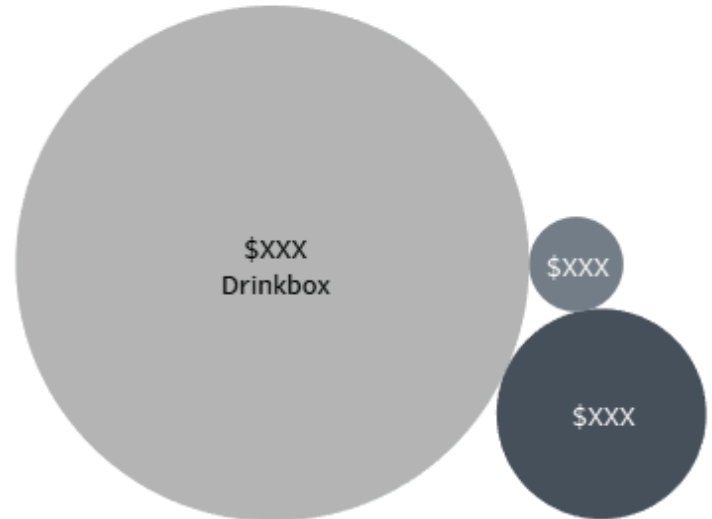


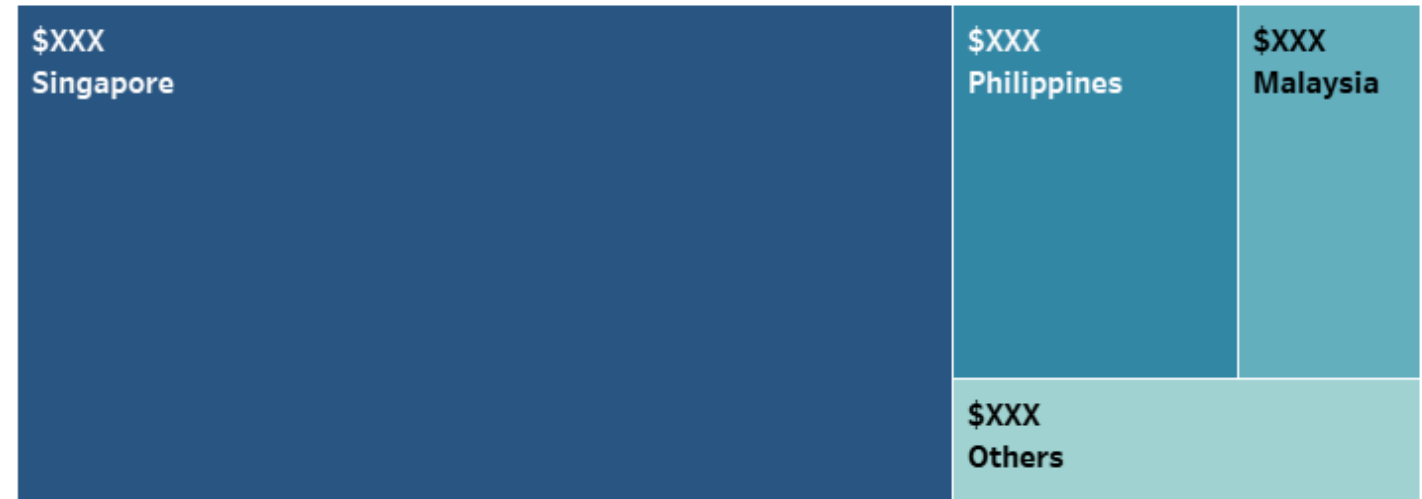
“How can DrinkAid improve its financial oversight and decision-making?”

OVERVIEW

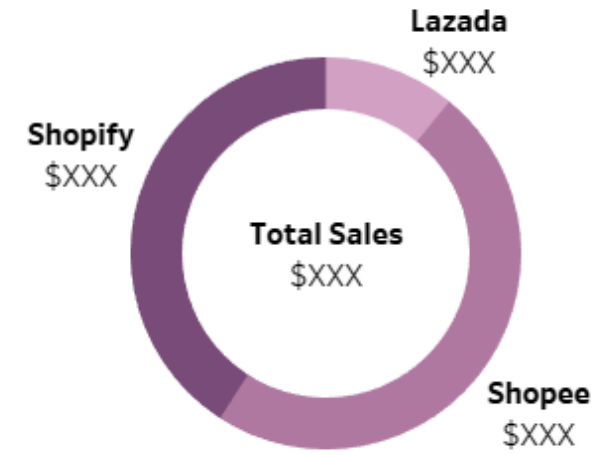
Product Sales



Sales By Country



Platform Sales

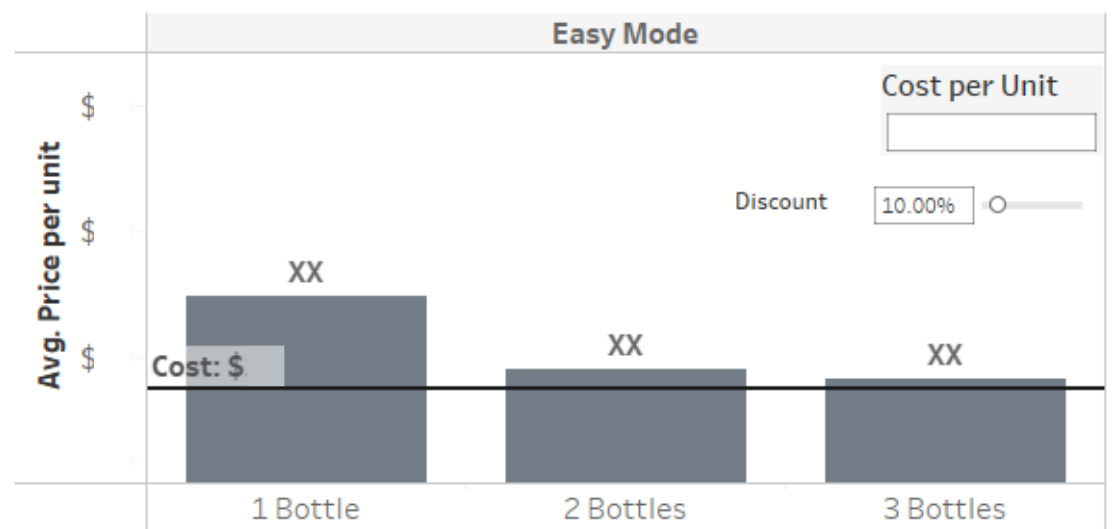


A **centralized decision-making dashboard** that identifies top-selling products, tracks sales by country and platform, and enhances decision-making with accurate, transparent financial data consolidation.

SALES ANALYSIS



To **compare** average selling price per box vs product cost across platforms, to guide pricing strategy decisions.

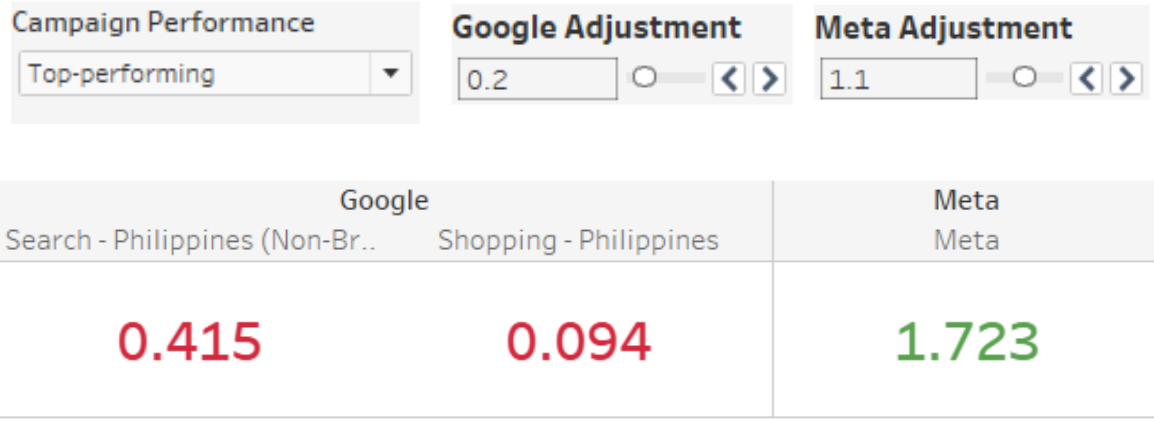


Cost and Discount parameter are used to allow adjustments to be made accordingly if necessary.

MARKETING ANALYSIS



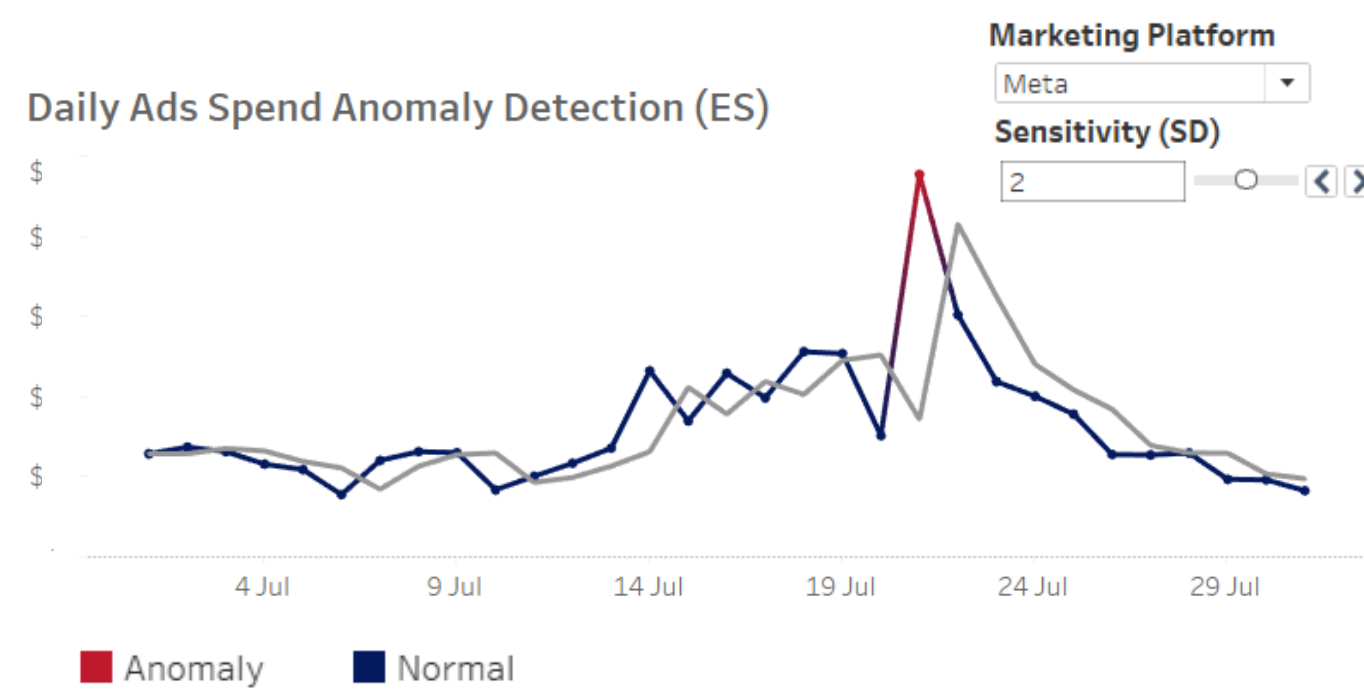
To identify **top (>1)** and **underperforming (<1)** advertising campaigns across platforms, to help save costs, avoid overspending .



*\*All numbers illustrated are for demonstration purposes only and do not reflect actual data.*

Adjustment parameters correct over/understatement of purchase conversion value, ensuring a more accurate calculation of return on ads.

FORECAST ANALYSIS



If the difference exceeds the standard deviation threshold, it flags an anomaly, identifying ads platform issues.