



Executive Summary

Overview of the Bundle Subscriptions, Transactions and Sales with insights and metrics.

Total Subscription LY: 12K
20,935 ▲ 76.9%

Total Sales LY: 129.48M
\$228.44M ▲ 76.4%

Paid Pending Failed
\$195.0M \$22.6M \$10.8M

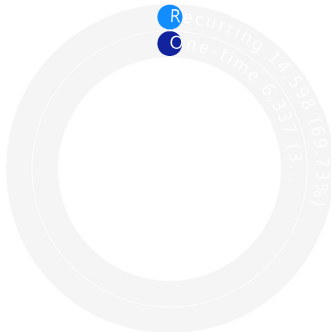
Subscribers Issue Tickets
1,200 1,800

Bundle Performance

Bundle	Category	Transactions	Subscriptions	Total Sales
Bundle J	Wellness	2,232	3,088	\$33,981,822.4
Bundle I	Wellness	2,114	2,949	\$32,104,604.7
Bundle H	Essentials	1,886	2,592	\$27,966,490.2
Bundle G	Snacks	1,805	2,542	\$27,740,055.3
Bundle F	Essentials	1,562	2,201	\$24,019,359.7
Bundle E	Wellness	1,456	2,031	\$21,823,072.5
Bundle D	Essentials	1,260	1,773	\$19,466,752.4
Bundle C	Tech	1,058	1,477	\$16,430,093.2
Bundle B	Snacks	889	1,238	\$13,474,536.4
Bundle A	Snacks	738	1,044	\$11,433,322.2
Total		15,000	20,935	\$228,440,108.8

Subscription Type

● Recurring ● One-time



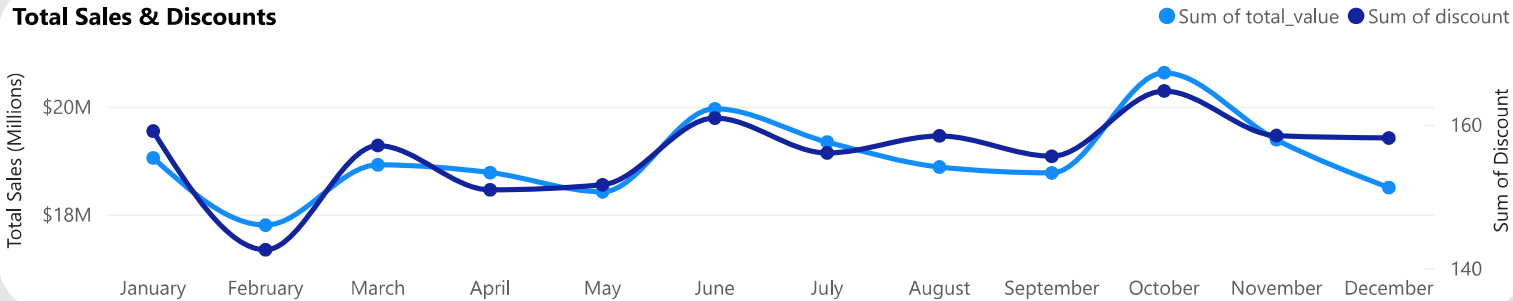
Support Tickets

Issue Type	Escalated	Pending	Resolved	Total
Product Quality	47	94	319	460
Late Delivery	44	93	322	459
Other	40	85	317	442
Billing Issue	43	91	305	439
Total	174	363	1,263	1,800

% Sales of Bundles Categories and Tiers

category	Gold	Platinum	Silver	Total
Tech	2.2%	0.6%	4.4%	7.2%
Snacks	7.4%	2.2%	13.4%	23.0%
Essentials	9.7%	2.9%	18.7%	31.3%
Wellness	12.2%	3.5%	22.7%	38.5%
Total	31.5%	9.3%	59.2%	100.0%

Total Sales & Discounts



Bundle Performance

Bundle Subscriptions, Transactions and Sales insights and metrics.

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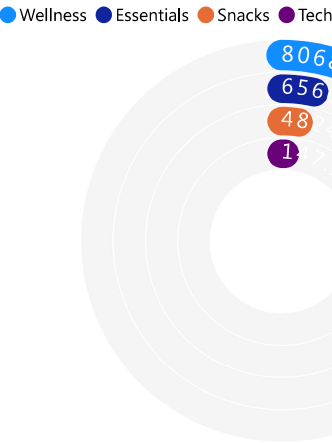
Avg Bundle Qty
1.40

Avg Bundle Sales
\$15.26K

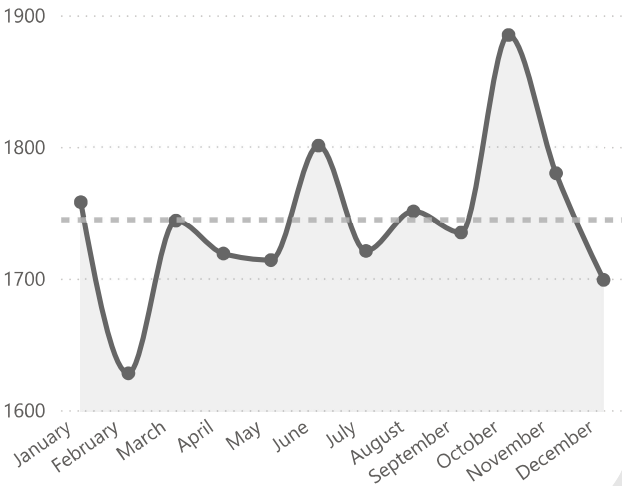
Bundle & City Performance

Bundle	Abuja	Enugu	Ibadan	Kano	Lagos	Port Harcourt
Bundle A	16.50%	17.73%	14.86%	17.87%	14.22%	18.82%
Bundle B	15.65%	17.34%	15.02%	16.55%	16.31%	19.13%
Bundle C	16.40%	19.11%	14.16%	16.27%	16.87%	17.19%
Bundle D	14.26%	15.78%	17.24%	16.88%	16.66%	19.18%
Bundle E	13.31%	20.46%	16.89%	14.51%	16.54%	18.30%
Bundle F	12.29%	18.85%	15.86%	17.36%	14.56%	21.09%
Bundle G	13.45%	16.39%	17.67%	15.06%	18.00%	19.43%
Bundle H	15.51%	17.59%	16.34%	17.11%	15.38%	18.06%
Bundle I	14.09%	16.85%	16.38%	16.53%	17.20%	18.96%
Bundle J	14.22%	18.12%	17.54%	16.26%	16.96%	16.90%
Total	14.33%	17.77%	16.46%	16.35%	16.43%	18.66%

Subscription by Category



Bundle Subscription by Month



Bundles Sales by Categories

Essentials Snacks Tech Wellness
\$71.45M \$52.65M \$16.43M \$87.91M

Bundles Sales by Loyalty Tier

Gold Platinum Silver
\$71.97M \$21.29M \$135.18M

Bundles Sales by Sex

Male Female
\$114.36M \$114.08M

Complaints

Issues and support ticket insights.

Total Complaint
1,800
LY:1020
▲ 76.5%

Resolved
1,263

Outstanding
537

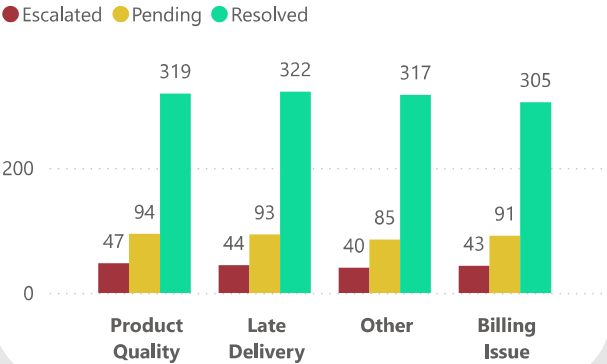
WithinSLA
363

Escalated
174

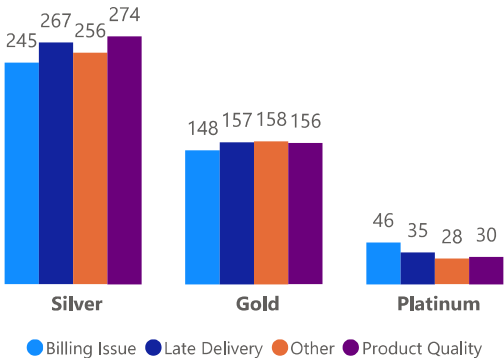
Subscribers
1,200

ChurnRate%
0.08

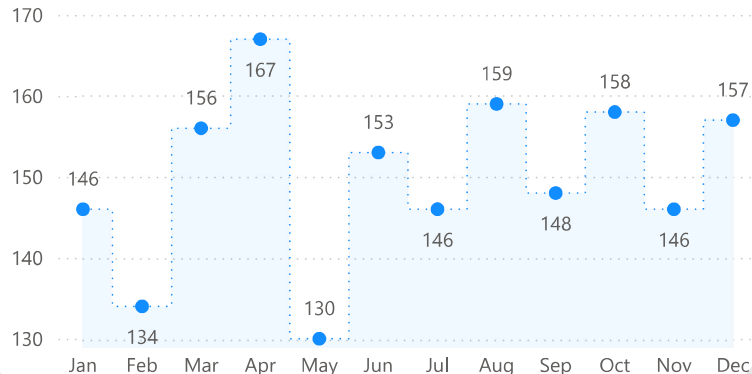
Issues and Status



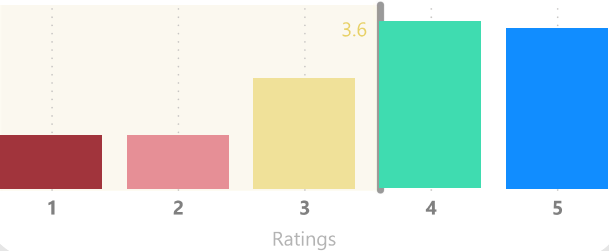
Complaints received by Loyalty Tier



Monthly Trend of Complaints



Complaints Resolution Ratings& Average Rate



Top3 Complaints by Cities

Enugu		Port Harcourt		Kano		Ibadan		Lagos		Abuja	
Other 95	Billing Issue 83	Product Quality 88		Billing Issue 74		Product Quality 75		Billing Issue 76		Other 75	
	Product Quality ...	Billing Issue ...	Other 78	Product ...	Other 68	Billing Iss...	Other 66	Product Q...	Other 60	Product Q...	Billing...

Payments Analytics

Payments insights and metrics.

Total Sales

\$228.44M

Realised Sales

\$194.99M

Unrealised Sales

\$33.45M

Payments Success Rate

85.24%

Churn Rate

Failed Payment

3.83%

Pending Payment

1.27%

Payment Methods Performance

Method	Frequency	Success Rate	Failure Rate
Wallet	3002	84.81%	15.19%
Bank Transfer	4419	85.04%	14.96%
Card	7579	85.53%	14.47%

Unrealised Sales by Status

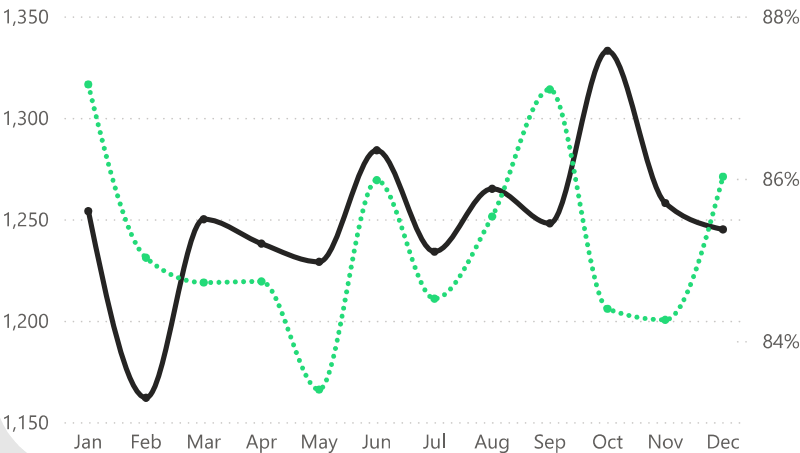
Status	Amount
Pending	\$22,643,159.94
Failed	\$10,806,448.75
Total	\$33,449,608.69

Payment Failure Rate by Product Categories

Essentials	15.21%
Snacks	14.71%
Wellness	14.53%
Tech	14.18%

Monthly Payment Volume and Success Rate

● Volume ● Success Rate



Subscriptions with Pending/Failed Payment

Customer

Sub.ID	Customer	payment_status	Amount
58055	1304	Pending	\$57,576.00
57902	2041	Pending	\$56,191.32
53841	1806	Pending	\$55,164.78
64506	1925	Failed	\$54,701.64
54931	1937	Pending	\$54,123.09
63851	2013	Pending	\$53,869.62
63049	1178	Pending	\$53,503.20
61735	1301	Pending	\$53,028.00
62617	1128	Pending	\$52,869.26
Total			\$33,449,608.69

Payment Success/Failure on Discount

● Failure Rate ● Success Rate

