

EXECUTIVE OVERVIEW

Latest Sales Performance

₦209.40M
Total Sales

18.17K
Total Units Sold

200
Customer Count

₦34.89K
AOV

-1.81%
YoY Growth

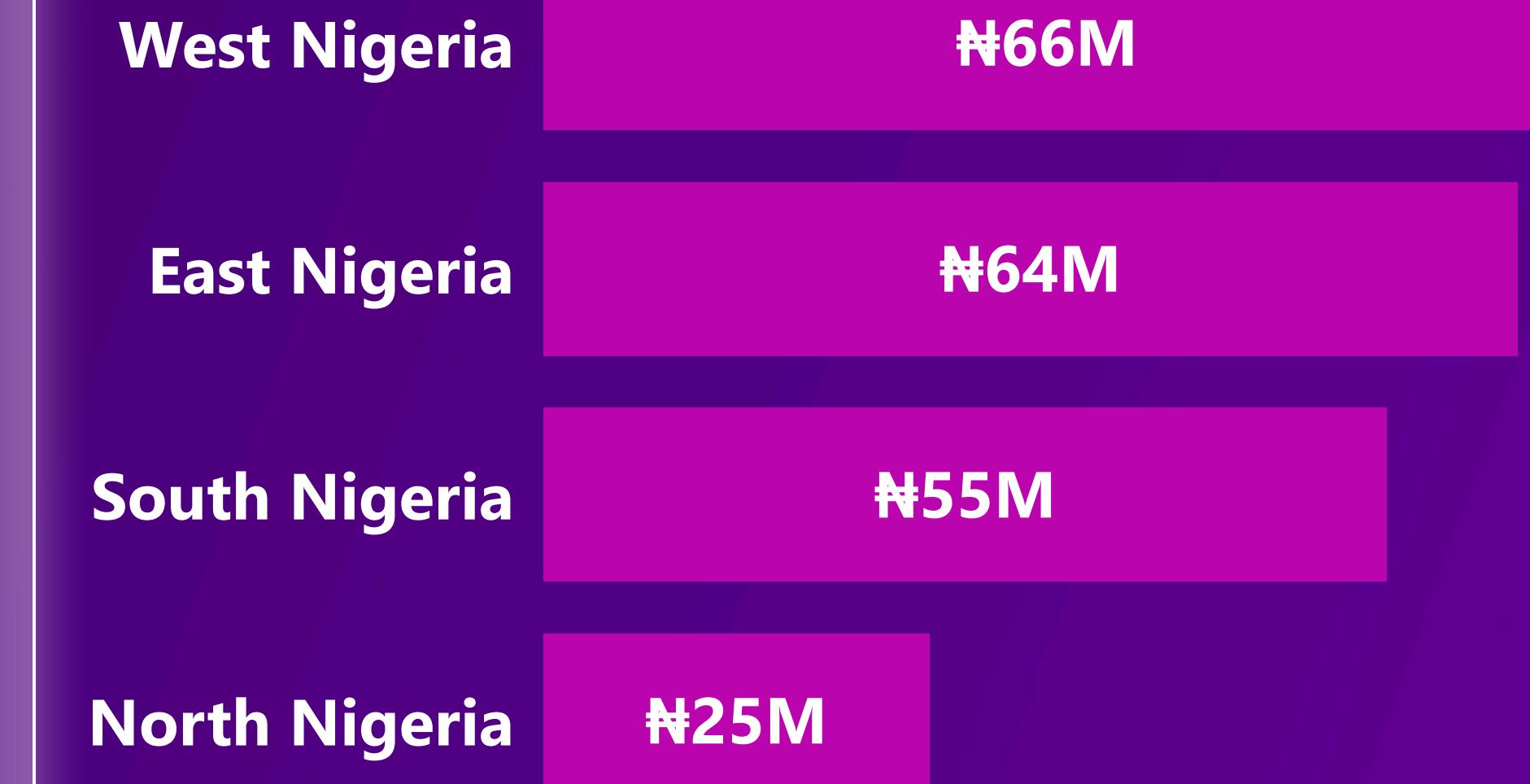
Year	
2023	2024



Sales Trend



Sales by Region

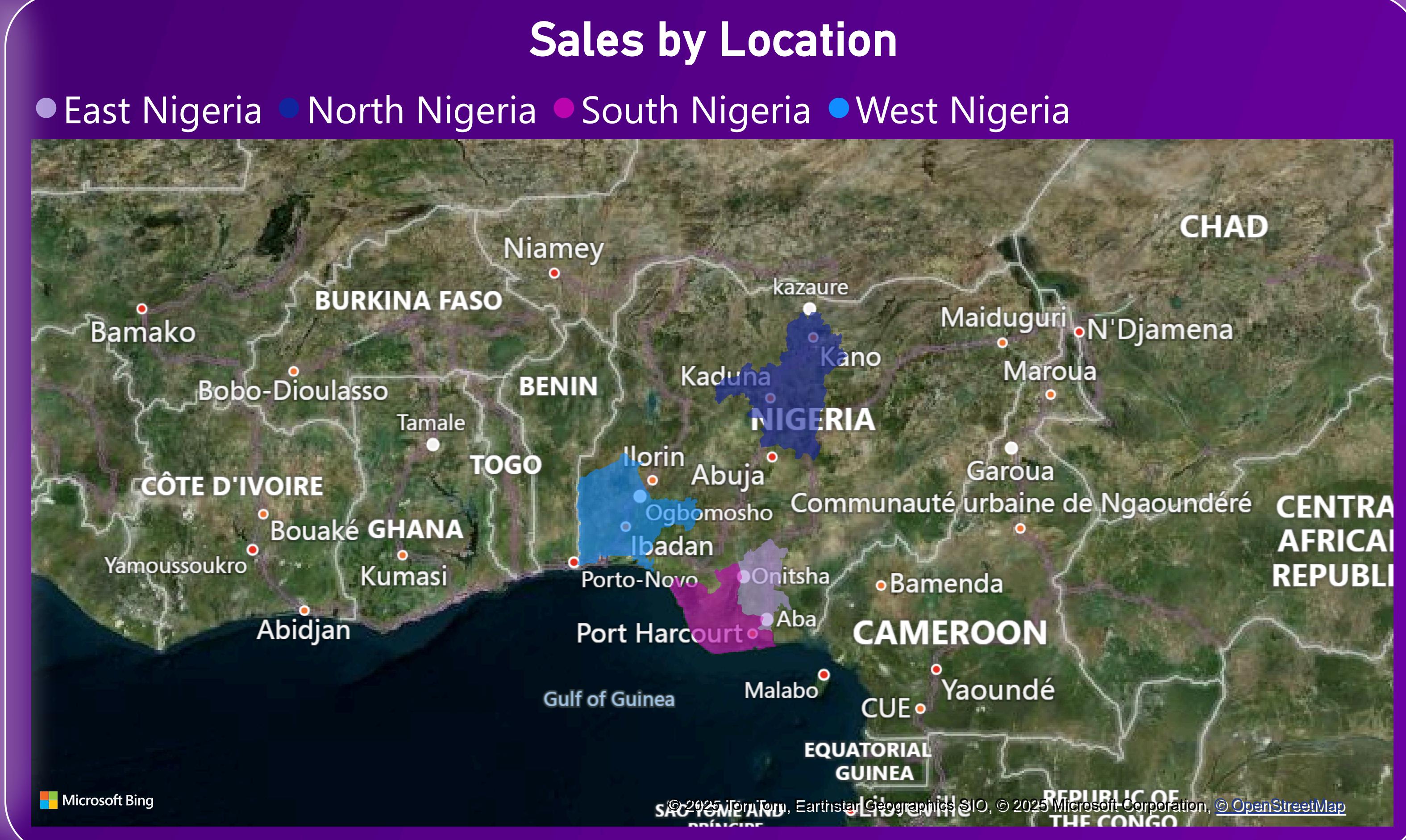
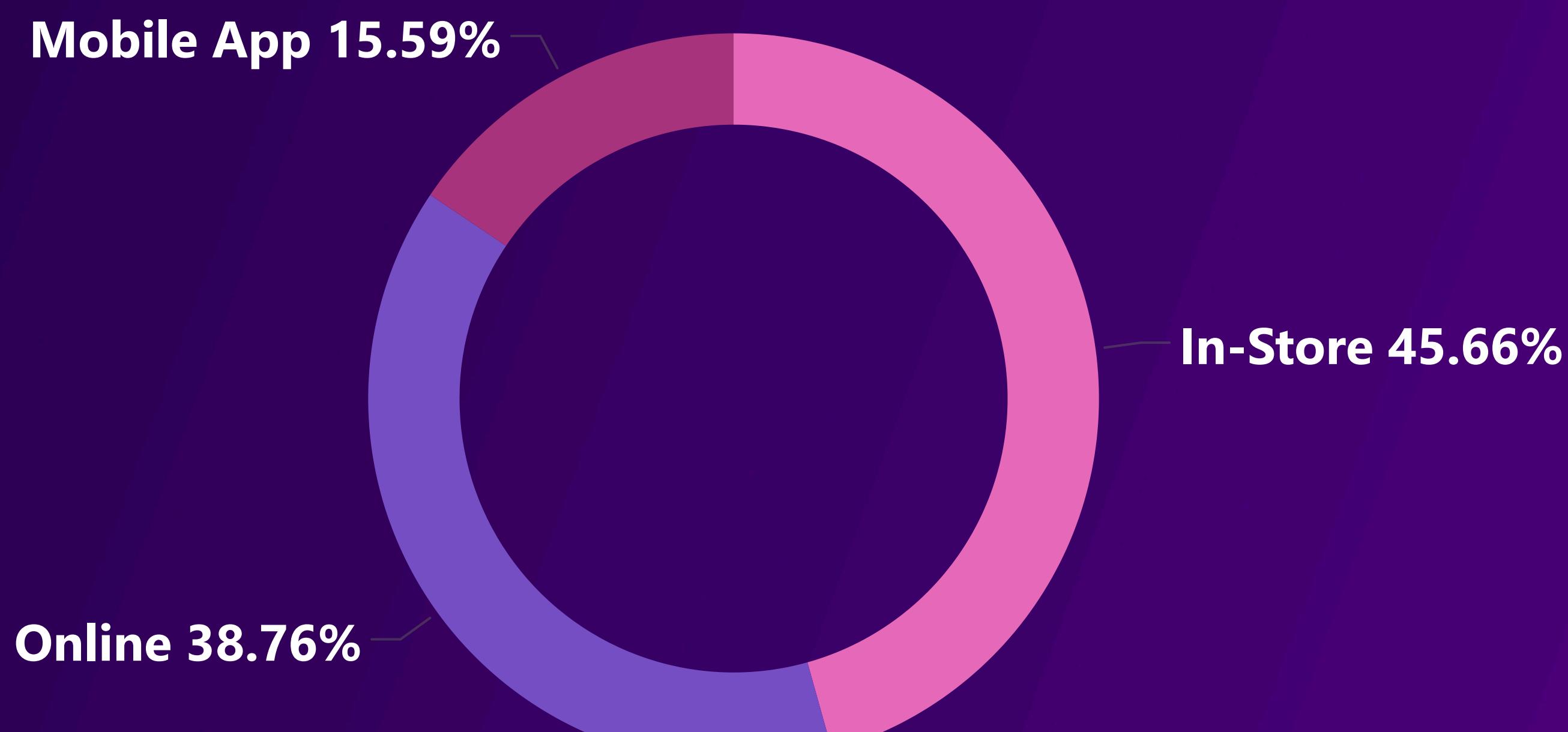


Month

January	July
February	August
March	September
April	October
May	November
June	December



Sales by Channel



Segment

Regular	VIP
---------	-----

Gender

Female	Male
--------	------

Age Group

Adult	Older	Youth
-------	-------	-------



CUSTOMER & PRODUCT INSIGHTS

Latest Sales Performance

200

Customer Count

18.17K

Total Units Sold

91

Units per Customer

0.05

Avg. Discount %

52.18%

VIP Sales %

Year

2023

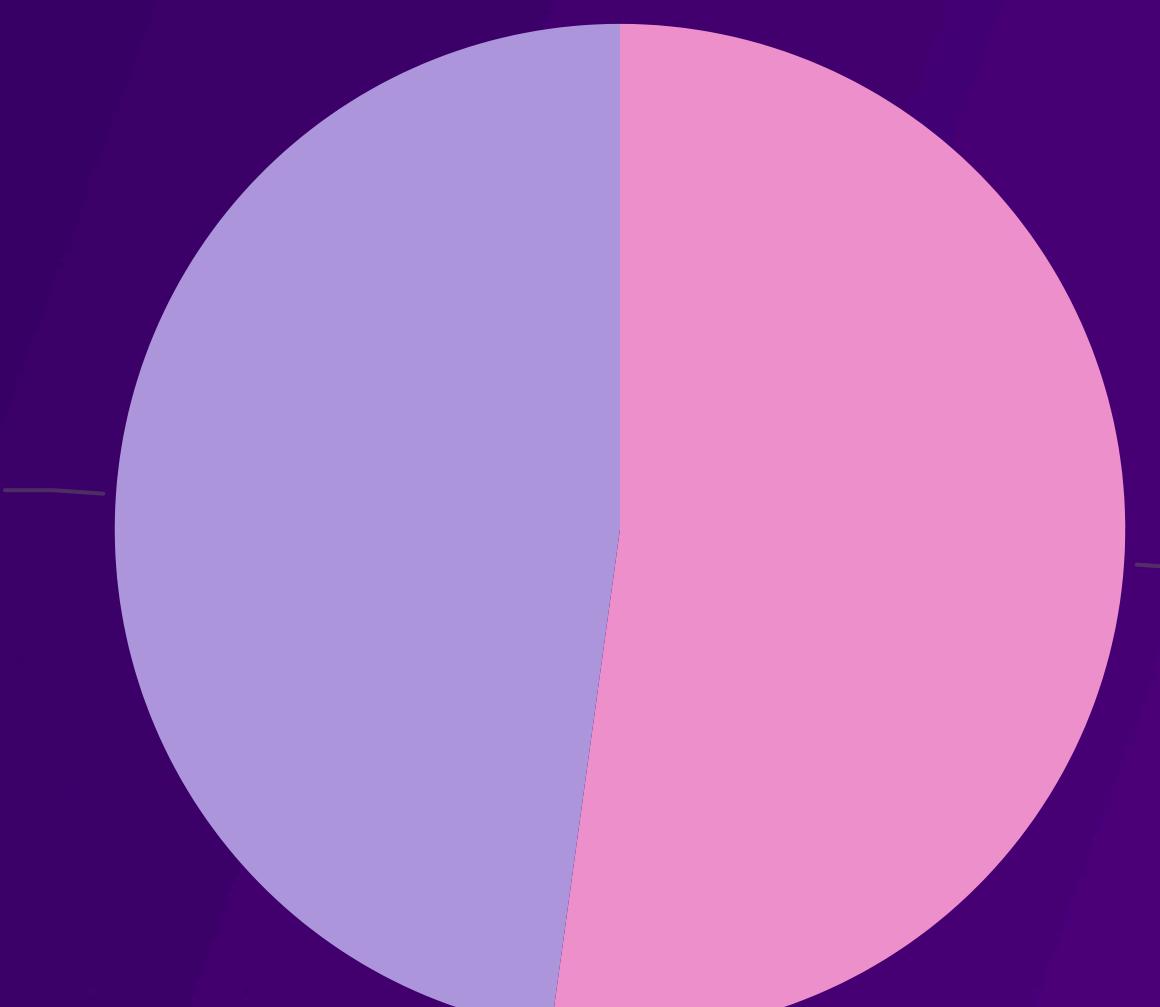
2024



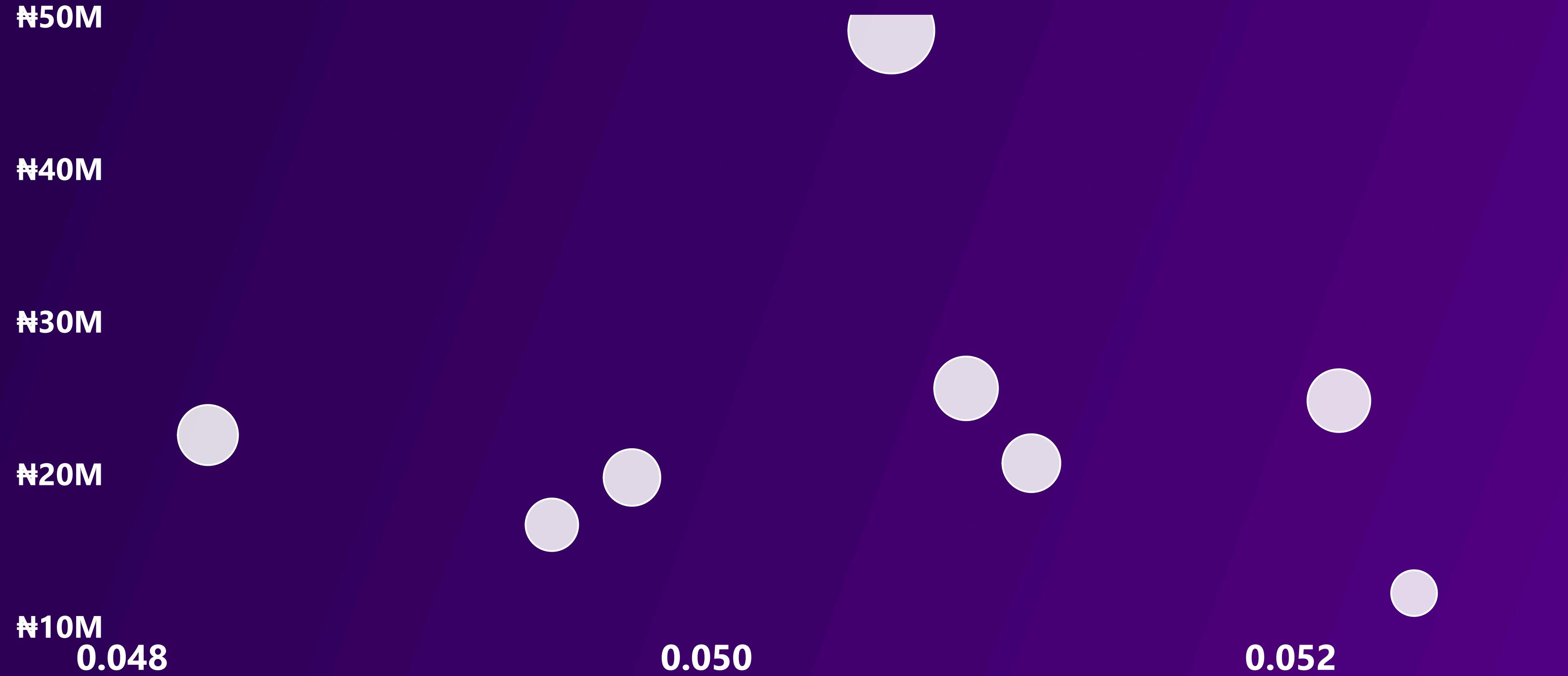
Top 3 Products



Sales by Segment



Discount vs. Sales



Sales by Category



Month

January	July
February	August
March	September
April	October
May	November
June	December

Segment

Regular	VIP
---------	-----

Age Group

Adult	Older	Youth
-------	-------	-------

Channel Type

In-Store	Mobile App	Online
----------	------------	--------

