

COREX GLOBAL | 2024 PERFORMANCE REVIEW

Retail Sales & Customer Behavior Analysis

INTRODUCTION

- This presentation covers Corex Global's 2024 retail performance insights across sales, customers, products, and regions
- The analysis followed a structured approach; database setup, SQL queries for KPI extraction, and Power BI visualization
- The goal is to understand customer behavior, revenue drivers, and opportunities for strategic growth

OUTLINE

- Introduction
- Outline
- Methodology
- Results
- Conclusion
- Recommendations
- Appendix & Next Steps

METHODOLOGY

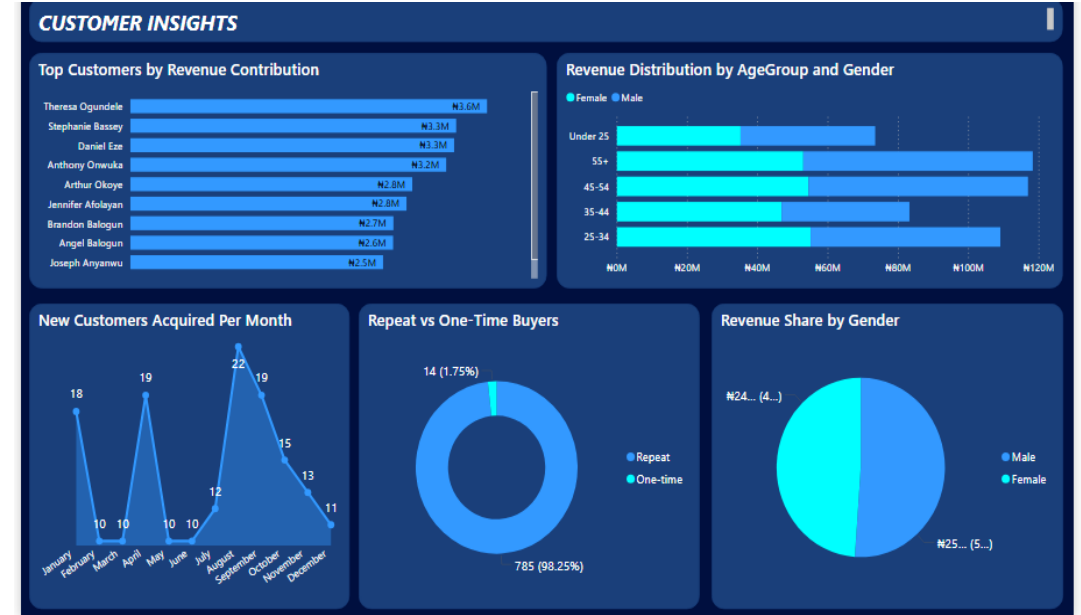
- **Data Source:** The dataset was adapted from real client data and subsequently refined using AI-driven techniques to ensure privacy and protect sensitive client information.
- **Database Design:** Structured into relational tables (Customers, Products, Sales) in MySQL.
- **Data Processing:** SQL queries used for aggregation and dataset preparation.
- **Analysis Tools:** SQL for data extraction, Power BI for visualization.
- **Focus Period:** Analysis is exclusively based on the full year of 2024.

EXECUTIVE SUMMARY

- Corex Global generated a total revenue of **N501M** in 2024 across **4,930** transactions
- The company achieved an average order value of **N101.6K**, supported by **799 active customers** during the focus year
- **Electronics was the leading product category**, contributing more than **70% of total revenue**
- **Kano, Ibadan, and Abuja** emerged as the strongest contributors to customer revenue
- Customer loyalty was strong, with **98% of sales coming from repeat buyers**, showing high retention levels

CUSTOMER INSIGHTS

- The top ten customers generated a large share of total revenue.
- **New customer acquisition** peaked in **August 2024**, coinciding with sales campaigns.
- Repeat buyers made up **98% of purchases**, highlighting strong retention.
- Customers aged **25–44** were the most dominant group across both genders.



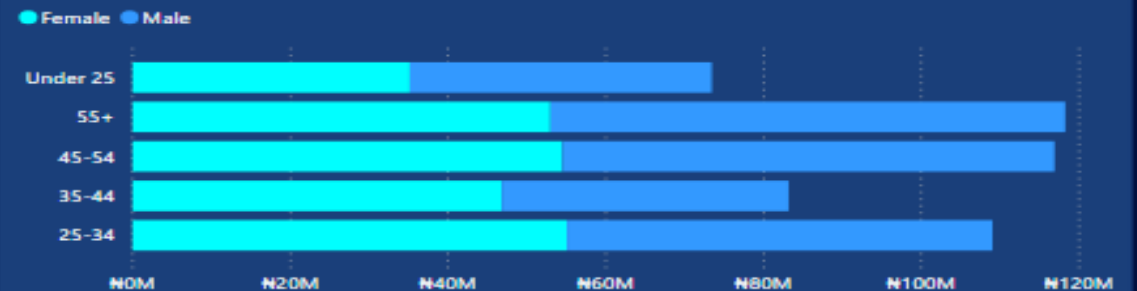
CUSTOMER INSIGHTS DASHBOARD

CUSTOMER INSIGHTS

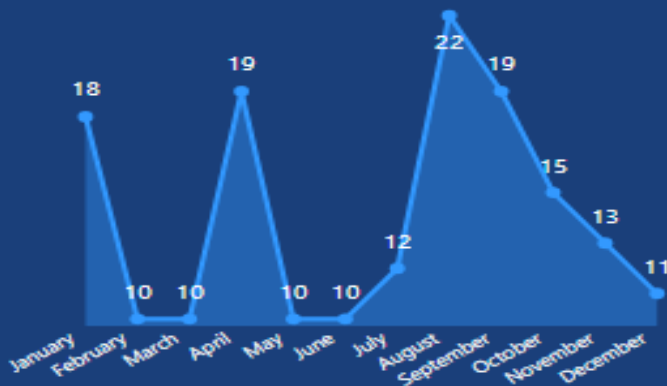
Top Customers by Revenue Contribution



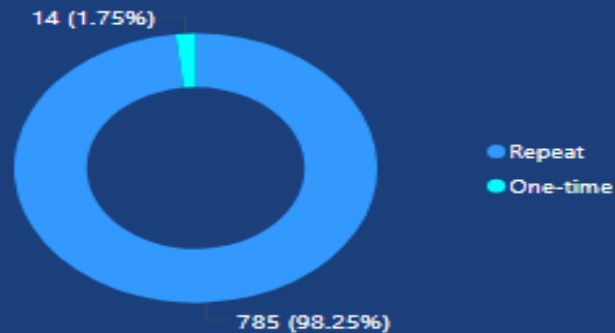
Revenue Distribution by AgeGroup and Gender



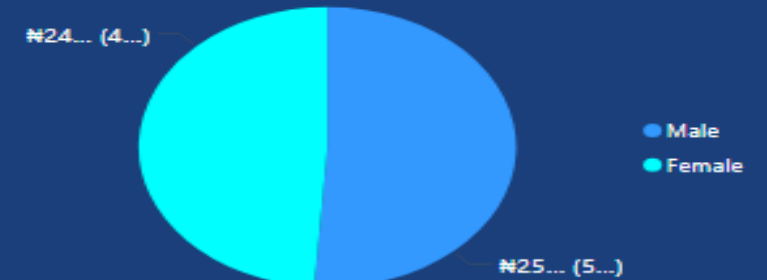
New Customers Acquired Per Month



Repeat vs One-Time Buyers



Revenue Share by Gender



PRODUCT INSIGHTS

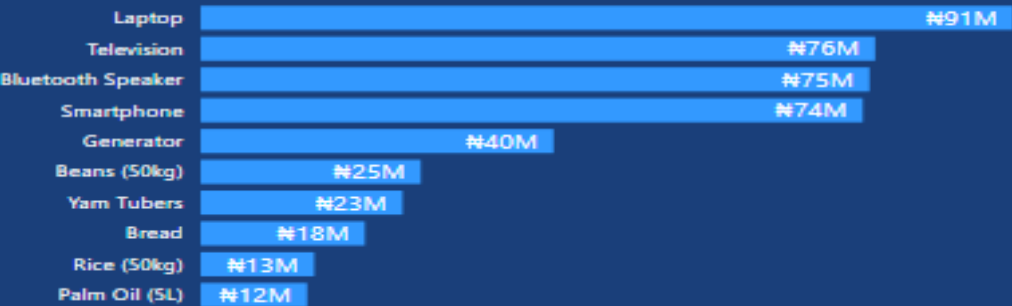
- Laptops, televisions, and smartphones were the leading products.
- Electronics generated more than 70% of total revenue in 2024.
- Sales peaked in April and October, aligning with seasonal buying cycles.
- Groceries and household items contributed less, showing diversification potential.



PRODUCT INSIGHTS DASHBOARD

PRODUCT INSIGHTS

Top Products by Revenue



Revenue Contribution by Product Category

Electronics

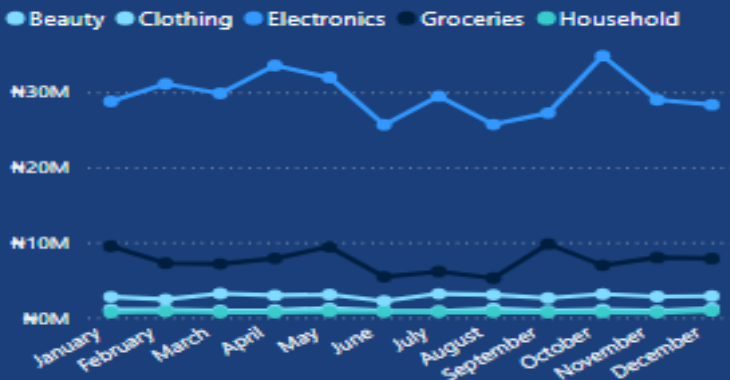
Groceries

Clothing

Beauty

Househ...

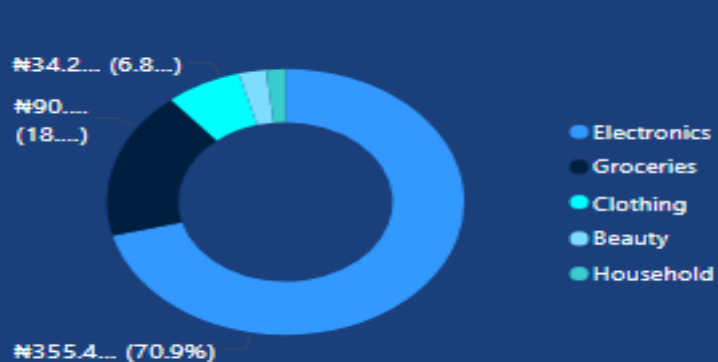
Product Category Sales Trend by Month



Top Products by Quantity Sold

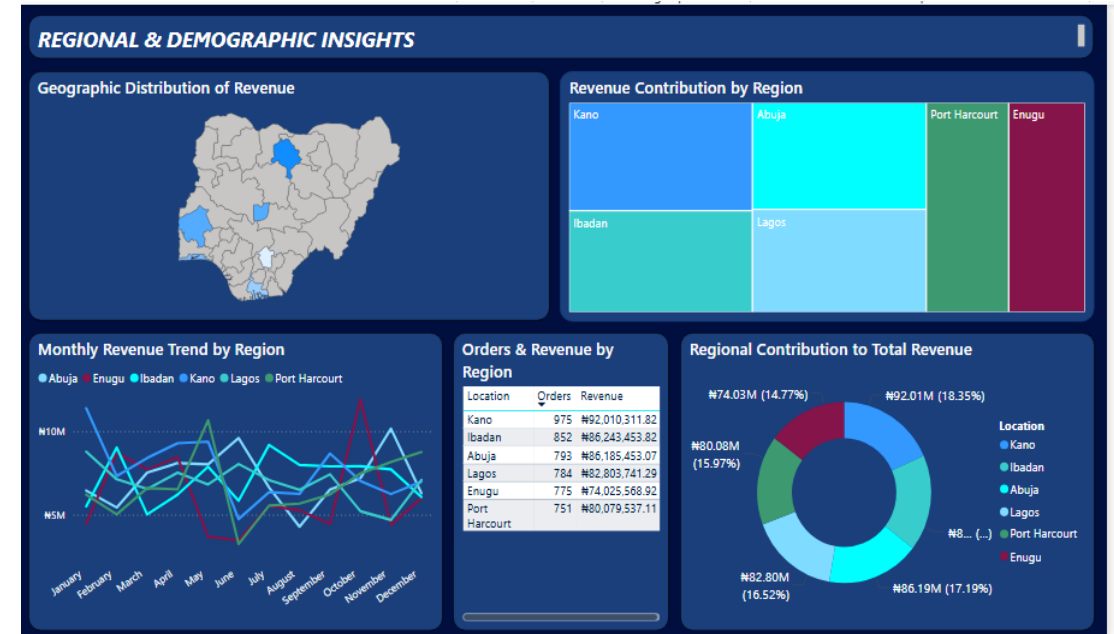


Share of Revenue by Product Category



REGIONAL & DEMOGRAPHIC INSIGHTS

- Kano, Ibadan, Abuja, and Lagos were the top-performing states.
- Together, six regions contributed the majority of revenue.
- Sales performance was concentrated in urban centers, limiting regional spread.
- Kano and Lagos showed consistent monthly revenue trends.



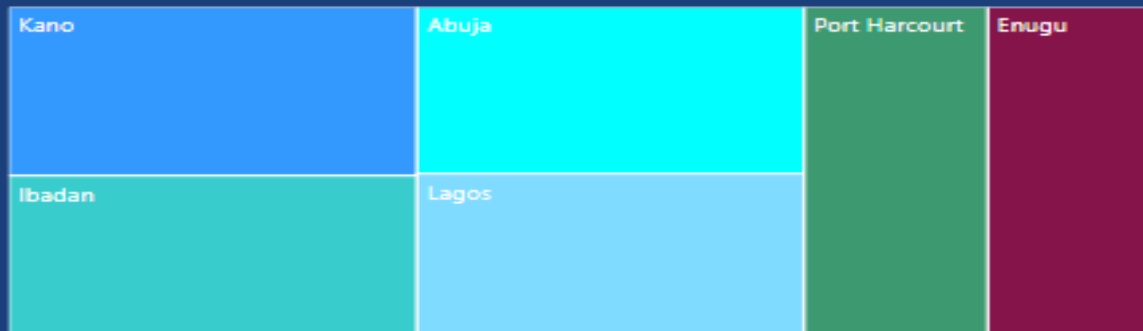
REGIONAL & DEMOGRAPHICS DASHBOARD

REGIONAL & DEMOGRAPHIC INSIGHTS

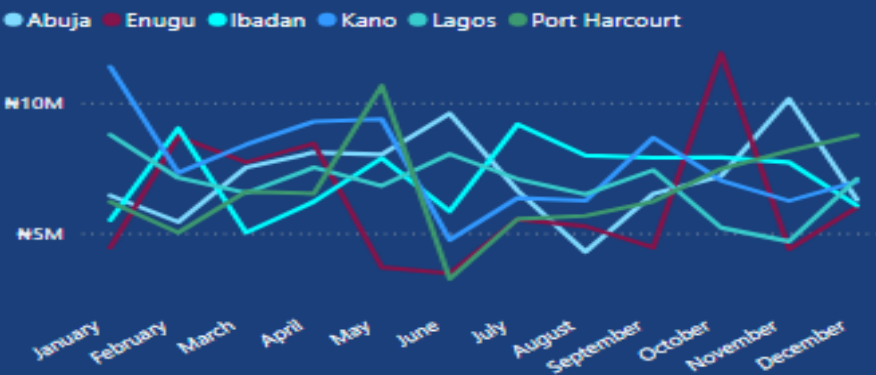
Geographic Distribution of Revenue



Revenue Contribution by Region



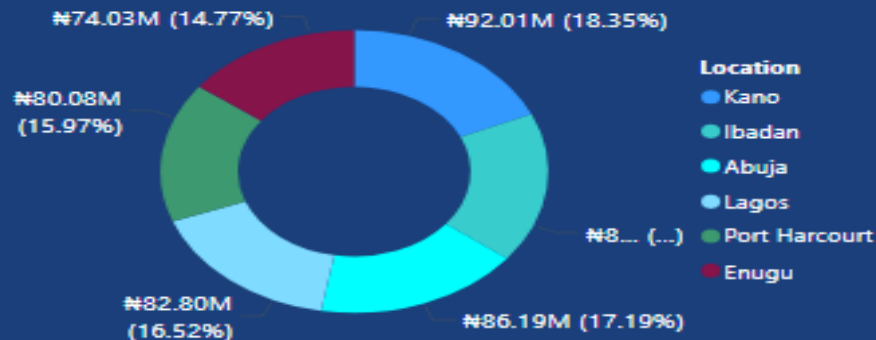
Monthly Revenue Trend by Region



Orders & Revenue by Region

Location	Orders	Revenue
Kano	975	₦92,010,311.82
Ibadan	852	₦86,243,453.82
Abuja	793	₦86,185,453.07
Lagos	784	₦82,803,741.29
Enugu	775	₦74,025,568.92
Port Harcourt	751	₦80,079,537.11

Regional Contribution to Total Revenue



CONCLUSIONS

- Corex Global's 2024 performance was driven primarily by electronics and urban centers.
- Customer loyalty was exceptional, with repeat buyers making up nearly all transactions.
- New customer acquisition showed growth but remained uneven across the year.
- The company is well-positioned for growth, but diversification is essential for stability.

RECOMMENDATIONS

- Strengthen electronics promotions and supply chain resilience.
- Diversify into groceries and household categories to balance revenue.
- Expand marketing efforts into mid-tier regions beyond urban centers.
- Implement structured loyalty and retention programs.
- Target marketing campaigns toward the 25–44 age demographic.

APPENDIX

- SQL queries used to generate datasets and KPIs.
- CSV files prepared from MySQL database.
- Power BI dashboards designed across four themes.
- Future steps include refining predictive insights and expanding category analysis.