

# Choplif by Sam:

## *A strategic analytics dashboard*

Data Analyst: Ufuoma Ogeh

Overview User & Revenue Growth Operational Efficiency Investor Readiness Metrics

At **Choplif by Sam**, the mission is clear—deliver great meals fast, consistently, and across Nigeria. But as the business grows, so do the challenges.

This dashboard was created to help the leadership team answer:

- Are we growing fast enough—and in the right places?
- Are operations efficient and scalable?
- Are we ready for investors?

Using real data from customers, marketing, and delivery orders, this report uncovers key trends, inefficiencies, and opportunities.

Explore the dashboards to find:

- Where growth is happening—and where churn is hurting us
- Which cities and partners are delivering on time—and which aren't
- How much we spend to acquire customers—and how much they return

Every insight leads to one goal: **position Choplif for scalable growth and long-term investor confidence.**

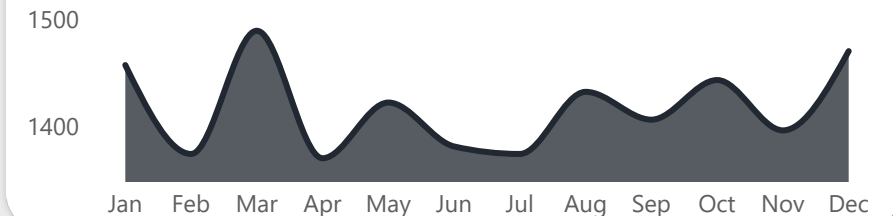
Total Subscribers  
**5000**

Subscribers Who  
Placed Orders  
**4887**

Repeat Customer  
**4530**

The platform has a total of 5,000 subscribers, with 4,887 active users and 4,530 repeat customers, averaging 1,418 customers per month.

### Monthly Active Users (MAU)



Average  
Delivery time

**54**

On-time  
delivery rate

**37%**

Over 6 out of 10 deliveries are late.

Total  
Revenue  
**286M**

Marketing  
spending  
**781M**

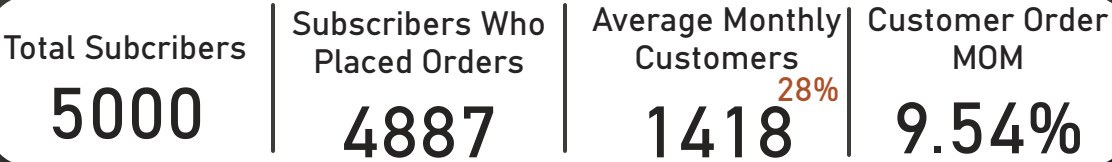
Marketing spending is 2.7x higher than Total revenue

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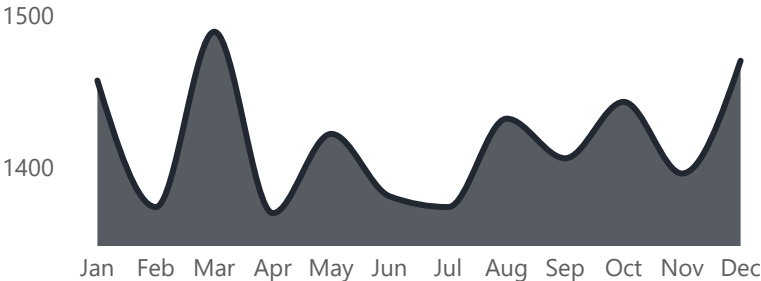
- ☐ Abeokuta
- ☐ Abuja
- ☐ Benin City
- ☐ Enugu
- ☐ Ibadan

Overview   User & Revenue Growth   Operational Efficiency   Investor Readiness Metrics

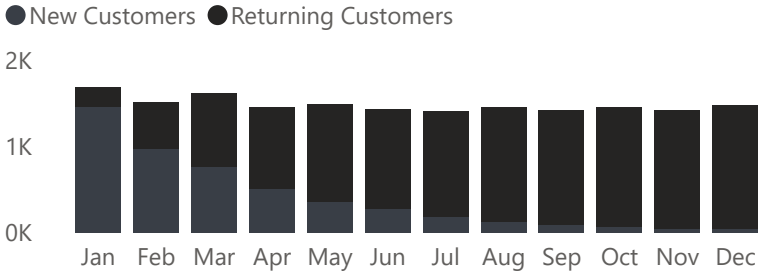


All customer sign-ups occurred between Jan. 2022 and Dec. 2023, with no new sign up post 2023. Net customer base is shrinking

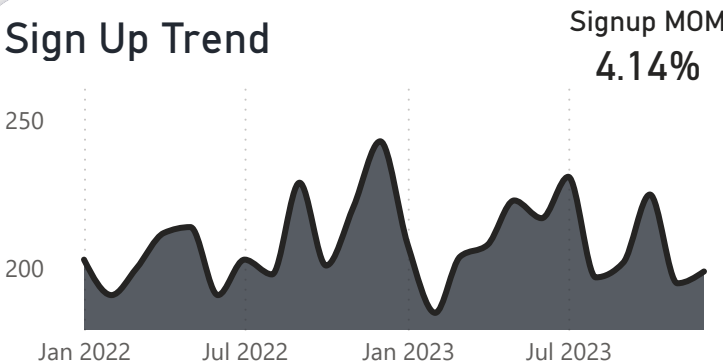
Monthly Active Users (MAU)



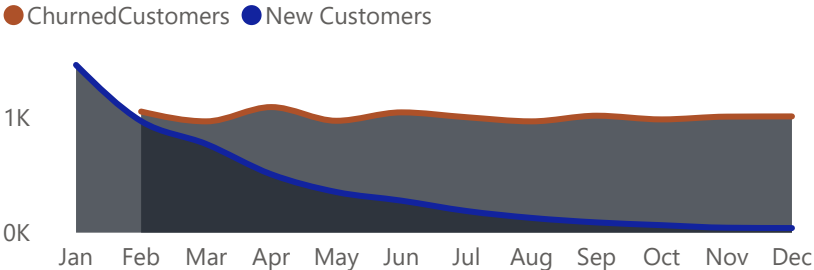
New vs Returning Users Overview



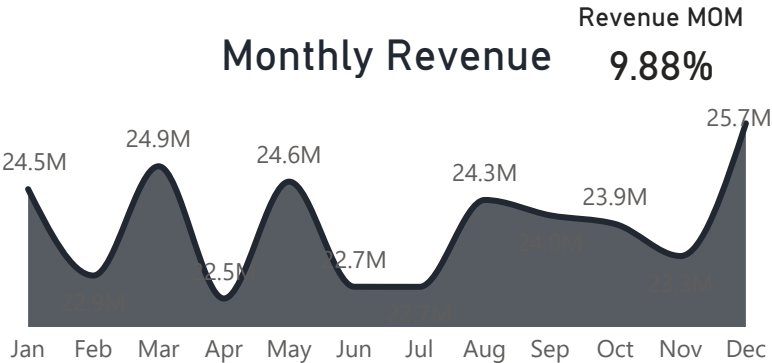
Sign Up Trend



Customer churn vs New customer order



Monthly Revenue



Performance by Location: Revenue & Subscribers

Location	Total Subscribers	Total Revenue
Abuja	522	31358271
Ibadan	524	30071619
Enugu	524	29376359
Kano	498	29001233
Abeokuta	508	28690132
Benin City	515	28551230
Lagos	471	28153470
Ilorin	494	27642716
Port Harcourt	486	27184255
Jos	458	25987503

# Choplif by Sam:

## A strategic analytics dashboard

Breakfast

Dinner

Lunch

Average Delivery time

54

Ontime delivery rate

37%

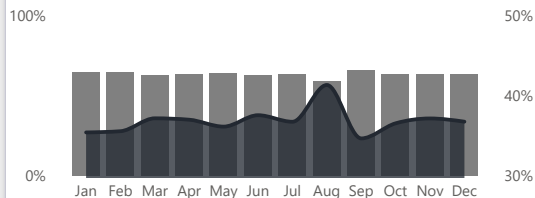
User & Revenue Growth

Operational Efficiency

Investor Readiness Metrics

### Ontime delivery vs late delivery

● Late Delivery Rate (%) ● On-Time Delivery Rate (%)

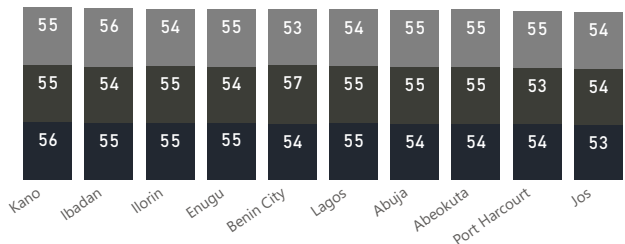


### Ontime delivery rate per location

Location	On-Time Delivery Rate (%)
Port Harcourt	38%
Lagos	37%
Kano	35%
Jos	39%
Ilorin	37%
Ibadan	36%
Enugu	38%
Benin City	36%
Abuja	37%
Abeokuta	38%

### Ave Delivery time by partners

DeliveryPartner ● ChopLife Fleet ● GIG ● Kwik



### Payment method frequency

6.9K

Transfer

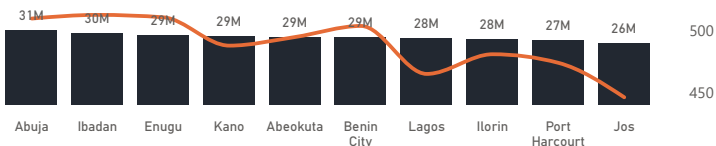
6.6K

Card

6.5K

Wallet

### Orders trend and revenue per DeliveryLocation.

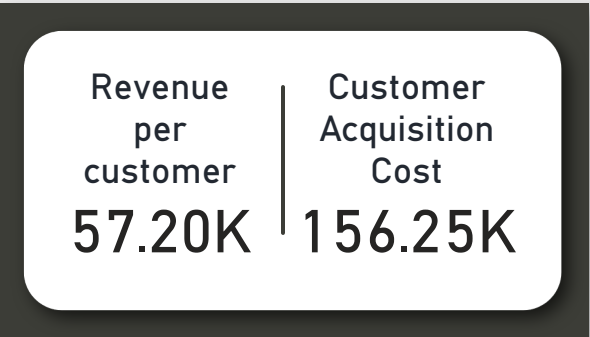
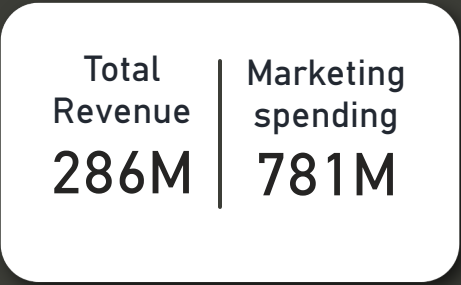


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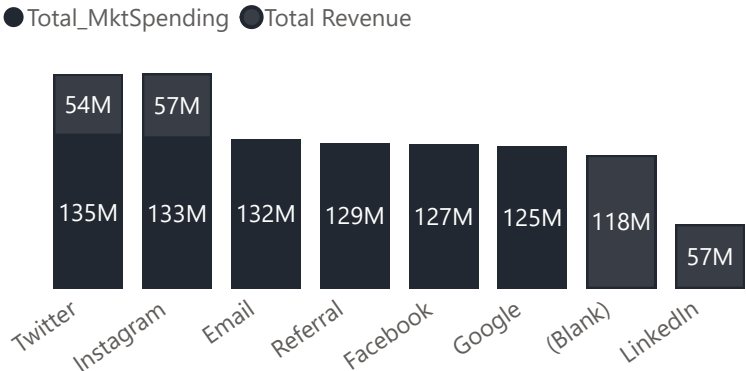
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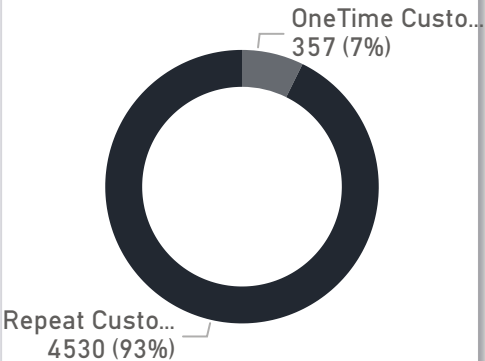


CAC is 2.7x higher than revenue per customer

Marketing ROI by Channel



OneTime vs Repeat Customers



Marketing Performance

