

# GLOBAL SUPERSTORE SALES

TOTAL PROFIT GENERATED

\$1,467,457

TOTAL SALES GENERATED

\$12,642,592

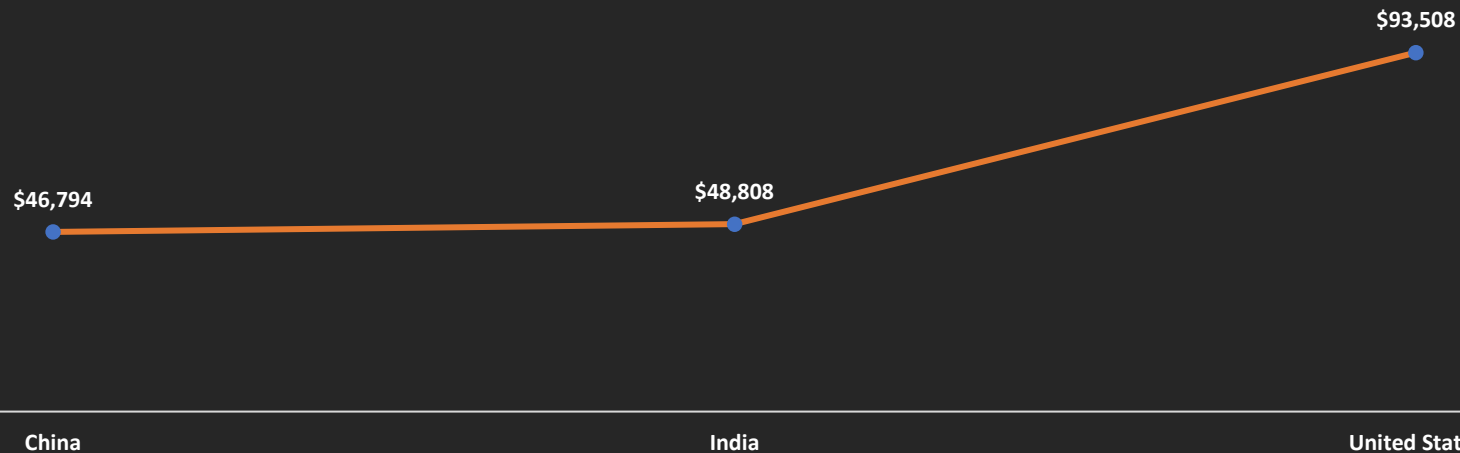
SUM OF SHIPPING COST

\$1,352,816

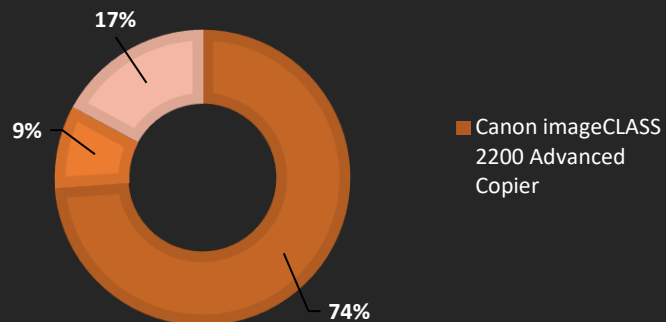
AVERAGE DISCOUNT GIVEN

0.14

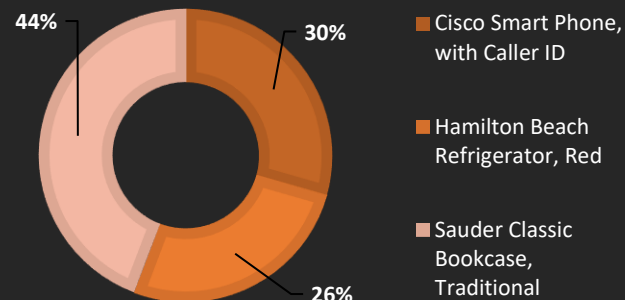
## HIGHEST TOTAL PROFIT BY COUNTRY



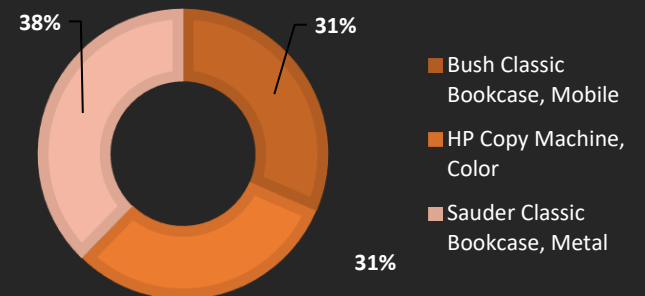
### UNITED STATES



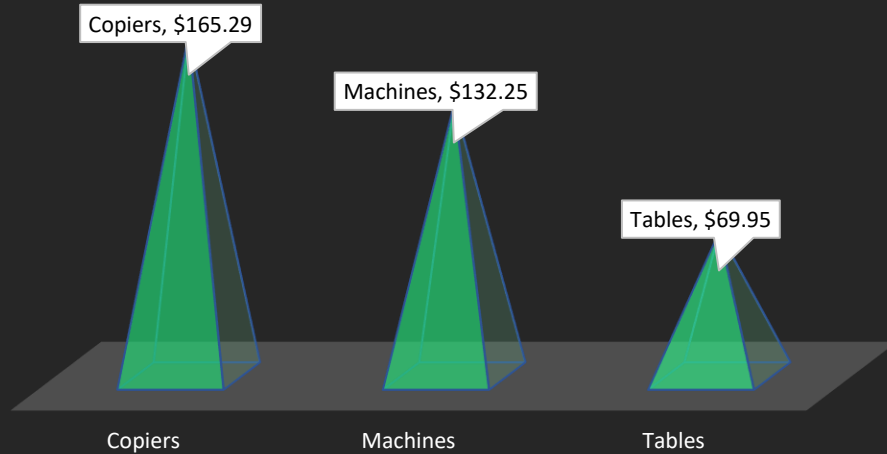
### INDIA



### CHINA



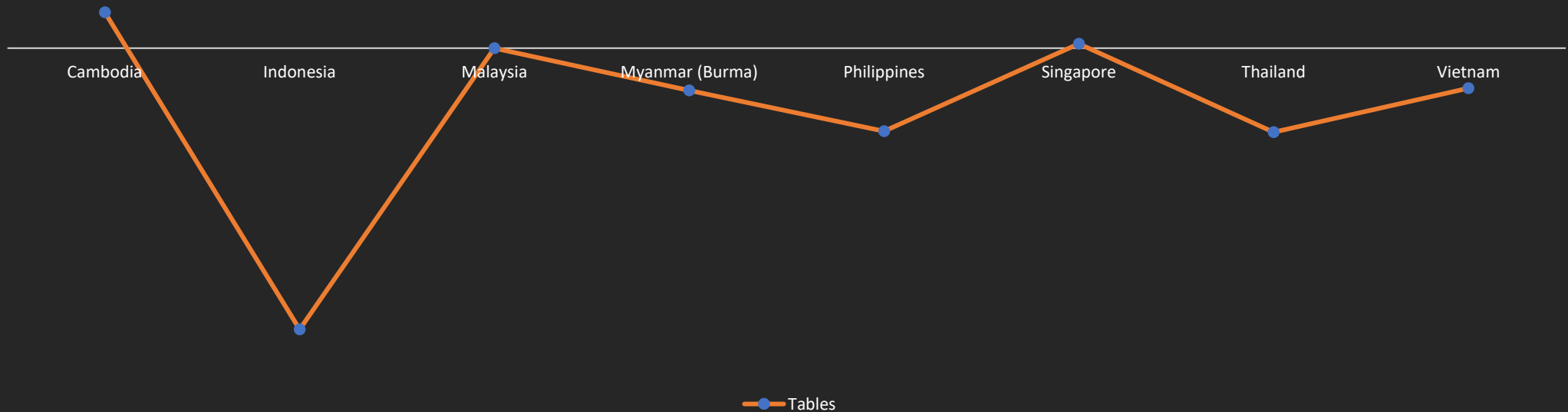
### UNITED STATES AVERAGE SHIPPING COST BY SUBCATEGORY



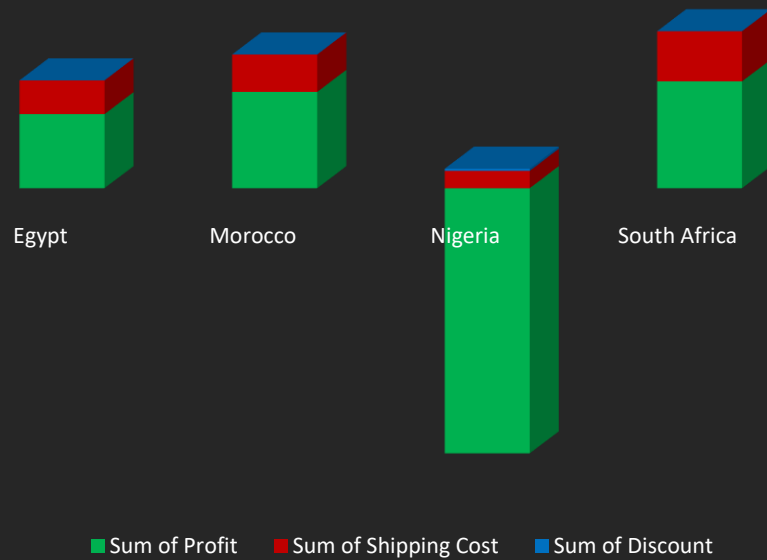
### LEAST AVERAGE PROFITABLE CITY BY ORDER IN THE UNITED STATES



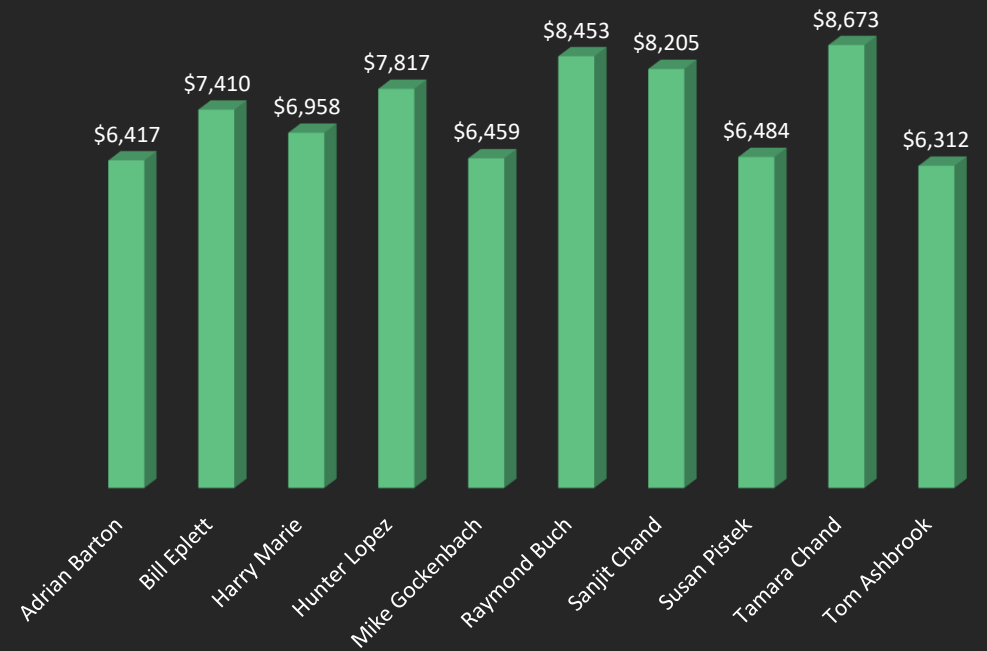
### SOUTHEAST ASIA'S LEAST PROFITABLE PRODUCT BY SUBCATEGORY



## FACTORS RESPONSIBLE FOR NIGERIA'S POOR PERFORMANCE



## MOST VALUABLE CUSTOMERS BY PROFIT



The project analysis provides insights into the findings within the Global Superstore dataset. This dataset reflects various occurrences related to an online retailer based in New York, which, in the year 2014, offered a diverse array of 10,000 products to customers in 147 different countries.

The analysis covers a range of performance metrics, including the identification of countries with the highest total profits, the calculation of average total profits, and the assessment of countries that underperformed among the 147 countries, among other factors.

Upon scrutinizing the dataset, it became evident that three countries generated the highest total profits. The United States secured the top spot with approximately \$93,508, followed by India with around \$48,808, and China with \$46,794. Additionally, certain products exhibited outstanding sales performance in these countries:

### **United States**

Canon imageCLASS 2200 Advanced Copier

GBC DocuBind TL300 Electric Binding System

Hewlett Packard LaserJet 3310 Copier

### **India**

Cisco Smart Phone, with Caller ID

Hamilton Beach Refrigerator, Red

Sauder Classic Bookcase, Traditional

### **China**

Bush Classic Bookcase, Mobile

HP Copy Machine, Color

Sauder Classic Bookcase, Metal

In contrast, Nigeria experienced notably low total profits, amounting to -\$23,285.19, indicating a loss rather than profit accumulation in 2014. This outcome was attributed to the operational dynamics of the business. The analysis revealed that the primary reasons behind the loss in 2014 were the combination of low shipping costs and a high discount percentage. While other countries refrained from offering discounts and maintained higher shipping rates, Nigeria provided a discount of \$193 alongside a low shipping rate.

The analysis of the global superstores' dataset indicates that in the United States, copiers, machines, and tables emerged as the top three subcategories with the highest average shipping fees, amounting to \$165.29, \$132.25, and \$69.95, respectively.

In Southeast Asia, encompassing countries such as Cambodia, Indonesia, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam, it was observed that the "Table" subcategory had the lowest profits. Specifically, the report highlights that Global Superstore experienced a significant loss of -\$10,680.28 from its operations in Indonesia compared to other countries. Consequently, it is recommended to discontinue offering this subcategory to prevent further declines in profit.

Concord, identified as the least profitable city in the United States, recorded only one order exceeding 10 orders and suffered a loss of -\$1,862.31. This could be attributed to production costs or the procurement of products, resulting in reduced profit margins.

Further insights gleaned from the dataset reveal that appliances are the product subcategory with the highest average profit in Australia.

Additionally, the dataset provides insights into the presence of highly valuable customers who have significantly contributed to the overall profit of Global Superstore.

In summary, the analysis of the global superstore dataset offers valuable insights into shipping fees, subcategory profitability, and the impact of certain factors on profit margins in different regions, as well as highlighting the significance of key customers in driving overall profitability for the company.