**Assignment – 1: Global Superstore**

Sri Venkatesh Subramaniam

School of Business, St. Lawrence College

COMP 5003: Business Intelligence Applications

Professor Shannon MacNiven

May 17, 2023

Chosen theme from the dataset: Sales and profit vs product types.

Insights:

1. The technology category has the highest sales of $4.74 Million, with 37.53% of the revenue share.
2. Standard Class is the most chosen shipping mode, with over 30,000 orders.
3. The critical influencer of the furniture profits is furniture profit in Nigeria is lower than the average by $228.

Recommendations:

1. Since the profits in the furniture category are lower by $228 in Nigeria, Global Superstore can either stop the sale of furniture products in Nigeria or modify the price of furniture products in Nigeria.
2. Global superstore must market technology products as it generates the most revenue and profits compared to other categories.