

AFRI TECH LTD.

Brand Reputation Enhancement Dashboard Analysis



Revenue Growth

Year-over-Year Analysis



Customer Segmentation

VIP, Returning & New



Regional Performance

Top 5 Revenue Centers

\$57.53M

TOTAL REVENUE

\$30.83M

PREV. YEAR
REVENUE

61.13K

AVERAGE INCOME

200

TOTAL CUSTOMERS

86.5% YoY Growth in Total Revenue

Revenue Growth Analysis

\$57.53M

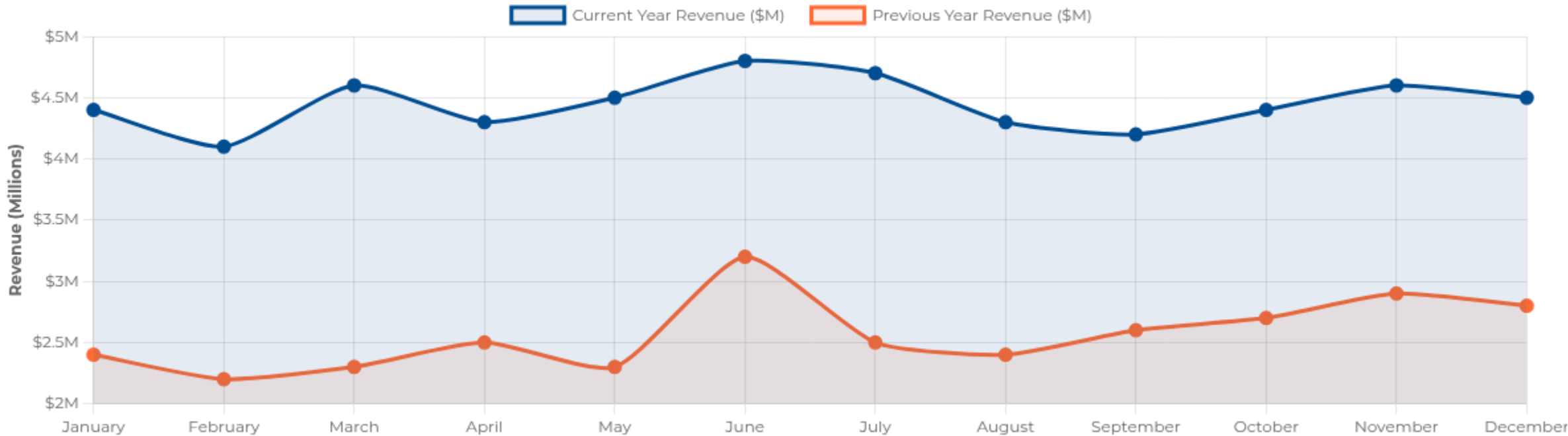
Current Year Revenue

\$30.83M

Previous Year Revenue

+86.5%

Year-over-Year Growth

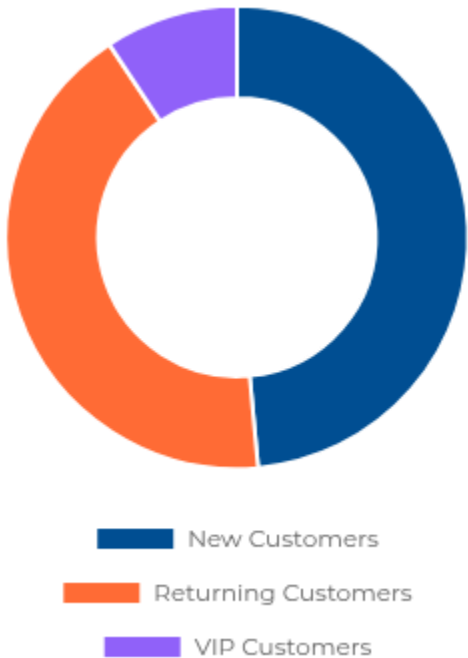


Key Insights

Growth Drivers

Customer Segmentation

Revenue by Customer Type



New Customers 48.54%

Largest revenue segment at \$27.93M

- ✓ Strong customer acquisition driving growth
- 💡 Opportunity to convert to returning customers



Returning Customers 42.14%

Strong loyalty base at \$24.25M

- ✓ Indicates healthy product satisfaction
- 💡 Loyalty programs could increase retention



VIP Customers 9.31%

High-value segment at \$5.36M

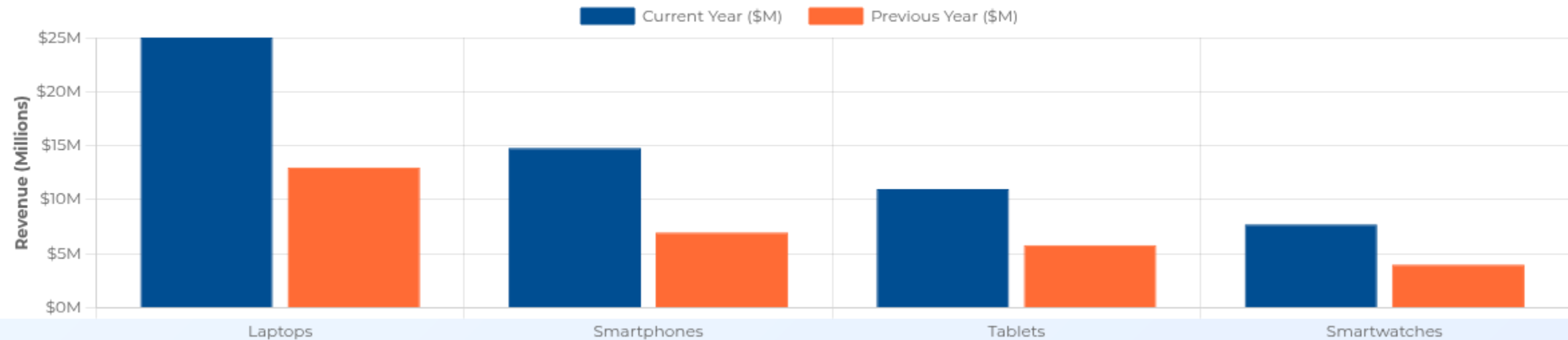
- ⓘ Smallest segment with growth potential
- 💡 VIP program expansion recommended


Strategic Recommendations

- 🎯 Implement targeted loyalty program to convert new customers to

Product Performance

Revenue by Product Category



 **Laptops**

\$38.00M

+92%

Current: \$25M | Previous: \$13M

★ Top performing product line


 **Smartphones**

\$21.81M

+111%

Current: \$14.81M | Previous: \$7M


📈 Highest growth percentage


 **Tablets**

\$16.81M

+89%

Current: \$11M | Previous: \$5.81M


 Popular with returning customers

 **Smartwatches**

\$11.74M

+94%

Current: \$7.74M | Previous: \$4M

 Emerging market opportunity

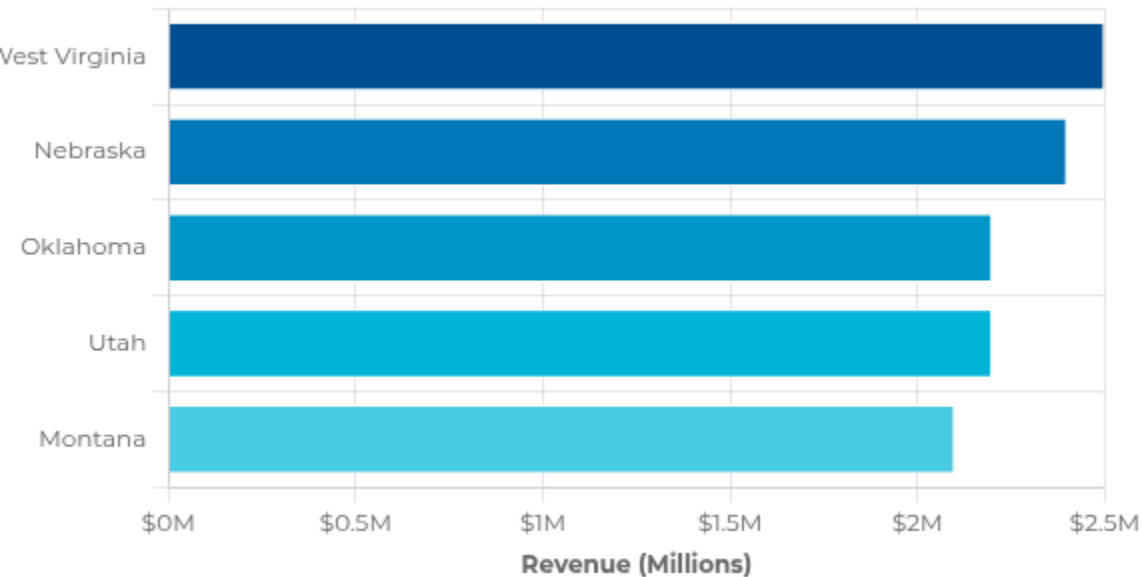
Top Performing Regions






Regional Insights

-  Midwest & Western regions drive 80% of revenue
-  West Virginia leads with \$25M in sales
-  Oklahoma showing fastest growth rate
-  Untapped potential in Eastern regions

Revenue by Region



Strategic Recommendations

-  Expand operations in West Virginia and Nebraska to capitalize on strong performance
-  Open flagship stores in Oklahoma and Utah to enhance brand presence
-  Partner with regional retailers in Montana to increase market penetration

KEY FINDINGS & STRATEGIC DIRECTION

Summary & Strategic Recommendations

Performance Highlights

-  **86.5% YoY Revenue Growth**
from \$30.83M to \$57.53M
-  **Product Performance**
Laptops lead with \$38M revenue (38% of total)
-  **Customer Segmentation**
48.5% revenue from new customers (\$27.93M)
-  **Regional Success**
West Virginia leads with \$25M in sales

Strategic Imperatives

- Product Strategy**
Expand laptop product line while growing smartphone division to capitalize on highest growth rate
- Customer Strategy**
Implement loyalty program to convert new customers to returning; develop VIP customer initiatives
- Regional Strategy**
Expand operations in West Virginia and Nebraska; target Eastern regions for market expansion
- Market Positioning**
Leverage brand reputation for premium tech products in emerging markets

Implementation Roadmap



Short-Term (Q1-Q2)

- ✓ Launch customer loyalty program
- ✓ Expand laptop inventory in top regions



Mid-Term (Q3-Q4)

- ✓ Open flagship stores in Oklahoma & Utah
- ✓ Launch VIP customer incentive program



Long-Term (FY 2024)

- ✓ Expand into Eastern market regions
- ✓ Develop integrated product ecosystem