



Case study on Global Superstore Analysis

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Problem Statement

Global Superstore has been going through loss in the products sold. Identify Market as well as country wise loss & find products in which sub-category are in loss in those countries.



Business Questions

1. Market wise analyze the profit for subcategories?
2. Observe the quarterly profit recorded for the subcategory which is occurring huge loss?
3. Market wise is there any relation between discount given v/s profit recorded?
4. Observe the discount given market wise for tables?
5. In 2015 which are the top 5 countries with the minimum profit are recorded & which are the top 5 common subcategories which are in loss in those countries?
6. In which subcategory maximum loss has occurred also find the average discount and profit respectively?
7. Identify the market region where tables sold are causing huge loss?
8. In 2015 for Market (Asia Pacific) what is the average discount given for tables?
9. Which country has maximum loss find out which products are causing huge loss as well find the average discount, profit & sales?

Market wise Profit analysis

Category	Sub-Category	Europe	Asia Pacific	Market USCA	LATAM	Africa
Furniture	Bookcases	\$68K	\$64K	-\$2K	\$25K	\$7K
	Chairs	\$27K	\$55K	\$27K	\$29K	\$3K
	Furnishings	\$17K	\$15K	\$13K	\$0K	\$2K
	Tables	-\$18K	-\$20K	-\$17K	-\$12K	\$4K
Office Supplies	Appliances	\$53K	\$39K	\$20K	\$26K	\$4K
	Art	\$34K	\$5K	\$7K	\$7K	\$4K
	Binders	\$22K	\$11K	\$31K	\$5K	\$3K
	Envelopes	\$10K	\$5K	\$6K	\$6K	\$2K
	Fasteners	\$5K	\$2K	\$3K	\$3K	\$1K
	Labels	\$4K	\$2K	\$6K	\$2K	\$1K
	Paper	\$10K	\$7K	\$33K	\$6K	\$2K
	Storage	\$38K	\$18K	\$24K	\$16K	\$12K
	Supplies	\$11K	\$4K	-\$1K	\$8K	\$1K
Technology	Accessories	\$37K	\$16K	\$43K	\$27K	\$6K
	Copiers	\$63K	\$82K	\$58K	\$41K	\$14K
	Machines	\$23K	\$23K	\$4K	\$2K	\$6K
	Phones	\$46K	\$75K	\$47K	\$30K	\$18K
Grand Total		\$450K	\$403K	\$304K	\$222K	\$89K

Year



Market wise Discount analysis

Discount	Africa	Asia Pacific	Europe	LATAM	USCA
0.00%	\$176.0K	\$500.8K	\$469.5K	\$285.6K	\$338.8K
0.20%				\$58.0K	
7.00%		\$21.1K			
10.00%	\$1.5K	\$121.6K	\$126.9K		\$9.0K
15.00%		\$1.3K	\$24.7K		\$1.4K
17.00%		\$28.2K			
20.00%		\$1.3K	\$2.2K	\$23.9K	\$90.3K
20.20%				-\$0.6K	
25.00%		\$0.8K			
27.00%		-\$1.8K			
30.00%		-\$8.6K	-\$0.8K		-\$10.4K
32.00%					-\$2.4K
35.00%		-\$5.0K	-\$9.1K		
37.00%		-\$5.8K			
40.00%		-\$36.6K	-\$21.3K	-\$62.8K	-\$23.1K
40.20%				-\$11.4K	
45.00%		-\$10.0K	-\$1.1K		-\$2.5K
47.00%		-\$31.2K			
50.00%		-\$39.4K	-\$96.6K	-\$2.1K	-\$20.5K
55.00%		-\$3.2K			
57.00%		-\$6.3K			
60.00%		-\$101.3K	-\$20.5K	-\$36.2K	-\$5.9K
60.20%				-\$4.9K	
65.00%			-\$6.2K		
70.00%	-\$88.6K	-\$15.4K	-\$14.5K	-\$27.8K	-\$40.1K
80.00%		-\$7.5K	-\$0.5K	-\$0.1K	-\$30.5K
85.00%			-\$3.1K		

Category

(All)

Sub-Category

(All)

Year

(All) ▼

Top countries with max profit

5

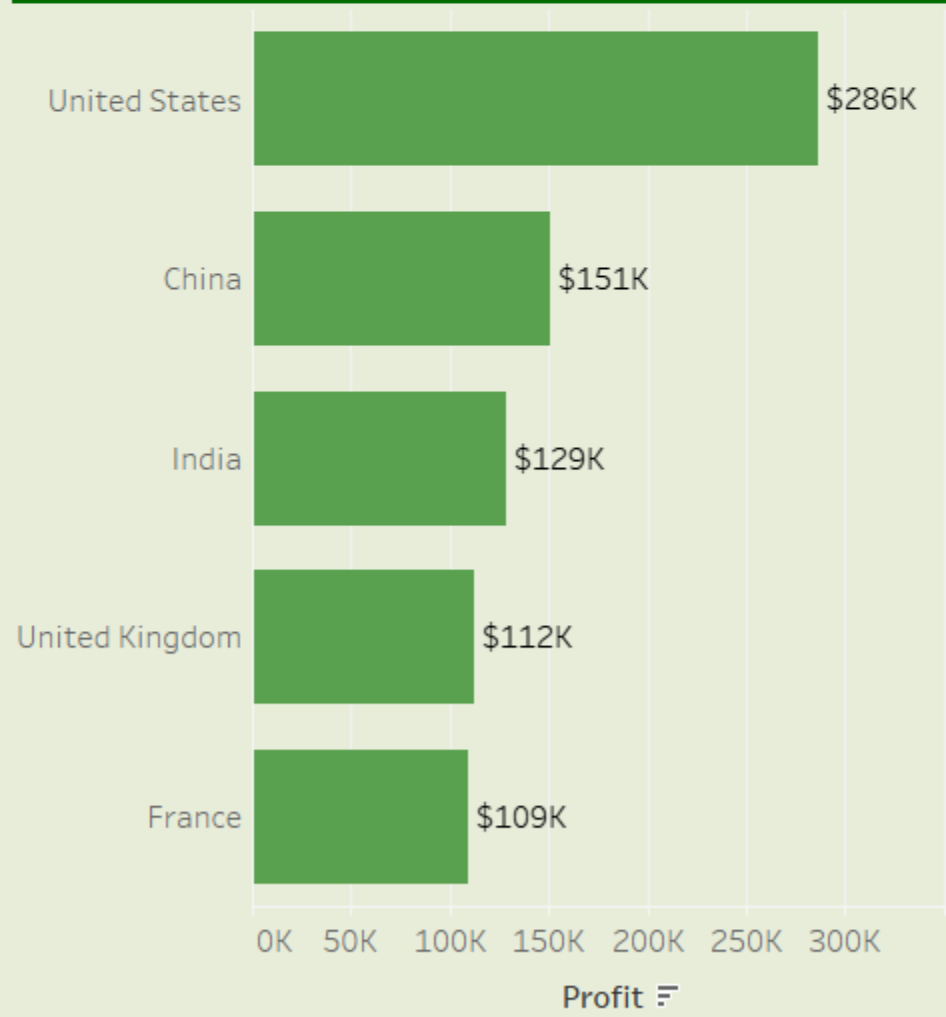
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Top countries with min profit

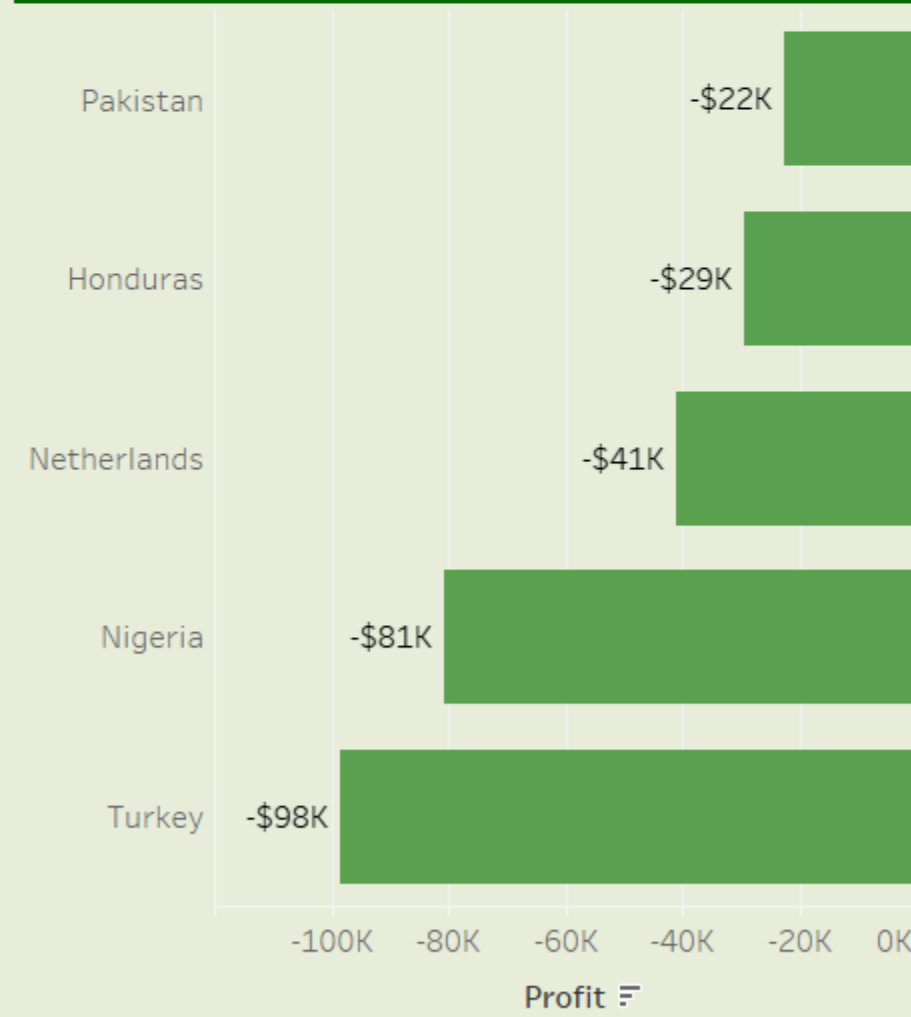
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0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

Top 5 Profitable countries



Top 5 countries with least profit





Global Superstore Analysis



\$28.61
Avg.Profit



\$3.48
Avg.Sales

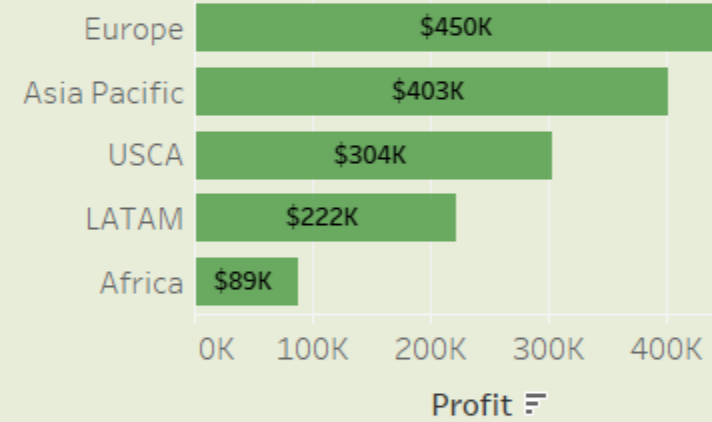


14%
Avg.Discount

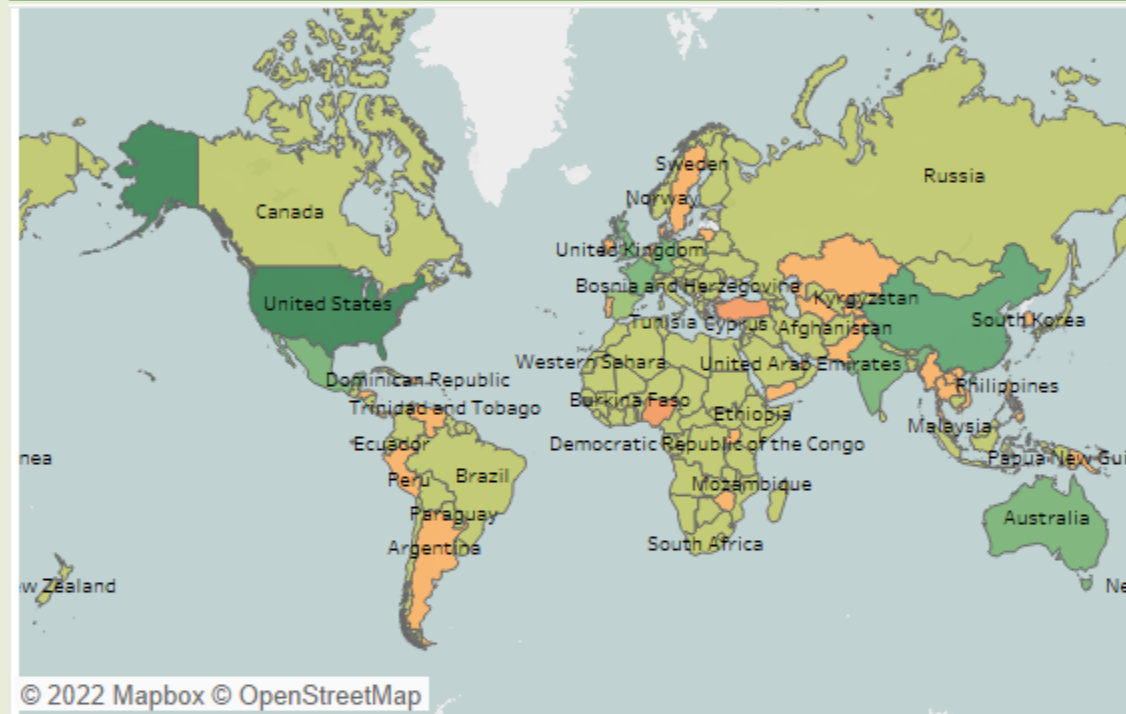
Year

(All)

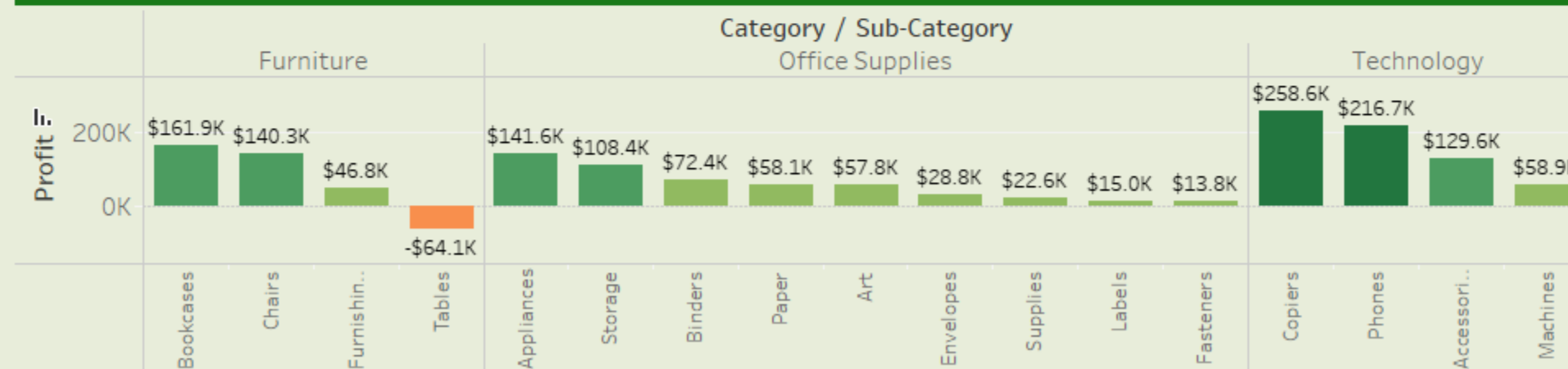
Market wise Profit



Country wise Profit



Profit analysis of Sub-Category





Conclusion

- Tables sub category is in loss in Europe, Asia Pacific, USCA & LATAM. Most affected market is of Asia Pacific where the discount given is 36% beyond the average discount percent.
- Tables were the sub category where global superstore has occurred huge loss.
- Top 5 countries with maximum loss occurred are Turkey, Nigeria, Netherlands, Honduras & Pakistan.
- The common sub categories in this countries which are in loss are Tables, Phones, Book cases, Copiers & Chairs.
- Turkey is mostly affected country because there is an huge loss occurred of -\$98K where 60% of discount was given.
- Discount above 20% for tables results in loss rather than gaining profit & Overall discount above 25% results in loss.
- Discount should be decreased below 25% in order to recover the loss which happened.



Tableau Public link : https://public.tableau.com/views/Globalsuperstoreanalysis_16545405841970/Story?:language=en-US&:display_count=n&:origin=viz_share_link