**Azyten’s Financial Position Analysis**

**1. Net Revenue After Revenue Sharing**

* **Total Revenue**: NGN 42,426,000
* **Azyten’s Revenue**: NGN 14,561,200 (34%)
* **ABC’s Revenue**: NGN 27,864,800 (66%)

Azyten retains 34% of the total revenue, while ABC receives the remaining 66%. This split indicates that Azyten’s earnings from the partnership contribute a significant amount but are less than half of the total revenue generated.

**2. Total Revenue from Installations**

* **Total Installation Cost**: NGN 4,830,000

This amount, which excludes revenue from core internet services, reflects the additional income generated solely from installation services. It’s a substantial figure, demonstrating the contribution of ancillary services to Azyten's overall revenue stream.

**3. Key Metrics for Azyten’s Financial Health and Growth Potential**

* **Revenue by Channel**:
  + **Direct Sales**: NGN 20,941,000 (574 sales)
  + **Indirect Sales**: NGN 21,485,000 (337 sales)

The revenue is nearly evenly split between direct and indirect channels, though direct sales generated more transactions. This suggests that while indirect channels yield higher per-sale revenue, direct sales are more consistent in volume.

* **Top-Performing Service Plans**:
  + **UNLIMITED 50 (Recurrent)**: 323 sales, Azyten Revenue - NGN 3,087,000
  + **UNLIMITED 100 (Recurrent)**: 166 sales, Azyten Revenue - NGN 2,079,680
  + **UNLIMITED 300 (Recurrent)**: 73 sales, Azyten Revenue - NGN 2,932,990

These recurrent plans are the most popular and contribute the largest share of revenue. The popularity of these plans highlights a strong preference for unlimited internet services with recurring charges.

* **Service Plans by Year**:
  + **2022**: 244 transactions
  + **2023**: 520 transactions
  + **2024** (to date): 147 transactions

The peak in 2023 reflects strong demand, but the drop in 2024 may indicate market saturation or increased competition. Further analysis is needed to determine the cause of this trend and explore strategies to reverse it.

**4. Summary of Azyten’s Financial Position**

Azyten has established a stable revenue stream from its satellite internet services, especially through high-volume direct sales and recurrent plans. While installation costs provide additional income, the primary revenue is derived from the core internet services, with significant contributions from the UNLIMITED 50, UNLIMITED 100, and UNLIMITED 300 plans.

**Revenue growth peaked in 2023** but has declined in 2024, suggesting potential market saturation or competition challenges. Direct sales are consistent in volume, while indirect sales yield higher per-sale revenue.

**5. Sustainability and Profitability Analysis**

* **Sustainability**: The reliance on a few popular recurrent plans, such as UNLIMITED 50 and UNLIMITED 100, shows that Azyten has a strong base but may need to diversify offerings or target new customer segments to ensure long-term sustainability.
* **Profitability**: With a 34% revenue share, Azyten has a profitable partnership with ABC, but profitability could be enhanced by either renegotiating revenue shares or focusing on high-margin services.
* **Top-Performing Channels**: Direct sales generate higher transaction volumes, while indirect sales yield higher average revenue per sale. This dual approach allows Azyten to capture both market breadth and depth.

In conclusion, Azyten’s financial position is strong, but a proactive approach to addressing declining revenue in 2024 will be crucial for sustained growth.