

# GLOBAL SUPERSTORE BUSINESS RAPORT

## Finance Overview

Products Sold

**178,3 tys.**

vs Last month  
vs Last year

▲ 0.6%  
▲ 48.2%

Total Revenue

**12,64 mln**

vs Last month  
vs Last year

Total Profit

**1,47 mln**

vs Last month  
vs Last year

Finance  
Overview

Product  
Categories

Regional Sales

Delivery  
efficiency

Executive  
Summary

Furniture

Office Supp...

Technology

Region

Wszystkie



State

Wszystkie



Country

Wszystkie



Segment

Wszystkie



City

Wszystkie



Sub-Category

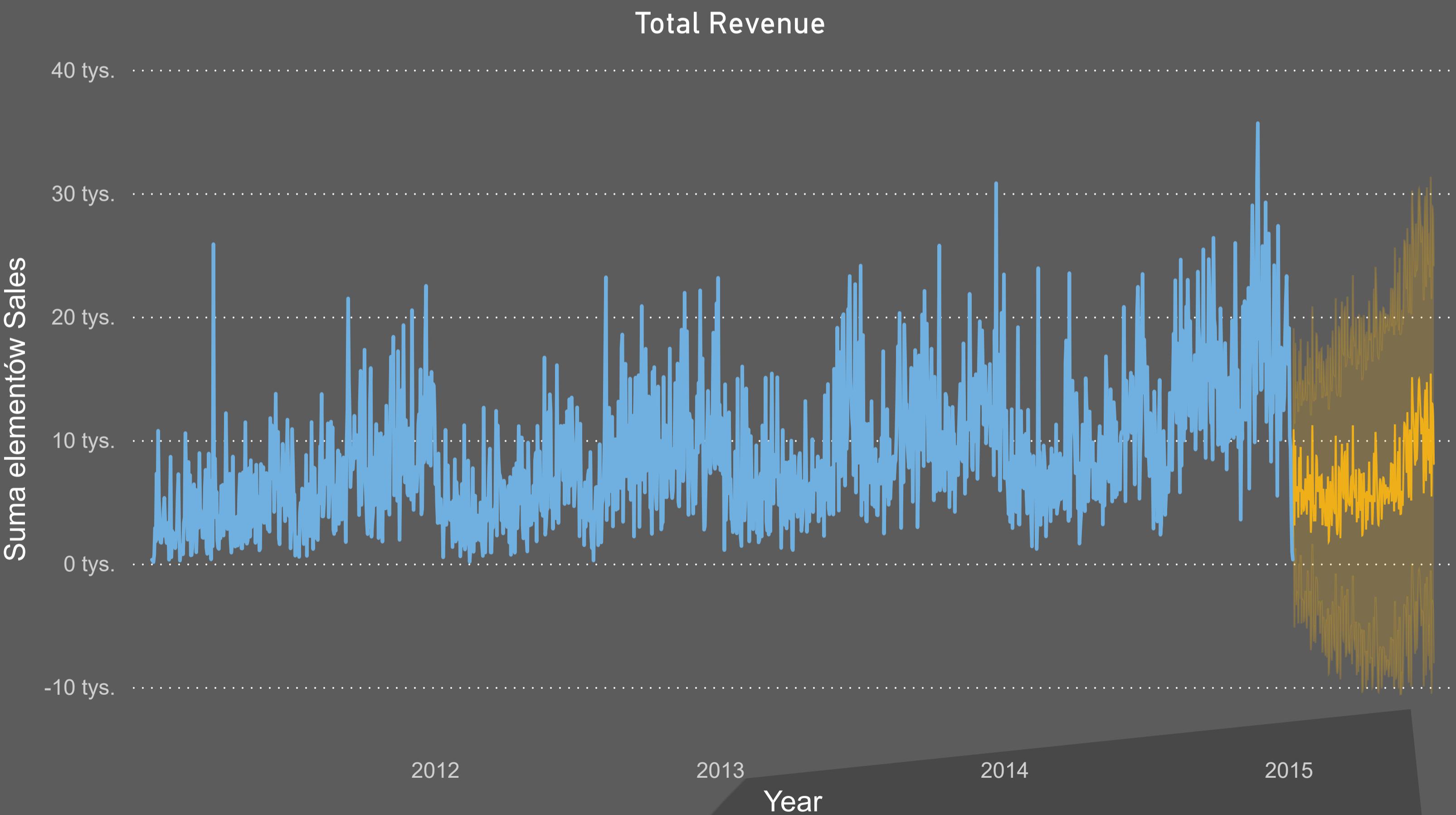
Wszystkie



Date

2010-01-01

2015-01-07



# GLOBAL SUPERSTORE BUSINESS RAPORT

## Product Categories

Finance Overview

Product Categories

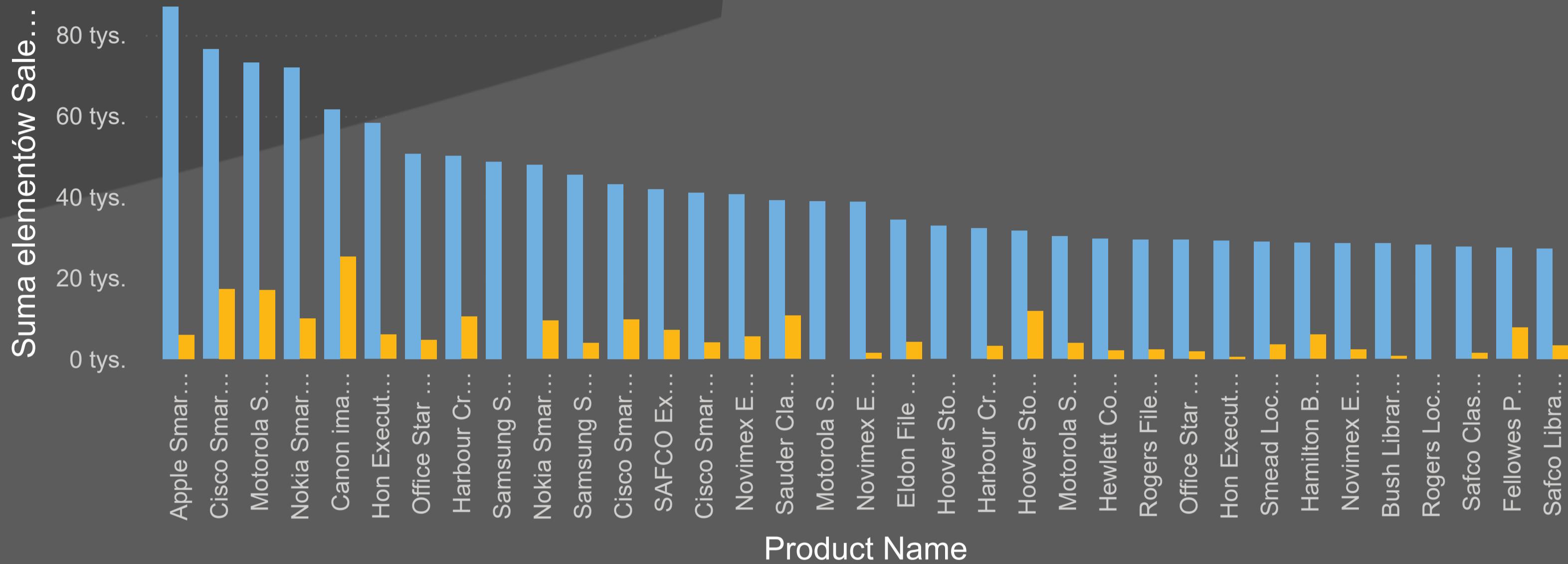
Regional Sales

Delivery efficiency

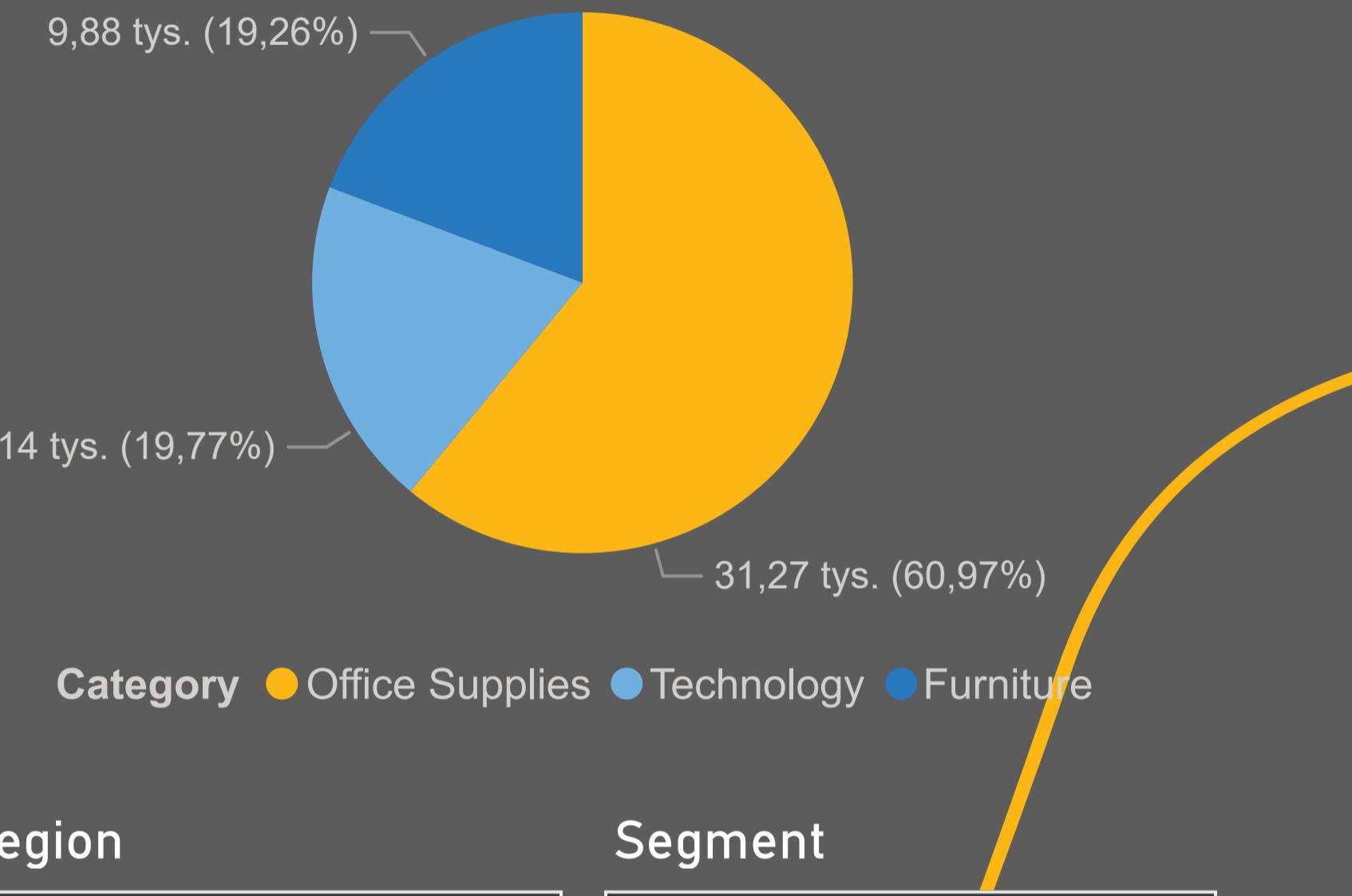
Executive Summary

Quantity of products sold & total incom by product

● Suma elementów Sales ● Suma elementów Profit



Percentage share of categories in total sales



Region

Wszystkie

Segment

Wszystkie

Country

Wszystkie

City

Wszystkie

State

Wszystkie

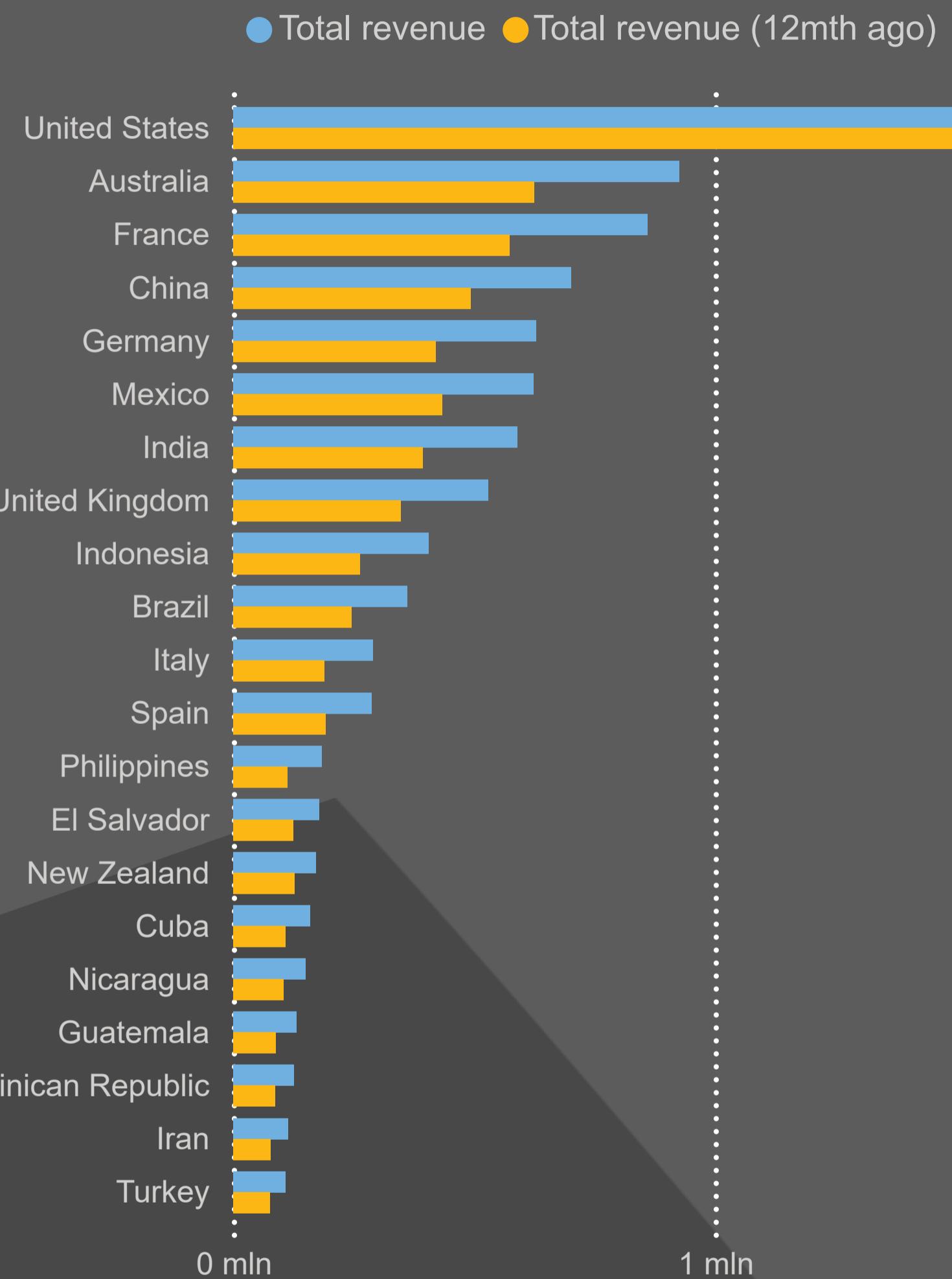
Percentage share of subcategories in total income



# GLOBAL SUPERSTORE BUSINESS REPORT

## Regional Sales

Country



2010-01-01 2015-01-07



Finance Overview

Product Categories

Regional Sales

Delivery efficiency

Executive Summary

Total income

**1,47 mln**

vs Last month  
vs Last year

▲ 0.5%  
▲ 49.0%

Profit Margin (%)

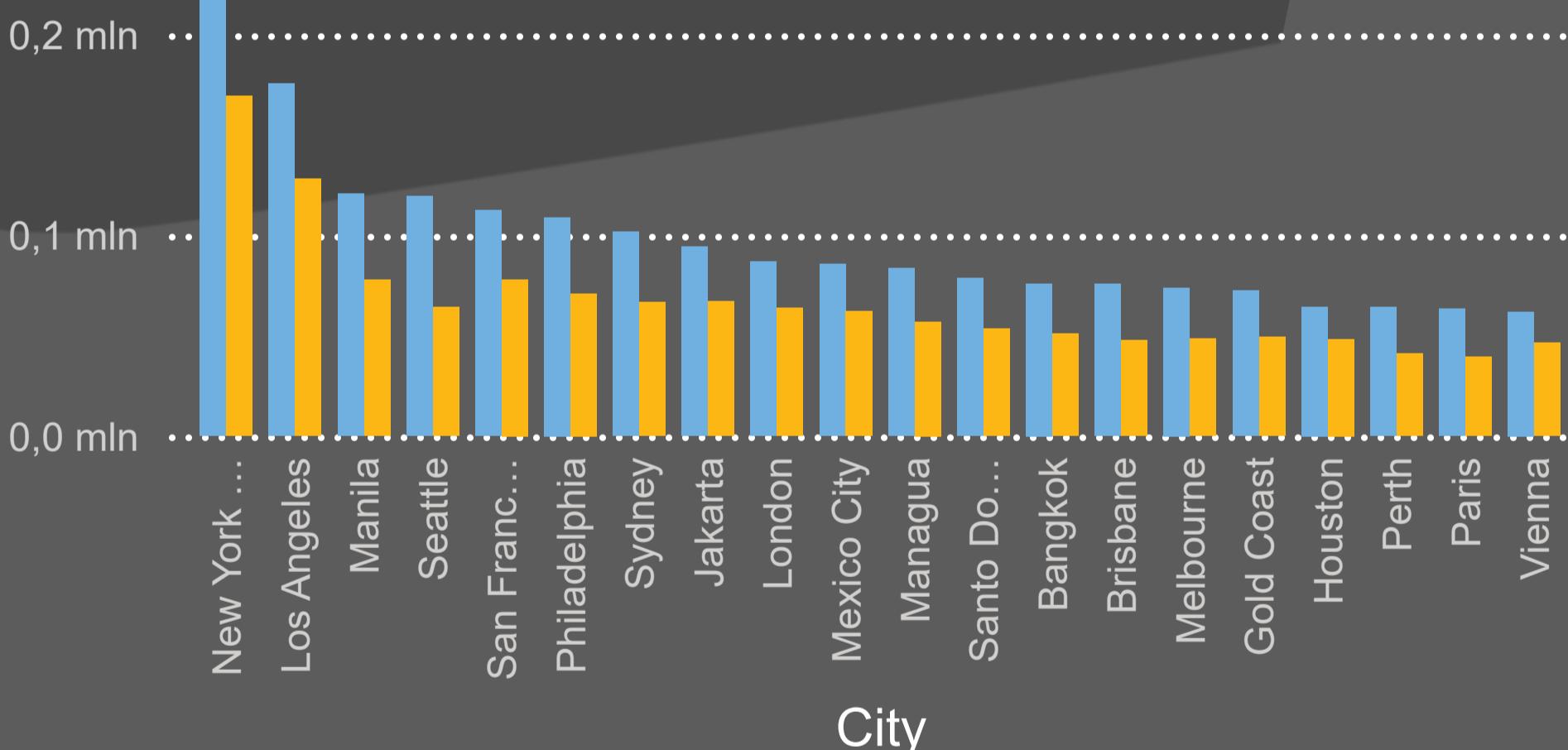
**11.61**

vs Last month  
vs Last year

▲ 0.01 pp  
▲ 0.08 pp

● Total revenue ○ Total revenue (12mth ago)

Total revenue



Region

Wszystkie

State

Wszystkie

Category

Wszystkie

City

Wszystkie

Sub-Category

Wszystkie

Segment

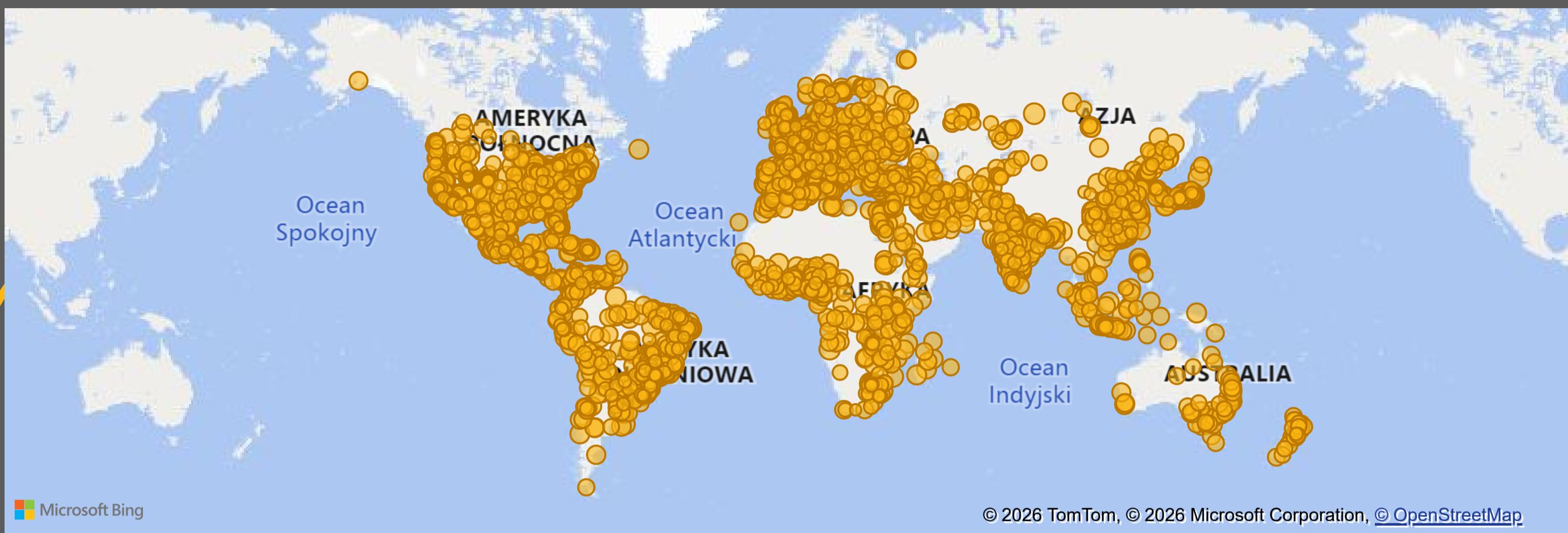
Wszystkie

# GLOBAL SUPERSTORE BUSINESS RAPORT

## Delivery Efficiency

[Finance Overview](#)
[Product Categories](#)
[Regional Sales](#)
[Delivery efficiency](#)
[Executive Summary](#)

Average Transport days by City



2010-01-01   2015-01-07  

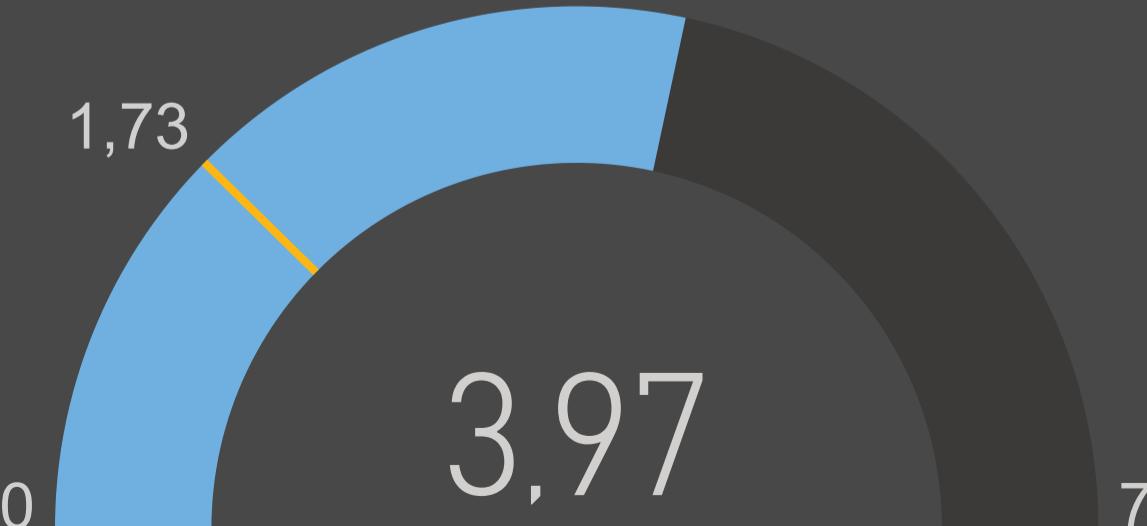


Transport days Ship mode

Wszystkie  

Wszystkie  

Average delivery days & St. Dev.



Order Priority	Suma elementów	Quantity	St. Dev.
Medium	102555	1,45	
Low	8297	0,50	
High	54021	1,44	
Critical	13439	1,03	
<b>Suma</b>	<b>178312</b>	<b>1,73</b>	

Category	Suma elementów	Quantity	St. Dev.	Average
Furniture	34954	1,74	3,99	
<b>Suma</b>	<b>178312</b>	<b>1,73</b>	<b>3,97</b>	

Country	Suma elementów	Quantity	St. Dev.
Afghanistan	228	1,17	
Albania	40	1,76	
Algeria	454	1,70	
Angola	317	1,36	
Argentina	1504	1,97	
Armenia	3	0,47	
Australia	10673	1,73	
Austria	1148	1,69	
Azerbaijan	54	2,17	
Bahrain	6	0,00	
Bangladesh	680	1,67	
Barbados	76	1,75	
<b>Suma</b>	<b>178312</b>	<b>1,73</b>	

City	Suma elementów	Quantity	St. Dev.
Aachen	60	1,91	
Aalen	3	0,00	
Aalst	15	0,00	
Aba	52	2,46	
Abadan	19	0,48	
Abakaliki	5	0,00	
Abbeville	8	1,89	
Abbotsford	16	0,00	
Abeokuta	15	0,48	
Aberdeen	27	1,34	
Abha	20	1,09	
<b>Suma</b>	<b>178312</b>	<b>1,73</b>	

# GLOBAL SUPERSTORE BUSINESS REPORT

## Executive Summary

Finance Overview

Product Categories

Regional Sales

Delivery efficiency

Executive Summary

### Profit analysis summary

Over the past years, the company has maintained steady revenue growth (+48% YoY). Net profit has increased proportionally, keeping the margin stable at around 11–12%. Forecasts suggest that the recurring end-of-year sales growth cycles are likely to repeat in the upcoming year. Continuous monitoring of seasonal patterns will help improve forecasting and resource allocation.

### Product categories summary

Technology accounts for the largest share of sales (61%), while Office Supplies deliver the highest profitability. The company should consider promoting high-margin products while sustaining the sales scale in the technology segment.

### Regional Sales Summary

The United States remains the dominant market, with significant contributions from Australia, China, and France. Rapid growth in Asian markets suggests a strong opportunity for expansion and investment in these regions. The overall distribution shows that while the business is heavily concentrated in North America and Western Europe, diversifying further into Asia could reduce dependency on mature markets and sustain long-term growth.

### Delivery efficiency Summary

The main measure of delivery efficiency and quality has been defined as the **repeatability of fast delivery times**. Across more than 50,000 records, not a single shipment exceeded 7 days, which is a strong operational result. As expected, the shipment prioritization system works as intended – higher-priority orders are delivered faster on average than lower-priority ones. The current state is satisfactory, and the focus should be on **maintaining and further improving repeatability while preventing potential delays**.

### Report Summary

This report was prepared using publicly available data from the Global Superstore dataset on Kaggle. The dataset is of high quality and provides a solid foundation for analysis. An initial exploratory data analysis is available in the accompanying Jupyter Notebook, together with additional files used during the report creation process.

The report is intended **solely as part of a recruitment portfolio**, to demonstrate analytical, data modeling, and visualization skills. It has been not created **for business or commercial use**.

Dawid Boratyński

Global Super Store Dataset: [www.kaggle.com](http://www.kaggle.com)

LinkedIn: [Dawid Boratyński](#) | Data Analyst Intern

GitHub: [Borsh8m3](#)