DRIVING PROFITABILITY WITH DATA: GLOBAL SUPERSTORE INSIGHTS

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PROJECT OVERVIEW

Problem Statement:
Analyze transactional data to uncover trends and patterns that drive strategic decisions, improve profitability, and increase sales.

Objectives:

- Evaluate product/category performance

- Understand customer behavior

- Explore seasonal trends

- Assess regional performance

DATA SUMMARY

Dataset Overview:

- 51,290 orders | 24 columns | 2011–2014
- 1,590 customers | 10,768 products (New tables created)
- 13 regions | 147 countries

Data Sources: Global Superstore dataset loaded and transformed in SQL Server

Data Cleaning Highlights:

- Removed redundancies
- Created "Cost" and "Profit Margin"
- No duplicates or major nulls (except Postal Code)

CUSTOMER BEHAVIOR INSIGHTS

- Consumers contributed >50% of total revenue & profit

- Profit margins across segments: ~4–6%

- 67 customers had net-negative profit: -$65,513

- Top 10 customers are high-impact: consider reward programs

% Profit per Customer Segments
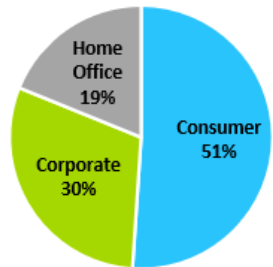
Home Office 19%
Corporate 30%
Consumer 51%

% Revenue per Customer Segments

Home Office 18%
Corporate 30%
Consumer 52%

Top 10 Profitable Customers

Customer	Amount
Tamara Chand	$8.67K
Raymond Buch	$8.45K
Sanjit Chand	$8.21K
Hunter Lopez	$7.82K
Bill Eplett	$7.41K
Harry Marie	$6.96K
Susan Pistek	$6.48K
Mike Gockenbach	$6.46K
Adrian Barton	$6.42K
Tom Ashbrook	$6.31K
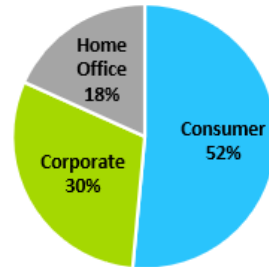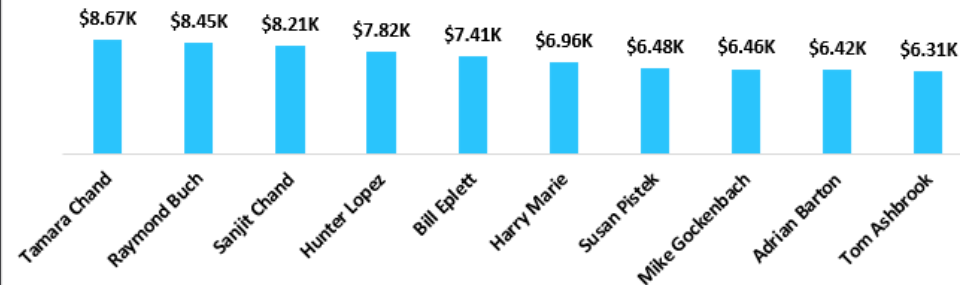
No Profit Customers

67

Amount

-$65,513.07

TIME-BASED TRENDS

- Best months: **Nov, Dec, Aug, June**
- Low months: **Jan, Feb, Apr, July**
- Weekends (Sat/Sun): Lowest sales and profit days

Month on Month Profit Trends

Month	Profit
Jan	$73.54K
Feb	$70.93K
Mar	$94.09K
Apr	$73.51K
May	$104.51K
Jun	$147.08K
Jul	$78.07K
Aug	$151.85K
Sep	$170.44K
Oct	$157.27K
Nov	$175.45K
Dec	$170.72K

Month on Month Revenue Trends

Month	Revenue
Jan	$675.13K
Feb	$543.74K
Mar	$770.50K
Apr	$698.56K
May	$904.01K
Jun	$1.27M
Jul	$749.38K
Aug	$1.29M
Sep	$1.44M
Oct	$1.17M
Nov	$1.55M
Dec	$1.58M

REGIONAL PERFORMANCE

- Best performing: **Central, South, North**

- Bottom in revenue/profit: **Canada, Caribbean**

- Highest margin: **Canada (24.75%)**

- Negative profit margin regions: **Africa, EMEA, Southeast Asia**

Profitable Regions

Region	Amount
Central	$311.40K
North	$194.60K
North Asia	$165.58K
South	$140.36K
Central Asia	$132.48K
Oceania	$120.09K
West	$108.42K
East	$91.52K
Africa	$88.87K
EMEA	$43.90K
Caribbean	$34.57K
Southeast Asia	$17.85K
Canada	$17.82K

Revenue per Region

Region	Amount
Central	$2.82M
South	$1.60M
North	$1.25M
Oceania	$1.10M
Southeast Asia	$884.42K
North Asia	$848.31K
EMEA	$806.16K
Africa	$783.77K
Central Asia	$752.83K
West	$725.46K
East	$678.78K
Caribbean	$324.28K
Canada	$66.93K

Profit Margin per Region

Region	Margin
Canada	24.75%
West	21.95%
North Asia	17.96%
East	16.72%
Central Asia	14.69%
North	12.52%
Oceania	8.35%
Caribbean	8.09%
Central	6.02%
South	5.38%
Southeast Asia	-7.89%
EMEA	-14.12%
Africa	-14.36%

Countries in Lost

29

Amount

-$447,899.67

RECOMMENDATIONS

- Target marketing during high-performing months

- Reduce operational focus on weekends

- Focus campaigns Mon–Fri

- Phase out or re-evaluate poor-performing products — especially in office supply.

- Prioritize Canada-like regions (And countries) where fewer sales still yield higher profits.

RECOMMENDATIONS

- Reward loyal/high-spending customers

- Cut unprofitable products (esp. office supplies)

- Promote high-demand products

- Review pricing and costs in low-profit regions

- Increase inventory in peak months

- Launch segment-specific campaigns

CONCLUSION

- Data reveals clear opportunities for growth through strategic product, customer, and regional optimization

- A combination of loyalty initiatives, operational efficiency, and targeted marketing can significantly enhance profitability.

- Drill down analysis by segment, region, and product

- Implement changes based on insights

- Monitor impact and iterate

GLOBAL SUPERSTORE PROFITABLITY AND REVENUE PERFORMANCE

Year
- 2011
- 2012
- 2013
- 2014

category
- Furniture
- Office Supplies
- Technology

Region
- Africa
- Canada
- Caribbean
- Central
- Central Asia
- East
- EMEA
- North
- North Asia
- Oceania
- South
- Southeast Asia
- West

segment
- Consumer
- Corporate
- Home Office

Total Revenue	Total Cost	Total Profit	Profit Margin	No of Customers
$12,642,501.90	$11,175,044.61	$1,467,457.29	4.74%	1,590

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% Profit per Customer Segments

- Home Office 19%
- Corporate 30%
- Consumer 51%

% Revenue per Customer Segments

- Home Office 18%
- Corporate 30%
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Top 10 Profitable Customers

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No Profit Customers

67

Amount

-$65,513.07

Month on Month Profit Trends

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
$73.54K	$70.93K	$94.09K	$73.51K	$104.51K	$147.08K	$78.07K	$151.85K	$170.44K	$157.27K	$175.45K	$170.72K

Month on Month Revenue Trends

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
$675.13K	$543.74K	$770.50K	$698.56K	$904.01K	$1.27M	$749.38K	$1.29M	$1.44M	$1.17M	$1.55M	$1.58M

GLOBAL SUPERSTORE PROFITABLITY AND REVENUE GROWTH

Year
- 2011
- 2012
- 2013
- 2014

category
- Furniture
- Office Supplies
- Technology

Total Revenue	Total Cost	Total Profit	Profit Margin	Total Quantity
$12,642,501.90	$11,175,044.61	$1,467,457.29	4.74%	178,312

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Region
- Africa
- Canada
- Caribbean
- Central
- Central Asia
- East
- EMEA
- North
- North Asia
- Oceania
- South
- Southeast Asia
- West

Profit per Product Category
- Furniture 20%
- Technology 45%
- Office Supplies 35%

Revenue per Product Category
- Technology 38%
- Furniture 32%
- Office Supplies 30%

Profitable Days of the Week
- Thursday $278.37K
- Friday $276.75K
- Monday $251.75K
- Tuesday $251.16K
- Wednesday $242.41K
- Saturday $137.49K
- Sunday $29.53K

Total Revenue per Day
- Friday $2.32M
- Tuesday $2.27M
- Thursday $2.25M
- Monday $2.24M
- Wednesday $2.17M
- Saturday $1.18M
- Sunday $222.30K

Products not Profitable

3,032

Amount

-$558,757.79

Top 15 Profitable Products
- TEC-CO-10004722 $25.20K
- OFF-AP-10004512 $10.35K
- TEC-PH-10004823 $8.12K
- OFF-BI-10003527 $7.75K
- TEC-CO-10001449 $6.98K
- FUR-CH-10002250 $6.12K
- TEC-PH-10004664 $5.46K
- OFF-AP-10002330 $5.45K
- TEC-PH-10000303 $5.36K
- FUR-CH-10002203 $5.00K
- TEC-PH-10000169 $4.95K
- FUR-BO-10004852 $4.86K
- TEC-CO-10004997 $4.85K
- FUR-BO-10004999 $4.68K
- FUR-BO-10001471 $4.65K

segment
- Consumer
- Corporate
- Home Office

GLOBAL SUPERSTORE PROFITABLITY AND REVENUE GROWTH

Year: 2011, 2012, 2013, 2014

category: Furniture, Office Supplies, Technology

Region: Africa, Canada, Caribbean, Central, Central Asia, East, EMEA, North, North Asia, Oceania, South, Southeast Asia, West

segment: Consumer, Corporate, Home Office

Total Revenue	$12,642,501.90
Total Cost	$11,175,044.61
Total Profit	$1,467,457.29
Profit Margin	4.74%
No. of Orders	51,290

Profitable Regions
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THANK YOU

Feel free to ask questions!

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