

DRIVING PROFITABILITY WITH DATA: GLOBAL SUPERSTORE INSIGHTS

Amadi Chiemelumogo
(ACO Initiative)

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)

KEY PERFORMANCE INDICATORS

- **Revenue:** \$12.64M
- **Profit:** \$1.46M (4.74% margin)
- **Customers:** 1,590
- **Orders:** 51,290
- **Products Sold:** 178,312 units
- **Regions:** 13 | **Countries:** 147

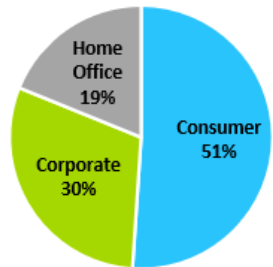
GLOBAL SUPERSTORE PROFITABILITY AND REVENUE PERFORMANCE

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

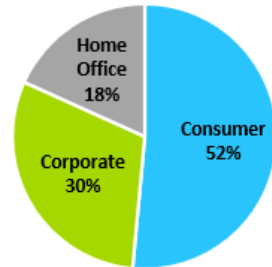
CUSTOMER BEHAVIOR INSIGHTS

- 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

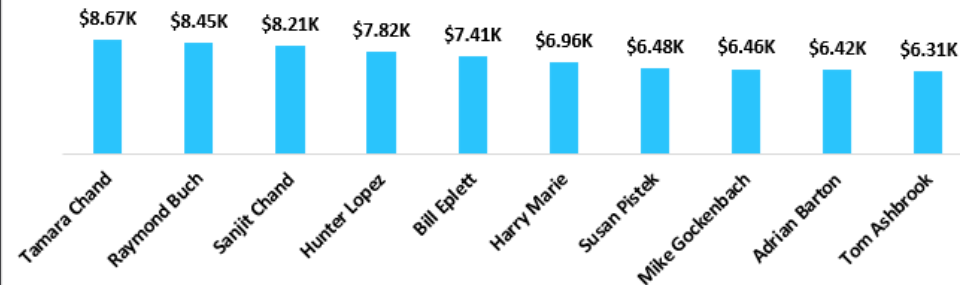
% Profit per Customer Segments



% Revenue per Customer Segments



Top 10 Profitable Customers



No Profit Customers

67

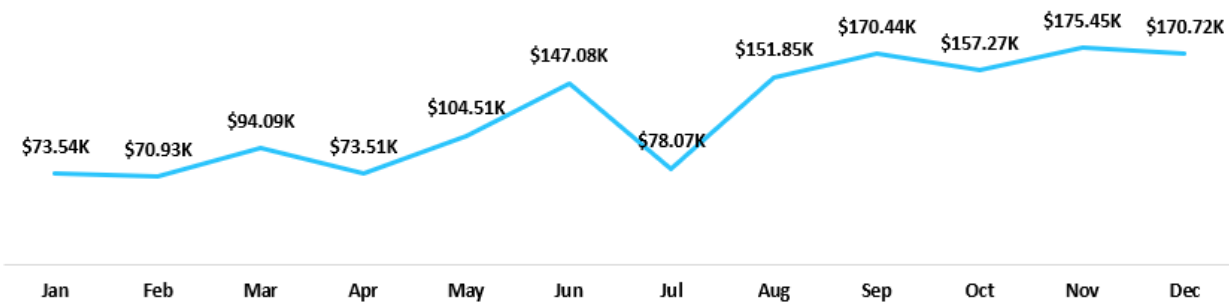
Amount

-\$65,513.07

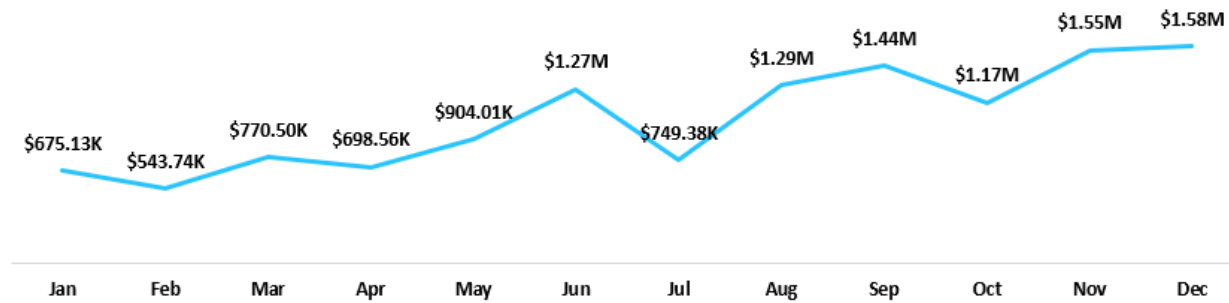
TIME-BASED TRENDS

- 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

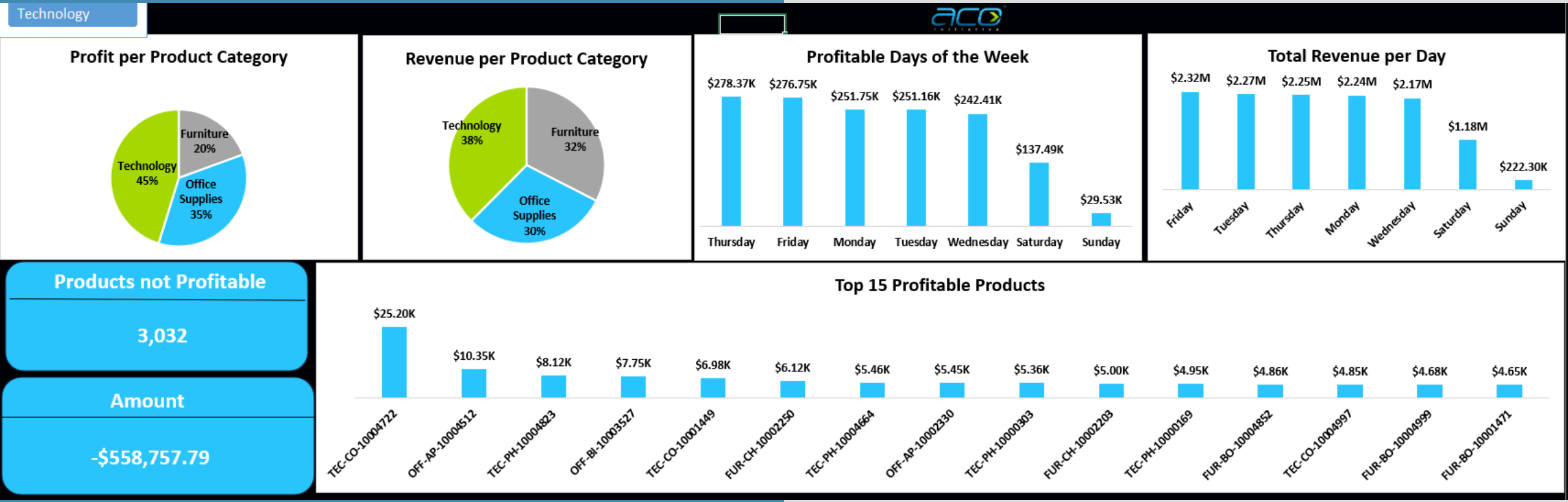


Month on Month Revenue Trends



PRODUCT & CATEGORY PERFORMANCE

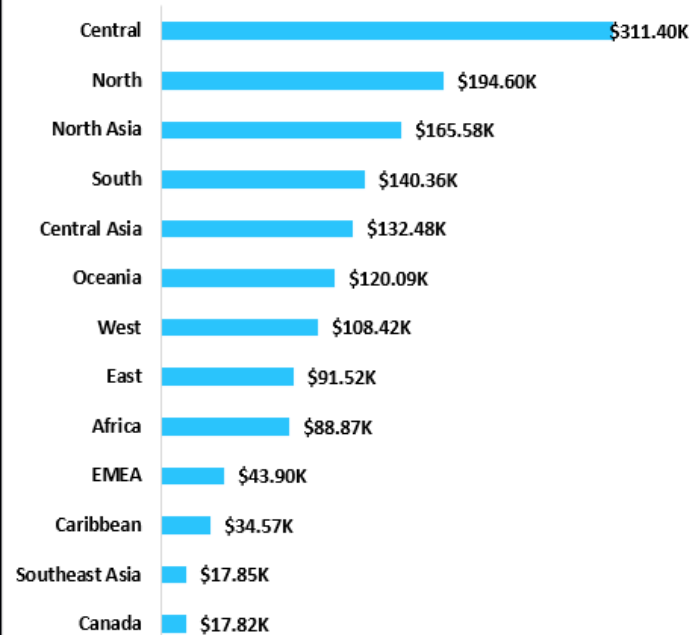
- 10,768 products sold
- **Technology:** 45% of total profit
- **Furniture:** 20% of profit
- **Office Supplies:** Most unprofitable – 1,488 products lost \$254,488
- 3,032 products (~28.2%) unprofitable



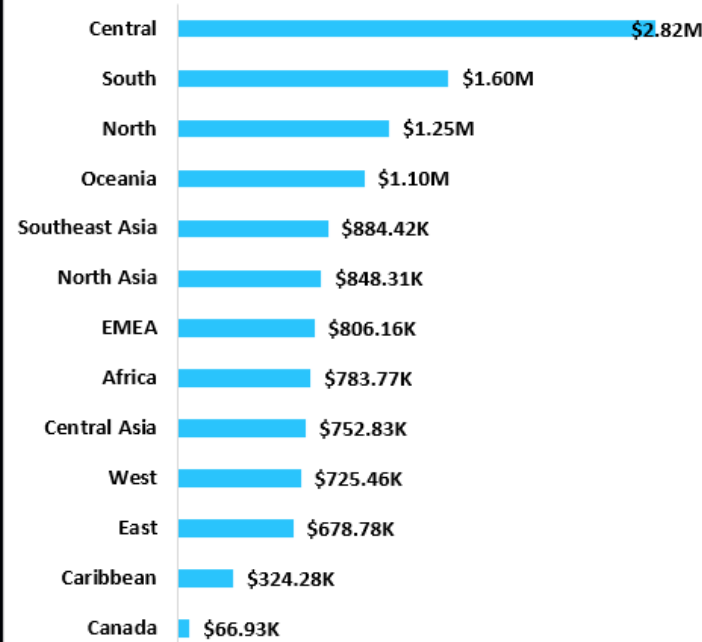
REGIONAL PERFORMANCE

- Best performing: **Central, South, North**
- Bottom in revenue/profit: **Canada, Caribbean**
- Highest margin: **Canada (24.75%)**
- Negative profit margin regions: **Africa, EMEA, Southeast Asia**

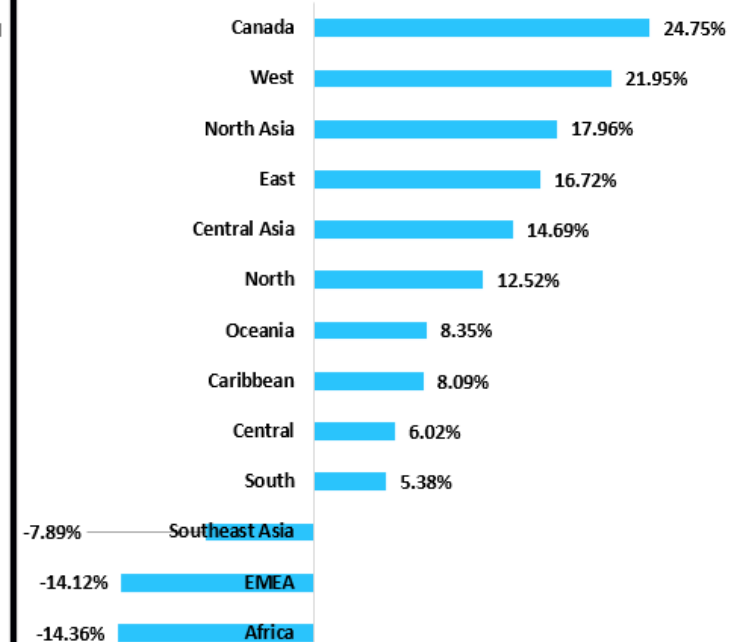
Profitable Regions



Revenue per Region



Profit Margin per Region



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



THANK YOU

Feel free to ask
questions!

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