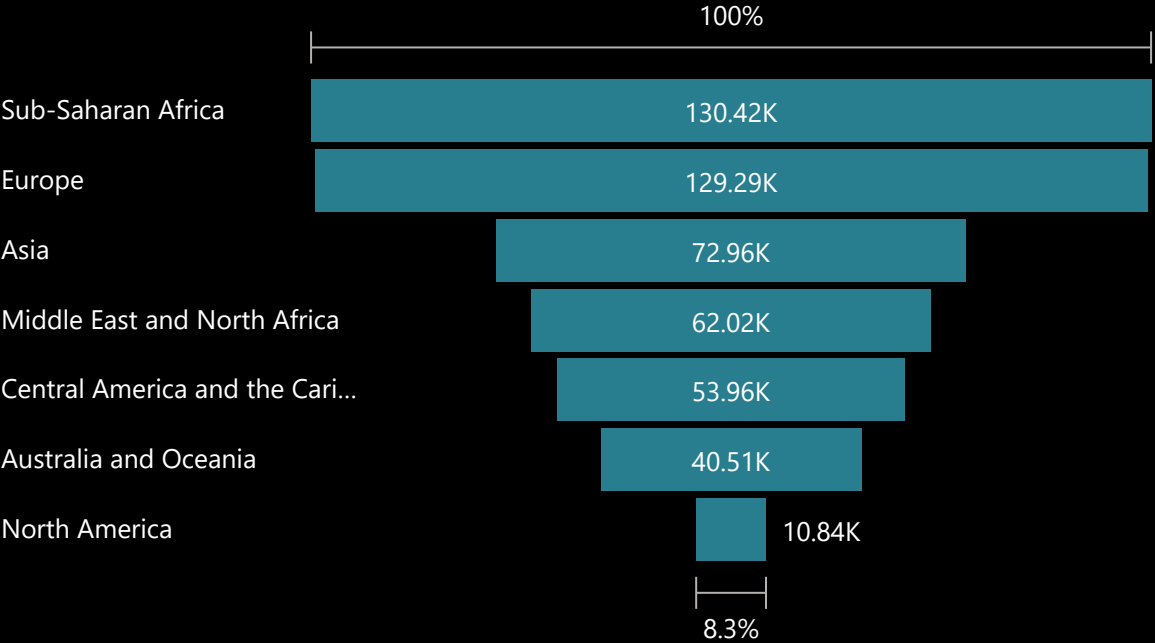
This page shows the units sold across regions over a period of years.

- The First Visual- **Total Profit by Item and Region**; shows the amount of profit made by Riby from different item types across different regions. The chart illustrates that most of the profit comes from cosmetics.
- The Second Visual- **Unit Sold per Year and Region**; Shows the total amount of units sold from 2010 to 2017 across the different regions. The chart illustrates that Sub-Saharan Africa and Europe were the top regions with the highest number of units sold.
- The Third Visual- **Units Sold by Sales Channel**; Riby has two sales channels (Offline and Online Channel). While the chart shows that both channels have approximately the same amount of units sold, the Offline channel exceeds by 0.08%

Unit Sold Per Year and Region



No of Order by Region



Country	Region	Count of Order ID
Cape Verde	Sub-Saharan Africa	2840
Guinea	Sub-Saharan Africa	2805
Liberia	Sub-Saharan Africa	2805
Singapore	Asia	2804
New Zealand	Australia and Oceania	2797
Malta	Europe	2791
Namibia	Sub-Saharan Africa	2789
Panama	Central America and the Caribbean	2787
Algeria	Middle East and North Africa	2780
Lesotho	Sub-Saharan Africa	2778

INSIGHTS

This page shows the number of orders across regions over a period of years.

- The First Visual- **No of Order by Region**; Shows that Sub-Saharan Africa, Europe, and Asia had the highest number of orders with Sub-Saharan Africa coming top.
- The Second Visual- **No of Orders Per Year**; Shows the total number of orders from 2010 to 2017. The chart illustrates a steep decline in orders to below 40 thousand.
- The Third Visual- **No of Orders in Countries and Regions**; The table shows the number of highest orders in the top 10 countries in different regions. The highest order is from Cape Verde in Sub-Saharan Africa.

In conclusion, Sub-Saharan Africa has the highest number of orders because the company services more countries in the region, hence why more profit is generated from the region. This means top investment priorities should be given to countries in this region because of the high revenue generated from them.

No of Order Per Year

