

Total Region
7

Total Country
185

RIBY SALES CUSTOMER TRANSACTION REPORT

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Total Revenue
\$665bn

Total Cost
\$469bn

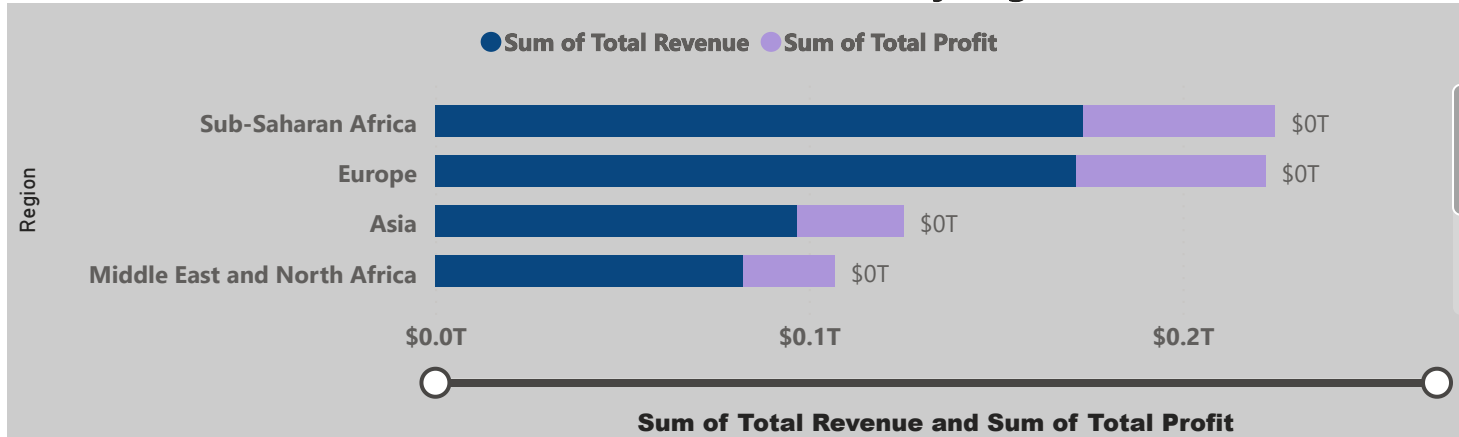
Total Profit
\$196bn

Region
All

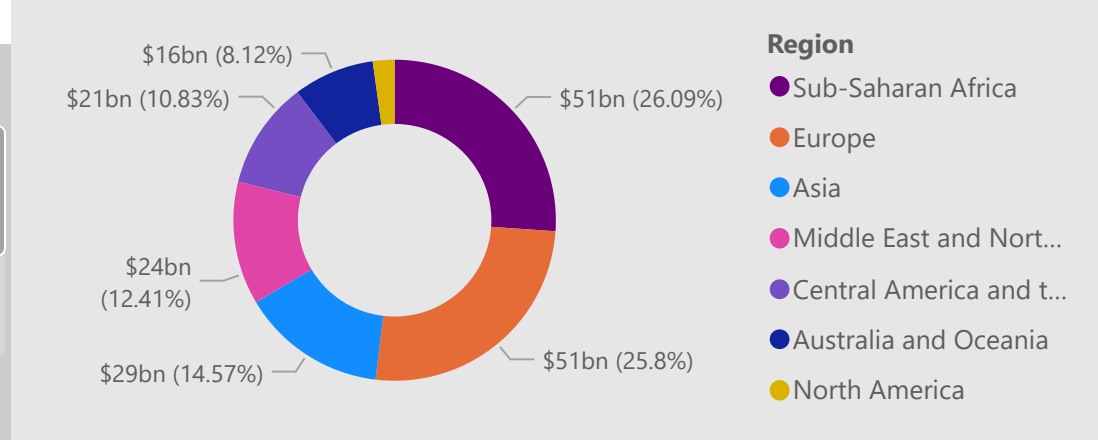
Year
All

Item Type
All

Total Revenue vs Total Profit by Region



Sum of Total Profit by Region

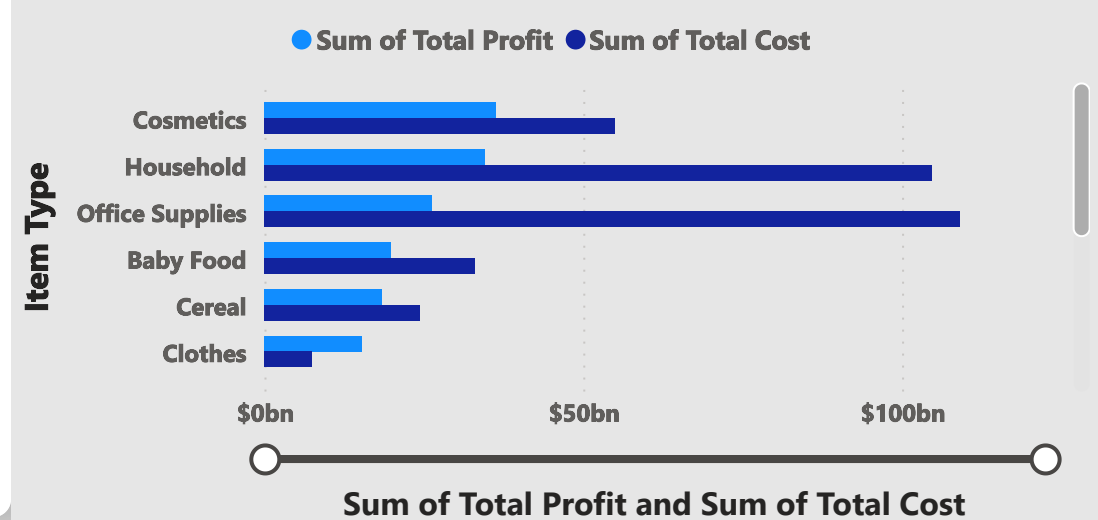


Profit by Country and Region

Country: Australia, Lesotho, Maldives, Namibia, New Zealand, Rwanda, Samoa, Serbia, Singapore, Ukraine



Sum of Total Profit and Sum of Total Cost by Item Type



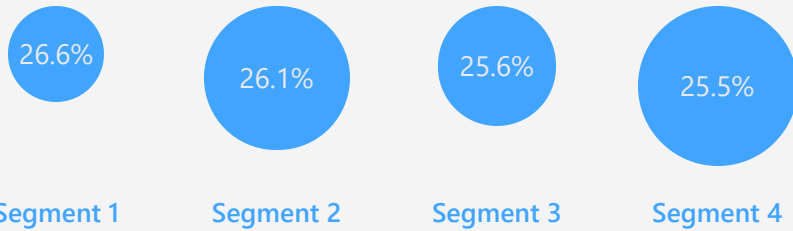
Key Influence and segment Analysis

Key influencers Top segments

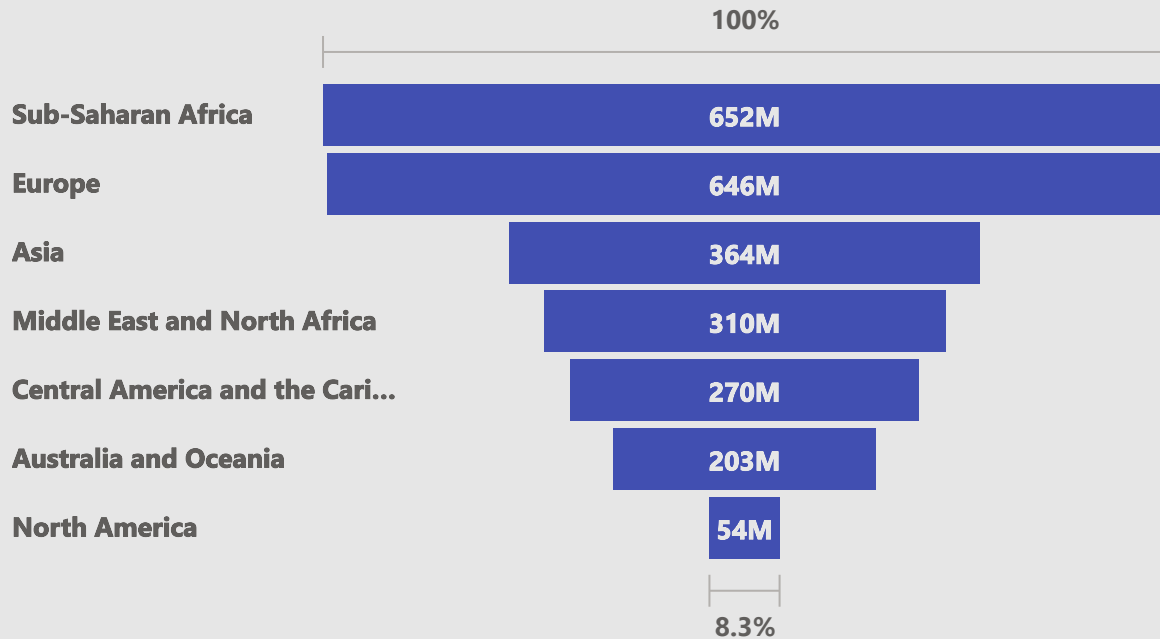


When is Region more likely to be ?

We found 4 segments and ranked them by % Region is Europe and populati...



Units Sold by Region



Asia

13,674,966.33

Unit Cost

19,404,730.02

Unit Price

364,122,959

Units Sold

Australia and Oceania

7,592,155.13

Unit Cost

10,771,970.52

Unit Price

202,896,949

Units Sold

Central America and the Caribbean

10,137,358.79

Unit Cost

14,380,777.96

Unit Price

269,684,393

Units Sold

Europe

24,200,461.92

Unit Cost

34,336,346.33

Unit Price

646,416,168

Units Sold

Middle East and North Africa

11,660,375.63

Unit Cost

16,533,307.31

Unit Price

310,359,376

Units Sold

North America

2,046,216.81

Unit Cost

2,901,109.01

Unit Price

54,235,843

Units Sold

Sub-Saharan Africa

24,452,747.56

Unit Cost

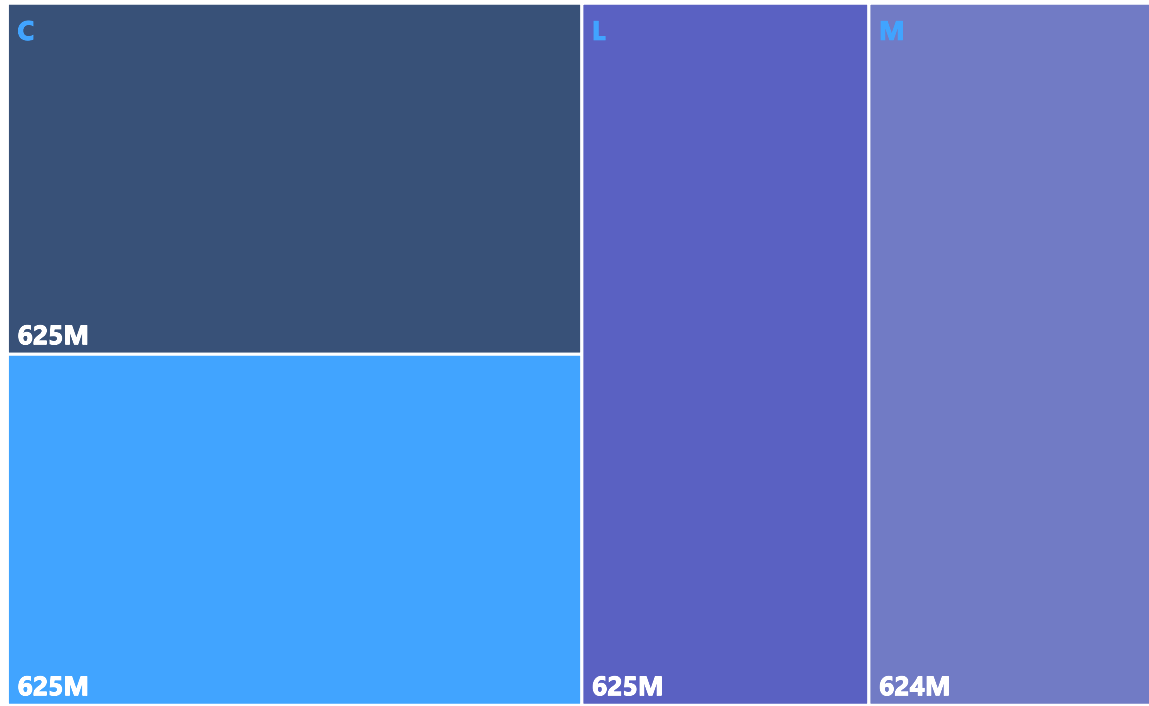
34,690,133.04

Unit Price

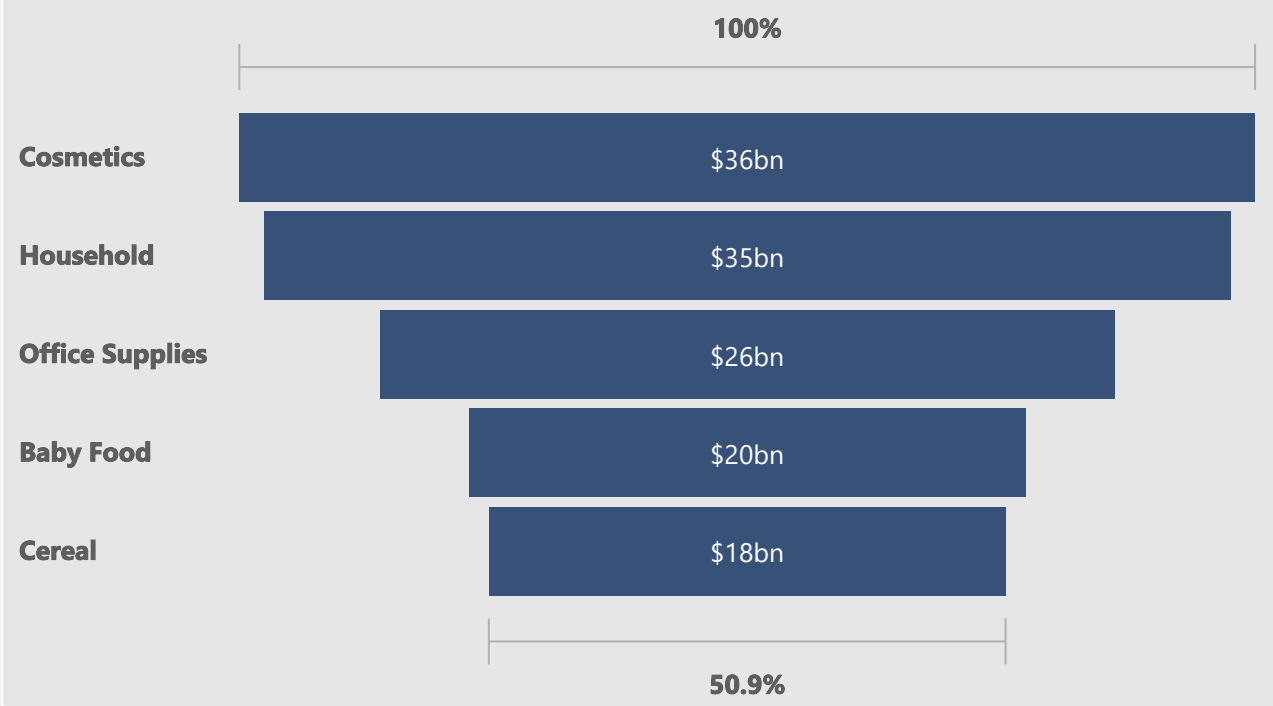
651,852,367

Units Sold

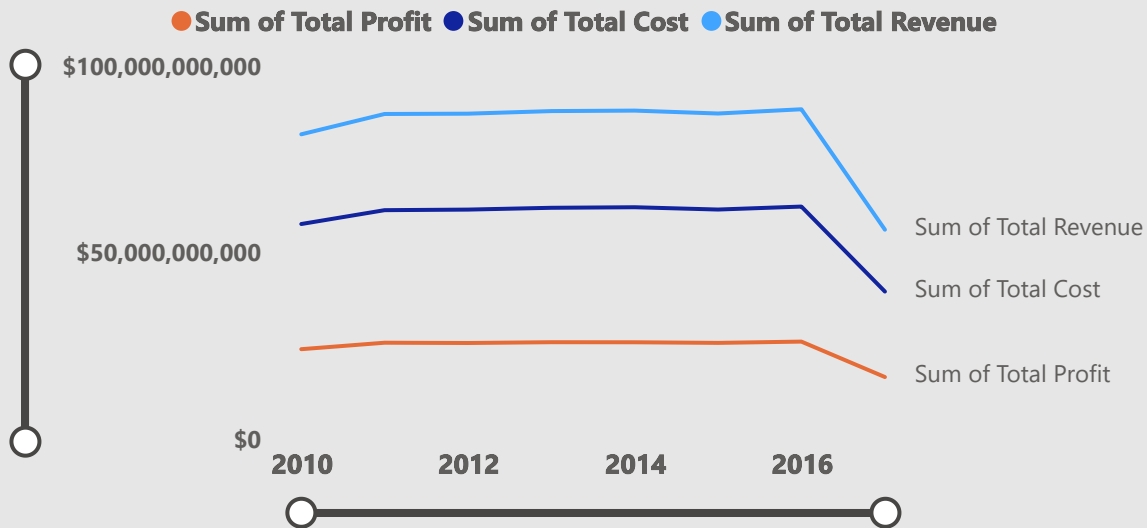
Order Priority vs Unit sold



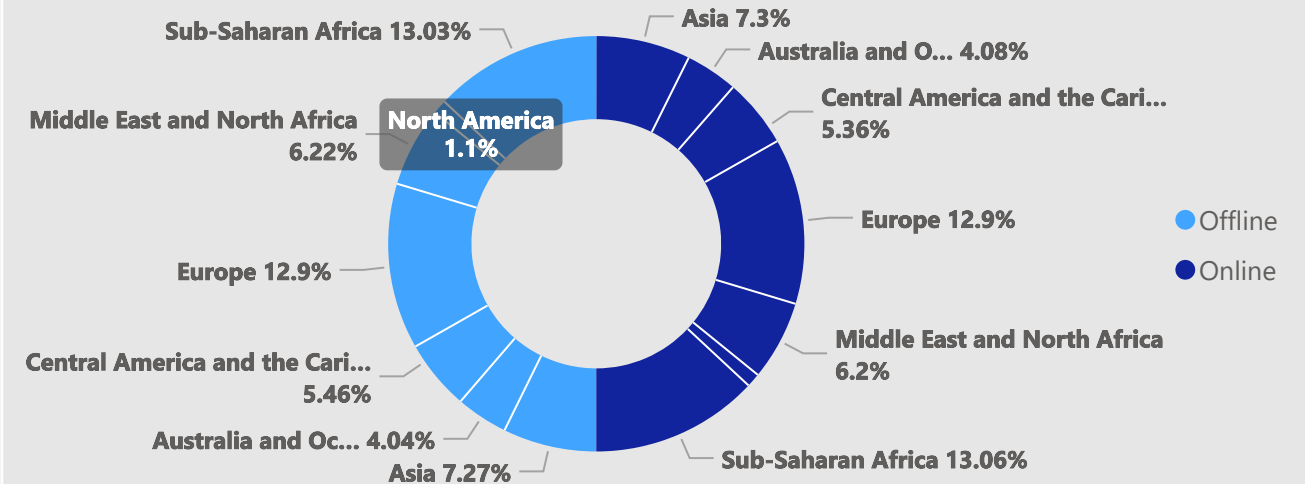
Top 5 Item Type by Profit



Revenue, Profit and Cost timeline



Revenue by Sales Channel vs Region



CONCLUSION

- .The sales channels shows equal revenue of 50% each on the online and offline channels.
- .It is observed that equal attention is given on the order priority as seen that **L,C** and **H** order Priority recorded the same unit sold of \$625 million while **L** has \$623 million.
- .The highest profit(\$36 billion) is recorded in Cosmetics Product, followed by household item(\$35 billion), while cereal item type shows the least profit representing \$18 billion.
- .Peak profit of \$50,463,057,881 is recorded in the second quarter, while the least profit of \$47,204,075,676 is recorded in the fourth quarter of the period under review.
- .Sub-Saharan Africa had the highest revenue of \$174 Billion seconded by Europe with about \$172 billion.
- .Sub-Saharan Africa generated a sum of \$23 billion in 2016 and 2017 (i.e 15.94% in 2016 and 10.26% in 2017).
- .North America had the lowest Revenue of \$15 billion contributing only 1.31% in 2016 and 0.86% in 2017 of the total profit