**Global Superstore Sales & Profitability Report**

**Project Overview**

This data analysis project is aimed to analyze the performance and profitability of Global stores during the past years. I seek to identify trends pertaining the profitability and performance of this store and draw out meaningful insight that will aid the management make informed decisions and gain deeper understanding in the companies performance.

**Data Source.**

Sales data: this data was provided by vephla university and it is "global\_superstores.CSV" FILE containing detailed information about each sales made by global superstores.

**Tools**

**Microsoft Excel : this tool was used for**

* Data preparation
* Data cleaning
* The entire data analysis (Exploratory Data Analysis)
* Writing of queries.

**Microsoft POWER BI: this tool was used for**

* Data visualization
* Data modelling
* Creating of report.

**Data Cleaning**

* I performed the following task in the data preparation phase;
* Data inspection
* Checking and handling duplicate values
* Data cleaning and formatting
* Removing special characters
* Converting the data to a Standard excel table.

**Exploratory Data Analysis**

EDA involved exploring the sales data to answer key questions below:

(1). What are the three countries that generated the highest total profit for Global Superstore in 2014?

ANS: (1).United States

(2). India

(3). China

(2). For each of these three countries, find the three products with the highest total profit. Specifically, what are the products’ names and the total profit for each product

ANS:

United State:

(1). Canon imageCLASS 2200 Advanced Copier $15,679.96

(2). Hewlett Packard LaserJet 3310 Copier $3,623.94

|  |  |
| --- | --- |
| (3). GBC DocuBind TL300 Electric Binding System $1,910.59 | $6,983.88 |

INDIA:

(1). Sauder Classic Bookcase Traditional $2,419.65

(2). Cisco Smart Phone with Caller ID $1,609.38

(3). Hamilton Beach Refrigerator Red $1,440.24

CHINA:

|  |
| --- |
| (1). Sauder Classic Bookcase Metal $1,463.07 |

(2). Bush Classic Bookcase Mobile $1,220.52

(3). HP Copy Machine Color $1,196.13

(3). Identify the 3 subcategories with the highest average shipping cost in the United States.

ANS: (1). Copiers

(2). Machines

(3). Tables

(4). Assess Nigeria’s profitability (i.e., total profit) for 2014. How does it compare to other African countries?

ANS: Other African countries in the year 2014 were in profits, while Nigeria on the other hand was in a huge loss of (-$23,219) in their profitability in the year 2014.

(5). What factors might be responsible for Nigeria’s poor performance? You might want to investigate shipping costs and the average discount as potential root causes.

ANS: shipping cost= $7,566

Average Discount= 39.51%

(6). Identify the product subcategory that is the least profitable in Southeast Asia. Note: For this question, assume that Southeast Asia comprises Cambodia, Indonesia, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam.

ANS: Table is the least profitable product subcategory in Southeast Asia. (-$18,618)

(7). Is there a specific country in Southeast Asia where Global Superstore should stop offering the subcategory identified in 4a?

ANS: Yes, Indonesia should stop offering Table sub category because they have the most least profit (-$10,680).

(8). Which city is the least profitable (in terms of average profit) in the United States? For this analysis, discard the cities with less than 10 Orders.

ANS: Hollywood City with an Average Profit of ($9.84) and a total of 11 orders.

(9). Why is this city’s average profit so low?

(10). Which product subcategory has the highest average profit in Australia?

ANS: Appliances has the highest average profit of $139 in Australia

(11). Which customer returned items and what segment do they belong

ANS: there are lot of customers that returned items in each segment.

(12). Who are the most valuable customers and what do they purchase?

**Key Findings:**

1. Overall Performance:
   * Total Sales: $12.64M
   * Total Profit: $1.47M
   * Total Quantity Sold: 178K
   * Total Countries Covered: 147
   * Total Customers: 1,590
   * Total Returns: 1,173
2. Sales & Profit Trends:
   * Sales and profit have shown a steady increase from 2011 to 2014.
   * The highest profit-generating countries are United States, China, and India.
3. Regional Sales Breakdown:
   * Highest Sales Contribution: North America (22.32%)
   * Other Key Regions: Europe (12.66%), Oceania (8.7%), and Asia (6.7%).
   * Regions like Central and South America have lower sales (below 6%).
4. Segment-wise Sales:
   * Consumer Segment leads in total sales.
   * Corporate & Home Office Segments contribute less but show potential for growth.
5. Return Analysis:
   * Returned orders: 1,173, impacting overall profitability.
   * Categories like Technology and Furniture seem to have higher return rates.

**Actionable Recommendations**

1. Expand High-Performing Markets:
   * Focus on increasing market share in United States, China, and India through targeted marketing and better supply chain management.
2. Improve Sales in Low-Performing Regions:
   * Conduct localized marketing in Central and South America.
   * Offer competitive pricing and targeted promotions.
3. Enhance Profitability in Corporate & Home Office Segments:
   * Introduce exclusive B2B offers for corporate clients.
   * Improve product bundles and discounts to drive Home Office segment sales.
4. Reduce Return Rates:
   * Analyze the most returned products and their reasons.
   * Improve product descriptions, quality control, and customer support.
5. Optimize Shipping Costs & Order Prioritization:
   * Review logistics to reduce shipping costs for loss-making orders.
   * Adjust order priority settings to optimize delivery efficiency.These steps will help improve overall sales and profitability while reducing operational inefficiencies.

**VISUALIZATION/DASHBOARD**

