

ANALYSIS REPORT PRESENTATION

CREATED BY

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A person wearing a white dress shirt is shown from the chest down, with their arms slightly outstretched. The background of the person's torso is a high-angle, panoramic view of a city skyline, featuring numerous skyscrapers and buildings, including the Empire State Building. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall image has a professional and modern feel.

Program Schedule

01 Executive Summary

- Abstract
- About the company
- Problem Statement
- Solution

02 Key Findings

- A B C Stationery Data Sets
- Report Overview
- Performance Drivers
- Prescriptive Analysis

03 Recommendations

04 Conclusion

ABSTRACT

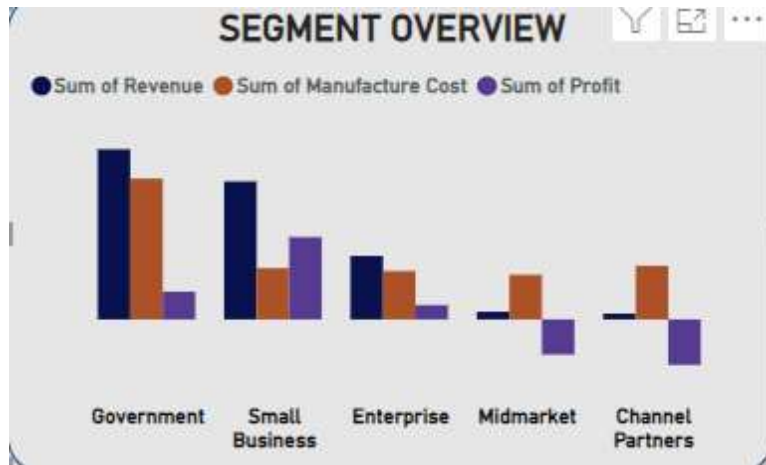


- ✓ A B C Stationery is a company that deal on the buying and selling of stationeries across the western region of Nigeria. It is divided into 5 segments in each state.
- ✓ The company has noticed a decline in profit trend and has requested the Data Analysis Team to look at the company's performance as at year 2013 and 2014.
- ✓ After thorough research and creation of visuals by the analysis team using the data sets given by the company, we noted down major key findings that can make or mar the company in the future.
- ✓ We came to a conclusion that A B C Stationary keeps investing in segments that are not producing profits like the Midmarket and Channel Partners across all states.
- ✓ Products like Notepads, Markers and Staplers are not also worth the amount used as the manufacturing cost because there are no sales made or profit gained.
- ✓ Products like Biro, A4 Paper and Pencil are the key drivers of performance for A B C Stationary. They produce at low cost, make good number of sales and even after payment of tax, have an economically viable result.
- ✓ With these points, we recommend that A B C Stationary should continue in the production of Biro, A4 Paper and Pencil, but suspend the production of Markers, Notepads and Staplers indefinitely.

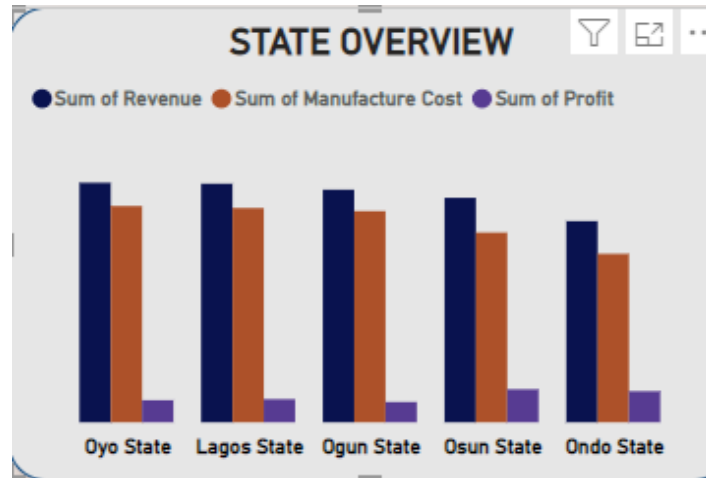
A B C STATIONARY DATA SET

Units Sold ▾	Manufacturing Price ▾	Sale Price ▾	Date ▾	Discount Rate ▾	Gross Salezs ▾	Discount ▾	Revenue ▾	Manufacture Cost ▾	Profit Before Tax ▾	Tax ▾	Profit ▾	Sales Proportion ▾
1513	₦3	₦350	Monday, December 1, 2014	0	₦529,550.00	₦0.00	₦529,550.00	₦4,539.00	₦525,011.00	₦26,250.55	₦498,760.45	300
1006	₦10	₦350	Sunday, June 1, 2014	0	₦352,100.00	₦0.00	₦352,100.00	₦10,060.00	₦342,040.00	₦17,102.00	₦324,938.00	1000
1725	₦10	₦350	Friday, November 1, 2013	0	₦603,750.00	₦0.00	₦603,750.00	₦17,250.00	₦586,500.00	₦29,325.00	₦557,175.00	1000
1513	₦10	₦350	Monday, December 1, 2014	0	₦529,550.00	₦0.00	₦529,550.00	₦15,130.00	₦514,420.00	₦25,721.00	₦488,699.00	1000
1006	₦120	₦350	Sunday, June 1, 2014	0	₦352,100.00	₦0.00	₦352,100.00	₦120,720.00	₦231,380.00	₦11,569.00	₦219,811.00	12000
1527	₦250	₦350	Sunday, September 1, 2013	0	₦534,450.00	₦0.00	₦534,450.00	₦381,750.00	₦152,700.00	₦7,635.00	₦145,065.00	25000
2750	₦260	₦350	Saturday, February 1, 2014	0	₦962,500.00	₦0.00	₦962,500.00	₦715,000.00	₦247,500.00	₦12,375.00	₦235,125.00	26000
1210	₦3	₦350	Saturday, March 1, 2014	0.01	₦423,500.00	₦4,235.00	₦419,265.00	₦3,630.00	₦415,635.00	₦20,781.75	₦394,853.25	300
1397	₦3	₦350	Wednesday, October 1, 2014	0.01	₦488,950.00	₦4,889.50	₦484,060.50	₦4,191.00	₦479,869.50	₦23,993.48	₦455,876.03	300
2155	₦3	₦350	Monday, December 1, 2014	0.01	₦754,250.00	₦7,542.50	₦746,707.50	₦6,465.00	₦740,242.50	₦37,012.13	₦703,230.38	300
2155	₦10	₦350	Monday, December 1, 2014	0.01	₦754,250.00	₦7,542.50	₦746,707.50	₦21,550.00	₦725,157.50	₦36,257.88	₦688,899.63	1000
943.5	₦250	₦350	Tuesday, April 1, 2014	0.01	₦330,225.00	₦3,302.25	₦326,922.75	₦235,875.00	₦91,047.75	₦4,552.39	₦86,495.36	25000
1397	₦250	₦350	Wednesday, October 1, 2014	0.01	₦488,950.00	₦4,889.50	₦484,060.50	₦349,250.00	₦134,810.50	₦6,740.53	₦128,069.98	25000
2852	₦3	₦350	Monday, December 1, 2014	0.01	₦998,200.00	₦9,982.00	₦988,218.00	₦8,556.00	₦979,662.00	₦48,983.10	₦930,678.90	300
2852	₦10	₦350	Monday, December 1, 2014	0.01	₦998,200.00	₦9,982.00	₦988,218.00	₦28,520.00	₦959,698.00	₦47,984.90	₦911,713.10	1000
2966	₦120	₦350	Tuesday, October 1, 2013	0.01	₦1,038,100.00	₦10,381.00	₦1,027,719.00	₦355,920.00	₦671,799.00	₦33,589.95	₦638,209.05	12000
2877	₦120	₦350	Wednesday, October 1, 2014	0.01	₦1,006,950.00	₦10,069.50	₦996,880.50	₦345,240.00	₦651,640.50	₦32,582.03	₦619,058.48	12000
2877	₦250	₦350	Wednesday, October 1, 2014	0.01	₦1,006,950.00	₦10,069.50	₦996,880.50	₦719,250.00	₦277,630.50	₦13,881.53	₦263,748.98	25000
266	₦250	₦350	Sunday, December 1, 2013	0.01	₦93,100.00	₦931.00	₦92,169.00	₦66,500.00	₦25,669.00	₦1,283.45	₦24,385.55	25000
1940	₦250	₦350	Sunday, December 1, 2013	0.01	₦679,000.00	₦6,790.00	₦672,210.00	₦485,000.00	₦187,210.00	₦9,360.50	₦177,849.50	25000
2966	₦260	₦350	Tuesday, October 1, 2013	0.01	₦1,038,100.00	₦10,381.00	₦1,027,719.00	₦771,160.00	₦256,559.00	₦12,827.95	₦243,731.05	26000
1797	₦5	₦350	Sunday, September 1, 2013	0.01	₦628,950.00	₦6,289.50	₦622,660.50	₦8,985.00	₦613,675.50	₦30,683.78	₦582,991.73	500
1642	₦250	₦350	Friday, August 1, 2014	0.01	₦574,700.00	₦5,747.00	₦568,953.00	₦410,500.00	₦158,453.00	₦7,922.65	₦150,530.35	25000
274	₦3	₦350	Monday, December 1, 2014	0.01	₦95,900.00	₦959.00	₦94,941.00	₦822.00	₦94,119.00	₦4,705.95	₦89,413.05	300
3450	₦10	₦350	Tuesday, July 1, 2014	0.01	₦1,207,500.00	₦12,075.00	₦1,195,425.00	₦34,500.00	₦1,160,925.00	₦58,046.25	₦1,102,878.75	1000
274	₦10	₦350	Monday, December 1, 2014	0.01	₦95,900.00	₦959.00	₦94,941.00	₦2,740.00	₦92,201.00	₦4,610.05	₦87,590.95	1000
2177	₦120	₦350	Wednesday, October 1, 2014	0.01	₦761,950.00	₦7,619.50	₦754,330.50	₦261,240.00	₦493,090.50	₦24,654.53	₦468,435.98	12000
349	₦250	₦350	Sunday, September 1, 2013	0.01	₦122,150.00	₦1,221.50	₦120,928.50	₦87,250.00	₦33,678.50	₦1,683.93	₦31,994.58	25000

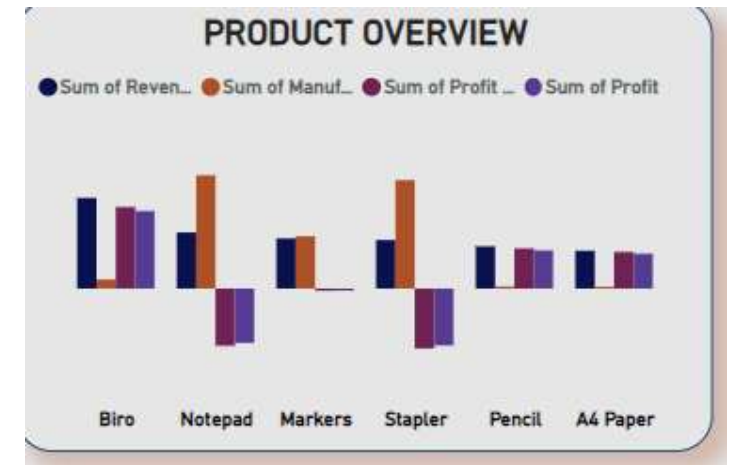
REPORT OVERVIEW



- ❖ Midmarket and Channel Partners made huge losses.
- ❖ Small Business made the highest amount of profit

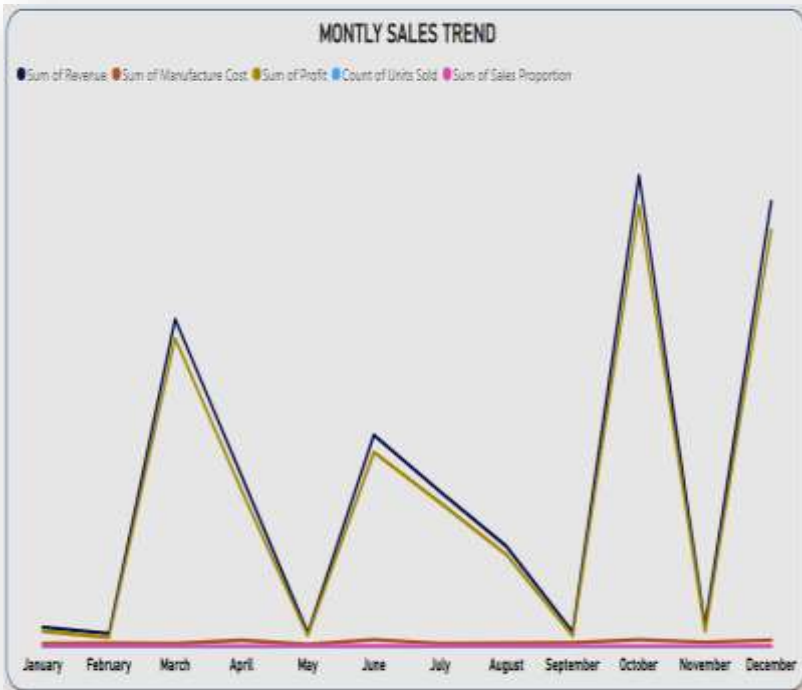


- ❖ Based on the state, high revenue was made from units sold.
- ❖ Less profit made.



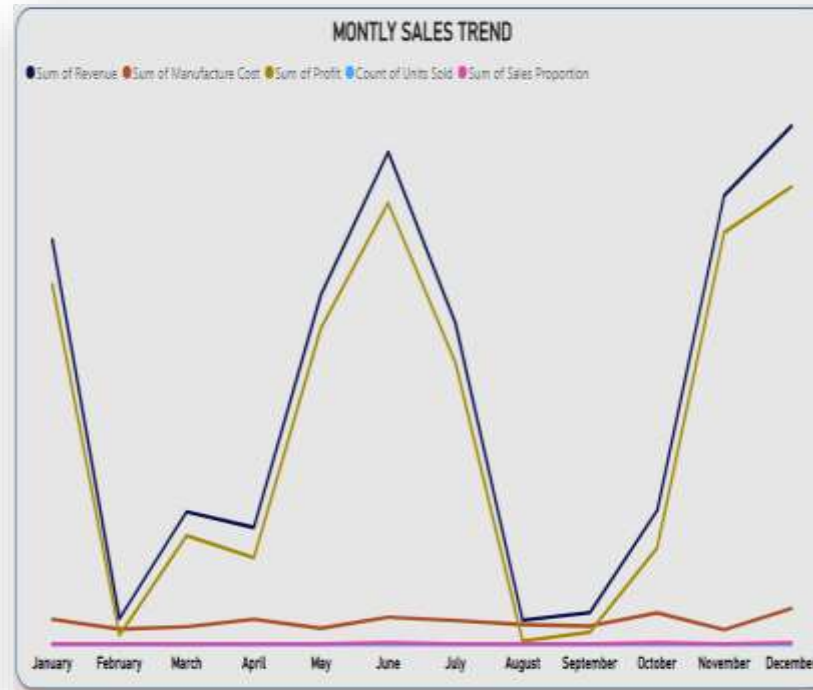
- ❖ The production of Staplers and Notepads should be suspended because of the losses made.
- ❖ The manufacturing costs of these products are high.

A4 PAPER



- A growth for the last quarter of the year for all parameters.
- A B C Stationery experienced their highest Sales Proportion and highest Number of Sales in June and December.
- Highest profit was made in October.
- Made its major loss in moth February.

BIRO



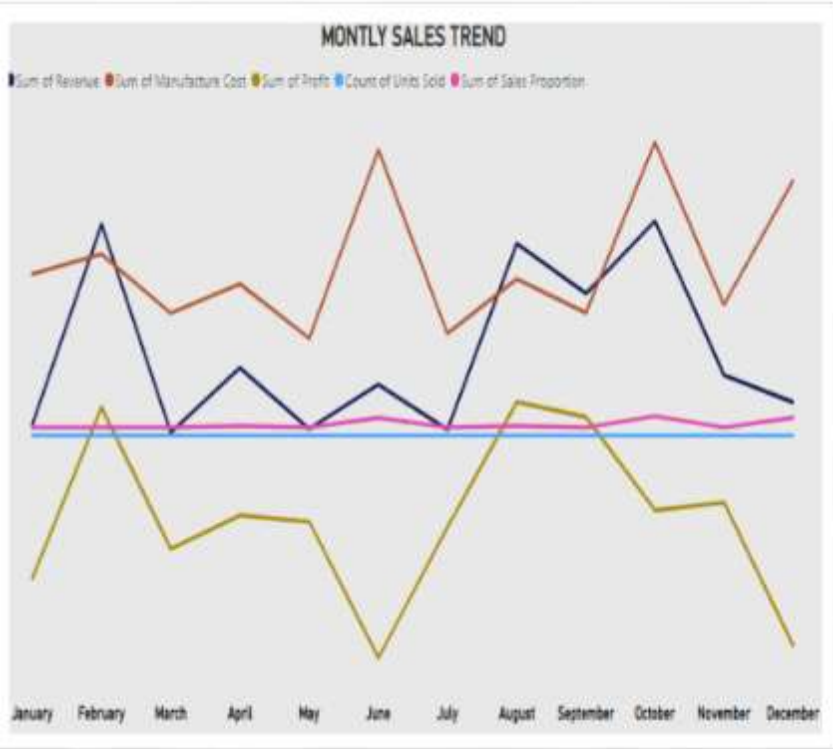
- A growth for the last quarter of the year for all parameters.
- A B C Stationery experienced their highest Sales Proportion and highest Number of Sales in June and December.
- Highest profit was made in December.
- Made its major loss in moth August.

MARKERS



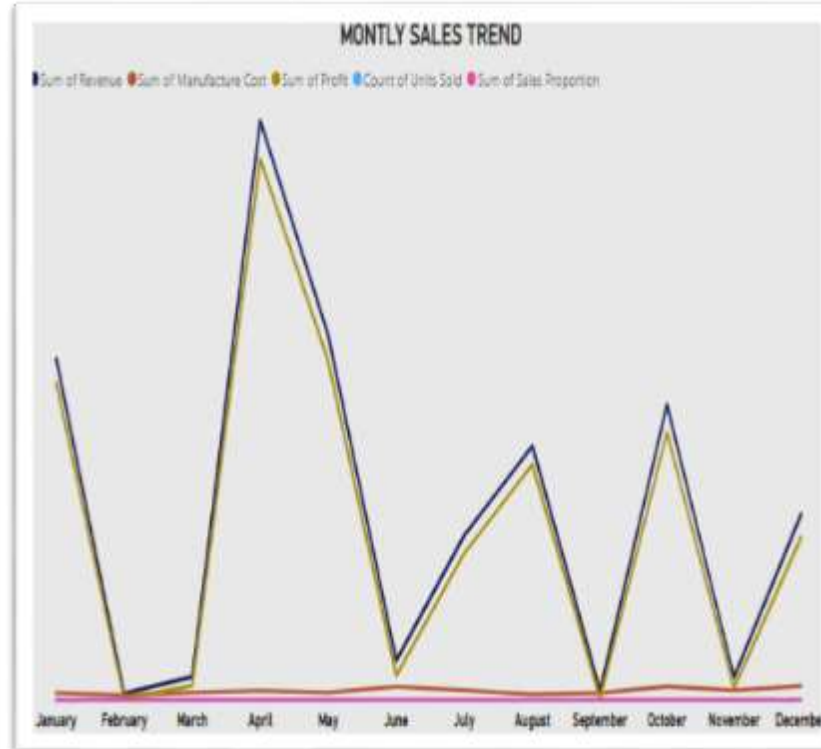
- There was a major decline for all parameters for markers in the year 2014.
- A B C Stationery invested so much in this product but got no returns.
- They got profit for both July and October, but made their highest in July.
- Mostly losses made.

NOTEPADS



- There was a major decline for all parameters for Notepads in the year 2014.
- A B C Stationery invested so much in this product but got no returns.
- They made profit in August
- Mostly losses made.

PENCILS



- A growth for the first quarter of the year for all parameters.
- A B C Stationery experienced their highest Sales Proportion and highest Number of Sales in June and December.
- Highest profit was made in April.
- Made its lowest profit in February.

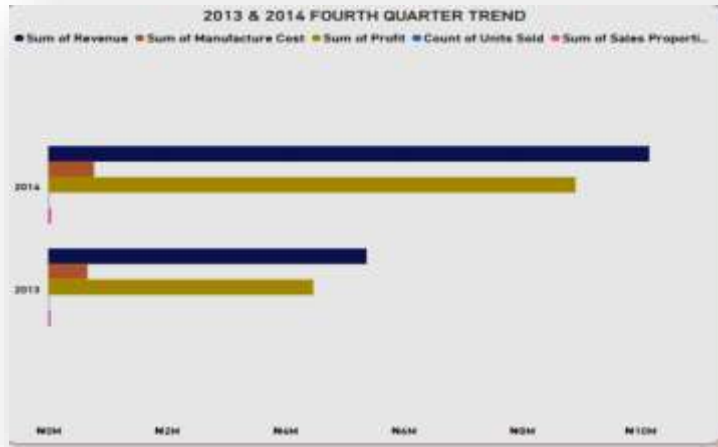
STAPLERS



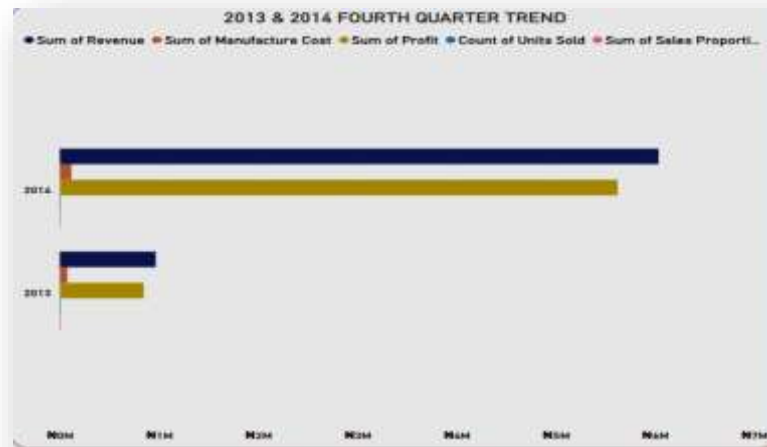
- There was a major decline for all parameters for Stapler in the year 2014.
- A B C Stationery invested so much in this product but got no returns.
- They made profit in September
- Mostly losses made.

➤ KEY PERFORMANCE DRIVERS FOR A B C STATIONARY (QUARTER 4)

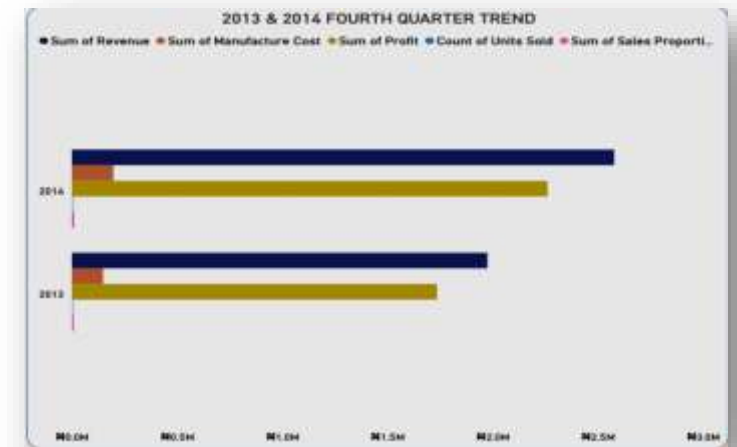
BIRO



A4 PAPER

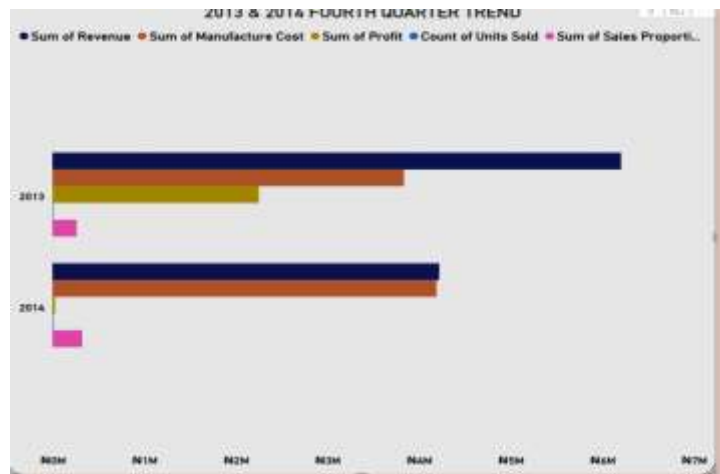


PENCIL

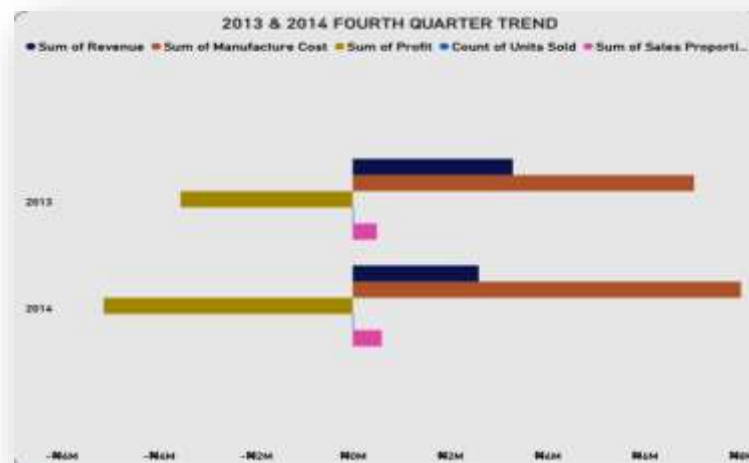


➤ POOR PERFORMANCE DRIVERS FOR A B C STATIONARY (QUARTER 4)

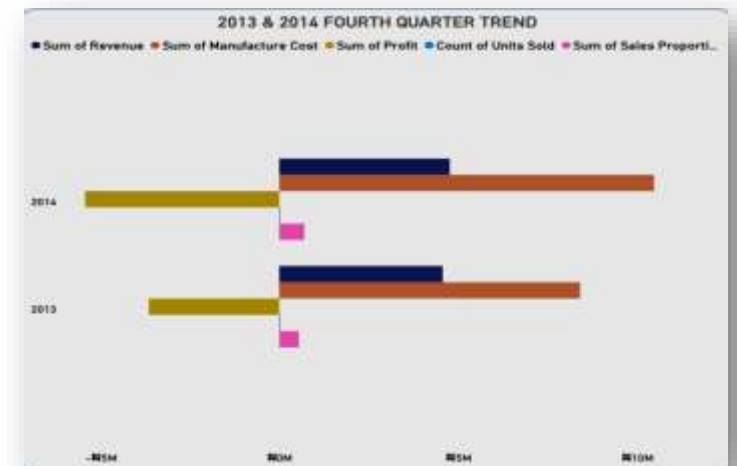
MARKERS



STAPLER

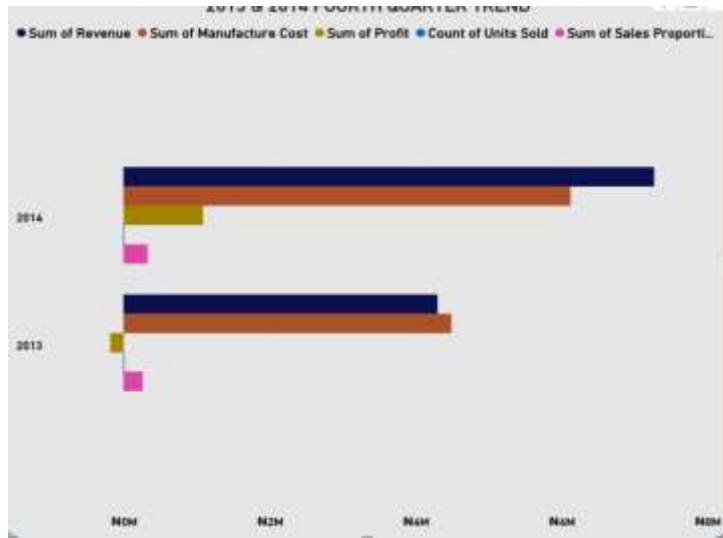


NOTEPADS

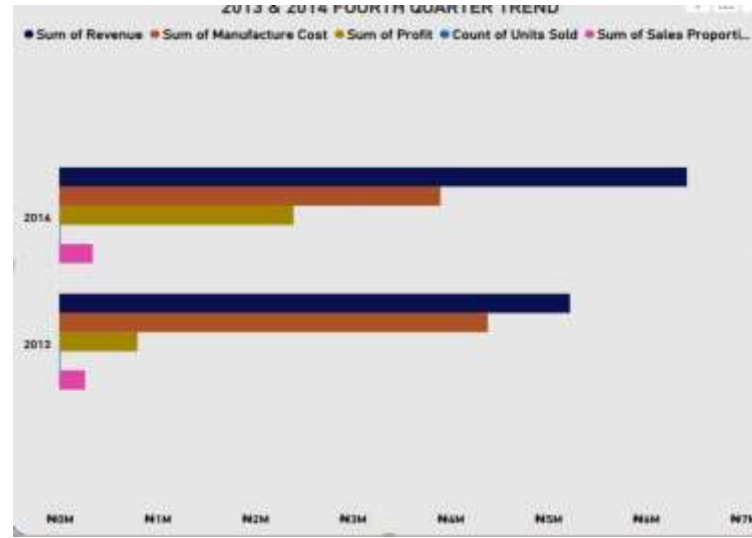


➤ COMPARING 2013 & 2014, (QUARTER 4), BASED ON STATE

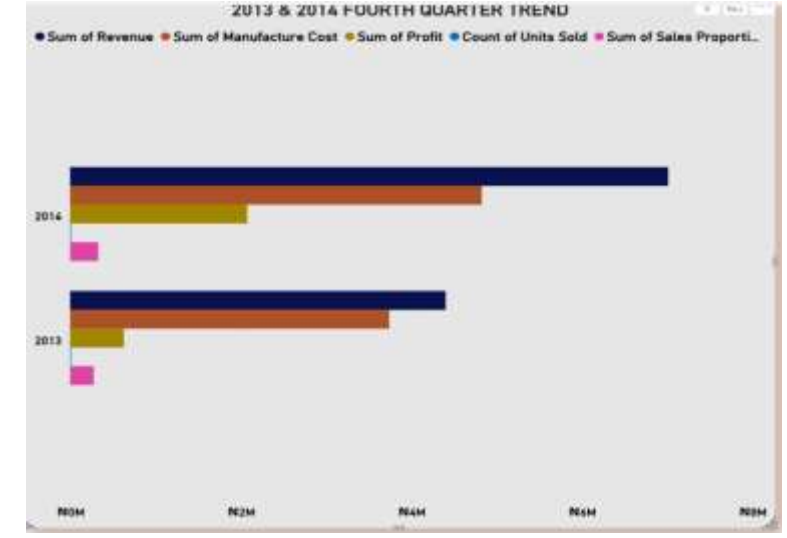
LAGOS



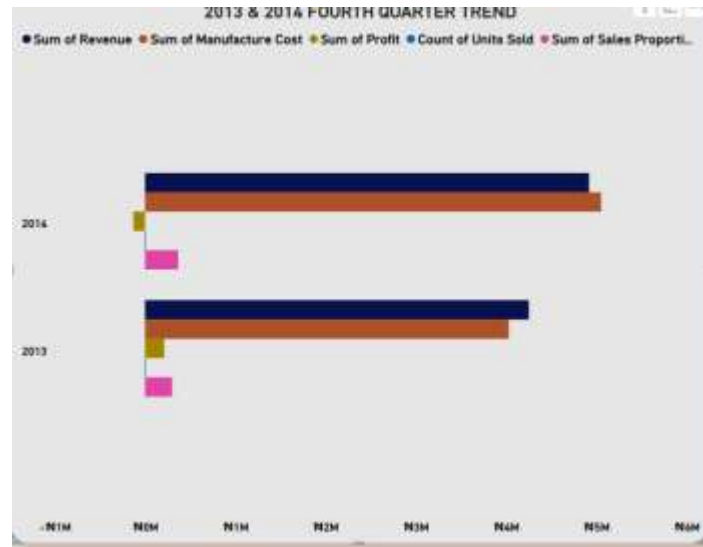
OSUN



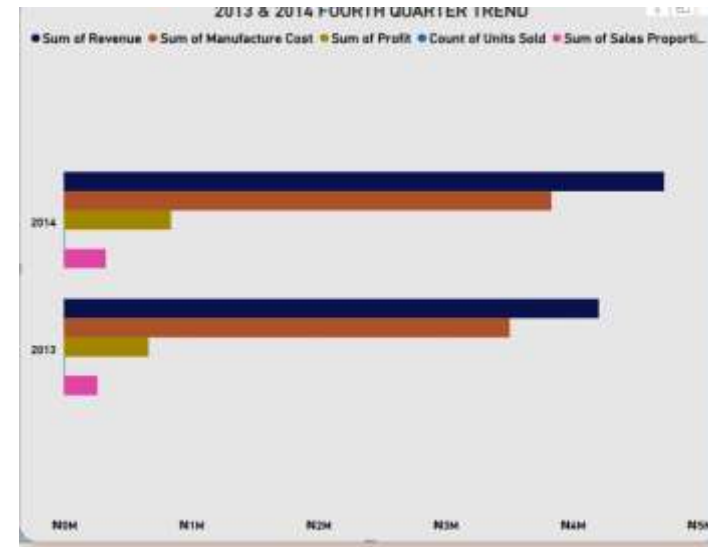
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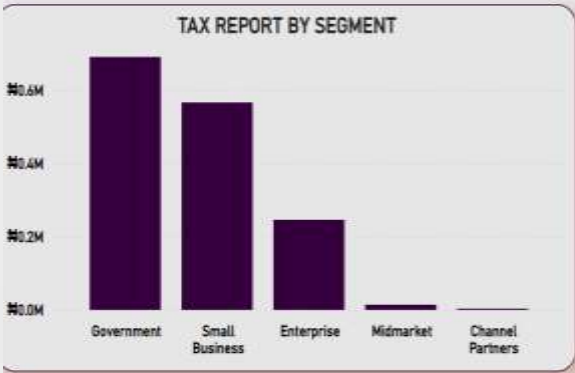
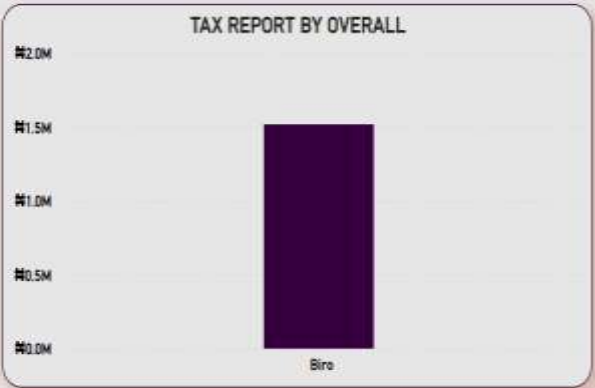
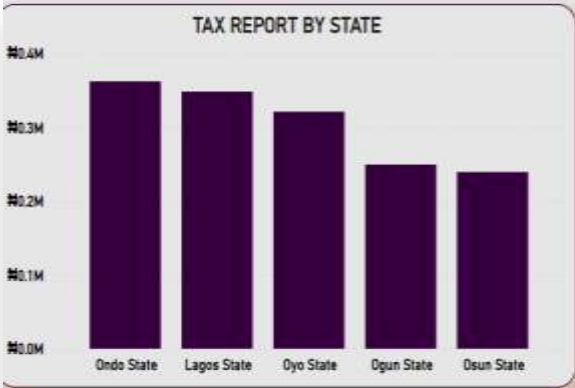
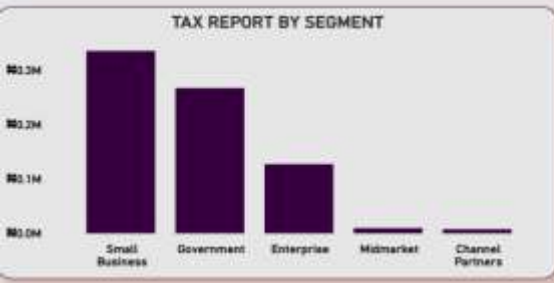
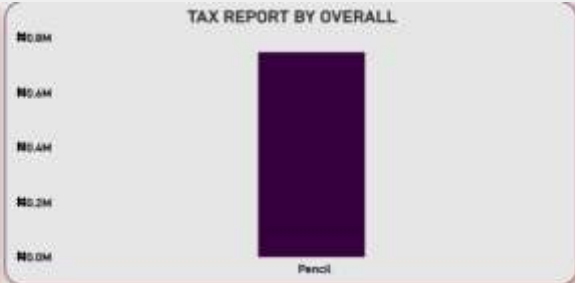
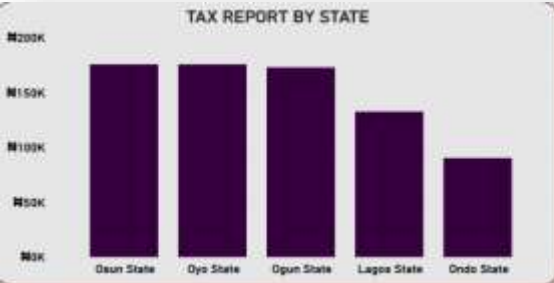
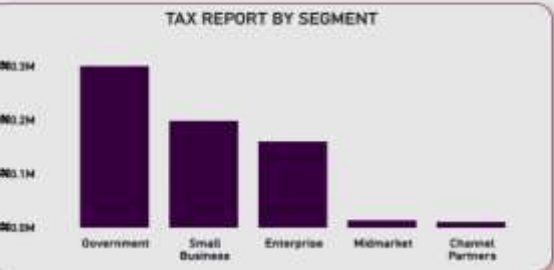
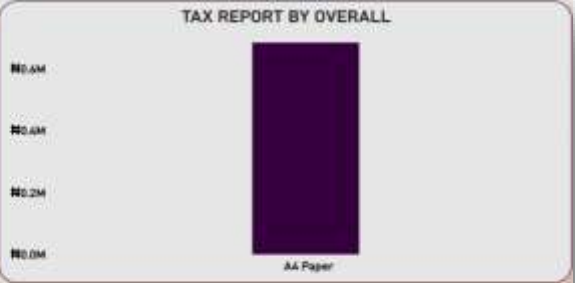
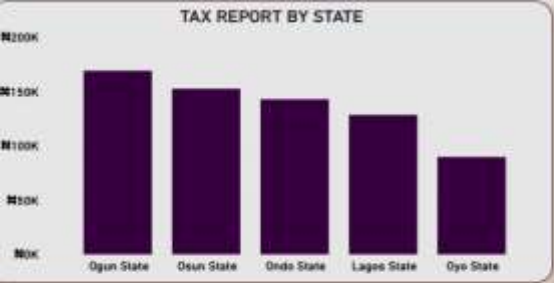


OYO



ONDO





THE PRODUCT FOR HIGHEST
TAX PAYMENT IS BIRO.

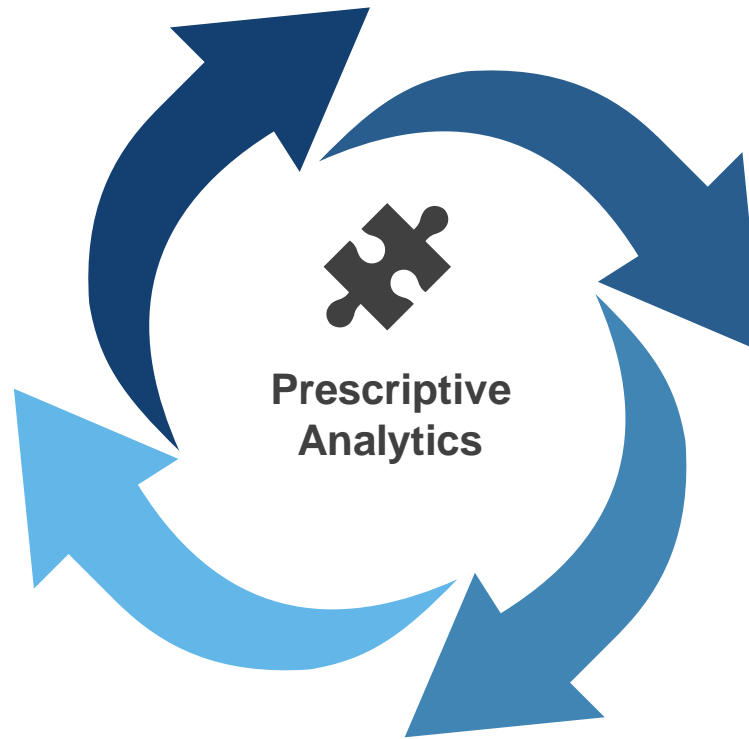
RECOMMENDATIONS

INSPECTION FOR FRAUD

An audit on all sections in the company for the inspection of any fraudulent activity should be carried out in the respective departments.

INCREASE IN SELLING PRICE

We also recommend that there should be a slight increase in the selling price of products because it looks like the economy is affecting their output negatively.



PERFORMANCE DRIVERS

Based on our Descriptive and Diagnostic Analysis of this business, we recommend that A B C Stationary company should continue in the production of Biro, A4 Paper and Pencil because it will make and not mar the company by maximizing profit.

AUDIT ON FINANCIAL RECORDS

An Audit on all their financial records with regards to the products and segments in view should take place due to the fact that there is a rampant occurrence of the manufacturing cost either higher or the same with the revenue gotten.

CONCLUSION

A B C Stationary did not make much profit from product sales because their manufacturing cost is almost the same with the total revenue gotten.

The Data Analysis Team has given an insightful analysis on how to boost the economy of A B C Stationary which should be reviewed with immediate effect.

The production of Staplers, Markers and Notepads should be suspended indefinitely.

A market research or survey should be conducted by A B C Stationary to get feedback from their end users on how to improve their products.





THANK YOU