

# GLOBAL SUPERSTORE DASHBOARD

Country

All

Sub-Category

All

Product Name

All

Year

All

9.48M

Sum of Sales

1.09M

Sum of Profit

42.20

Average Shipping Cost

1172

Count of Returned

1589

Count of Customer ID

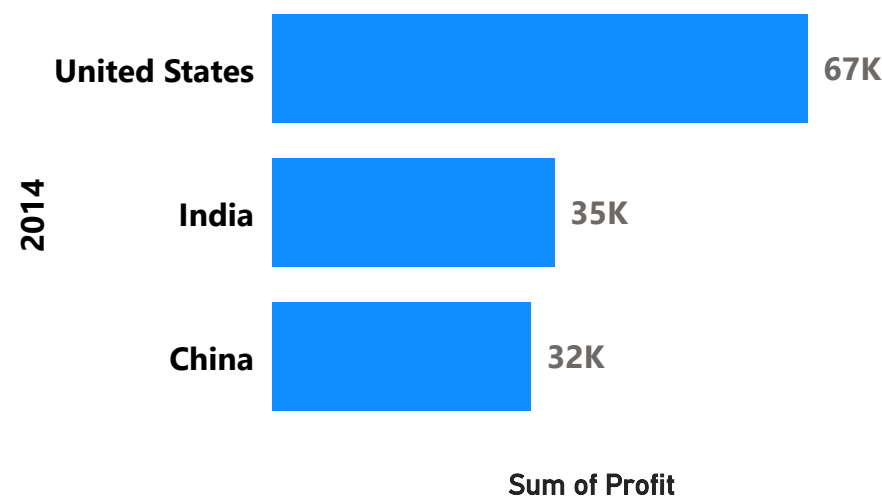
3601

Count of Product Name

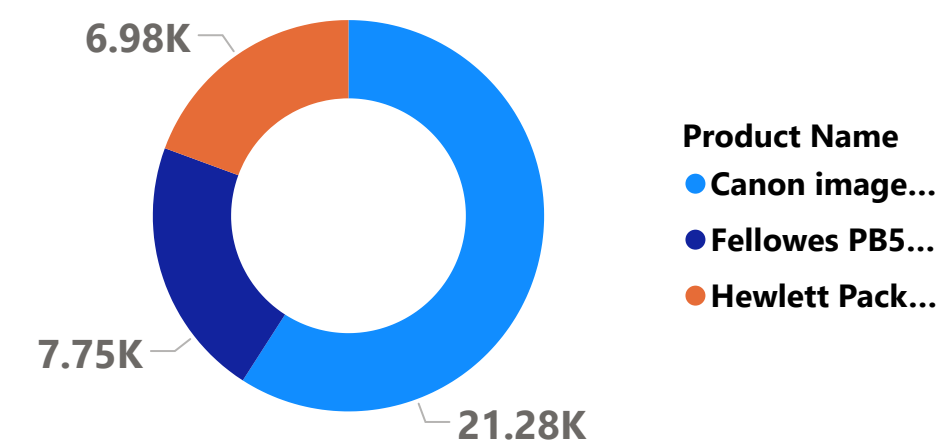
95K

Sum of Quantity

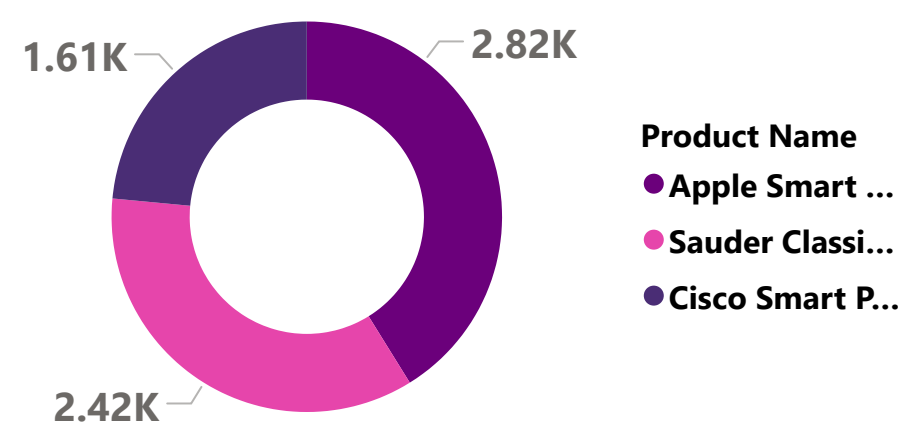
## Top 3 Countries by Total Profit in 2014



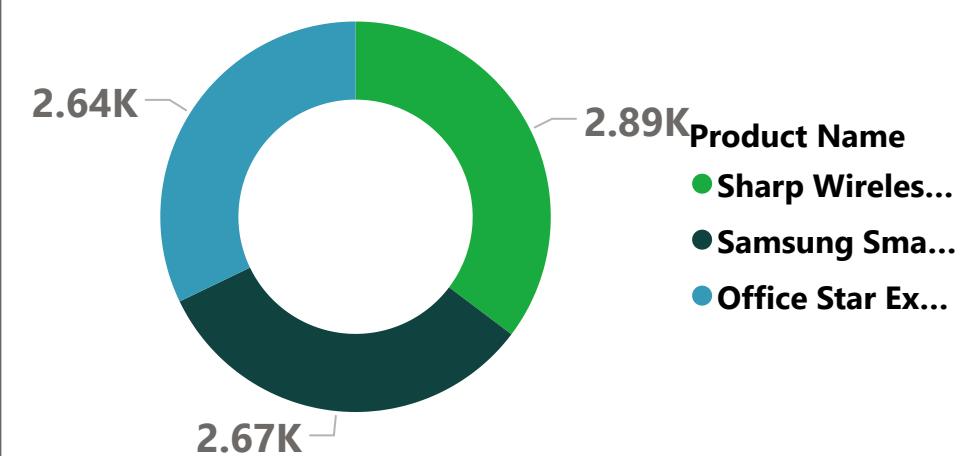
## Top 3 Products by Total Profit in U.S.A



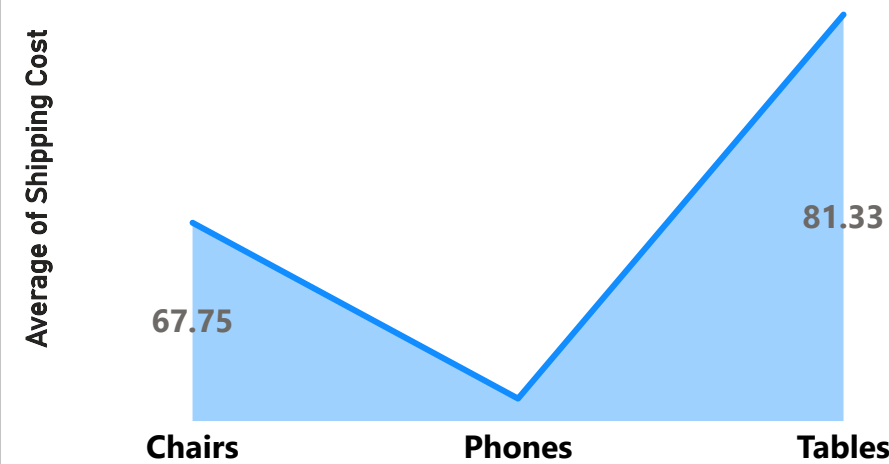
## Top 3 Products by Total Profit in India



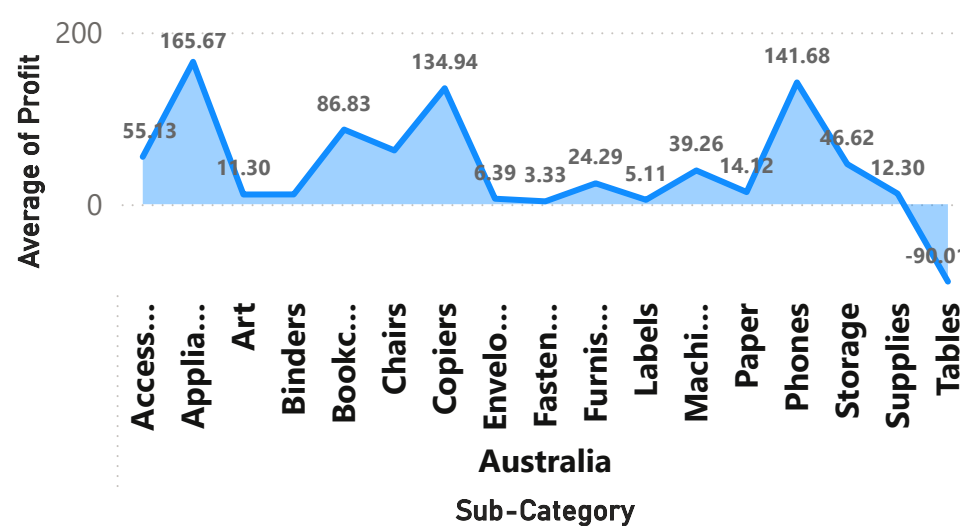
## Top 3 Products by Total Profit in China



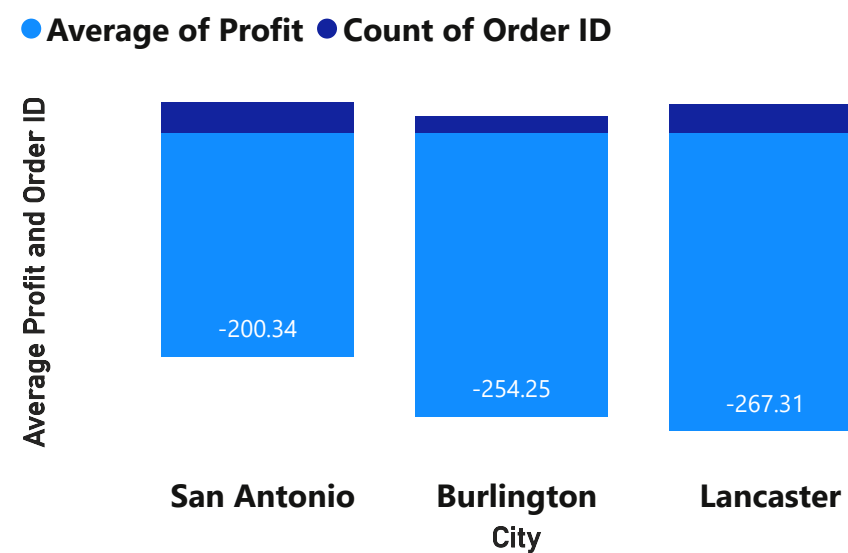
## Top 3 Subcategories by Ave Shipping Cost in U.S.A



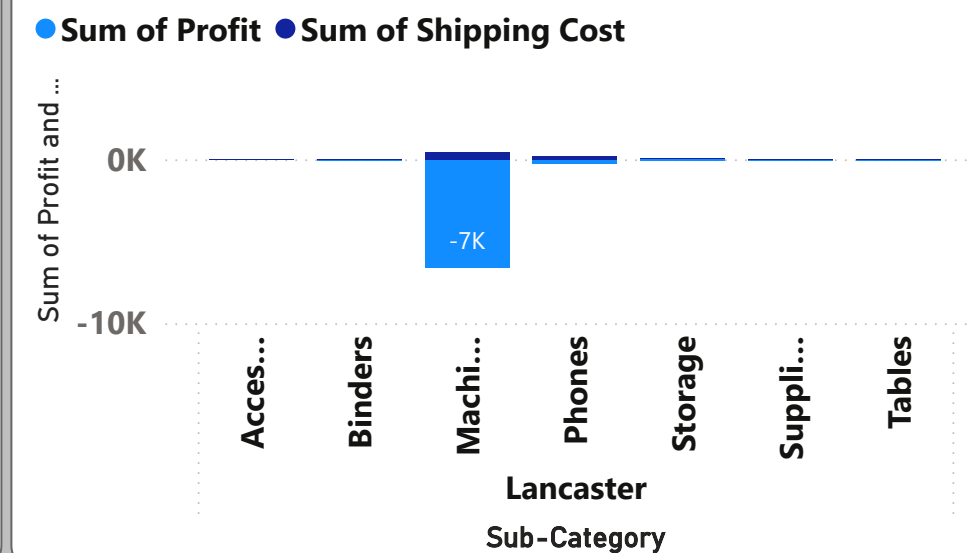
## Highest Average Profit by Subcategory in Australia



## Cities in U.S.A with least Average profit



## Factors affecting Average Profit in Lancaster

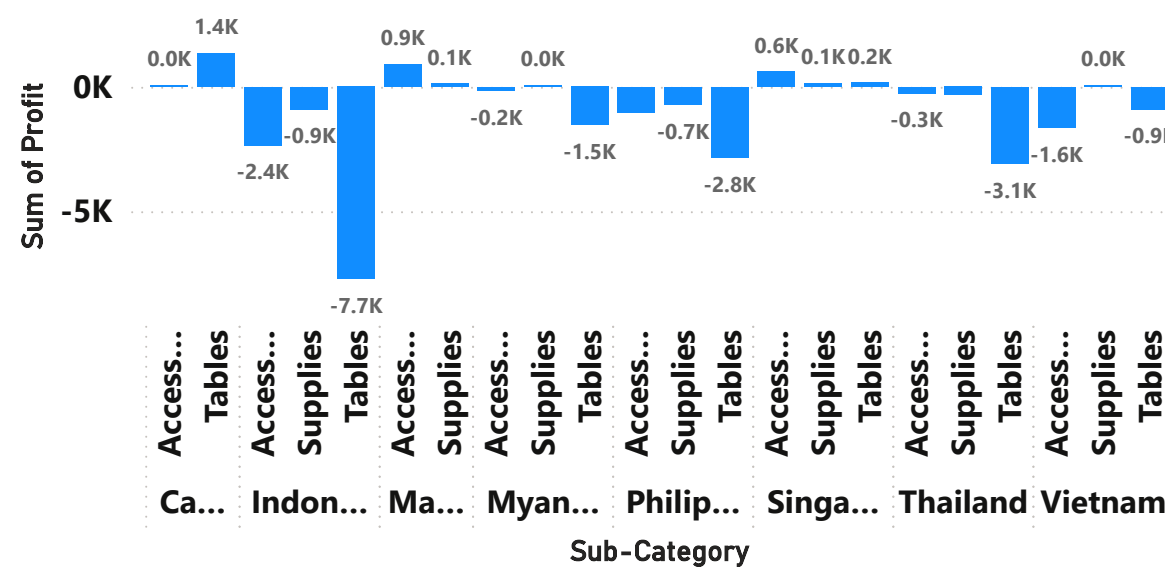


## African Countries

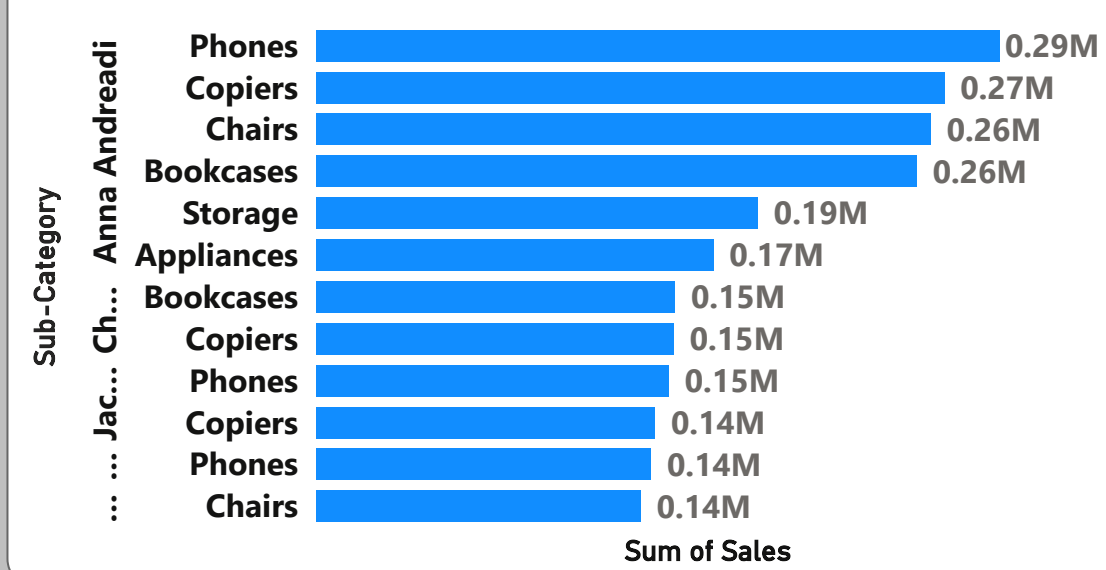
Sum of Shipping Cost Sum of Discount Sum of Profit

Nigeria	1213.92	95.20	-18303.16
Zimbabwe	157.94	9.10	-1825.57
Uganda	50.08	5.60	-933.98
Tanzania	1580.74	0.60	2661.05
Algeria	856.00	0.00	2620.62
Angola	633.11	0.00	2463.39
Benin	147.93	0.00	530.37
Cameroon	473.07	0.00	1094.91
Central African Republic	124.02	0.00	90.00
Cote d'Ivoire	224.22	0.00	1524.27
Total	22730.72	110.50	27472.02

## Least Profitable Subcategory in Southeast Asia



## Sum of Sales by Person and Sub-Category



## INSIGHTS

- . The three countries that generated the highest total profit in 2014 are ; U.S.A, India and China.
- . Nigeria compared to other African countries have the highest loss in sale and the factors responsible for these are high amount of discount and high shipping cost.
- . The subcategory with least profitability in Southeast Asia is Tables of which majority of the loss happened in Indonesia.
- . Lancaster is the city in U.S.A that made the most loss and this is due to the huge loss made in the sale of machine in the city.
- . The subcategory with the highest profit in Australia is Appliances.

## RECOMMENDATIONS