

Template for working task

Illustrative

 Task	 Section	 Insights based on Dataset
Performance report	Overall trends – Bright spots, hot spots	• Overall sales demonstrated a healthy year-over-year growth of 17.3% in 2023 compared to 2022. • Quarterly revenue showed steady upward momentum, successfully crossing the RM 500,000 milestone in Q3 2023 and maintaining stability into 2024.
	Regional trends – Bright spots, hot spots	• Bright Spot: The Central region showed continued strength and consistent growth, increasing quarterly revenue from ~RM 103k in Q1 2022 to over RM 166k by Q2 2024. • Hot Spot: Sabah/Sarawak represents an area of concern, showing a gradual decline in quarterly revenue from ~RM 104k down to ~RM 87k over the tracked period.

Examples shared above are illustrative only!

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 Task	 Section	 Example of insights
Growth recommendation	Regional growth recommendation	• For Central and South, continue to focus marketing efforts on premium segments (Grab Executive, Grab Plus, Grab Premium) which already yield high historical sales alongside JustGrab. • For the East Coast, prioritize value-oriented services (Grab Saver, JustGrab) as they dominate the market, and investigate barriers to premium adoption, noting that Grab Executive currently has zero recorded sales in this region.

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