



# Riby Data Visualization

185

Countries

7

Regions

12

Products

665bn

Total Revenue

196bn

Total Profit

2bn

Total Units Sold

Year

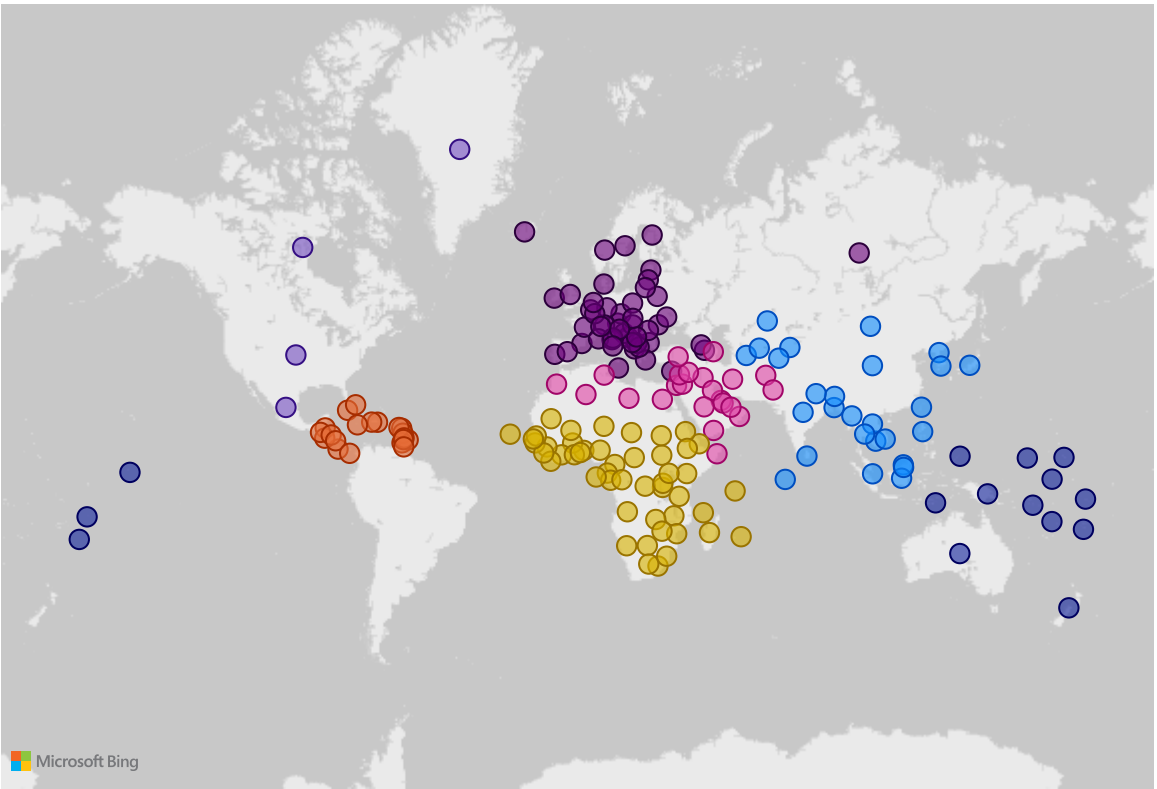
2010

2017



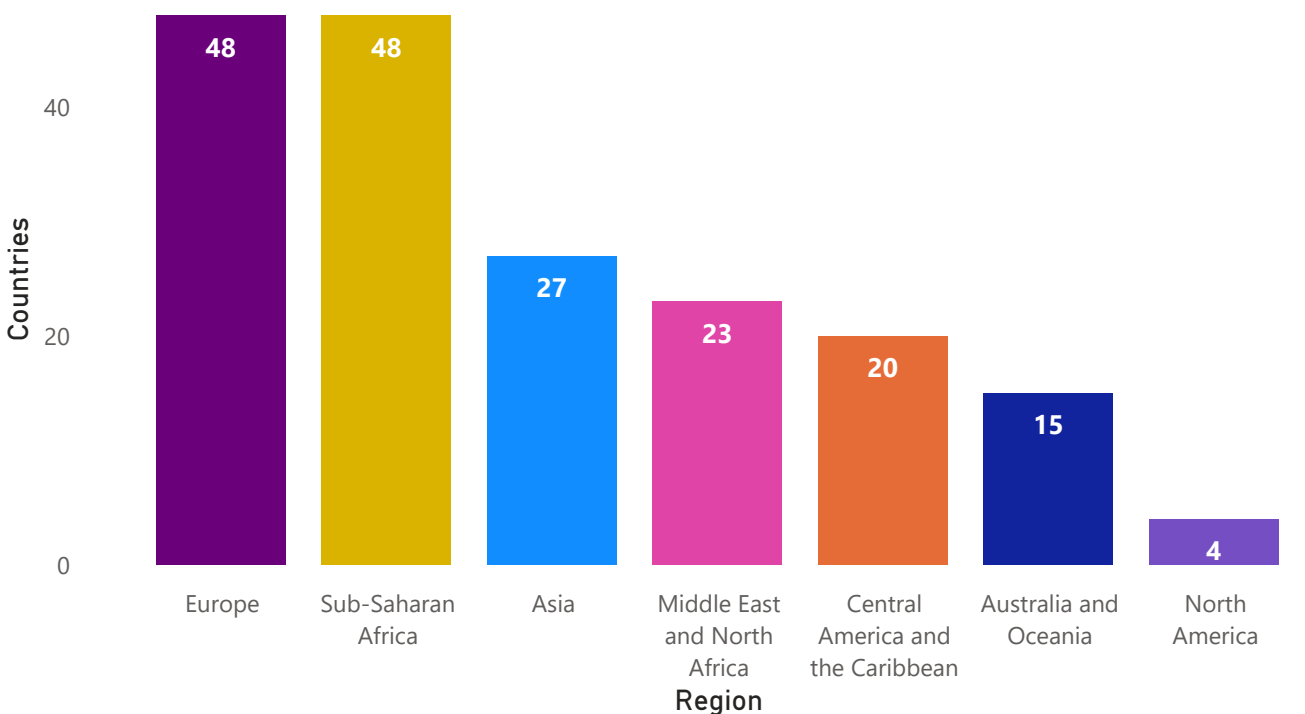
## Map

Region ● Asia ● Australia ... ● Central A... ● Europe ● Middle E... ● North A... ● Sub-Sah...



## No. of Countries by Region

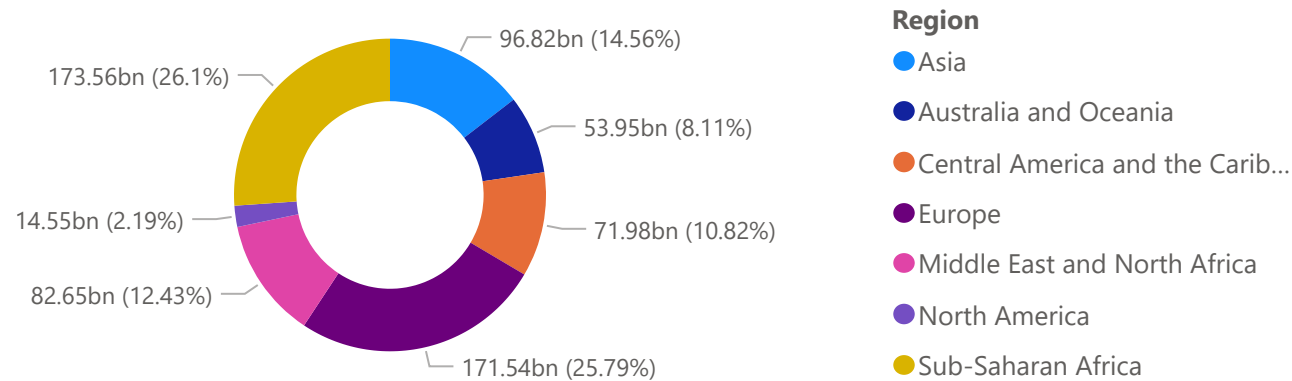
Region ● Europe ● Sub-Saharan Africa ● Asia ● Middle East a... ● Central A... ● Australia an... ● North Am...



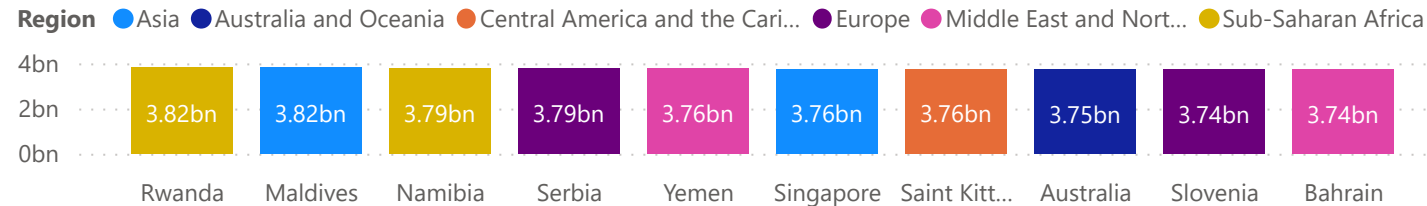
**INSIGHTS:** There are **185** countries representing **7** regions in the Riby dataset. **Sub-Saharan Africa** and **Europe** has the highest number of countries (48), followed by **Asia** (27), **Middle East and North Africa** (23), **Central America Caribbean**(20), **Australia and Oceania**(15) and **North America**(4). There are a total of **12 products** of which **2 bn** units have been sold. Total revenue and profit is **665bn** and **196bn** respectively.

# Revenue vs Profit

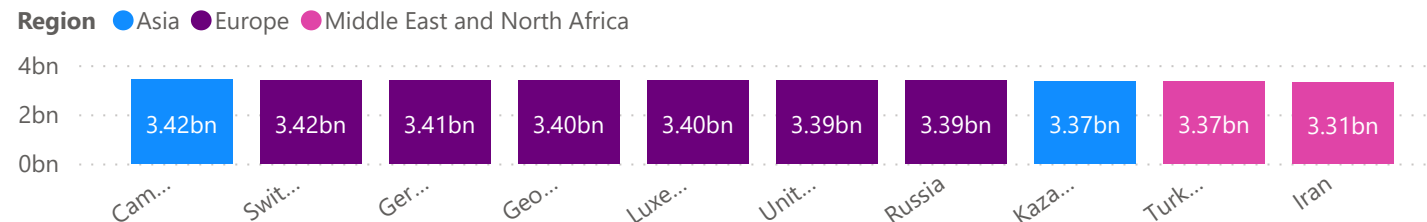
## Total Revenue by Region



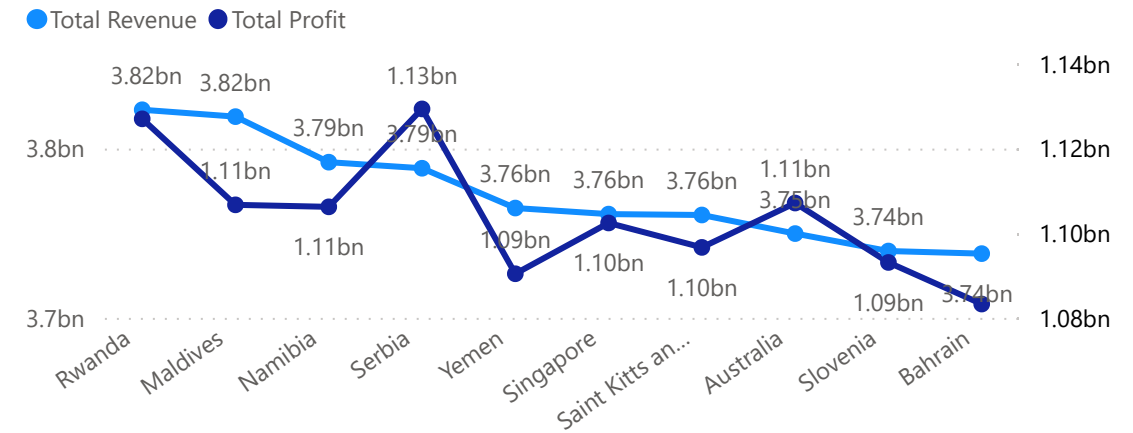
## Top 10 Countries by Revenue and Region



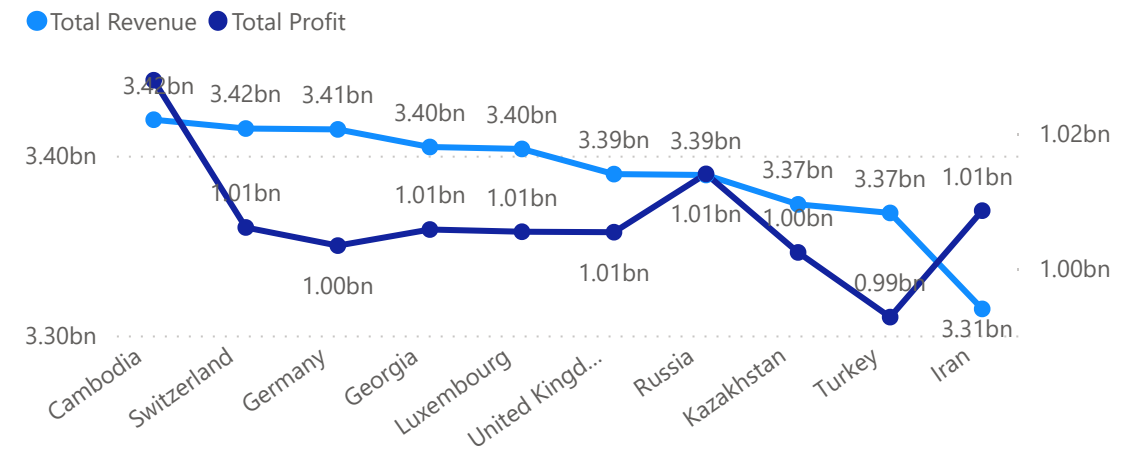
## Bottom 10 Countries by Revenue and Region



## Top 10 Countries by Revenue and Profit



## Bottom 10 Countries by Revenue and Profit

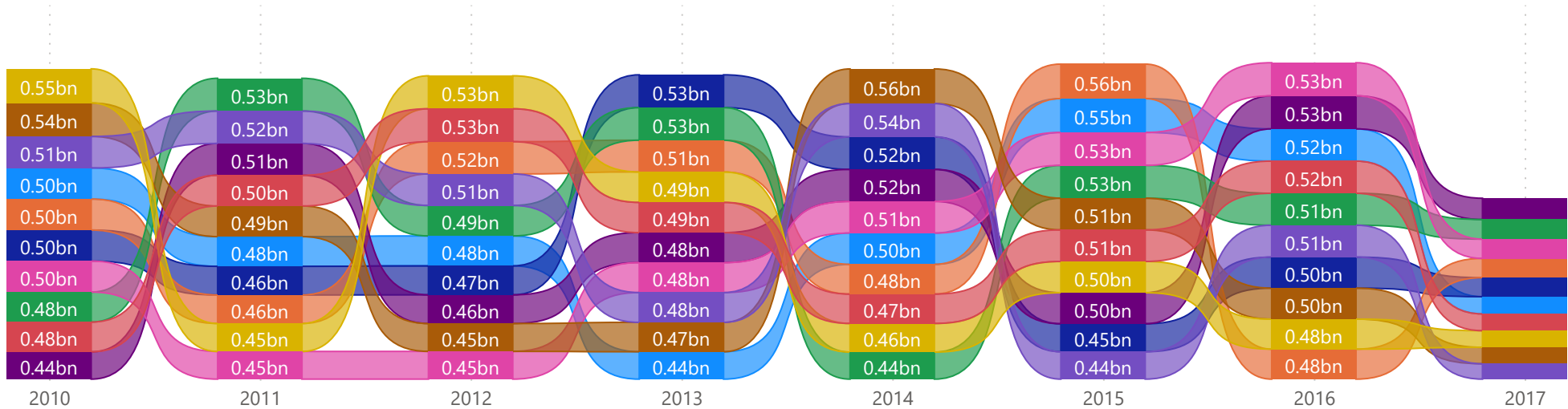


**INSIGHTS:** **Sub-Saharan Africa (173.56bn)** is the highest revenue generating region, followed by **Europe (171.54bn)** and **Asia (96.82bn)**. **Sub-Saharan Africa** and **Europe's** revenue represents more than half of the revenue of the total number of regions. The top 3 countries are **Rwanda, Maldives & Namibia**. No country from **North America** is represented in the top 10. The bottom 3 countries are **Cambodia, Switzerland** and **Germany**. Although Europe is the second revenue generating region, there are **6** European countries in the Bottom 10 countries list. No countries from the Sub-Saharan Africa, Australia & Oceania, Central America and the Caribbean and North America are represented in the bottom 10 countries. Comparing revenue and profit trends across the top and bottom 10 countries, **Serbia** turns out to be the most profitable country, followed by **Rwanda** and **Australia** among the Top 10 countries. For Bottom 10 countries, **Cambodia** is the most profitable and highest revenue generating country. It is however interesting to see that Iran is the second most profitable country if though it ranks the least in the Bottom 10 countries.

# Revenue & Profit Trend

Top 10 Revenue Generating Countries from 2010 - 2017

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

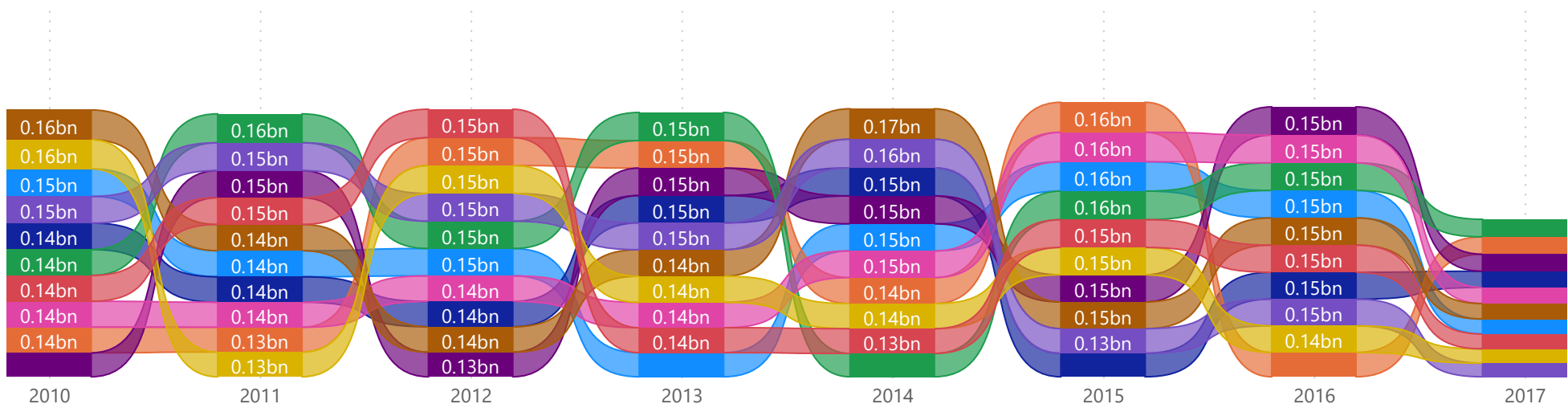


## INSIGHTS:

**Namibia** was the lowest revenue generating country of the Top 10 countries in **2010**. In **2017**, however, Namibia became the highest revenue generating country. In general, it appears that the **top 3** countries in 2010 are the **bottom 3** countries in 2017.

Top 10 Most Profitable Countries from 2010 - 2017

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

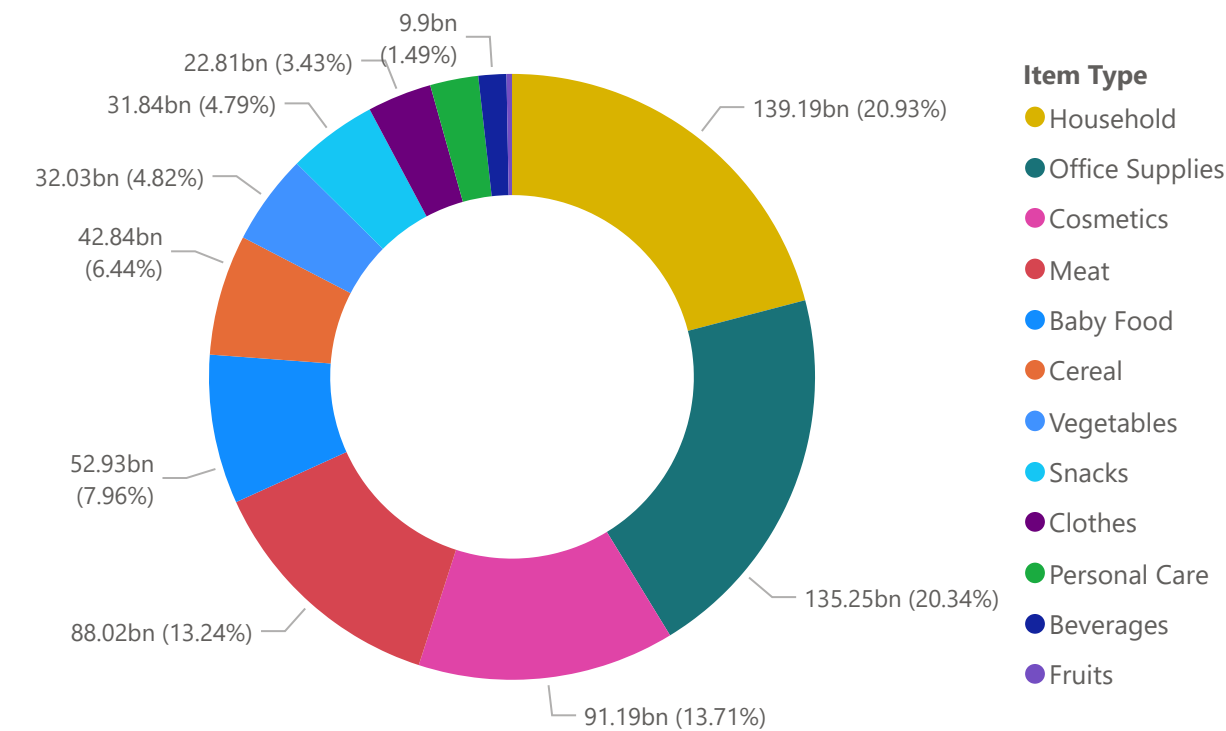


## INSIGHTS:

**Namibia**, once again, was the least profitable country in the top 10 profitable countries in 2010. However, it ends up in **top 3** profitable countries in 2017. **Rwanda, Maldives** and **Namibia** were in **bottom 5** countries in 2010. They were however, the top 3 countries in 2017.

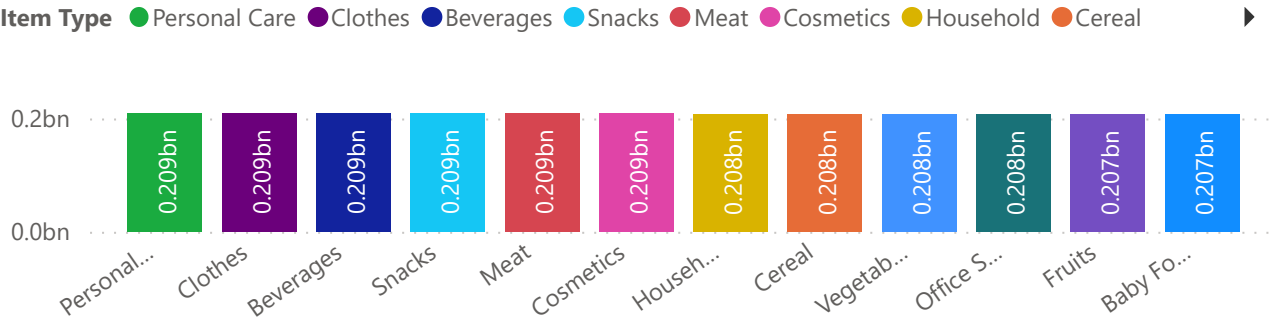
# Revenue vs Profit by Product

Total Revenue by Item Type

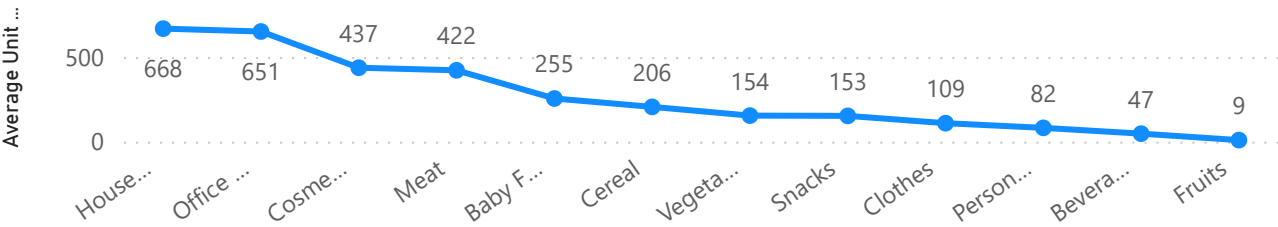


**INSIGHTS:**  
There are **12** products. **Household items, Office Supplies & Cosmetics** are the top revenue generating and most profitable items. Although **Personal Care, Clothes** and **Beverages** amassed more units sales, that did not translate to higher revenues and profits largely due to the average price of these item types. **Cosmetics** is the most profitable product type.

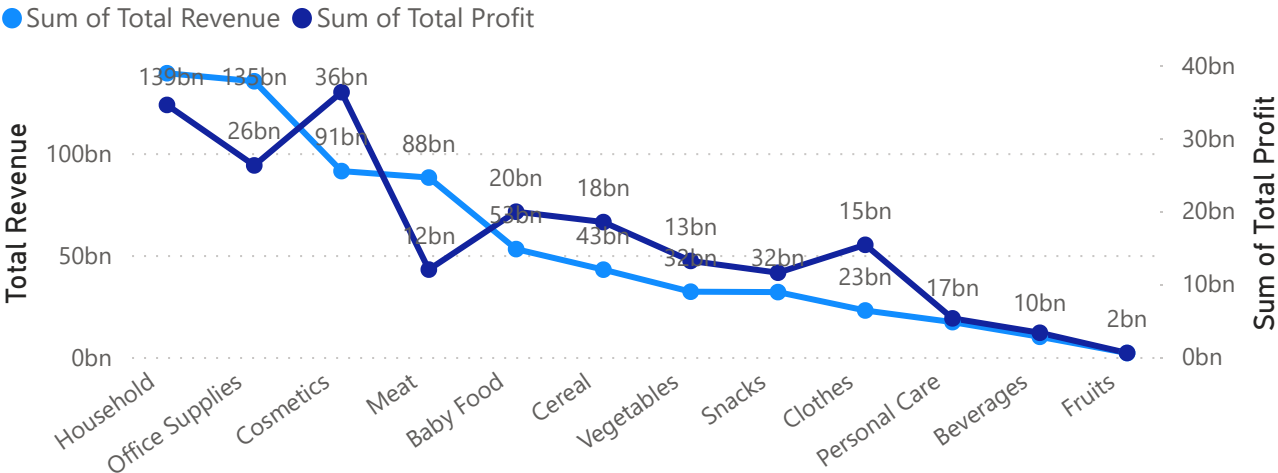
Units Sold by Item Type



Average Unit Price by Item Type



Total Revenue and Total Profit by Item Type



# Key Influencers and Recommendations

## Key influencers Top segments



What influences Total Revenue to  ?

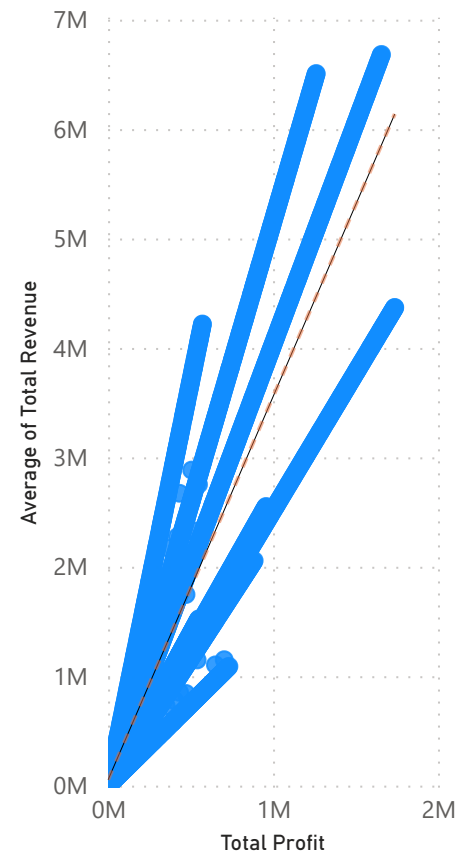
When...

...the average of Total Revenue increases by

Sum of Total Profit goes up  
383305.96

1.28M

← On average when Sum of Total Profit increases, Total Revenue also increases.



## Recommendations

- **Expansion:** Africa and Europe are the largest revenue generating and most profitable regions chiefly due to the number of countries both regions represent. I would recommend penetrating other countries in Asia, South America & the Caribbean and Australia & Oceania.
- **Improve Revenue Generation:** Comparing the two most profitable regions, Sub-Saharan Africa & Europe, it is observed that there are 5 European countries in the bottom 10 revenue generating countries. However, there are no Sub-Saharan Countries represented in the bottom 10 list. I would recommend assessing and revamping the sales department across 5 bottom countries by Revenue Generation in Europe.
- **Explore Outliers:** The more the revenue generated, the more profit earned. However, a couple of outlier countries did not follow the trend. For instance, Iran is the least revenue generating country but the profit generated is quite high. Serbia is the 4th revenue generating country but the most profitable out of all the countries. I would recommend exploring these outlier countries for insights.
- **Increase Average Unit Price:** Generally, the higher the average unit price, the higher the profit earned. Three of the least profitable products are the highest selling products but the average prices for these products are low. My recommendation will be to increase the average price for these product types.