



chicken republic

drive thru...

TASTE THE LOVE - DON'T FORGET TO REFUEL



Goals and Objective

1

Branch Performance & Profitability Assessment

Which locations (branches) are performing best in terms of sales and profitability, and are there seasonal trends in sales performance across locations?

2

Seasonal Sales Trend Analysis Across Locations

To determine if there are significant seasonal or monthly trends in sales performance across the different Chicken Republic locations in Lagos, and to understand how these trends might impact operational planning.

3

Top Product & Category Contribution

To identify the top-selling products and product categories, and to quantify their contribution to overall revenue and profit, thereby pinpointing core business drivers.

4

Profit Margin Hotspots: Identifying Profitable Opportunities

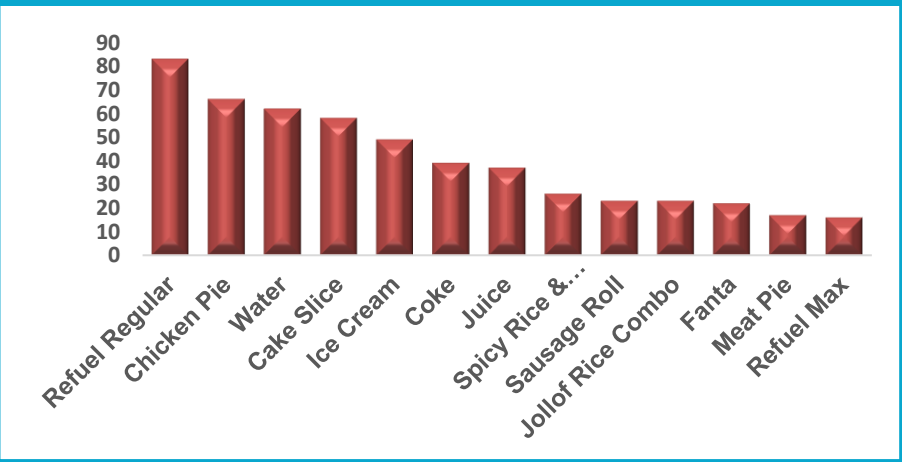
To calculate the gross profit margin across different product categories and locations, and to leverage this analysis to pinpoint the most profitable opportunities for investment, focus, or strategic adjustment.



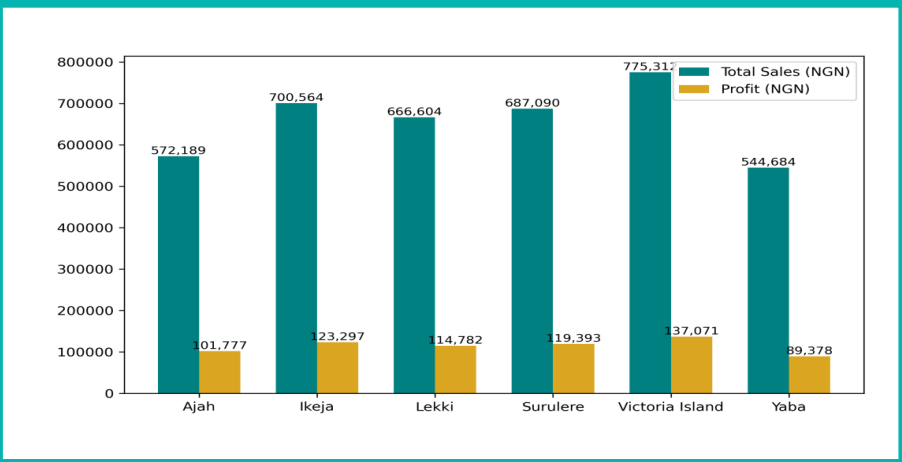
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Data Driven Charts

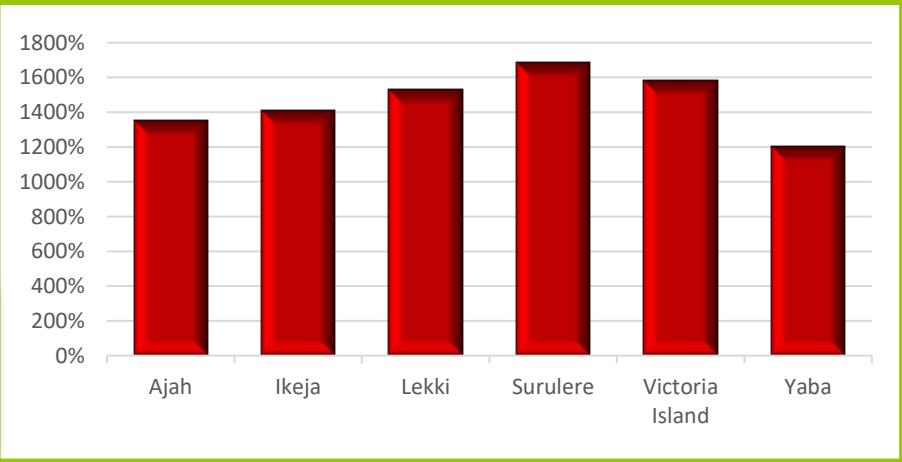
01. Quantity Sold By Product



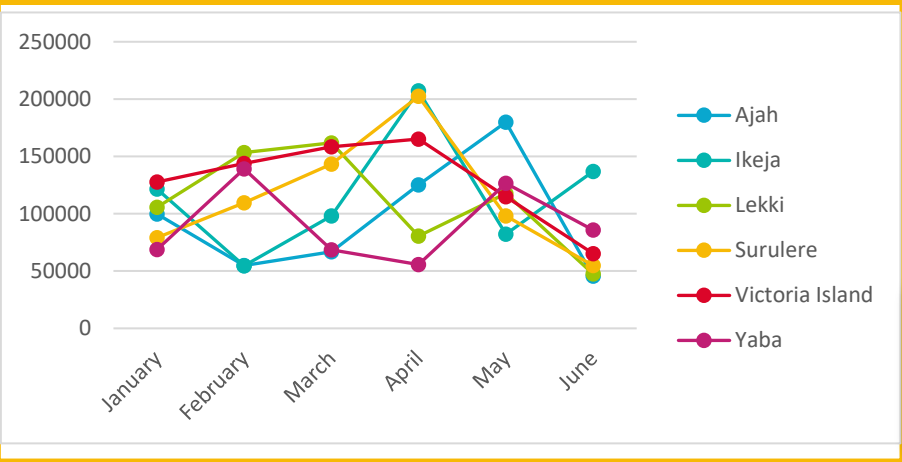
02. Total profits and Sales by Location



03. Percentage Profit Margin

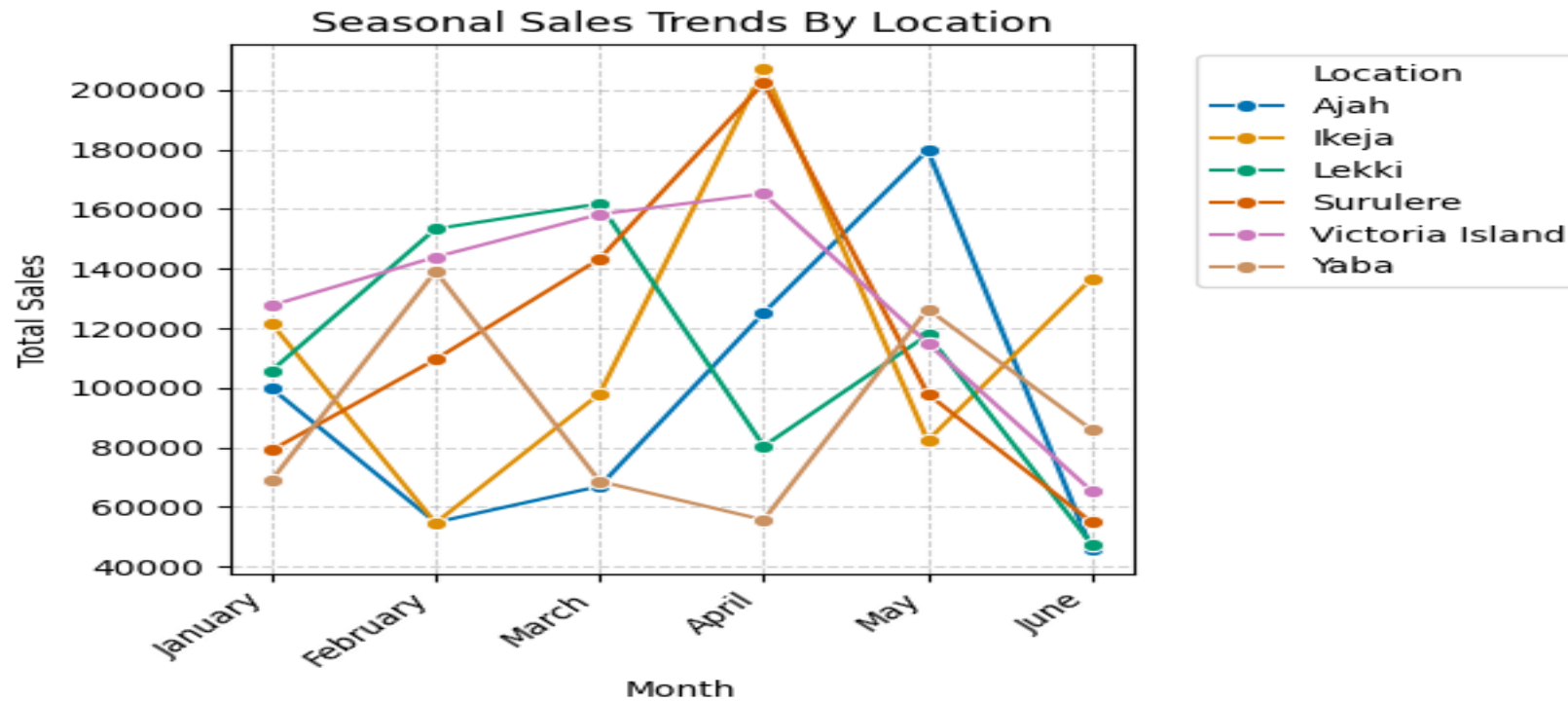


04. Seasonal Trends in Locations



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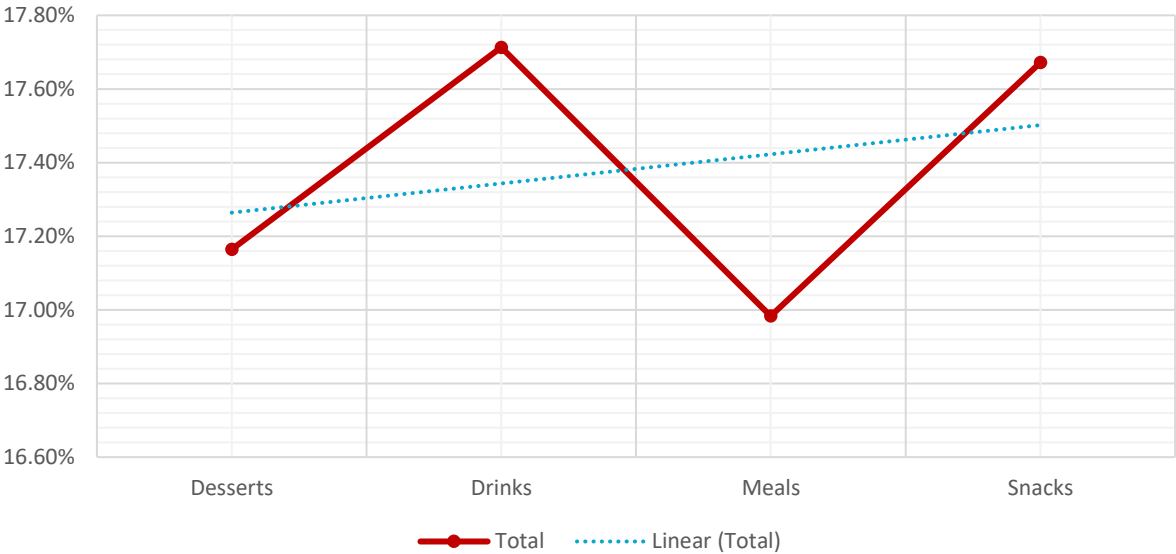


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Product Category 	Percentage_Profit_Margin
Desserts	17.16%
Drinks	17.71%
Meals	16.98%
Snacks	17.67%
Grand Total	17.38%

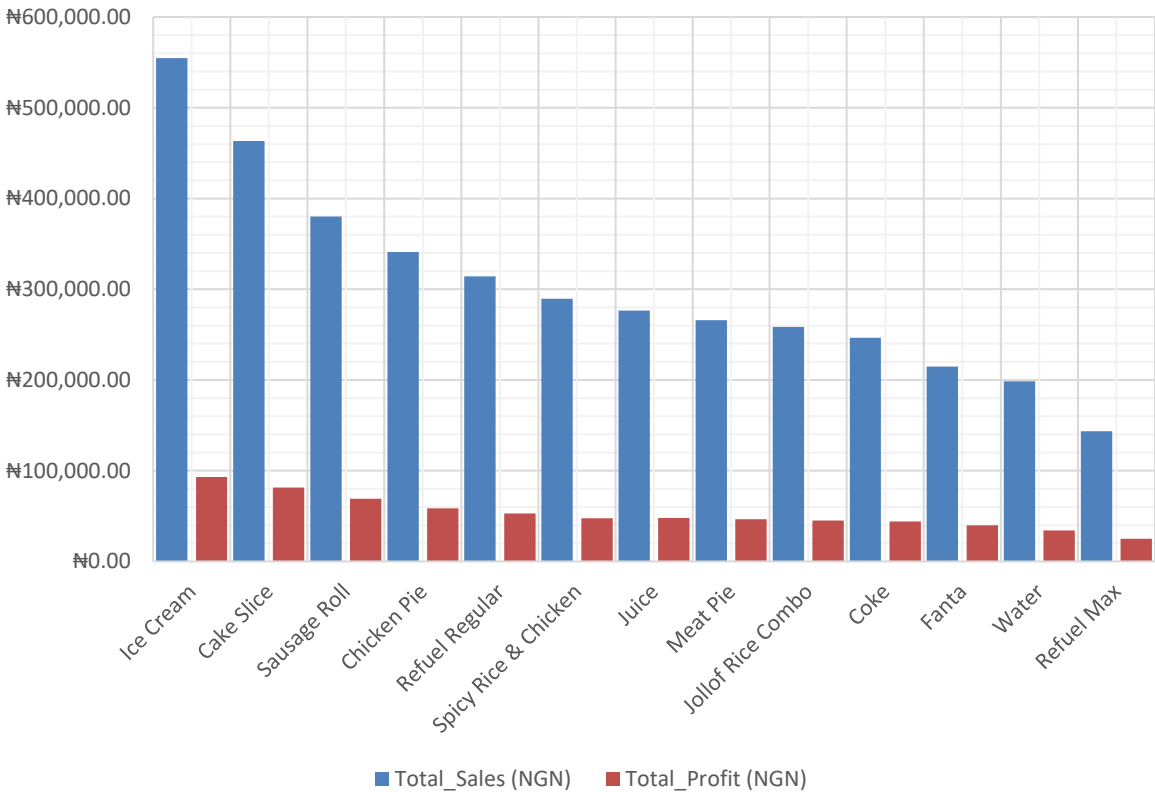


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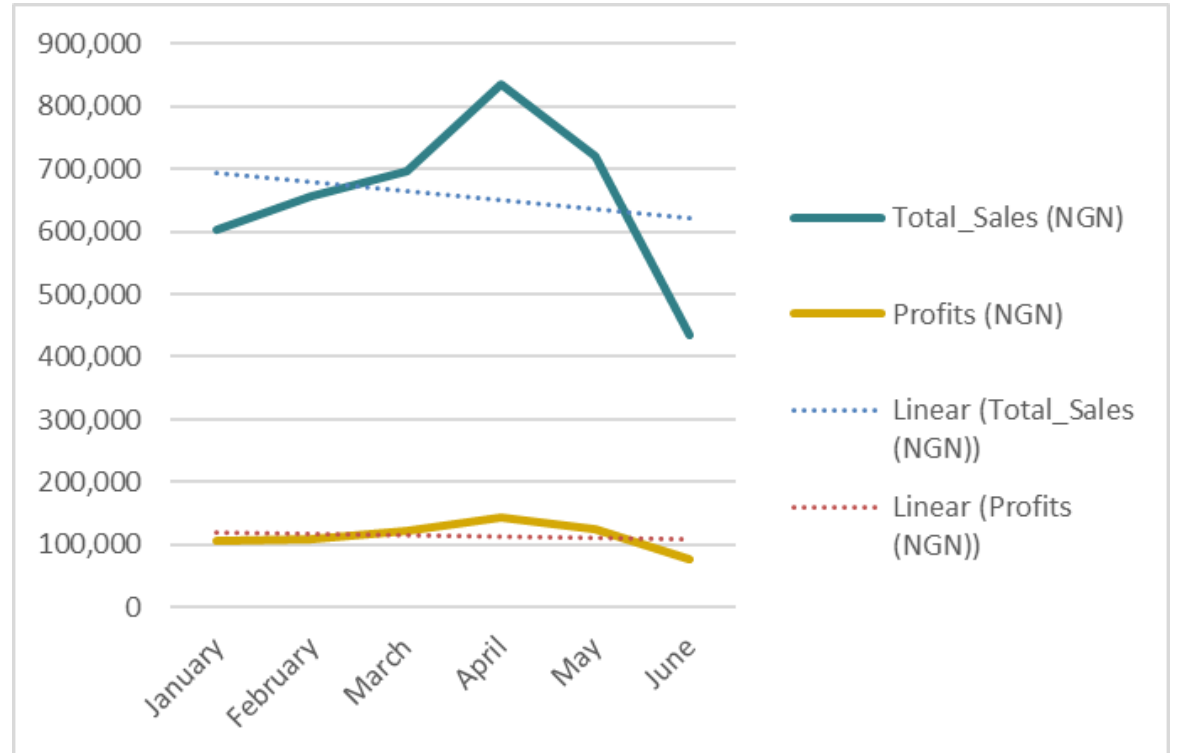
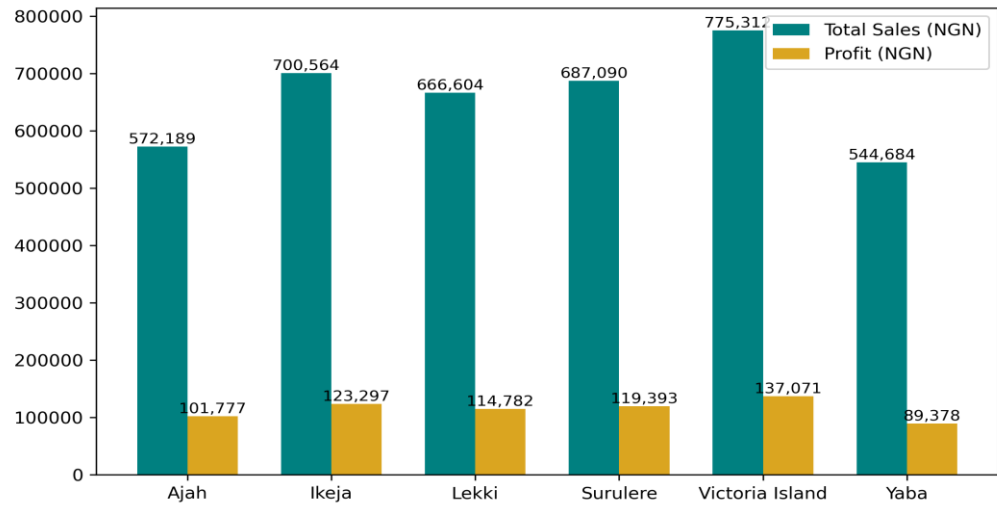
Product	Total_Sales (NGN)	Total_Profit (NGN)
Ice Cream	₦554,595.56	₦93,196.55
Cake Slice	₦463,449.43	₦81,540.73
Sausage Roll	₦380,140.76	₦69,235.27
Chicken Pie	₦341,001.69	₦58,646.33
Refuel Regular	₦314,186.14	₦53,006.40
Spicy Rice & Chicken	₦289,562.77	₦47,628.83
Juice	₦276,325.02	₦47,863.54
Meat Pie	₦265,781.81	₦46,523.95
Jollof Rice Combo	₦258,363.69	₦45,107.83
Coke	₦246,639.70	₦43,900.86
Fanta	₦214,633.17	₦39,867.72
Water	₦198,418.84	₦34,164.24
Refuel Max	₦143,345.22	₦25,014.92
Grand Total	₦3,946,443.80	₦685,697.17



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02. Total profits and Sales by Location

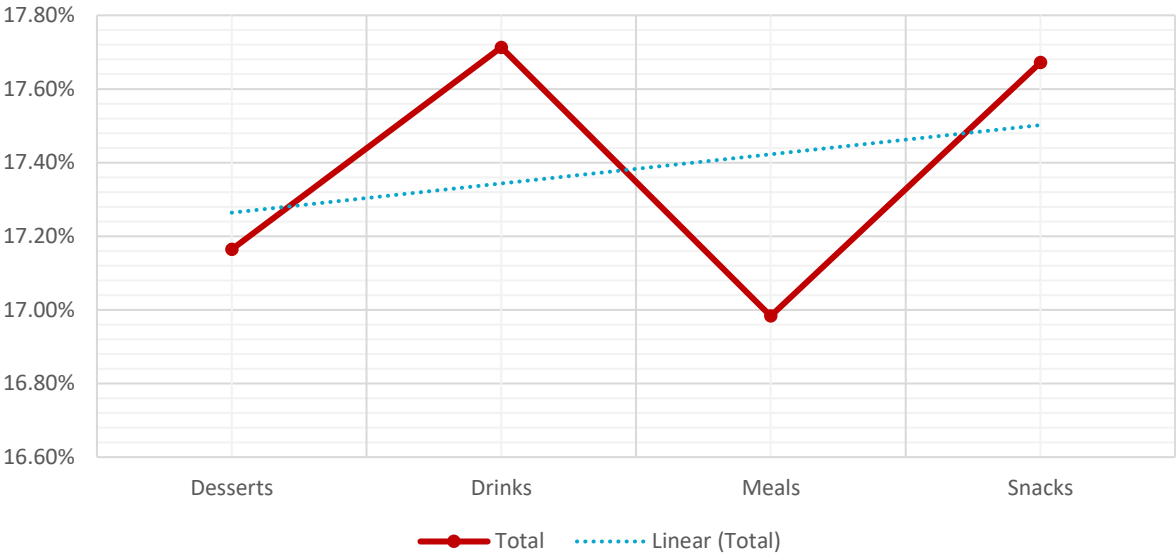


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Product Category 	Percentage_Profit_Margin
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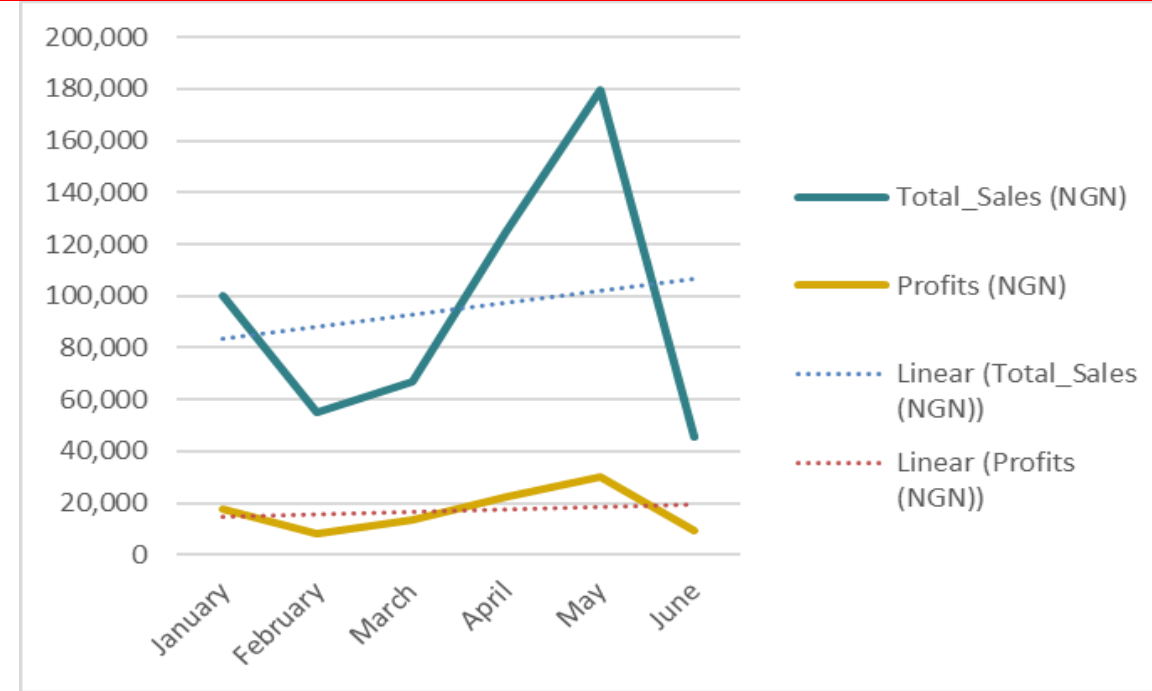


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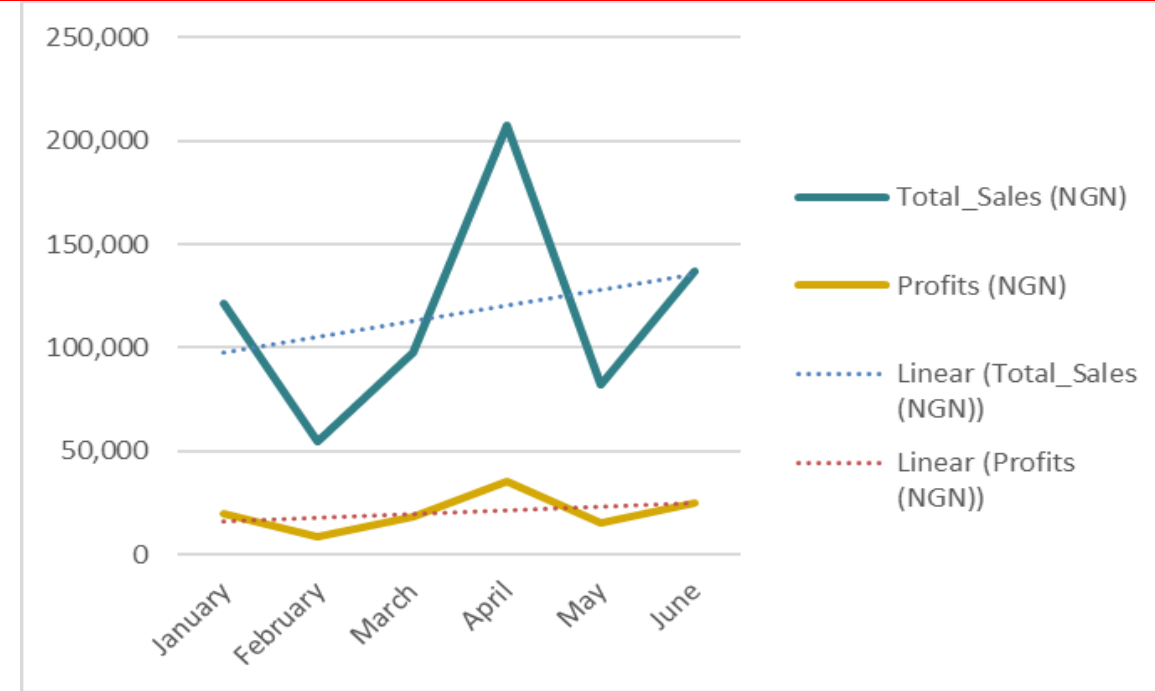


Ajah generates a total sales of **₦572,189 (14.50%)** and a total profit of **₦101,777 (14.84%)**. There is a drastic sales increase in April which is followed by a drastic decline in May. February experienced a drawback then a slight uptrend in March.





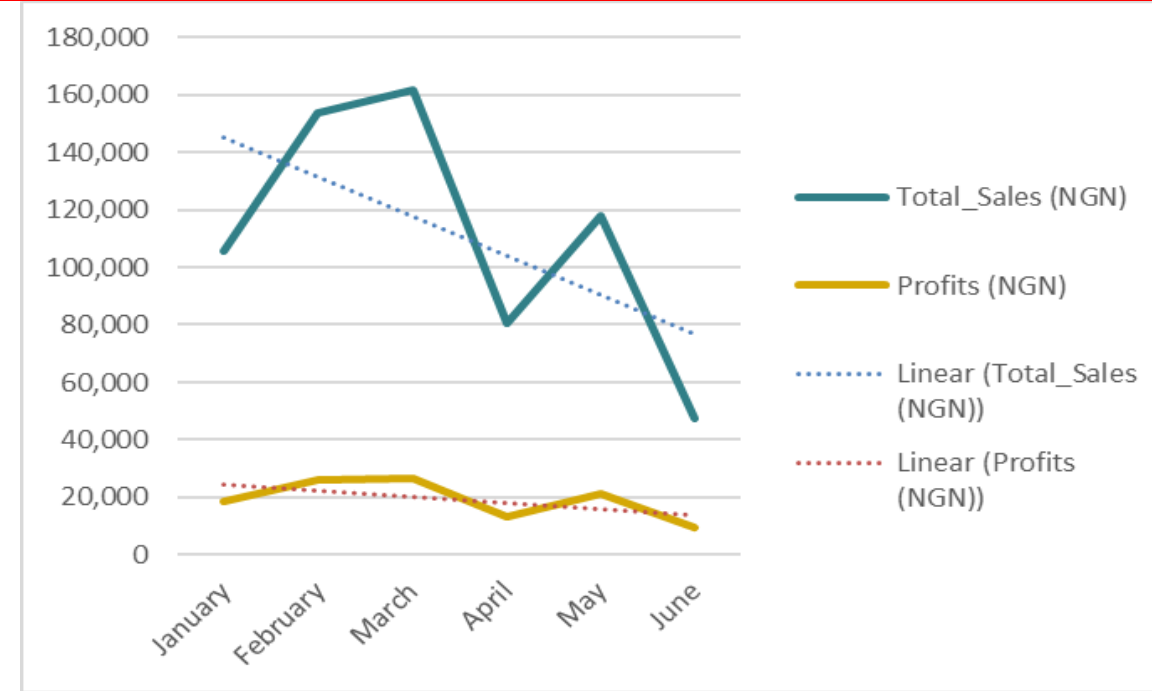
Ikeja generates more sales and profits just after **Victoria Island** with a total sales of **₦700,564 (17.75%)** and generating a total profit of **₦123,297 (17.98%)**. There is a sales increase in April which is followed by a decline in May and a push up in June. February has the lowest sales in the first season.





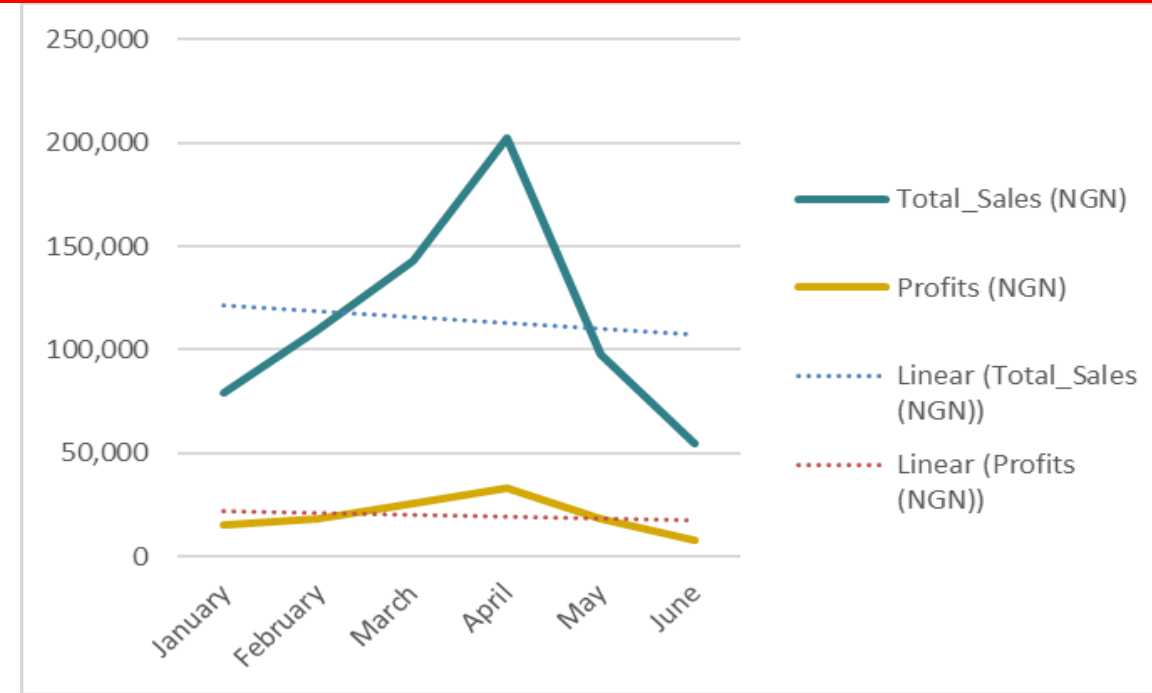
Lekki generates a total sales of **₦666,604 (16.89%)** and a total profit of **₦114,782 (16.74%)**.

There is a sales increase in March which is followed by a drastic decline in April, then a rebound in May, followed by a drop in June.



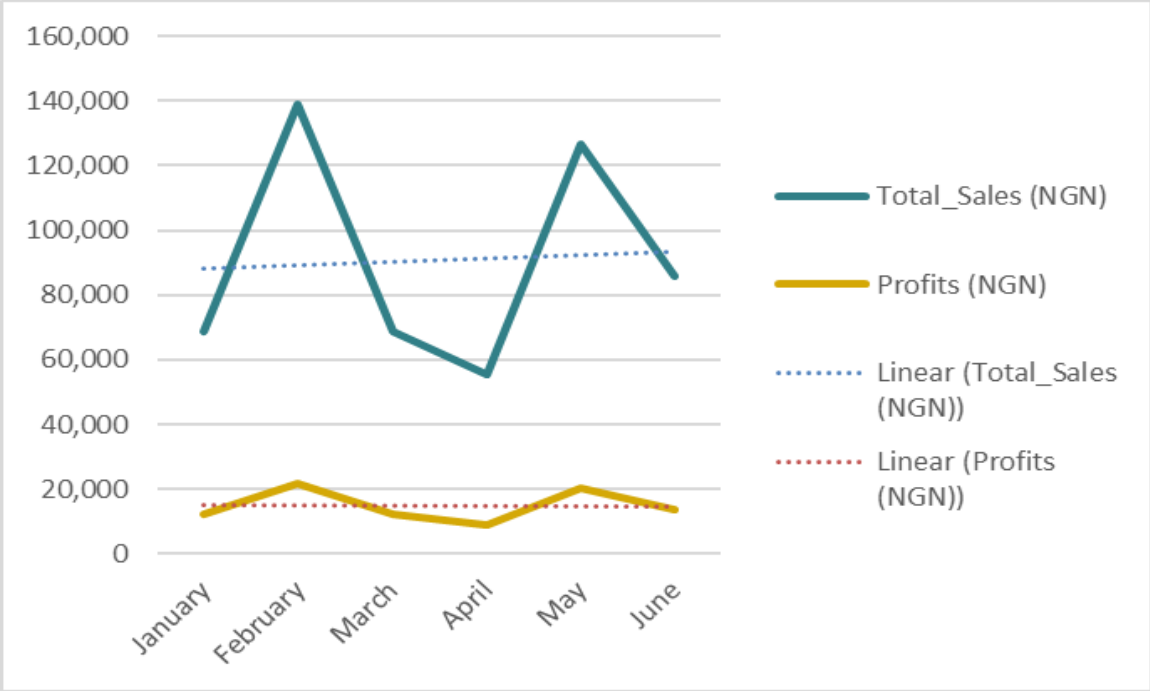


Surulere generates a total sales of **₦687,090 (17.41%)** and a total profit of **₦119,393 (17.41%)**. There is a sales increase in April which is followed by a drastic decline in May.



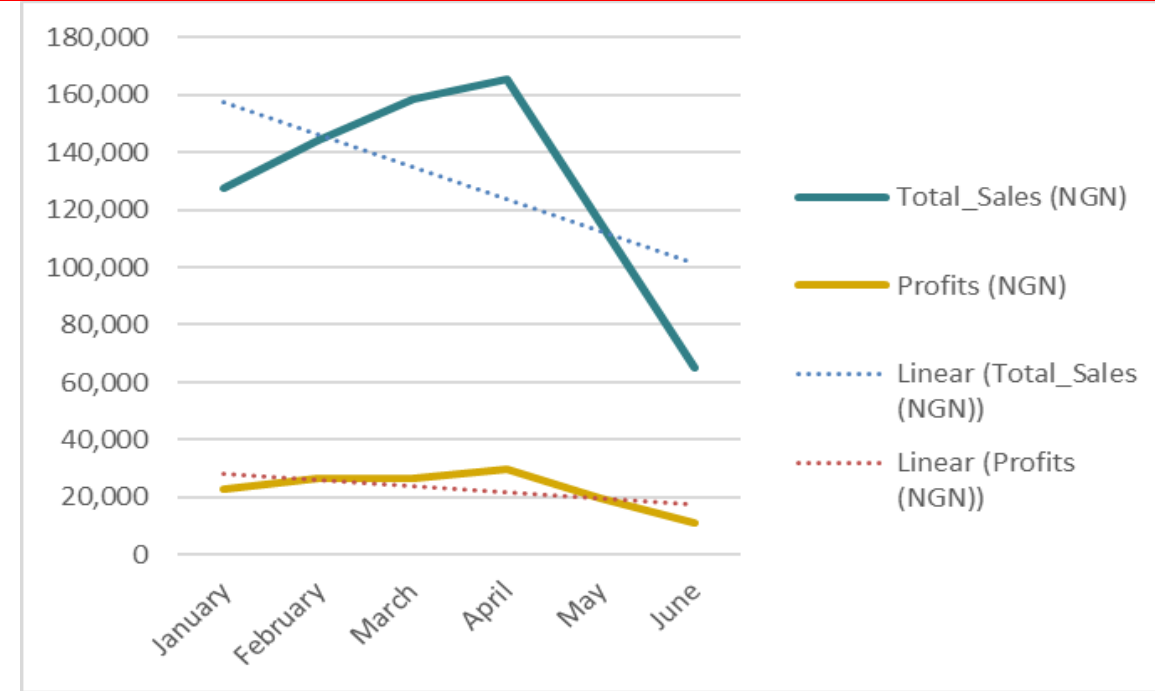


Yaba has the least amount of sales and generates least amount of profits than any other region with a total sales of **₦544,684 (13.80%)** and generating a total profit of **₦89,378 (13.03%)**. There is a sales increase in April which is followed by a drastic decline in May.

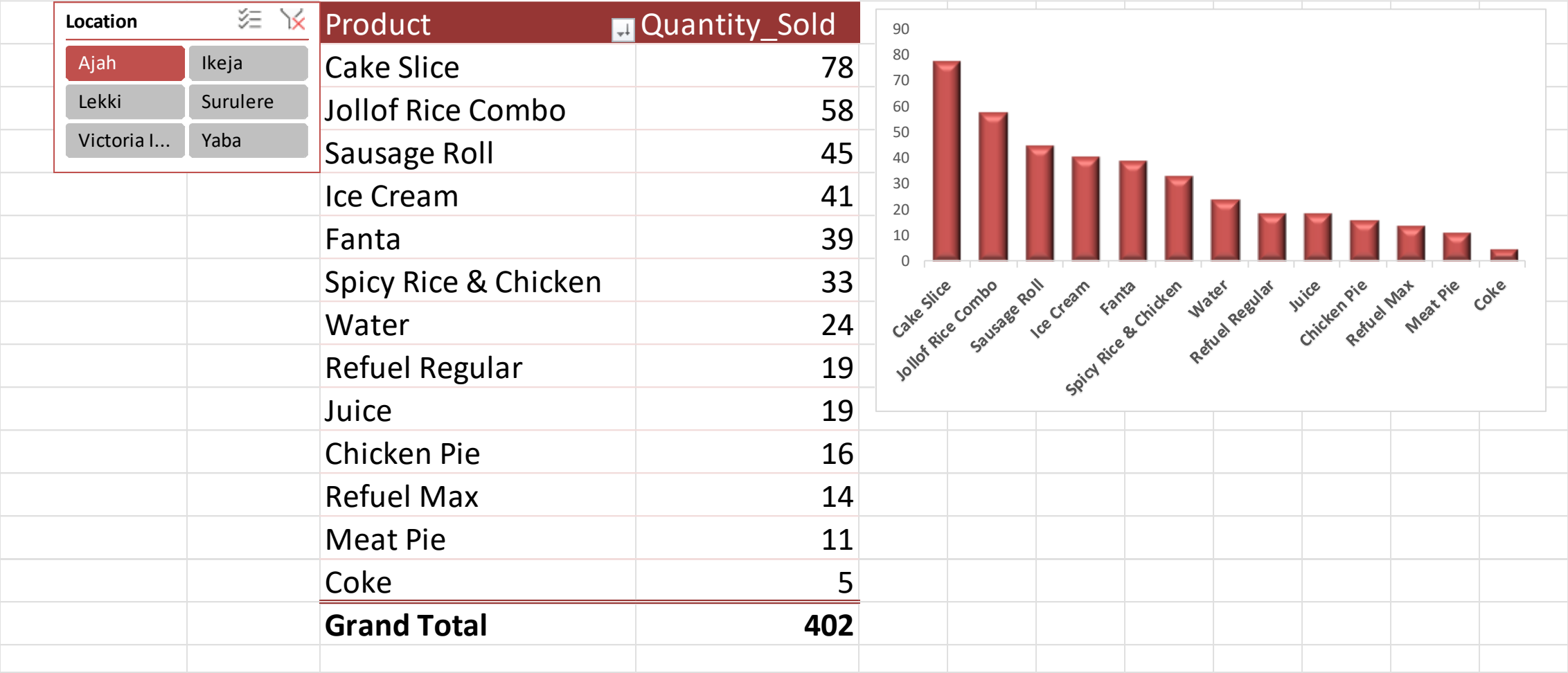




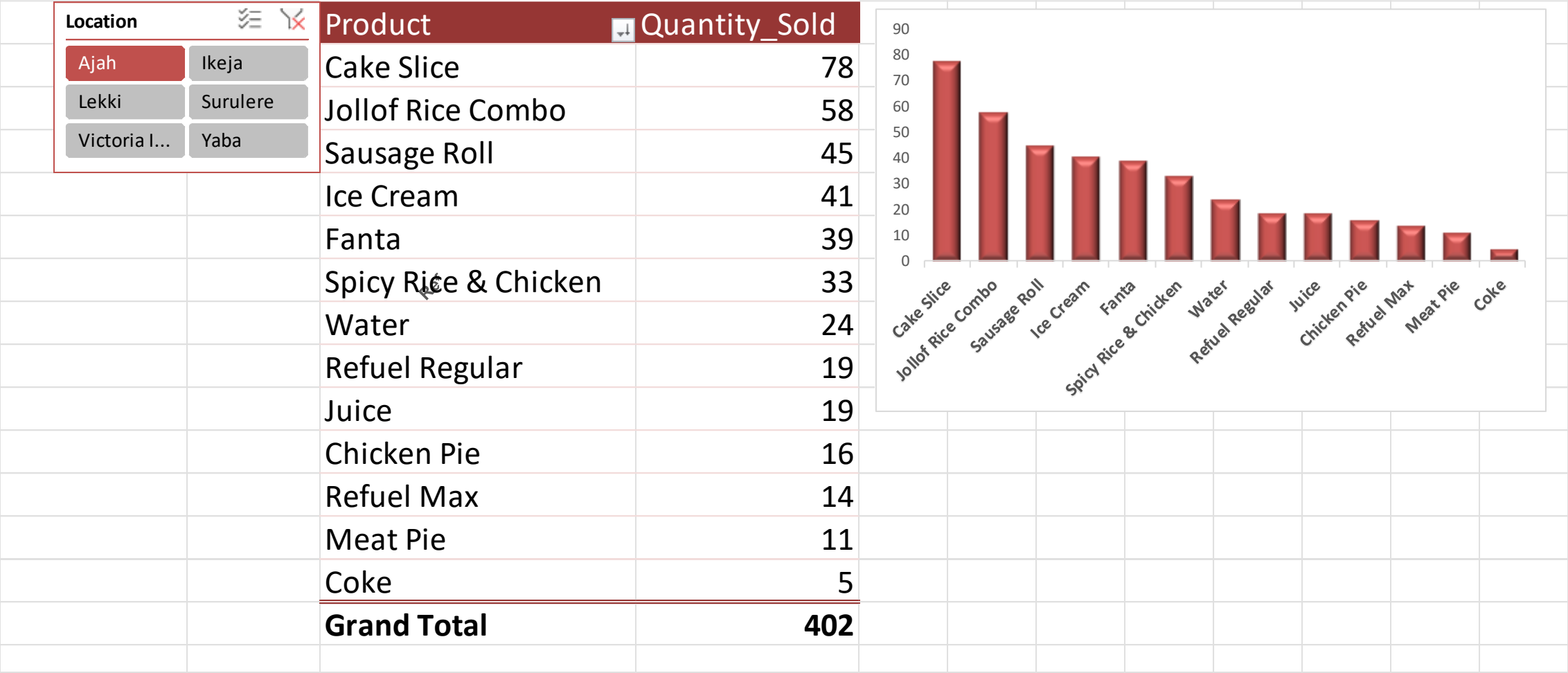
Victoria Island has more sales and generates more profits than any other region with a total sales of **₦775,312 (19.65%)** and generating a total profit of **₦137,071 (19.99%)**. There is a sales increase in April which is followed by a drastic decline in May.



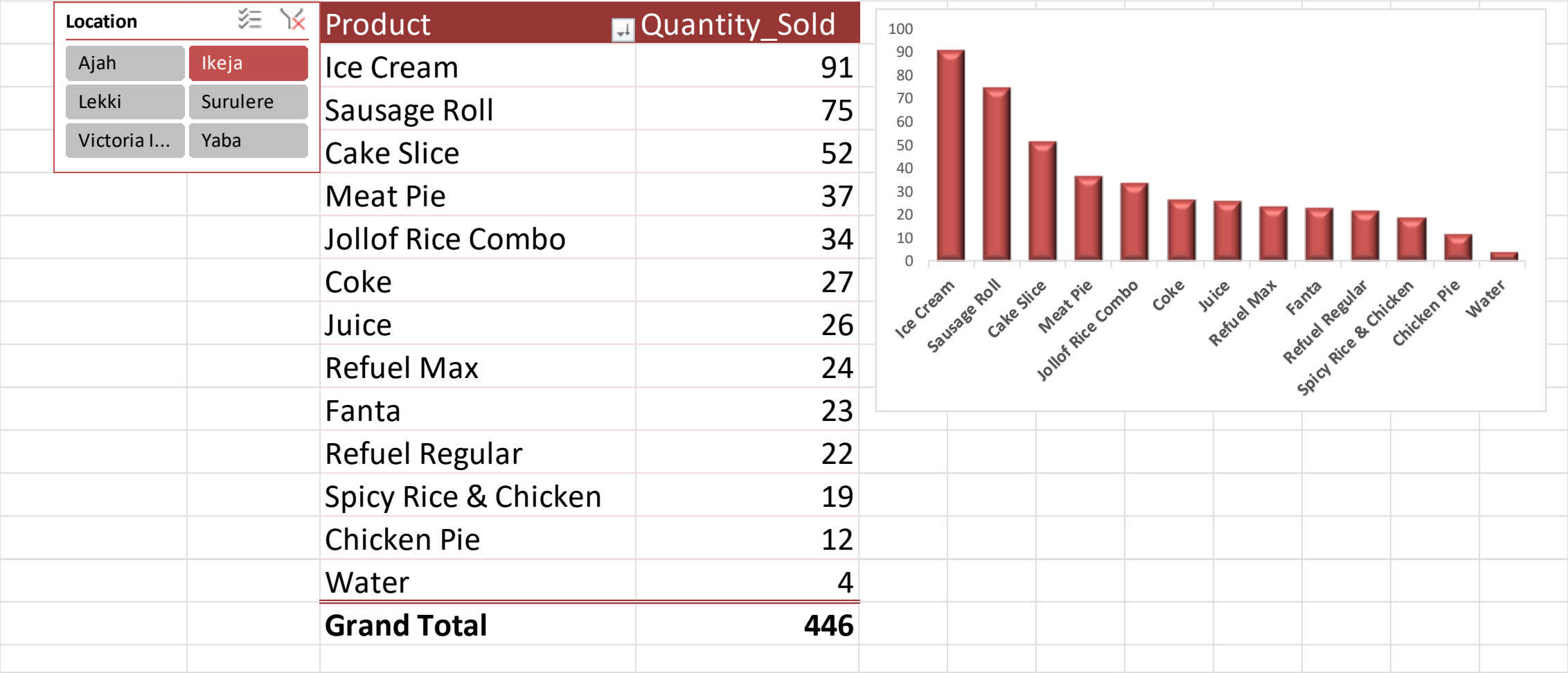
Data Driven Charts



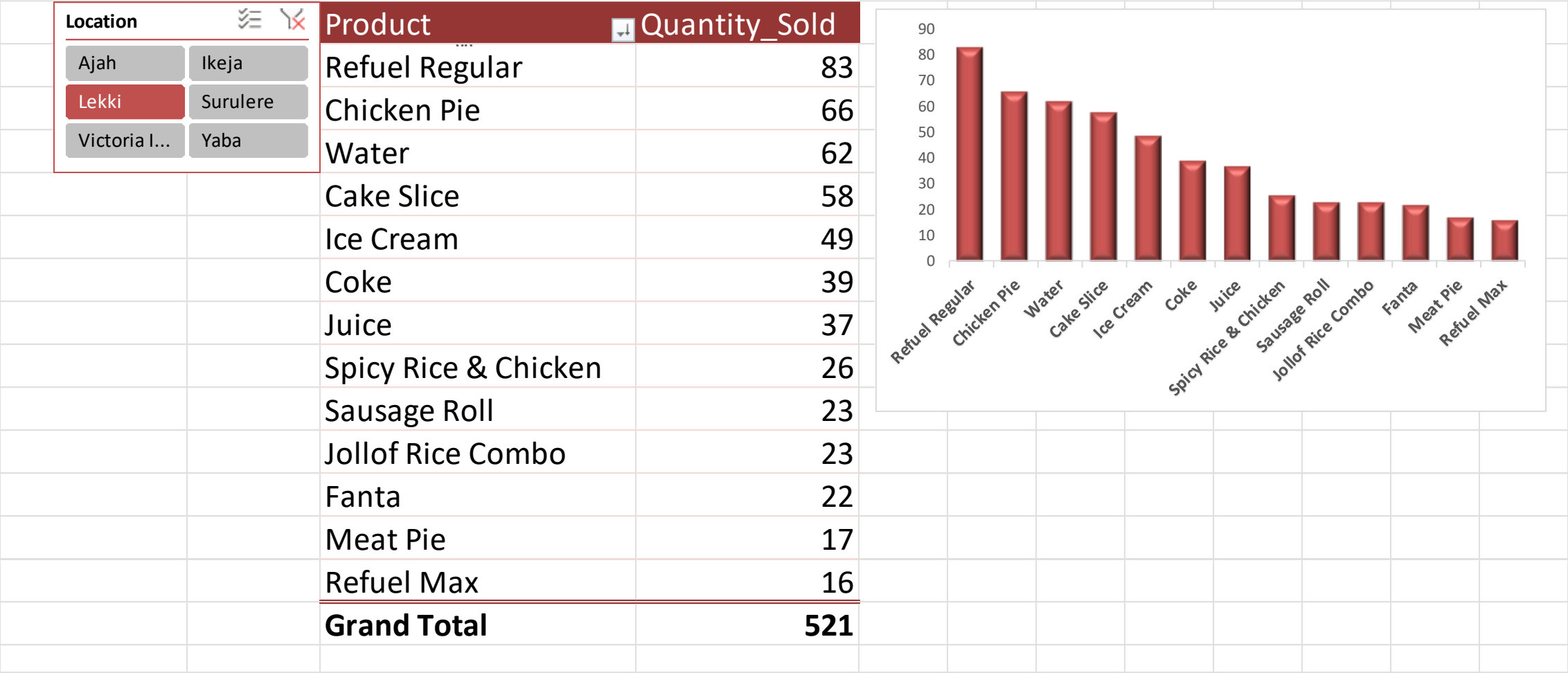
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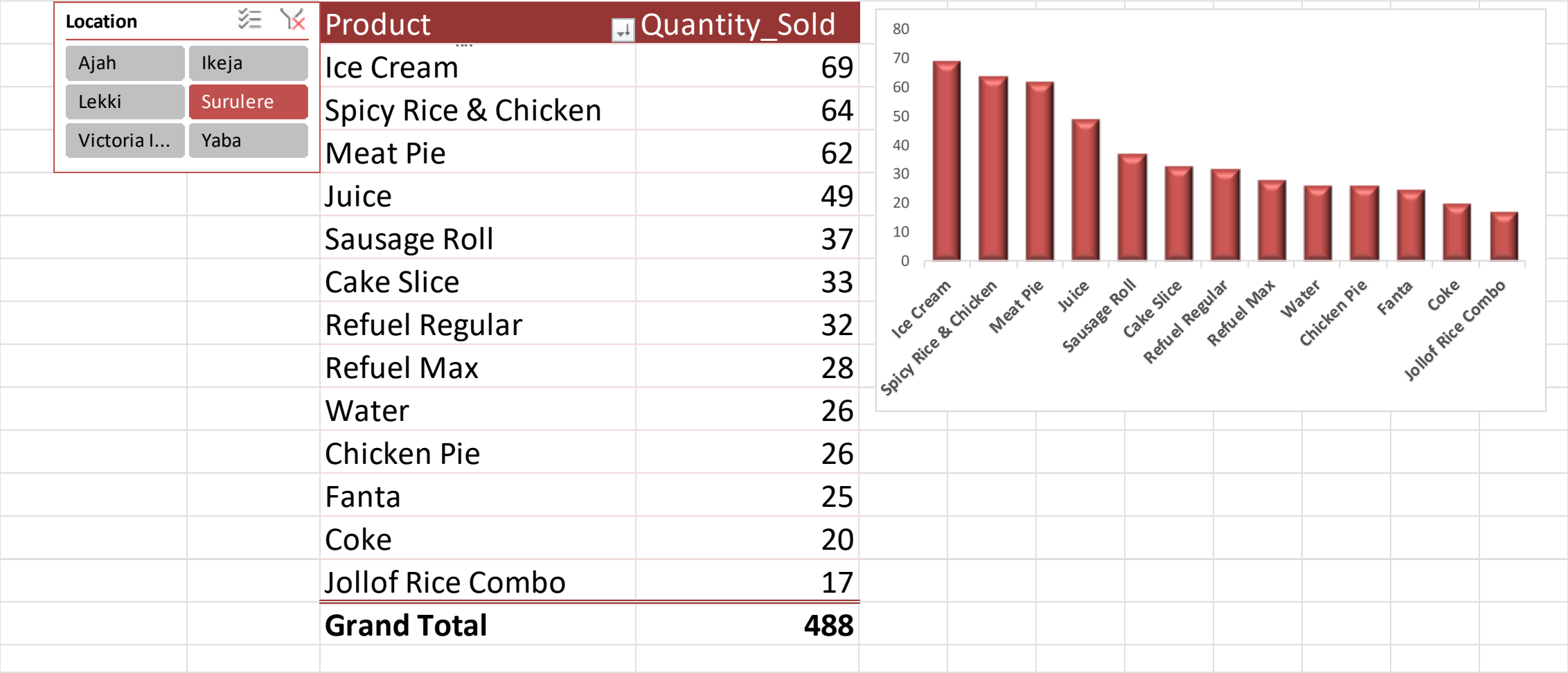
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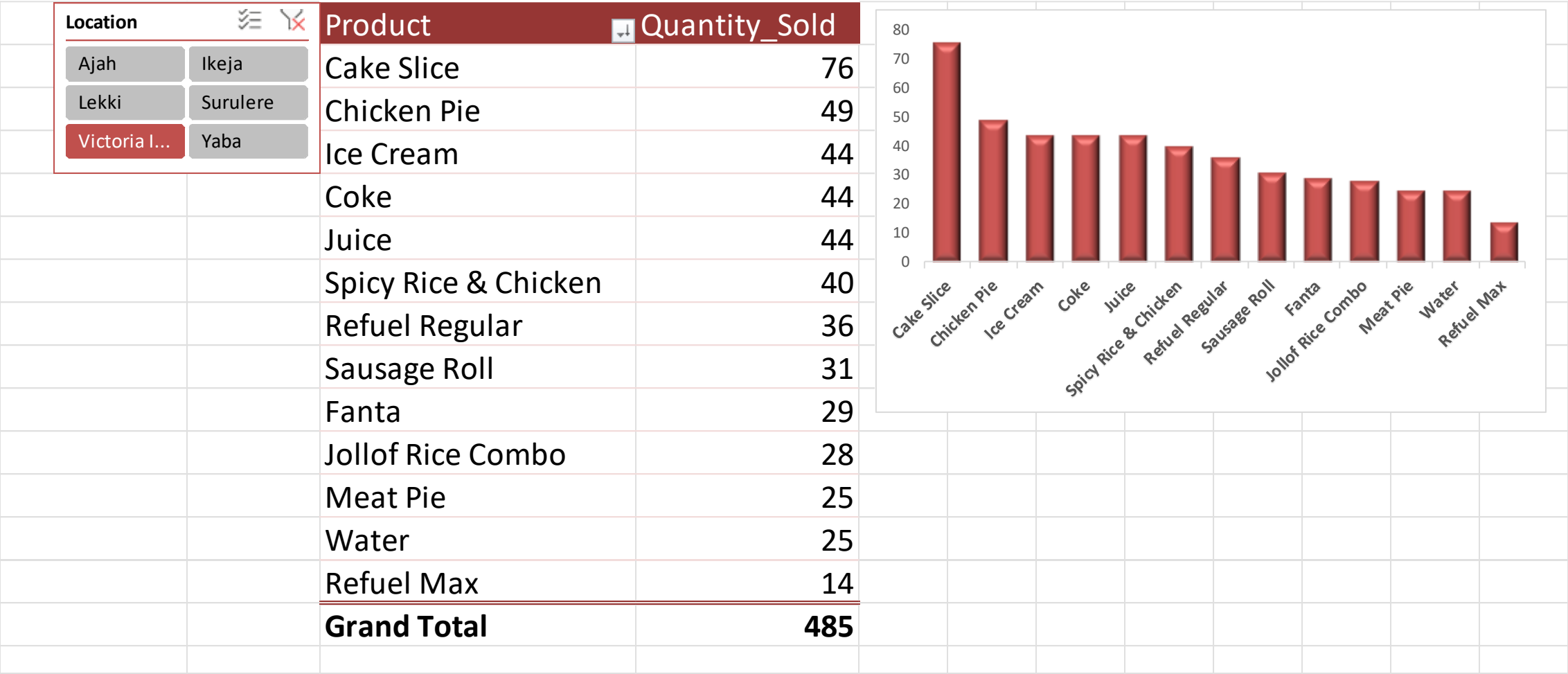
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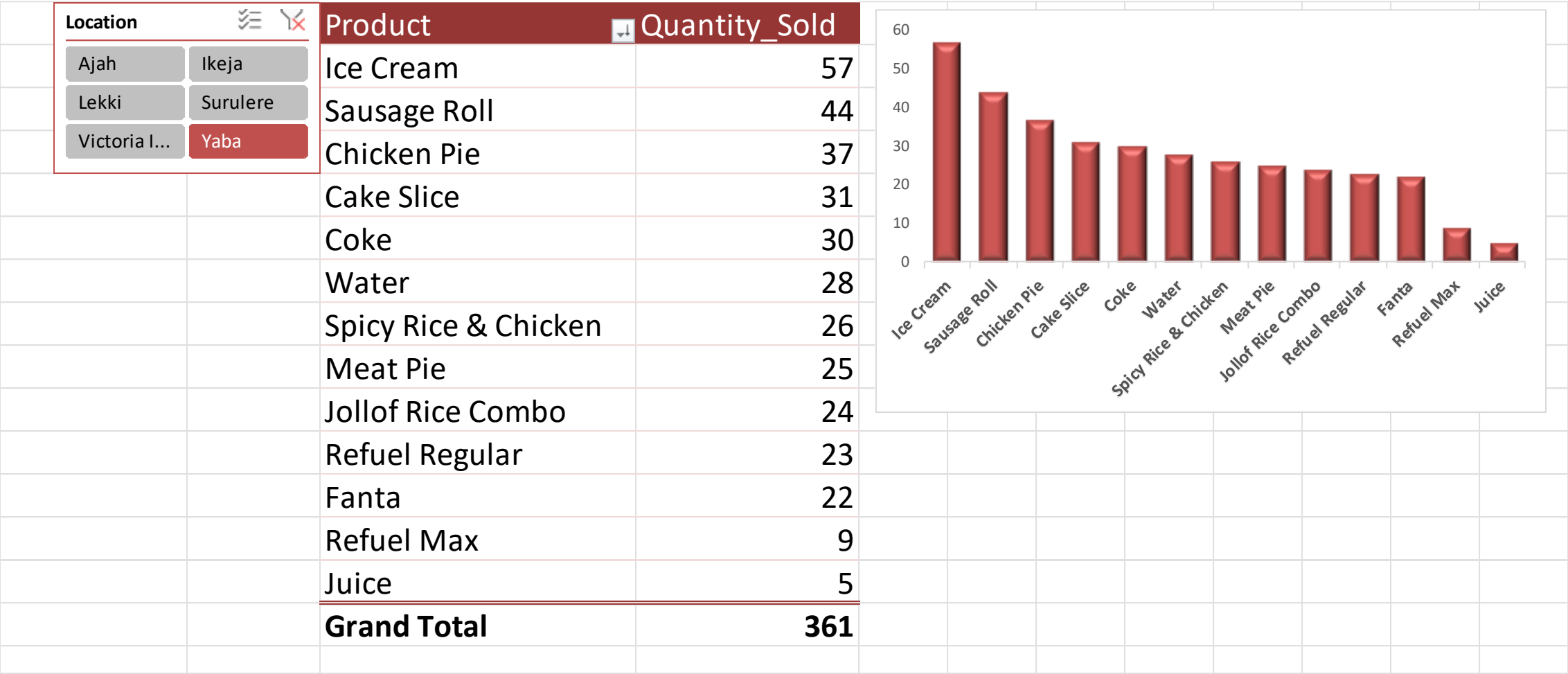
Data Driven Charts



Data Driven Charts



Data Driven Charts



Summary of Overall Insights

This analysis of Chicken Republic's sales data for various locations in Lagos provides key insights into branch performance, product contribution, profitability, and seasonal trends.

Branch Performance & Profitability Assessment (Which locations are performing best?)

Seasonal Sales Trend Analysis Across Locations

Top Product & Category Contribution

Profit Margin Hotspots (Identifying Profitable Opportunities)

END

Summary of Overall Insights

Branch Performance & Profitability Assessment (Which locations are performing best?)

- **Victoria Island** emerges as the top-performing branch, generating the highest total sales of ₦775,312 (19.65% of total sales) and the highest total profit of ₦137,071 (19.99% of total profit).
- Ikeja follows closely, with total sales of ₦700,564 (17.75%) and total profits of ₦123,297 (17.98%).
- Lekki and Surulere also show strong performance, with sales of ₦666,604 and ₦687,090 respectively, and profits of ₦114,782 and ₦119,393.
- Ajah contributes ₦572,189 (14.50%) in sales and ₦101,777 (14.84%) in profit.
- Yaba has the lowest performance among the analyzed locations, with total sales of ₦544,684 (13.80%) and the least amount of profits at ₦89,378 (13.03%).

Summary of Overall Insights

Seasonal Sales Trend Analysis Across Locations

Generally, there's a recurring pattern across multiple locations: a drastic sales increase in April, followed by a significant decline in May.

Specific trends by location include:

- Ajah experienced a drawback in February, followed by a slight uptrend in March, and the drastic increase in April before declining in May.
- Ikeja also had its lowest sales in February for the first season, with a sales increase in April, decline in May, and then a push up in June.
- Lekki saw a sales increase in March, a drastic decline in April, then a rebound in May, followed by another drop in June.

Summary of Overall Insights

Top Product & Category Contribution

- The top-selling products by total sales are led by Ice Cream (₱554,595.56), followed by Cake Slice (₱463,449.43), Sausage Roll (₱380,140.76), and Chicken Pie (₱341,001.69).
- Refuel Regular is the highest quantity sold by product, demonstrating its popularity despite not being the top revenue generator.
- The overall total sales across all products analyzed is ₱3,946,443.80, with a total profit of ₱685,697.17.

Summary of Overall Insights

Profit Margin Hotspots (Identifying Profitable Opportunities)

- The analysis calculated gross profit margins across different product categories.
- Meals exhibit the highest percentage gross profit margin at 16.98%.
- Desserts follow with a strong gross profit margin of 17.16%.
- Drinks have a gross profit margin of 17.71%.
- Snacks have the lowest gross profit margin among the categories at 17.67%.
- The grand total gross profit margin across all categories is 69.52%.