

Total Sales

10.89M

Total Quantity Sold

691K

Total Invoices

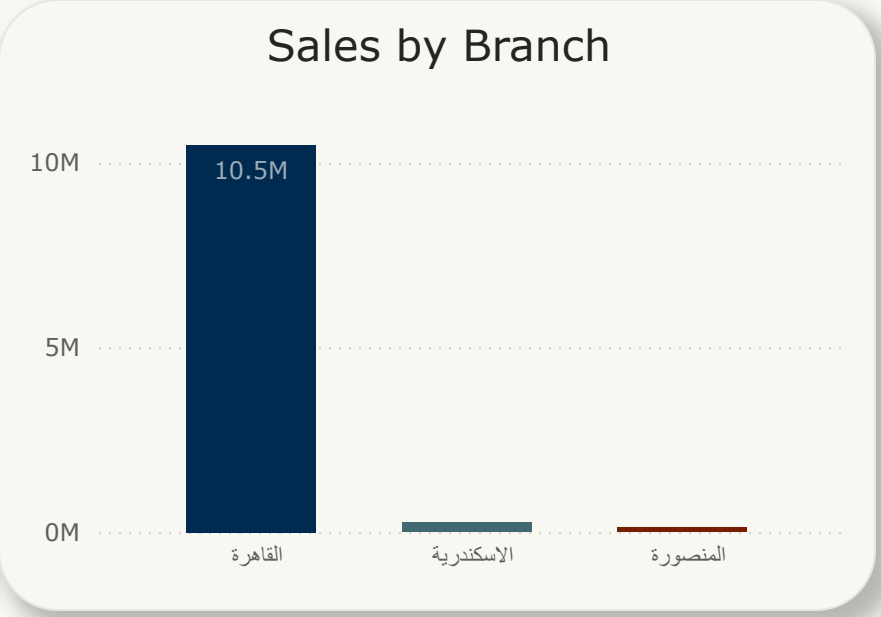
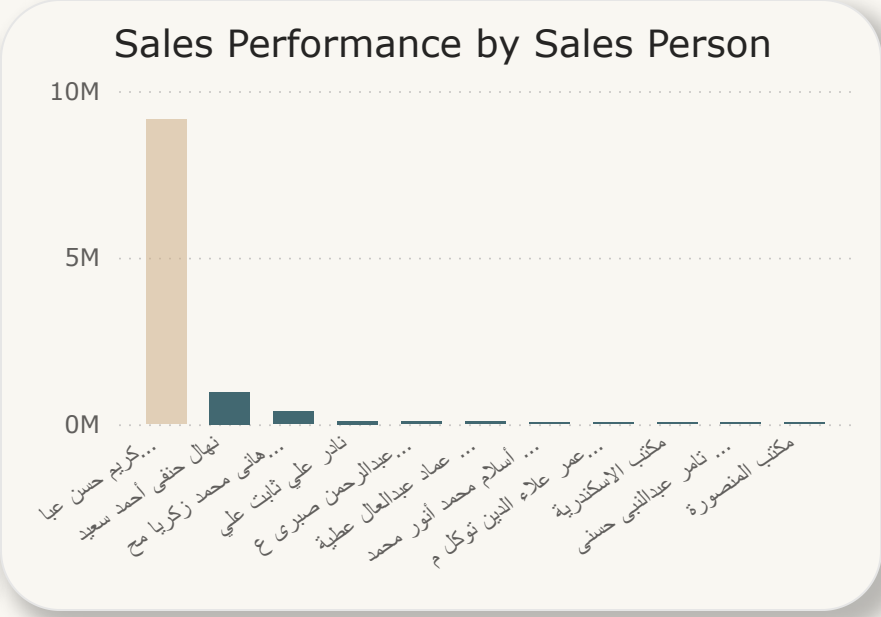
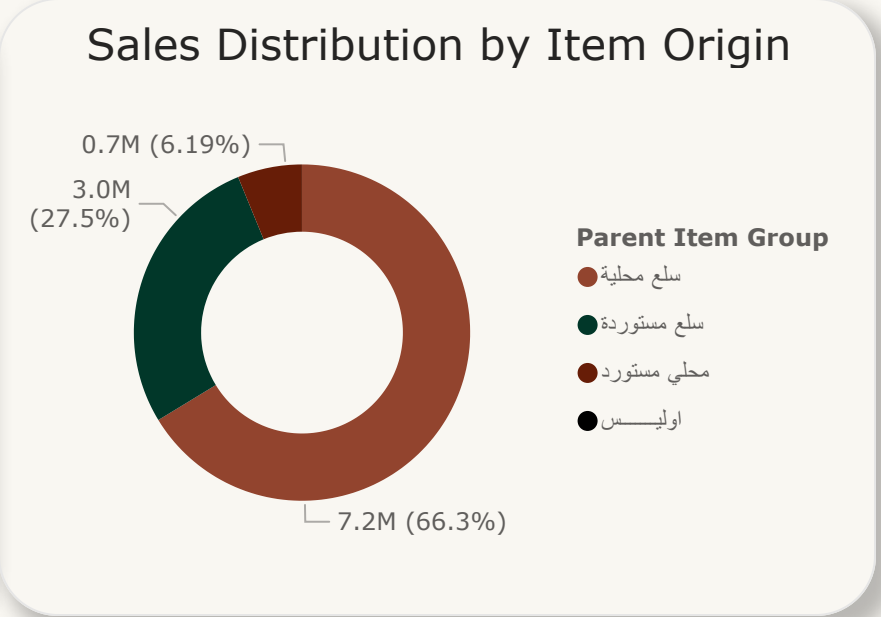
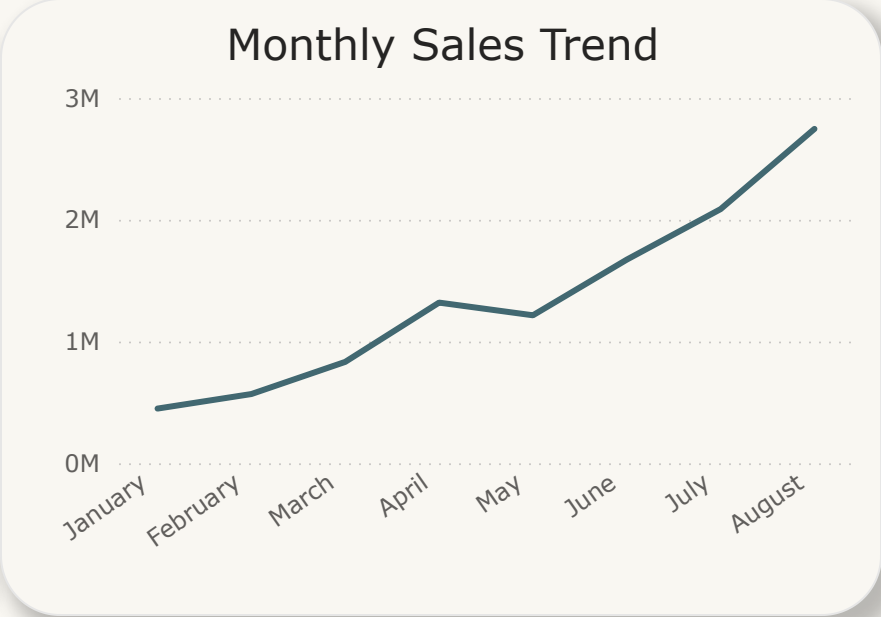
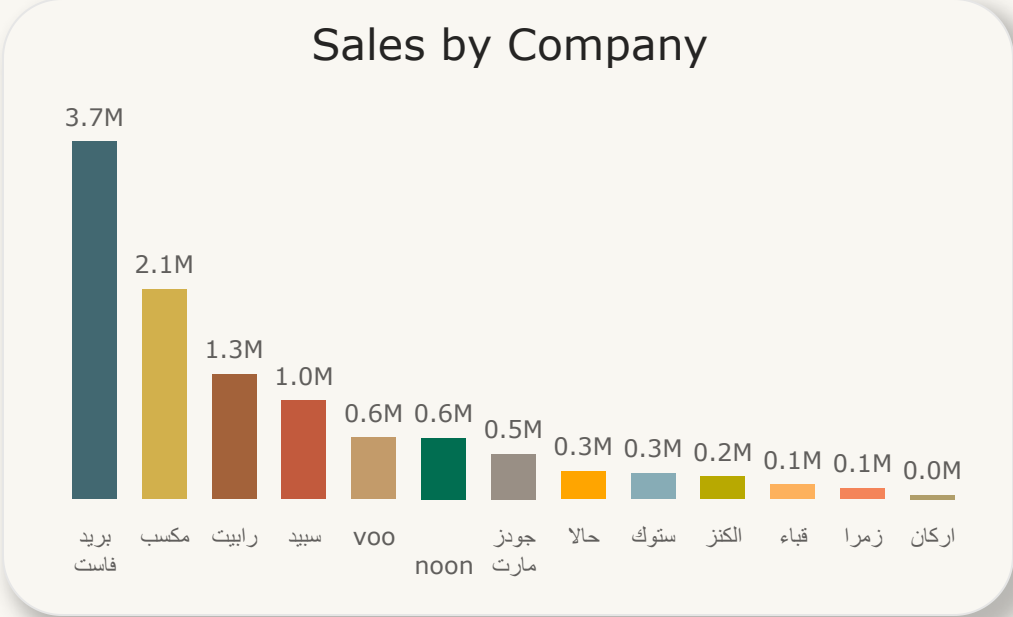
416

Avg. Invoice Value

26.18K

Unique Customers

13



Insights & Recommendation

Insights:

1. Total Sales reached 10.89M from 691K units and 416 invoices only.
2. Only 13 customers are generating all sales - high concentration.
3. Top companies by revenue are Bread Fast, Maksab, and Rabbit.
4. Top-selling item groups include Mix Tender, Class A, and Santé, among others.
5. 66.3% of sales come from local products - strong local dependency.
6. Cairo branch alone achieved 10.5M, other branches underperforming.
7. Only 1 salesperson is responsible for the majority of sales out of 11.
8. Strong upward trend in monthly sales from January to August.

Recommendations:

- Expand the customer base to reduce overdependence.
- Support low-performing branches like Mansoura and Fayoum.
- Train and empower sales team to balance performance.
- Analyze local vs imported item profitability.
- Leverage monthly growth for seasonal offers or expansion.