

# ANALYSIS REPORT FOR DATALEUM

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# EXECUTIVE SUMMARY

**This report provides an analysis of current datasets gotten from a company based in Nigeria. Method of Analysis includes trend, horizontal, pie and vertical analysis. The objective of this report is to describe our study of the industry and analyze its results with respect to opportunities for more investments.**

₦128M

Gross Sales

₦14M

Profit after Tax

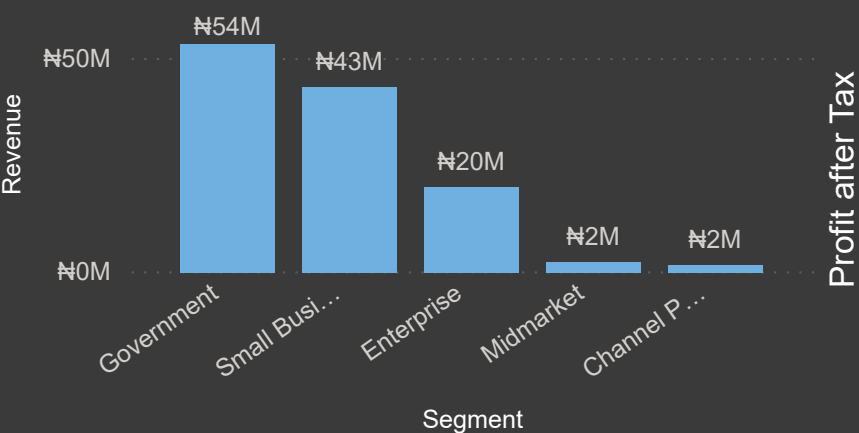
₦121M

Revenue

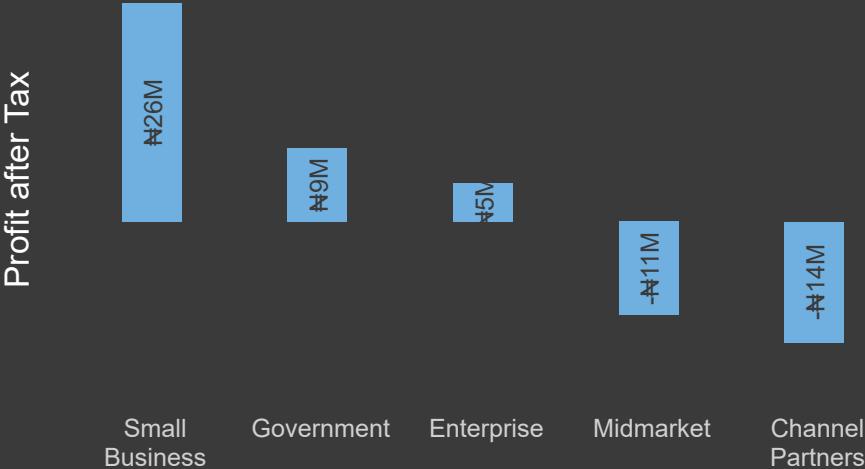
1M

Units Sold

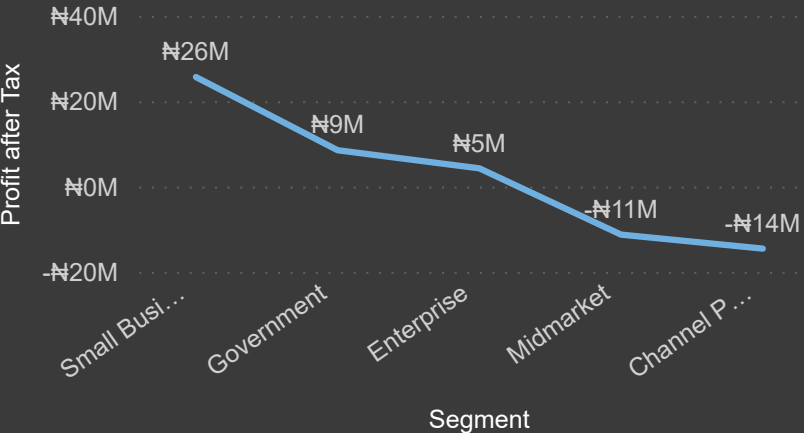
Revenue by Segment



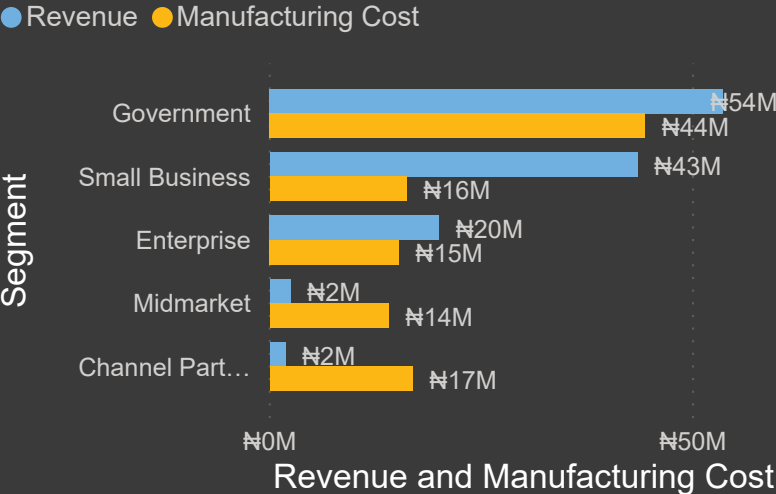
Profit after Tax by Segment



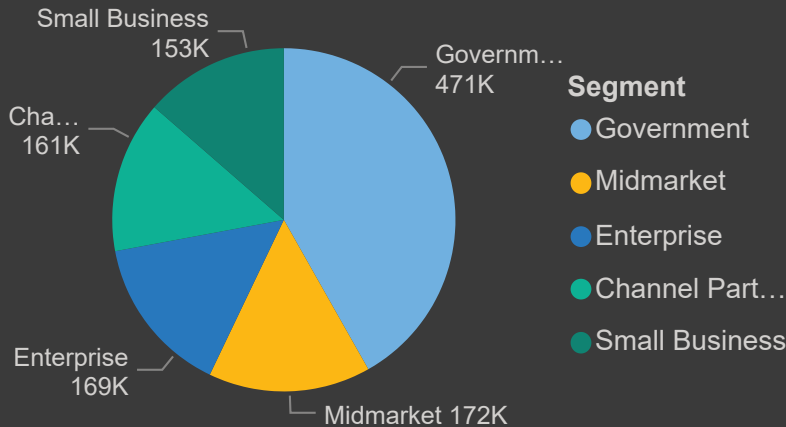
Profit after Tax by Segment



Revenue and Manufacturing Cost by Segment



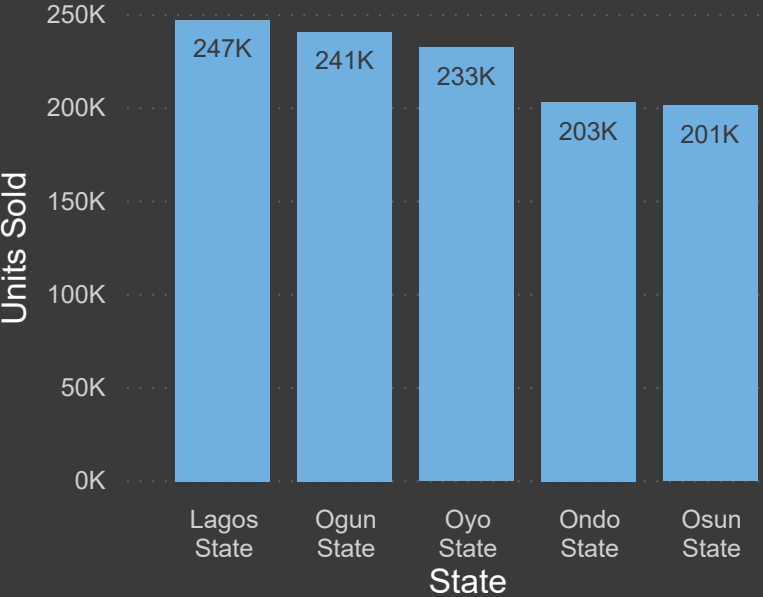
Units Sold by Segment



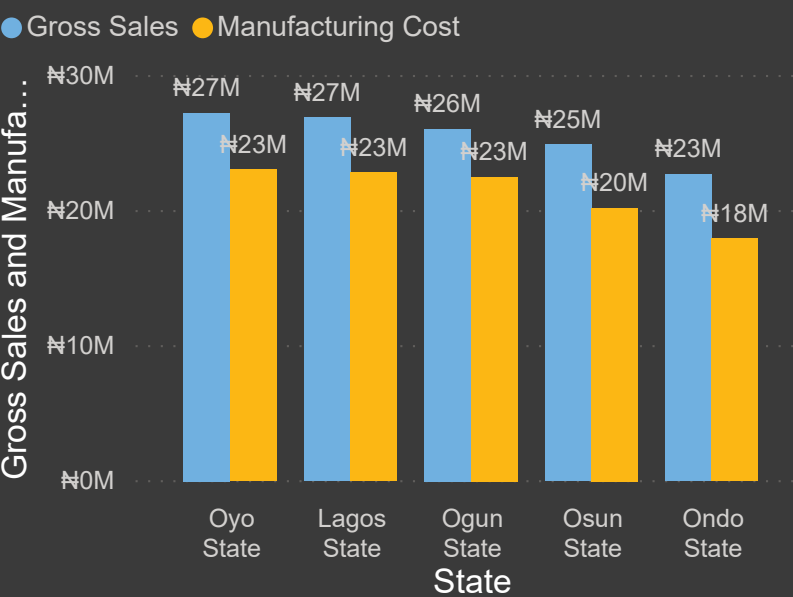
Segment	Profit after Tax
Small Business	₦25,910,384
Government	₦8,748,972
Enterprise	₦4,505,690
Midmarket	₦11,033,401
Channel Partners	₦14,303,606

Segment	Channel Partners	Government	Small Business
Enterprise			
Midmarket			

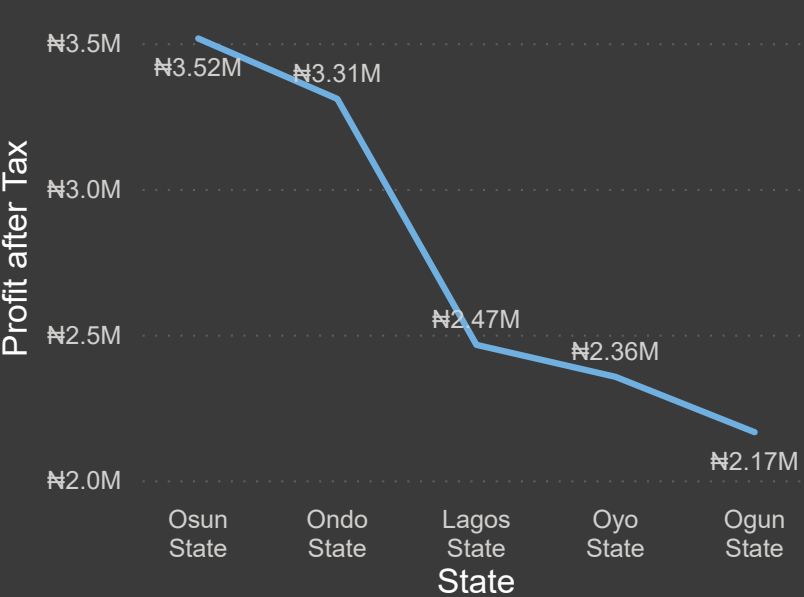
Units Sold by State



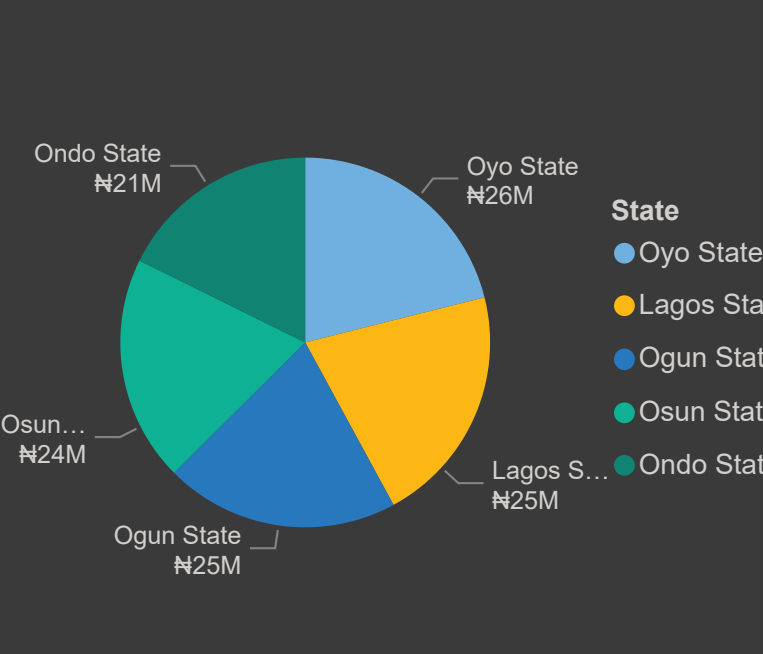
Gross Sales and Manufacturing Cost by State



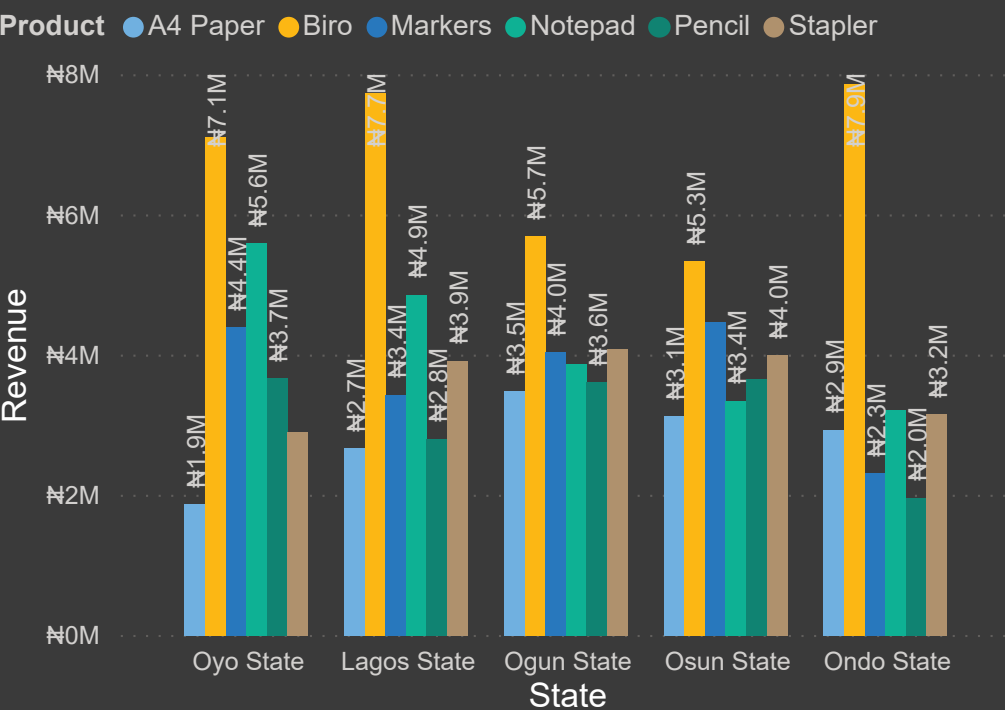
Profit after Tax by State



Revenue by State

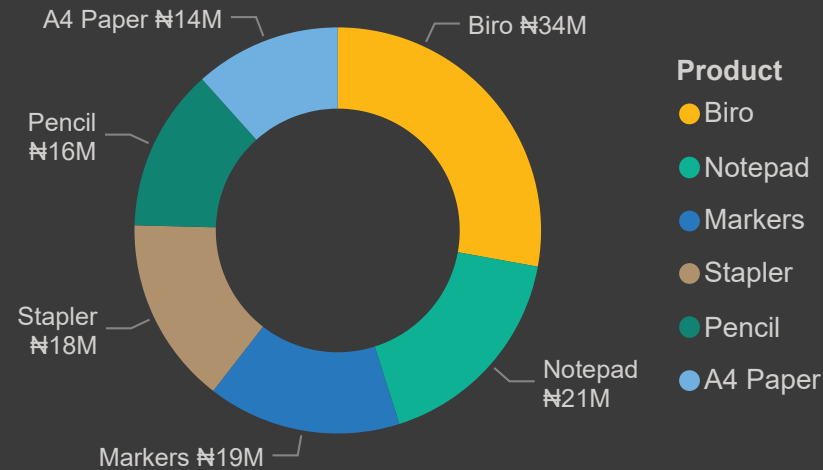


Revenue by State and Product

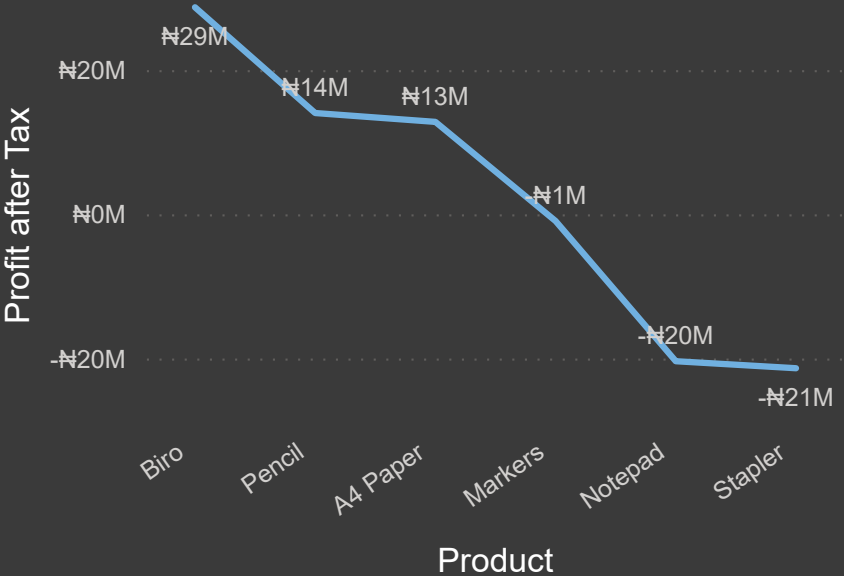


State			
Lagos State		Osun State	
Ogun State		Oyo State	
Ondo State			

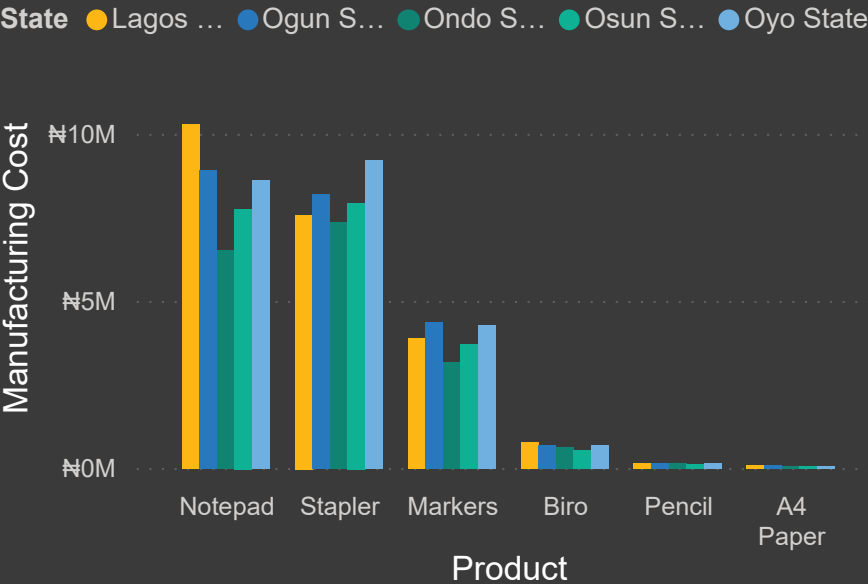
Revenue by Product



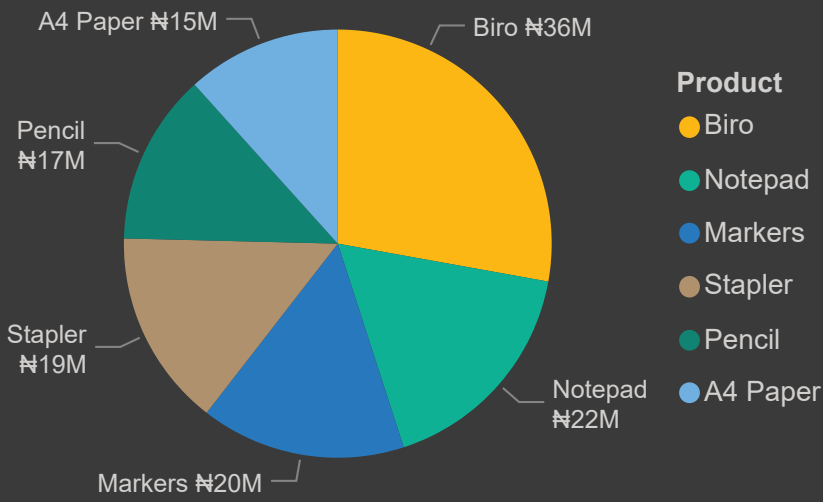
Profit after Tax by Product



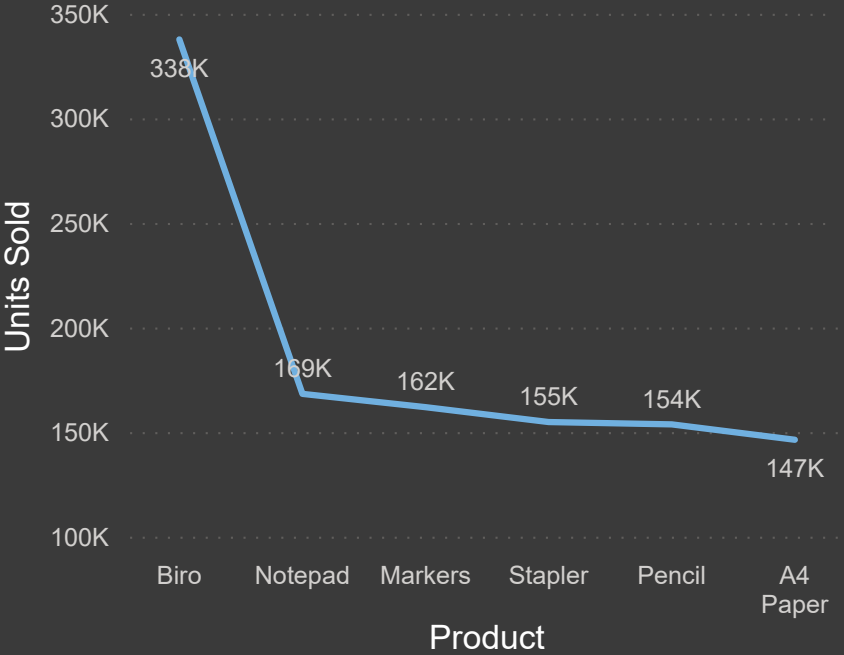
Manufacturing Cost by Product and State



Gross Sales by Product

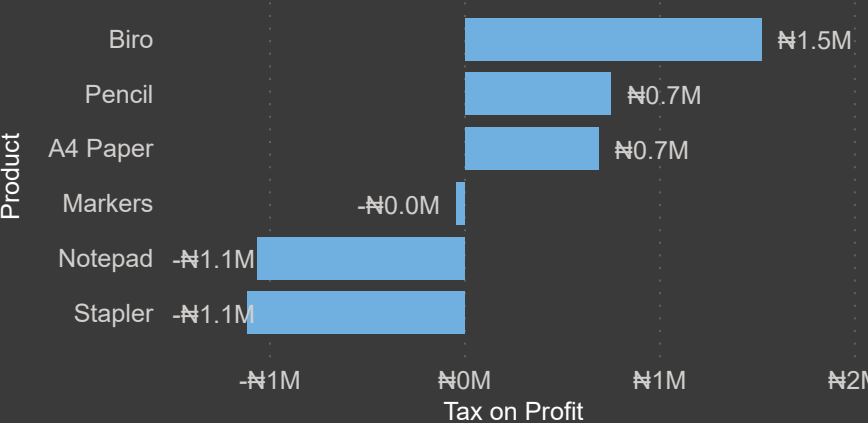


Units Sold by Product

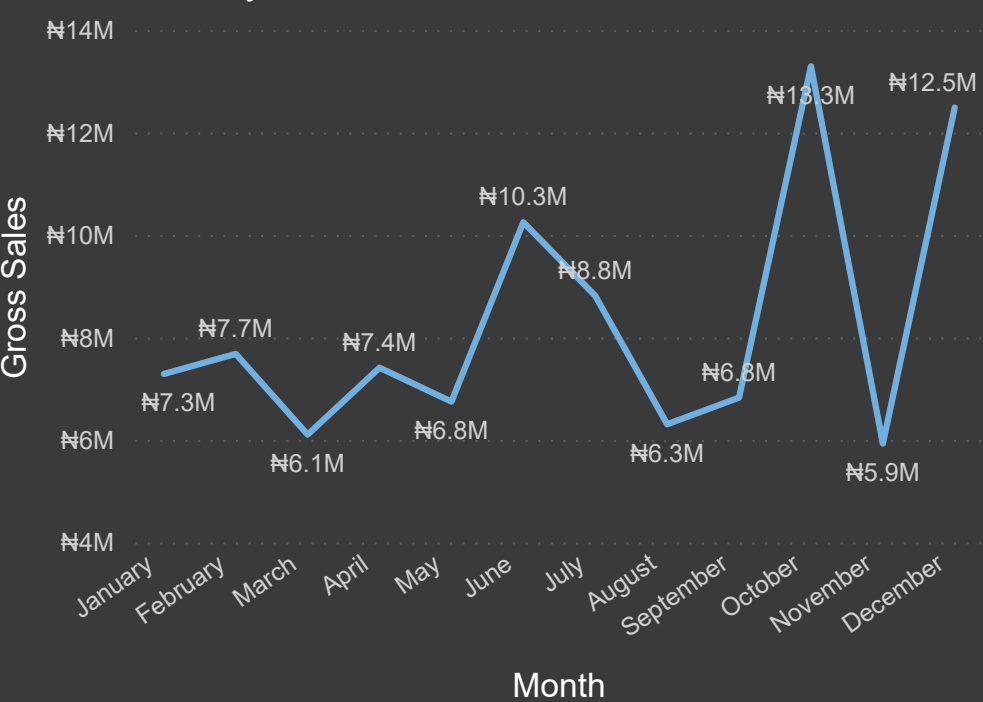


Product		
A4 Paper	Markers	Pencil
Biro	Notepad	Stapler

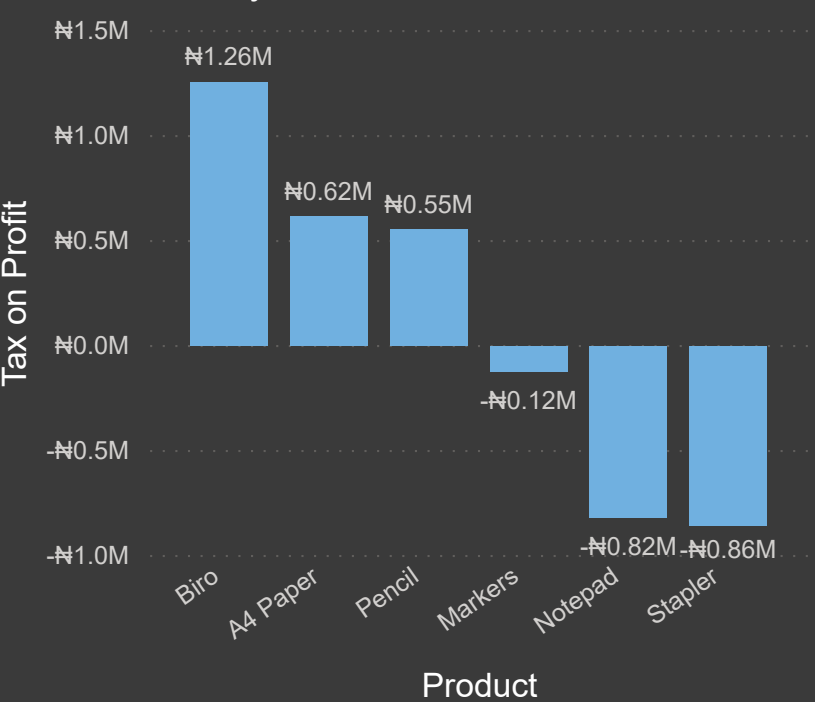
Tax on Profit by Product



Gross Sales by Month



Tax on Profit by Product

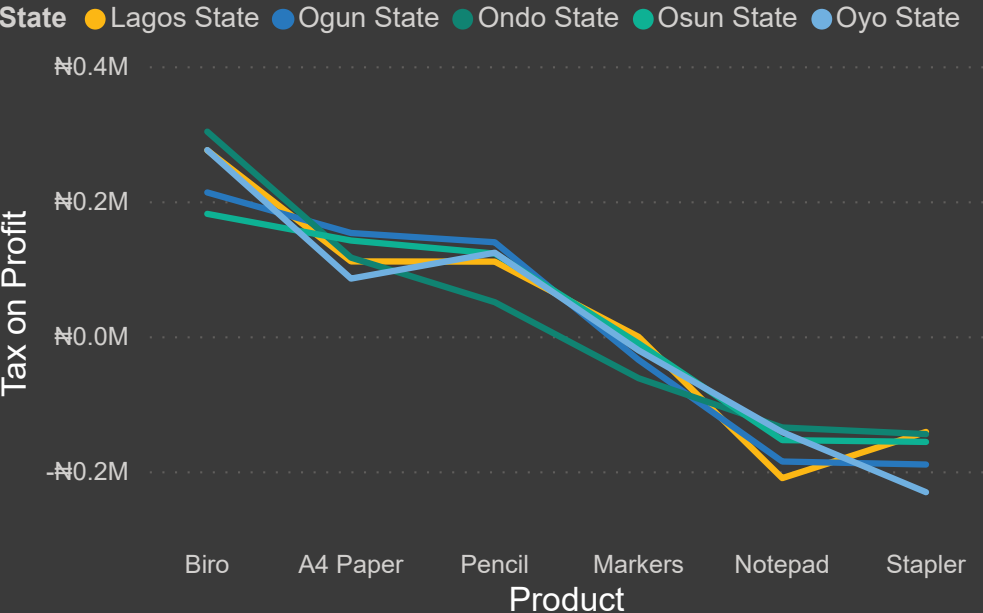


Date

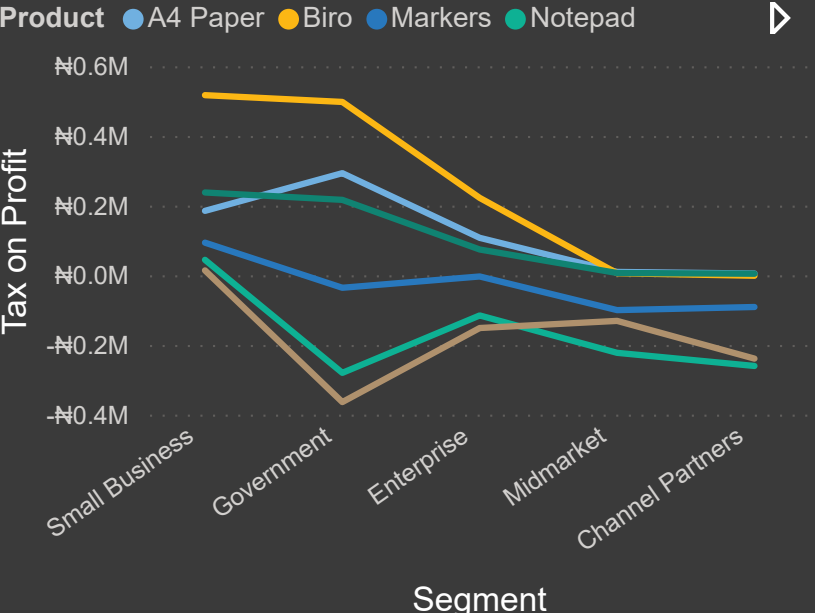
1/1/2014

12/1/2014

Tax on Profit by Product and State



Tax on Profit by Segment and Product



**This is an Analysis report overview for:**

- a. Segment**
- b. State**
- c. Product**

**A report on all products sold between January and December 2014, showing number of sales, sales proportions and financial performance and from the analysis, we determined whether there is growth or decline on any of the product lines.**

**There was a Comparison between 2013 Q4 and 2014 Q4 figures to highlight year on year results. The report was reproduced at higher levels such as Product category and State.**

**The Analysis showed that Biro was the key product and also the drivers of performance.**

**A4 Paper should be discontinued due to poor outcomes and performances.**

**The Analysis also shows what product pay the highest tax on**

- a. Overall**
- b. For each state**
- c. For each segment**