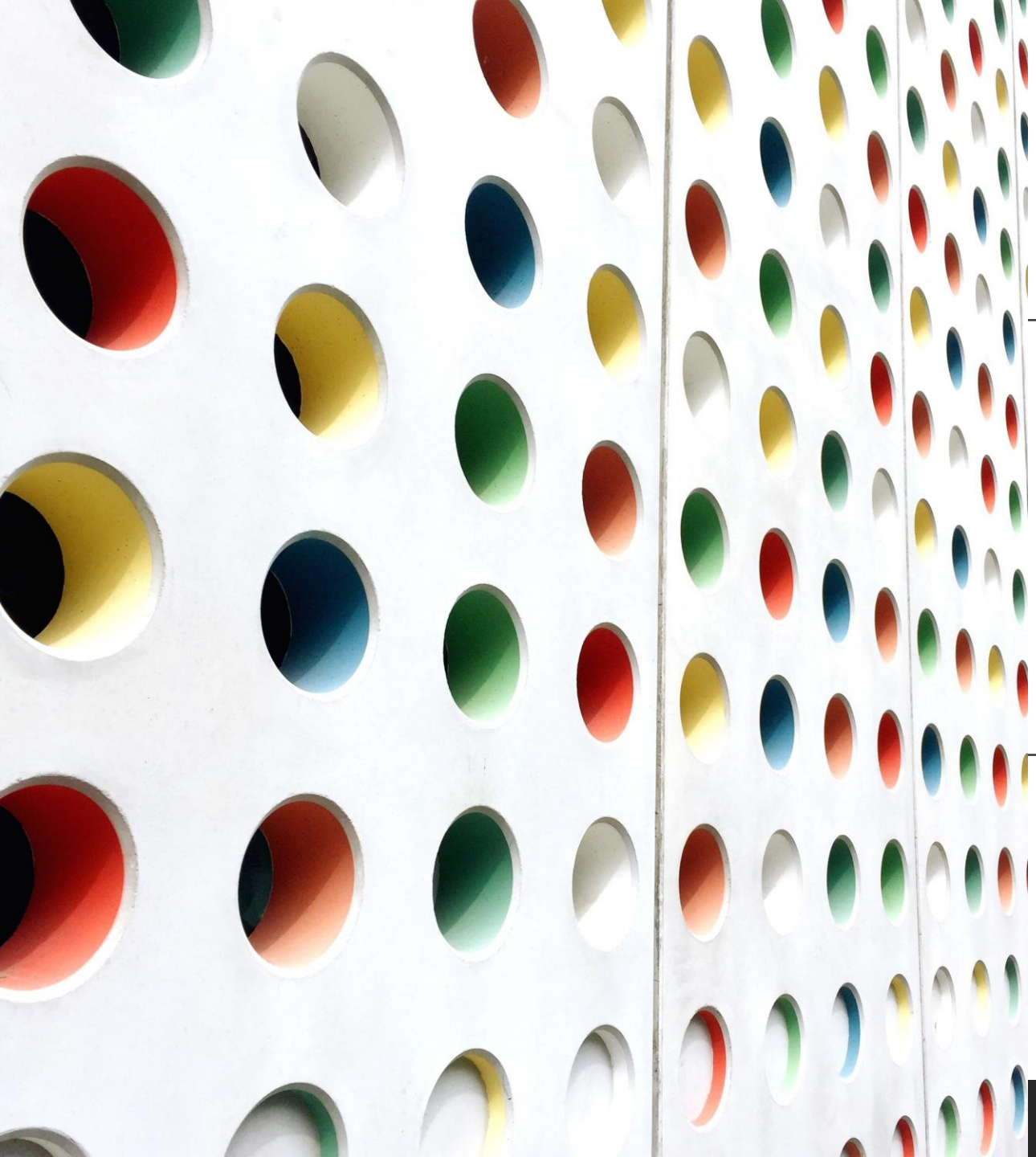

Nigerian Bottling Company Ltd RC 902
(A member of Coca-Cola Hellenic Group)

Sales Dashboard Report

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Comprehensive Sales Dashboard Report

This report presents a comprehensive analysis of revenue performance segmented by sales personnel, product categories, and year-on-year trends.

The objective is to identify key performance drivers, uncover underutilized opportunities, and recommend actionable strategies to improve overall business outcomes.

The data analyzed spans individual contributions from the sales team, revenue distribution across products, and growth metrics over a two-year period. through visual insights and strategic interpretation, this presentation aims to support decision-making for sales optimization, product development, and revenue acceleration.

Summary and Report Overview

Summary

This report presents a comprehensive analysis of revenue performance segmented by sales personnel, product categories, State revenue is generated from and year-on-year trends.

The objective is to identify key performance drivers, uncover underutilized opportunities, and recommend actionable strategies to improve overall business outcomes.

The data analyzed spans individual contributions from the sales team, revenue distribution across products, and growth metrics over a two-year period.

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Report Overview

- ₦2,152,453.90

- 7,997

SALES REPORT DASHBOARD

TOTAL REVENUE	TOTAL QUANTITY SOLD
₦ 2,152,453.90	7,997

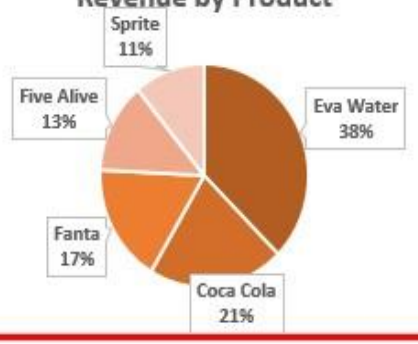
State

Enugu | Kaduna | Kano | Lagos

Product

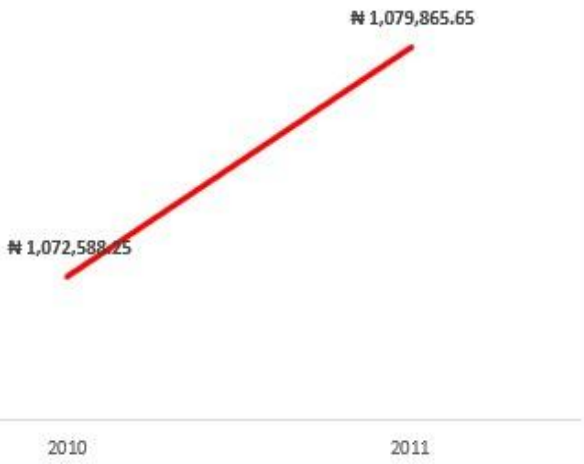
Coca Cola
Eva Water
Fanta
Five Alive
Sprite

Revenue by Product



Revenue by State

Revenue by Year



Revenue by Sales Person

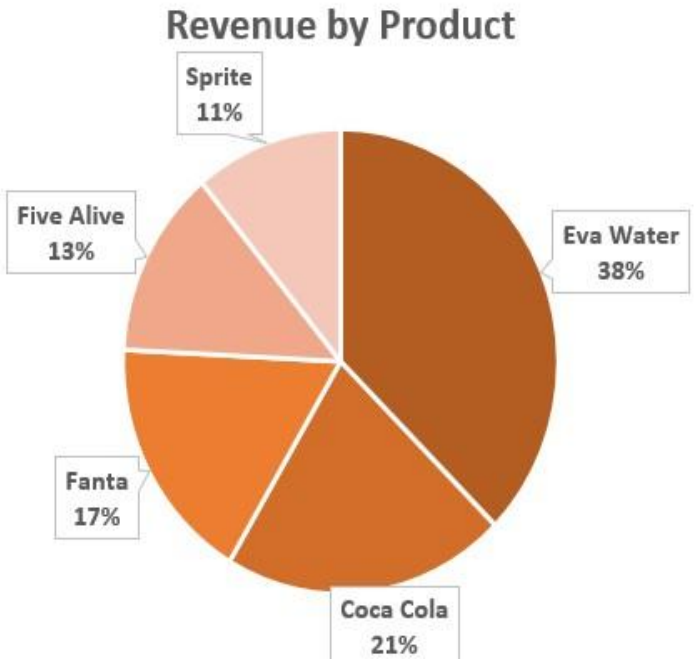
Date

All Periods | MONTHS

2010

JUN JUL AUG SEP OCT NOV DEC

Revenue by Product

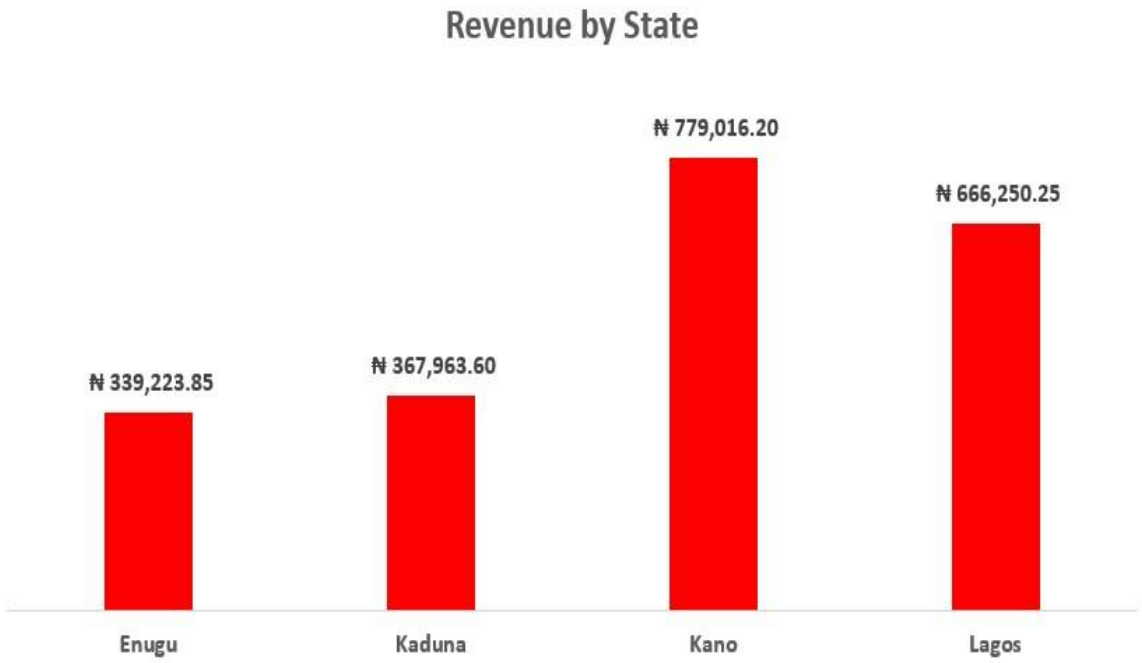


Key Insights

- Top Product: Eva Water contributes the most revenue (38%).
- Second and Third: Coca Cola (21%) and Fanta (17%) follows.
- Lowest Contributor: Sprite at 11%.

Eva Water is the market leader among the products, possibly due to higher volume or margins. However, reliance on one product (38%) may pose a risk—product diversification or marketing push for other products could help balance revenue sources.

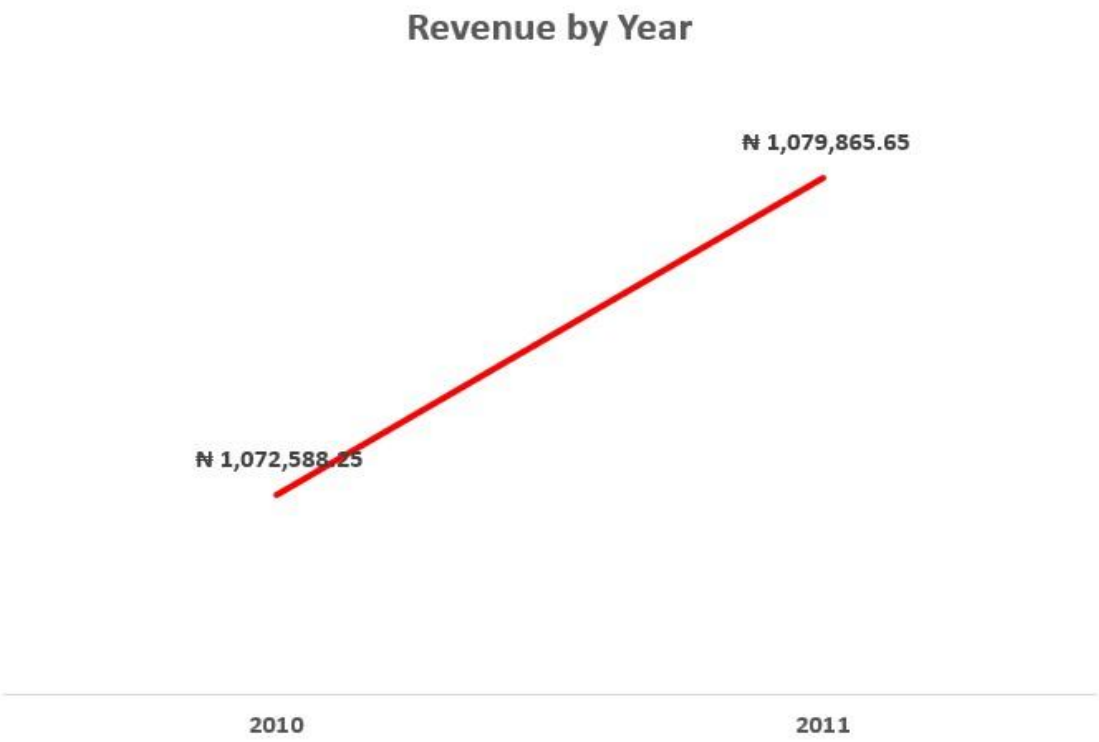
Revenue by State



Key Insights

- **Highest Revenue**: **Kano** generated **₦779,016.20**, the highest among the listed states.
- **Other States**:
  - **Lagos**: ₦666,250.25
  - **Kaduna**: ₦367,963.60
  - **Enugu**: ₦339,223.85
- Kano and Lagos are the top revenue-generating states, suggesting stronger market presence or higher demand in these regions.

Revenue by Year



Key Insights

•2010: ₦1,072,588.25
•2011: ₦1,079,865.65

There is a slight increase in revenue from 2010 to 2011 (₦7,277.40).

•The line is steep visually, but the change is marginal in numeric terms which is just under 1% growth.

Revenue has been stable year-on-year, but growth is minimal. This could point to market saturation or stagnant strategies.

Revenue by Salespersons

Key Insights

- **Top Performer:** Vaughn, Harlon with ₦293,276.35.
- **Lowest Performer:** Mccullough, Scott with ₦119,619.90.
- **Other Notable Performers:** ChristeKanonugun, Jill (₦225,028.60) and Owen, Robert (₦218,411.05).
- **Performance Range:** Revenue ranges from ₦119,619.90 to ₦293,276.35, indicating a wide variation in sales performance across the team.

Few individuals contribute a significantly larger share of revenue, which may suggest that performance is not evenly distributed across the team.

Conclusion

The analysis of the charts reveals the following:

1. **Sales Performance is Uneven:** A small number of salespeople (e.g., Vaughn, Harlon and ChristeKanonugun, Jill) generate a significantly higher share of revenue, while others underperform.

2. **Revenue Growth is Stagnant:** From 2010 to 2011, revenue increased by less than 1%, indicating flat performance over time.

3. **Product Revenue is Skewed:** Eva Water alone contributed 38% of total product revenue, showing over-dependence on a single product line.

4. **Missed Optimization Opportunities:** There is potential to increase revenue by improving the performance of underperforming sales staff and promoting less popular products.

Recommendations

1. Strengthen Sales Team Performance
    a. Conduct performance reviews and identify gaps for underperforming staff.
    b. Offer targeted training and mentorship from top performers like Vaughn and Jill.
    c. Introduce incentives and KPIs tied to performance improvement.

2. Drive Revenue Growth Strategically
    a. Develop a more aggressive sales and marketing plan to stimulate year-on-year growth.
    b. Explore new markets or channels for expansion.

3. Diversify Product Revenue Base
    a. Promote underperforming products like Sprite and Five Alive through bundled promotions, repositioning, or awareness campaigns.
    b. Analyze customer preferences and feedback to understand why Eva Water dominates and how others can be improved.

4. Product and Sales Data Monitoring
    a. Implement monthly or quarterly performance tracking for both salespeople and products.
    b. Use dashboards to visualize trends and make faster, data-driven decisions.

Q & A

THANK YOU