

# NOVACORE TECHNOLOGY

A Pan-African digital commerce and logistics company

## EXECUTIVE SUMMARY

### PROJECT: NovaCore Technologies – Sales & Performance Dashboard

This dashboard was developed to provide leadership with a clear, data-driven view of business performance across regions, customer segments, and product categories.

Using historical sales data, the analysis reveals that while overall revenue performance is strong, profitability varies significantly across customer segments, regions, and products. The **Consumer segment** drives the highest profit contribution, while certain products consistently underperform despite steady sales volume, highlighting opportunities for cost optimization and pricing review.

Monthly sales trends show seasonal fluctuations, enabling better demand forecasting and inventory planning. Additionally, identifying the **Top 5 most valuable customers per year and region** supports customer retention and targeted reward strategies, while insights into the **most discounted sub-categories** highlight areas impacting margin leakage.

Overall, the dashboard transforms raw transactional data into actionable insights, empowering executives to make informed decisions around revenue growth, customer strategy, and operational efficiency.