COREX GLOBAL | 2024 PERFORMANCE REPORT

Prepared by: Culbert T Orhorhoro
Date: September 2025

_____

EXECUTIVE SUMMARY

- Corex Global generated **₦501M** in total revenue during **2024**, across **4,930 transactions**.

- The **average order value (AOV)** was **₦101.6K**, supported by **799 active customers**.

- **Electronics** dominated performance, driving over **70%** of total revenue further strengthening it's position as the core product of the organization.

- **Kano, Ibadan, and Abuja** emerged as the strongest contributing regions.

- Customer loyalty was very high, with **98% of sales** coming from repeat buyers.

These results demonstrate both strengths and opportunities; Corex Global benefits from a loyal customer base and strong electronics sales, but must also diversify categories and expand regional reach.

_____

EXECUTIVE KPI DASHBOARD

Key Insights:

- Revenue peaked in **April** and **October 2024**, showing seasonal demand spikes.

- Electronics contributed the largest revenue share, followed by Groceries and Household.

- Regional breakdown highlighted **Kano, Ibadan, and Abuja** as top locations.

- Despite strong performance, monthly revenue showed dips in **June** and **August**, suggesting periods of lower consumer activity.

_____

CUSTOMER INSIGHTS DASHBOARD

Key Insights:

- A small group of **top customers** (e.g., Theresa Ogundele, Stephanie Bassey) contributed disproportionately to revenue.

- New customer acquisition peaked in **August 2024**, driven by marketing campaigns or seasonal demand.

- Repeat buyers accounted for **98% of sales**, highlighting customer stickiness.

- Revenue by gender was balanced, but the **25–44 age group** contributed most strongly across both genders.

_____

PRODUCT INSIGHTS DASHBOARD

Key Insights:

- **Laptops, TVs, and Smartphones** were the highest-grossing products, together generating over ₦200M.

- **Electronics** was the leading category, accounting for more than **70% of total revenue**.

- Product sales trends showed spikes in **April** and **October**, aligning with company-wide revenue peaks.

- **Groceries and Household** categories contributed less but show opportunities for growth.

- Top products by **quantity sold** included rice, palm oil, yam tubers, and bread, highlighting staple consumption patterns.

_____

REGIONAL & DEMOGRAPHIC INSIGHTS DASHBOARD

Key Insights:

- **Kano (₦92M), Ibadan (₦86M), Abuja (₦86M), Lagos (₦82M), Enugu (₦80M), and Port Harcourt (₦79M)** were the top-performing states.

- Combined, these six regions contributed the bulk of 2024 revenue.

- Revenue distribution by region shows **concentration in a few locations**, suggesting reliance on urban hubs.

- Monthly regional trends revealed consistent performance in **Kano, Abuja, and Lagos**, while **Enugu and Port Harcourt** showed more volatility.

_____
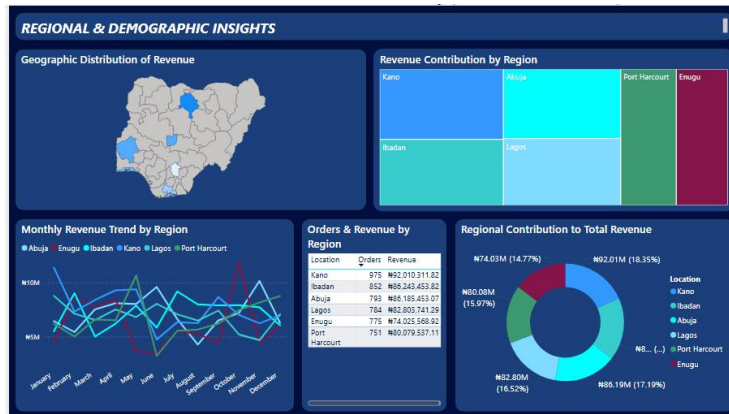
RECOMMENDATIONS

1. **Expand Electronics Capacity:** Double down on electronics promotions and supply chain resilience to protect the 70%+ revenue driver.

2. **Diversify Categories:** Push **Groceries and Household** categories with bundled offers and promotions to reduce dependency on electronics.

3. **Regional Growth Strategy:** Focus marketing campaigns on mid-tier regions to spread revenue sources beyond Kano, Abuja, and Lagos.

4. **Customer Loyalty Programs:** Formalize retention strategies to reward repeat buyers and convert one-time customers.

5. **Targeted Demographic Campaigns:** Focus digital campaigns on the **25–44 age segment**, the strongest spenders, while nurturing younger demographics for future growth.