NEGLA NIG. LTD

GRAND TOTAL % OF PROFIT BY MONTHS

Month	%
January	4.13%
February	5.08%
March	6.86%
April	7.62%
May	8.38%
June	10.29%
July	9.75%
August	10.48%
September	9.58%
October	8.03%
November	10.40%
December	9.40%

AVERAGE NET TRANSACTIONS BY GENDER

- 1.40 (3.71%)
- 18.81 (49.94%)
- 17.46 (46.36%)

- ● male
- ● female
- ● Not sure

TOP 5 SELLING CATEGORIES BY REVENUE

Category	Revenue
Smartphones	590.51K
Men's Shoes	579.09K
Women's Clothing	444.93K
Men's Watches	251.71K
Men's Clothing	239.89K

% OF AVERAGE PROFIT BY REGIONS

- ● Increase ● Decrease ● Total ● Other

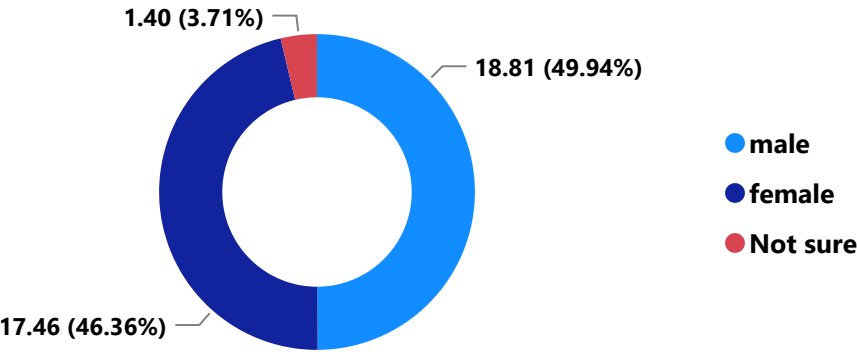| Region	%
QTR-1	59.59%
region X	86.98%
region AG	0.69%
region B	100.57%
QTR-2	33.32%
region X	-2.57%
region AG	-0.24%
region B	-20.48%
QTR-3	118.96%
region B	125.87%
QTR-4	

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GRAND TOTAL % OF PROFIT BY MONTHS

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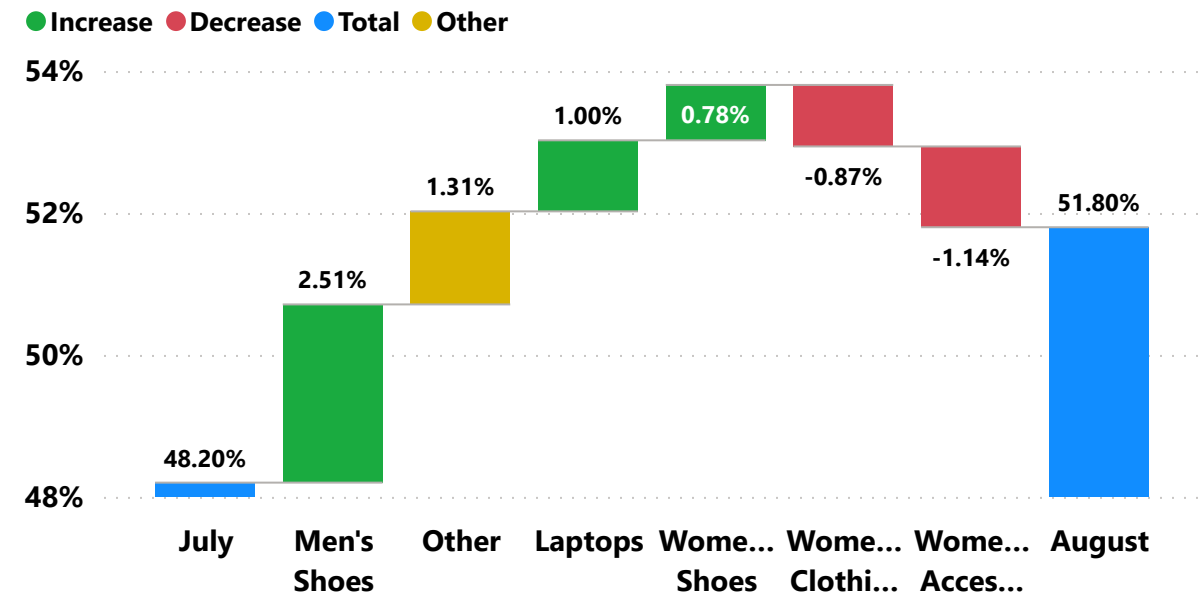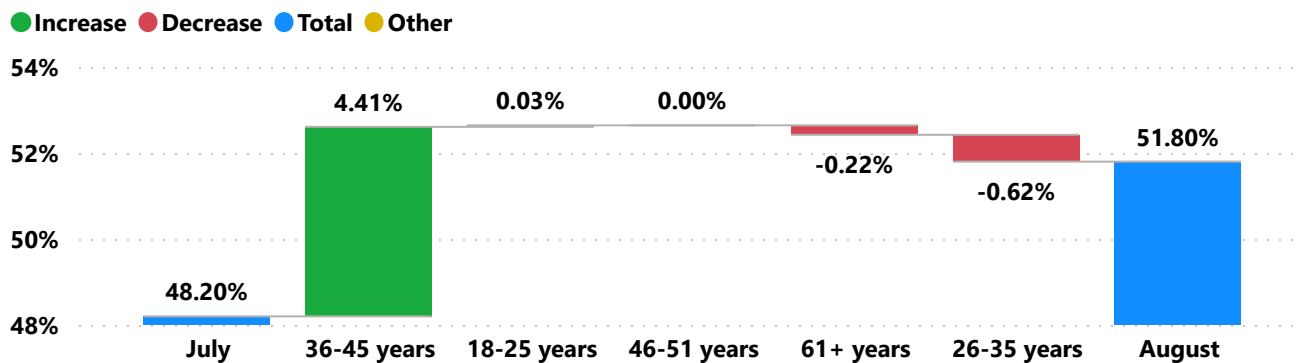
Reasons for August Increase

* The highest profit was made in the month of August with a total value of 413,902,43 euro. It accounted for 10.48% of the total value of profit.

* Men's Shoes sold the most in august, accounting for 2.51% of total profit made. Women's shoes made 0.78%.

* Out of all the men's shoes sold, the buyer in the age bracket of 36-45 yrs bought the highest number, accounting for 4.41% of the total quantity sold that month, and they mostly bought from Region X.

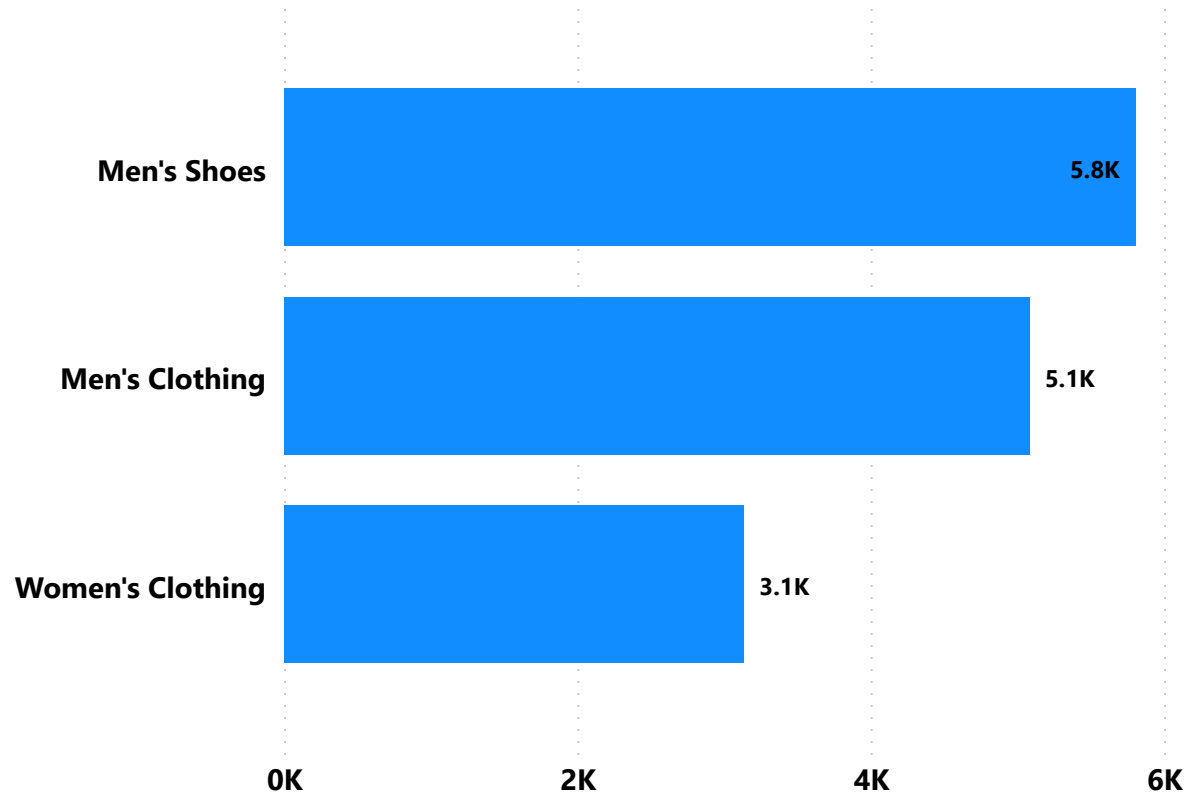## % Sum of Profit by Age Brackets in August

Legend: ● Increase ● Decrease ● Total ● Other
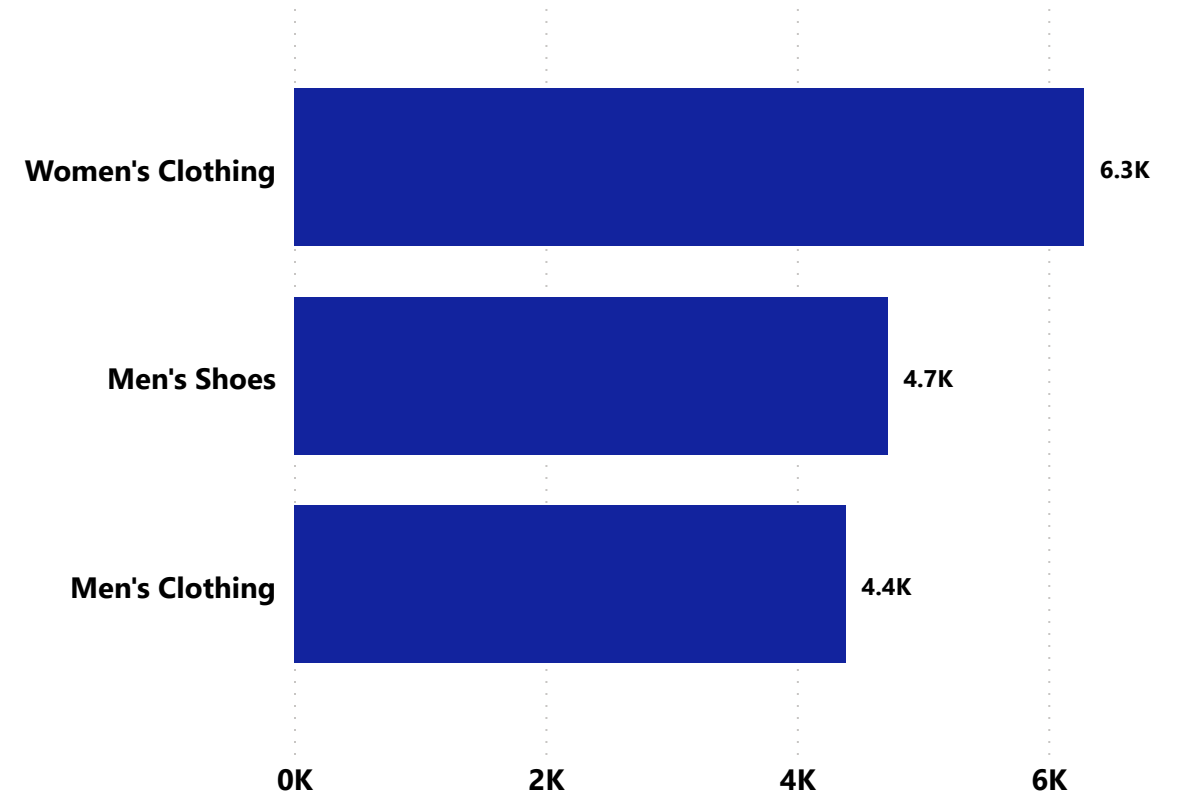
- July 48.20%
- 36-45 years 4.41%
- 18-25 years 0.03%
- 46-51 years 0.00%
- 61+ years -0.22%
- 26-35 years -0.62%
- August 51.80%

% Sum of Profit by Products in August

Legend: ● Increase ● Decrease ● Total ● Other

- July 48.20%
- Men's Shoes 2.51%
- Other 1.31%
- Laptops 1.00%
- Women Shoes 0.78%
- Women Clothi... -0.87%
- Women Acces... -1.14%
- August 51.80%

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Category	Value
Men's Shoes	5.8K
Men's Clothing	5.1K
Women's Clothing	3.1K

0K 2K 4K 6K

VS

Category	Value
Women's Clothing	6.3K
Men's Shoes	4.7K
Men's Clothing	4.4K

0K 2K 4K 6K

Explanation

* Men's shoes, men's clothing and women's clothing were the bestsellers for Q1 and Q4. Also, in Q2 and Q3 that were not visualized above, they remained the bestsellers.

* **Keynote:** these items should be frequently stocked as they are identified as the key player in the customer's orders.
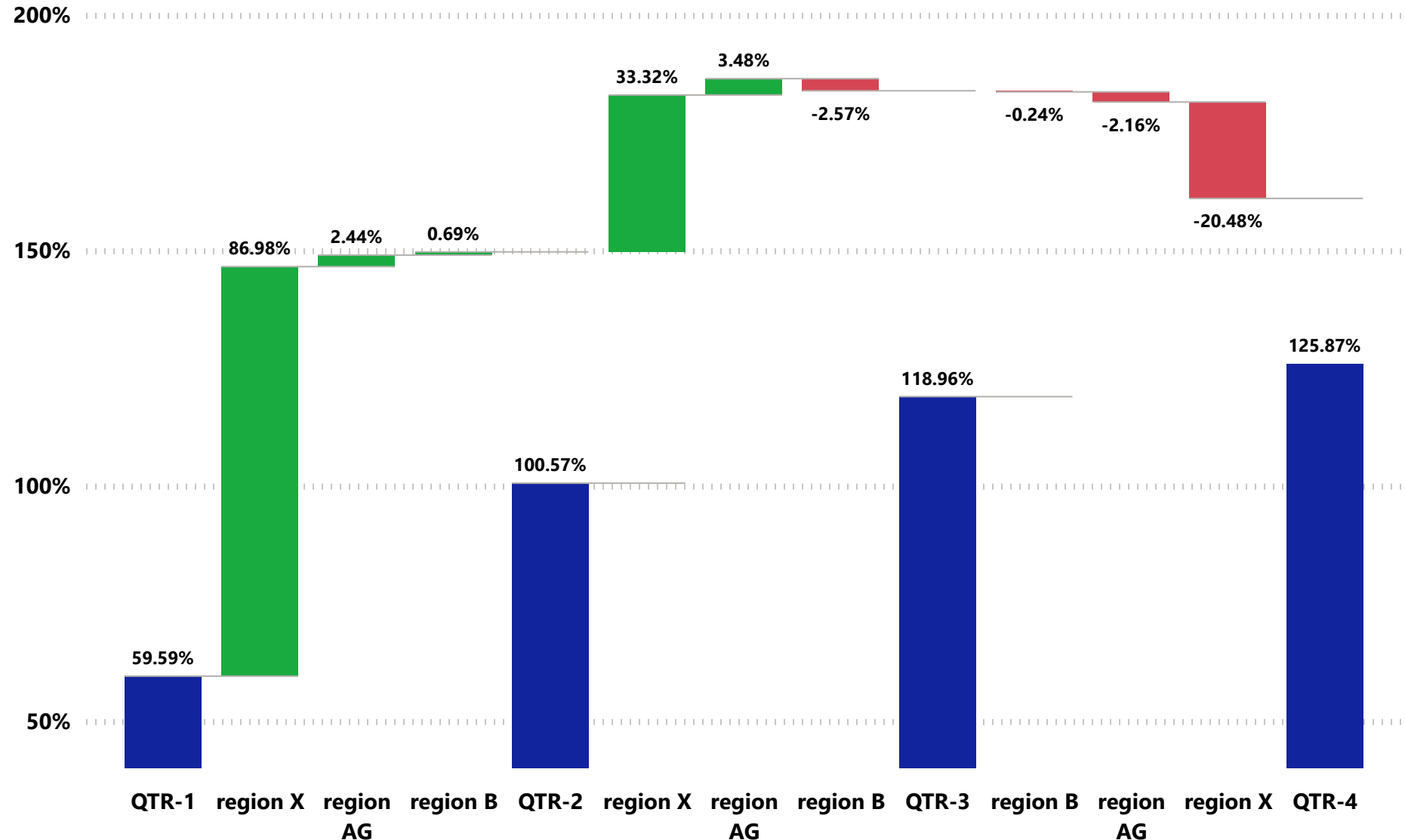
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Explanation

* Region X experienced 70.53% growth in average profit between the 1st to the 2nd quarters. In the 3rd quarter, it recorded a 15.84% increase which was not considerably bad. Although it later dropped by 8.41% in the 4th quarter of the year.

* Region AG came close, it experienced a 39.77% increased between the 1st and the 2nd quarters. In the 3rd, 40.45% and also dropped by 17.88% in the 4th quarter.

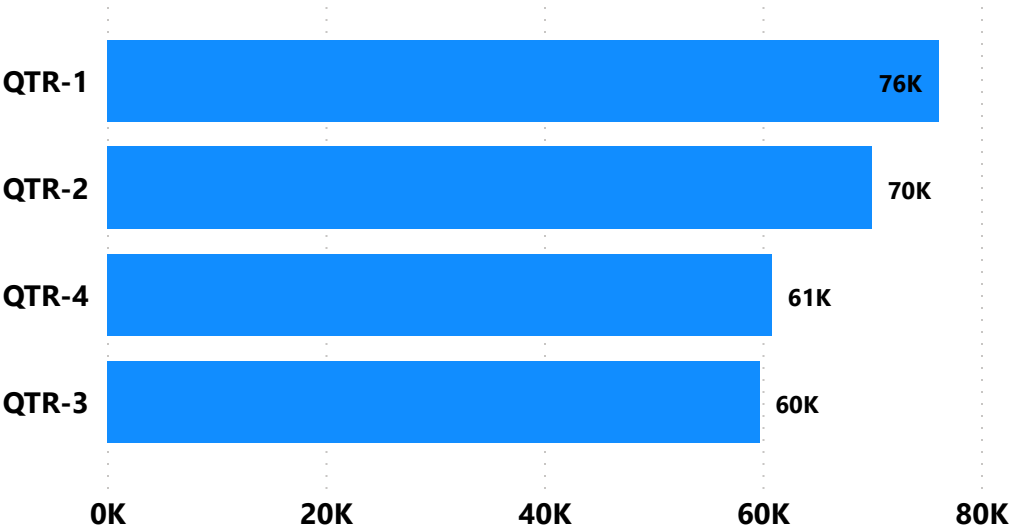**Keynote**: Region X is growing faster than others. Follow by Regions AG and B.

% OF AVERAGE PROFIT BY REGIONS

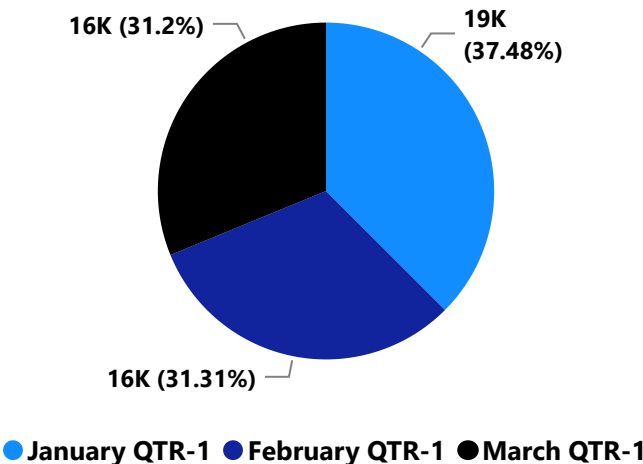● Increase ● Decrease ● Total ● Other

Waterfall chart data:
- QTR-1: 59.59%
- region X: 86.98% (Increase)
- region AG: 2.44% (Increase)
- region B: 0.69% (Increase)
- QTR-2: 100.57% (Total)
- region X: 33.32% (Increase)
- region AG: 3.48% (Increase)
- region B: -2.57% (Decrease)
- QTR-3: 118.96% (Total)
- region B: -0.24% (Decrease)
- region AG: -2.16% (Decrease)
- region X: -20.48% (Decrease)
- QTR-4: 125.87% (Total)

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CANCELLED TRANSACTIONS BY QUARTERS

Quarter	Value
QTR-1	76K
QTR-2	70K
QTR-4	61K
QTR-3	60K

(x-axis: 0K, 20K, 40K, 60K, 80K)

DISTRIBUTION OF CANCELLED TRANS. IN QTR-1

- 19K (37.48%)
- 16K (31.2%)
- 16K (31.31%)

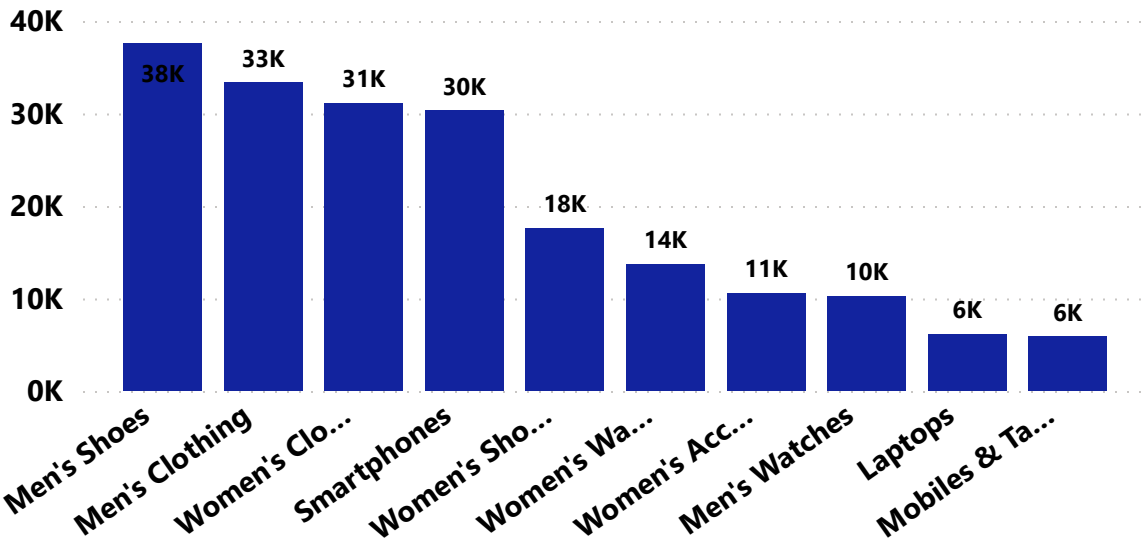● January QTR-1 ● February QTR-1 ● March QTR-1

Explanation

* Quite a large number of transactions were cancelled in the 1st quarter, most especially in January.
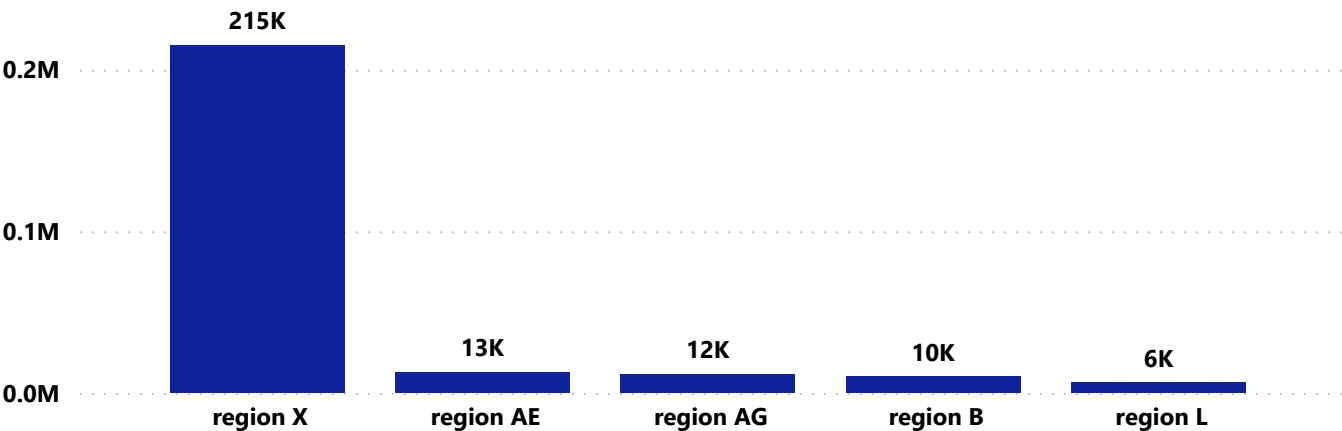
* Top products like men's shoes, and men's clothing were mostly cancelled in Regions X, AE, AG, B and L (in that order)

* **Keynote**: Look into the delivery timeline of most cancelled products in the above named regions and work on
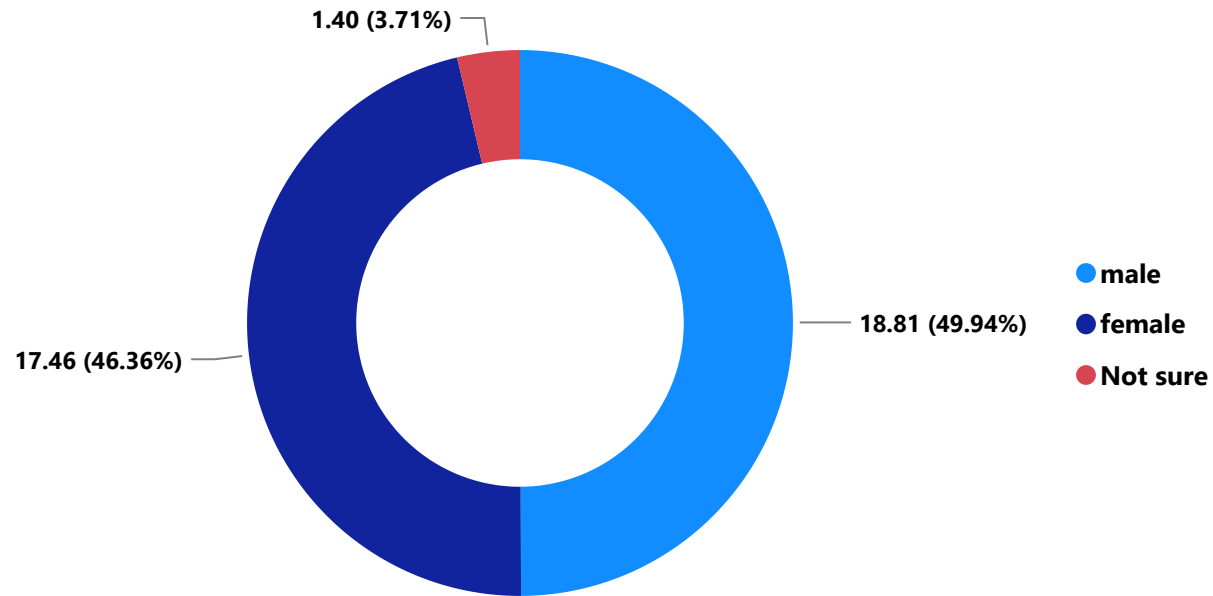
TOP FREQUENTLY CANCELLED PRODUCTS

Product	Value
Men's Shoes	38K
Men's Clothing	33K
Women's Clo...	31K
Smartphones	30K
Women's Sho...	18K
Women's Wa...	14K
Women's Acc...	11K
Men's Watches	10K
Laptops	6K
Mobiles & Ta...	6K

REGIONS WHERE CANCELLATIONS OCCUR

Region	Value
region X	215K
region AE	13K
region AG	12K
region B	10K
region L	6K

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AVERAGE NET TRANSACTIONS BY GENDER

AVERAGE NET TRANSACTIONS BY GENDER FOR TOP 10 PRODUCTS

1.40 (3.71%)

18.81 (49.94%)

17.46 (46.36%)
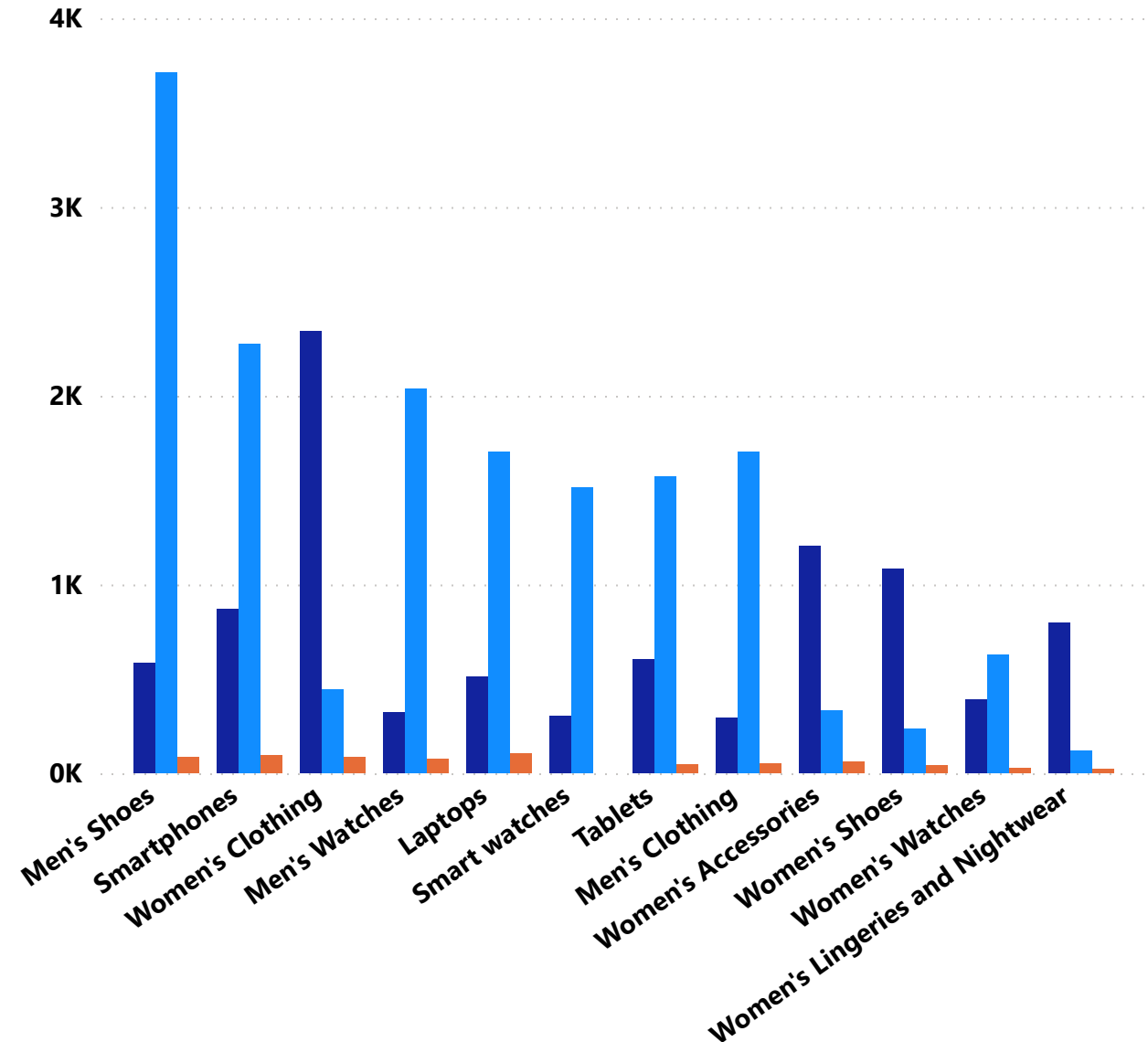
- ● male
- ● female
- ● Not sure

Explanation

* On the average, men shop more than women.

Keynote: On the basis of products, men shop more for men related products than women, and vice-versa.
However, for non-gender related products like smart watches, tablets, smartphones, laptops, men shop higher than women

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HIGHEST AVERAGE

97.90

Men's Shoes

TOP 5 SELLING CATEGORIES BY AVERAGE NET

- Women's Clo... — 24K
- Men's Clothing — 23K
- Men's Shoes — 22K
- Men's Watches — 9K
- Women's Sh... — 9K

TOP 5 SELLING CATEGORIES BY REVENUE

- Smartphones — 590.51K
- Men's Shoes — 579.09K
- Women's Clothing — 444.93K
- Men's Watches — 251.71K
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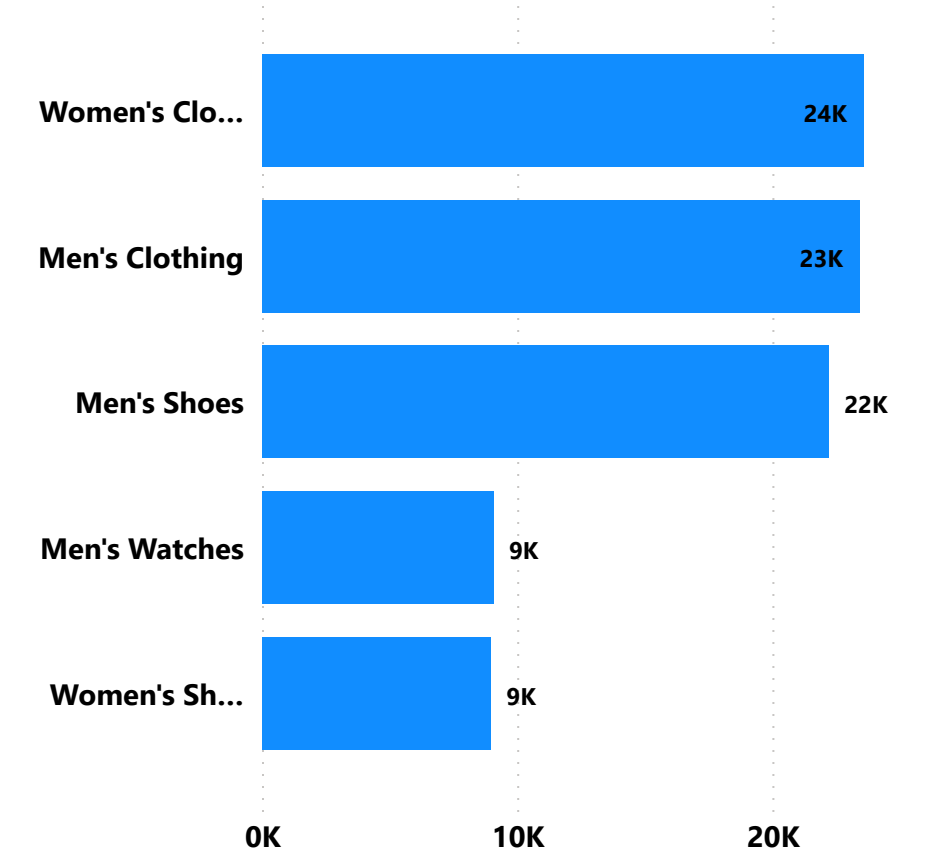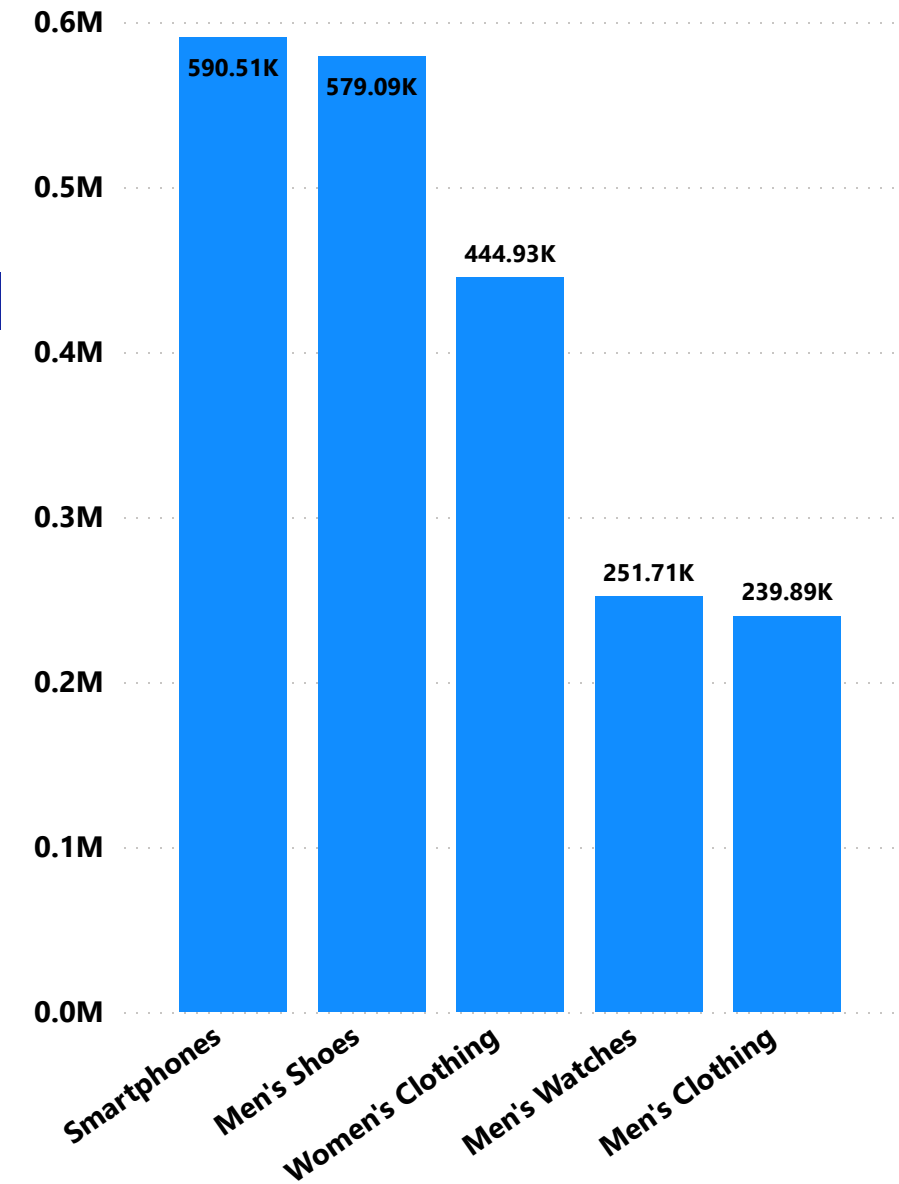
CATEGORIES WITH TOP NET/GROSS RATIO

1 — 1
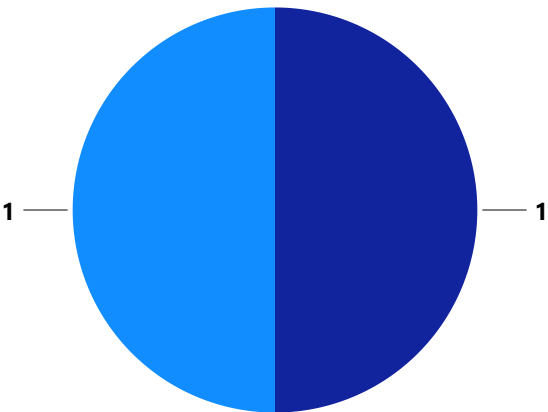
● Gadgets ● Jewelry Cleaning & Care

Explanation

* Gadgets and Jewelry Cleaning & Care are the two products with the top net/gross ratio. It means there is a balance between the gross and net transactions for these two products. People did not cancel any of the transactions made on them.

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Keynotes and Recommendations

* In terms of revenue, smartphone gave the highest revenue, however, in terms of average net order, men's shoes gave the highest.
Recommendation: For marketing, the two products should be targeted to the age bracket of 36-45 years, and to Region X. However, For smartphone, the target should be on the two genders while men's shoes should be targeted at men.

* On the average, men shop more than women. However, women men shop more for women related products like women's clothing etc, than men, and vice-versa. For non-gender related products like smart watches, tablets, smartphones, laptops, etc, men shop higher than women.
Recommendation: marketing of men related products should be targeted at men, women related products should be targeted at women while non- gender related related products should be targeted at both men and women.

* Quite a large number of transactions were cancelled in the 1st quarter, especially in January and they were mostly top products like men's shoes, and men's clothing in growing regions.
Recommendation: Look into the delivery process and timeline of most returned products in the above named regions and work on delayed deliveries (if there are any).

Products like Gadgets and Jewelry Cleaning & Care maintained a good ratio of gross/net transactions. However, they were not part of the top 10 best products, neither were they among the top 20.
Recommendation: focus on marketing of these products as well to the age bracket of 36-45 years in Region X, targeting Jewelry Cleaning & Care to women, and Gadgets to men.