

Sales and Customer Review: Sample Report

Prepared by BEXIRA | Amara Romanus, Founder

This sample uses a simulated dataset built to mirror a Nigerian e-commerce business (CartPulse Nigeria). It is not a client project. It shows the kind of report you receive.

The question

Revenue grew 18% this year, but profit is shrinking. Where is the money being lost, which customers are worth keeping, and what should the business do first?

The headline finding

The business is relying on its highest-revenue category, Electronics, which keeps the least profit from each naira. Fashion earns almost the same profit on about 31% less revenue.

Key numbers

Measure	Result
Total revenue	₦2.83B across about 20,000 orders
Electronics	₦1.57B revenue, ₦598.9M profit, 38.1% margin
Fashion	₦1.09B revenue, ₦573M profit, 52.3% margin
Household Goods	₦160.3M revenue, ₦81.4M profit, 50.8% margin
Customers who are Champions or Loyal	About 36% (547 of 1,500)
Customers who are At Risk or Lost	About 40% (593 of 1,500)

What we found

- 1. Revenue and profit tell different stories.** Electronics leads on revenue because of price per unit, not volume. All three categories have a similar number of orders.

2. **The cities perform almost identically per order.** Average order value is about ₦140K in Port Harcourt, Abuja and Lagos, and margins are all near 44%. Port Harcourt leads only because it has more orders (7,433 compared with 6,173 in Lagos).
3. **One product stands out.** The Zara Midi Dress has the highest margin at 61.1%, while the lowest-margin products are all in Electronics.
4. **Customer loyalty is a risk.** Nearly as many customers are slipping away as are staying loyal.

What we recommend

1. Grow Fashion, starting with the products that already perform best.
2. Review Electronics pricing and costs, beginning with the lowest-margin items.
3. Grow order volume in Lagos and Abuja, where each order is already as valuable as in Port Harcourt.
4. Contact At Risk customers before they become Lost, and protect the Champions.

What a real project includes

- Your sales data cleaned and organised, with a short note on what was fixed
- This report, written for your business and your numbers
- A dashboard built around the findings (Review + Dashboard package)
- A walkthrough so you can use everything yourself

Interested? Start a project at bexiraanalytics.github.io/website