

GLOBAL SUPERSTORE SALES DASHBOARD

TOTAL GLOBAL PROFIT

1.47M

TOTAL GLOBAL SHIPPIN...

1.35M

TOTAL GLOBAL SALES

12.64M

TOTAL GLOBAL DISCOUNT

7.33K

MOST PROFITABLE COUNTRY

United States

LEAST PROFITABLE COUNTRY

Turkey

TOP PRODUCTS

Canon image...

SUM OF PROFIT BY COUNTRY

United States

94K

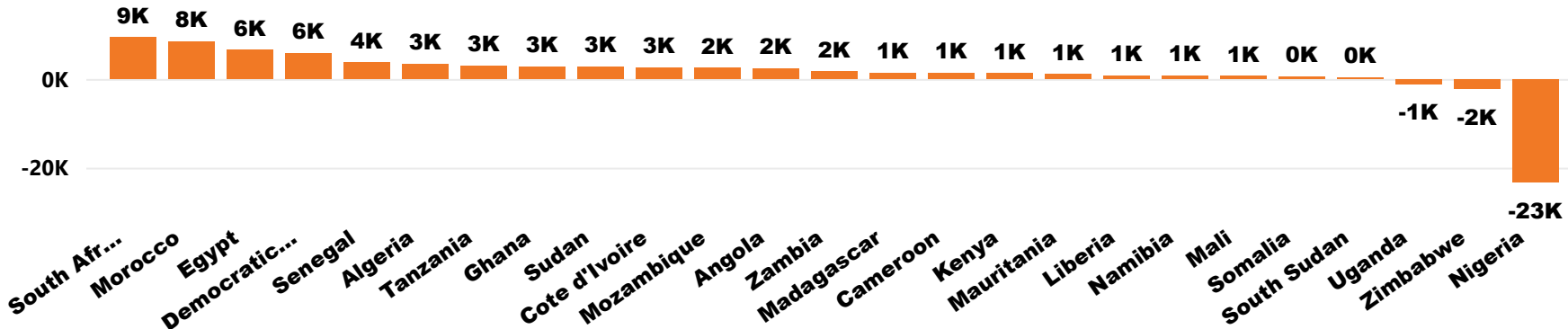
India

49K

China

47K

NIGERIA'S PROFITABILITY COMPARED TO OTHER AFRICAN COUTRIES IN 2014



AVG SHIPPING COST BY TOP 3 SUBATEGORIES IN US

Copiers

165

Machines

132

Tables

70

THREE PRODUCTS WITH THE HIGHEST TOTAL PROFIT FROM THE TOP THREE COUNTRIES

CHINA

Product Name	Profit
Samsung Smart Phone, VoIP	2,672.10
HP Copy Machine, Color	2,855.13
Sharp Wireless Fax, Digital	2,894.10
Total	8,421.33

INDIA

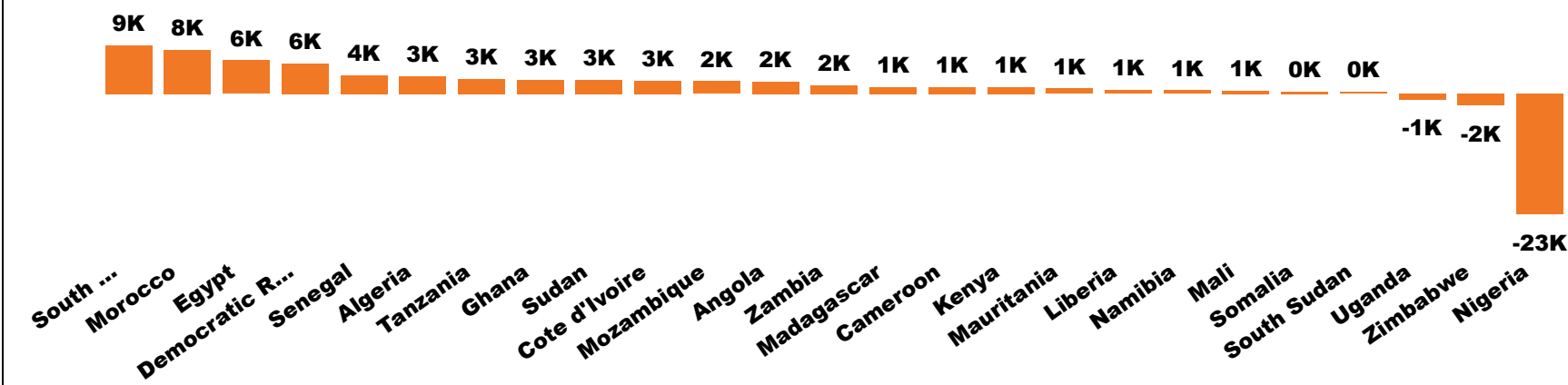
Product Name	Profit
Sauder Classic Bookcase, Traditional	2,903.58
Apple Smart Phone, with Caller ID	2,817.99
Cisco Smart Phone, with Caller ID	1,609.38
Total	7,330.95

UNITED STATES

Product Name	Profit
Canon imageCLASS 2200 Advanced Copier	25,199.93
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7,753.04
Hewlett Packard LaserJet 3310 Copier	6,983.88
Total	39,936.85

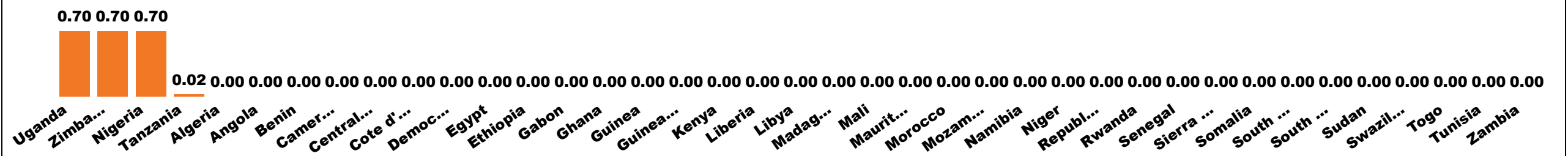
ACCESSING NIGERIA'S PROFITABILITY

NIGERIA'S PROFITABILITY COMPARED TO OTHER AFRICAN COUTRIES IN 2014

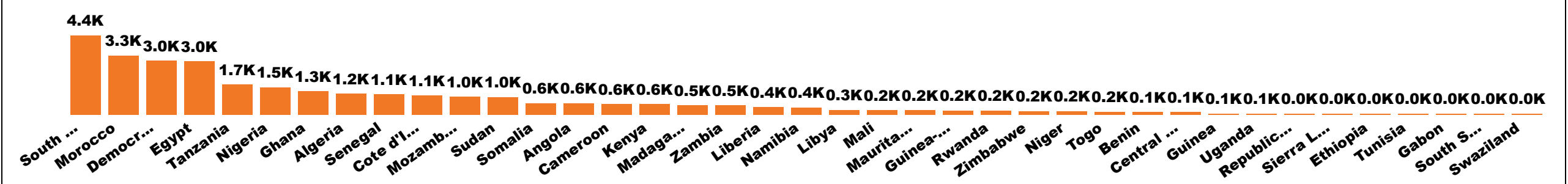


Nigeria faces profitability challenges driven by two critical factors: a notably high shipping cost and an equally high average discount. The high shipping expenses make products more expensive for consumers, potentially reducing demand. Simultaneously, offering substantial average discounts can erode profit margins. This combination of high costs and high discounts negatively impacts the company's bottom line, resulting in financial losses. To achieve sustainable profitability in Nigeria, businesses may need to explore strategies to optimize shipping logistics, reduce costs, and carefully calibrate their discounting policies to balance attracting customers with maintaining healthy profit margins.

NIGERIA'S AVERAGE DISCOUNT COMPARED TO OTHER AFRICAN COUTRIES IN 2014



NIGERIA'S AVERAGE SHIPPING COST COMPARED TO OTHER AFRICAN COUTRIES IN 2014



ACCESSING SOUTHERN EASTERN PROFITABILITY BY PRODUCT

TOTAL PROFIT IN SOUTH EAST A...

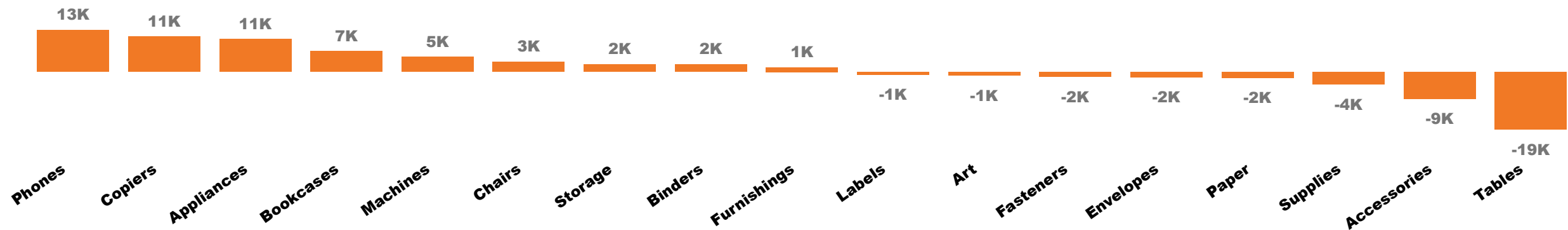
17.85K

TOTAL SALES IN SOUTH EAST ASIA

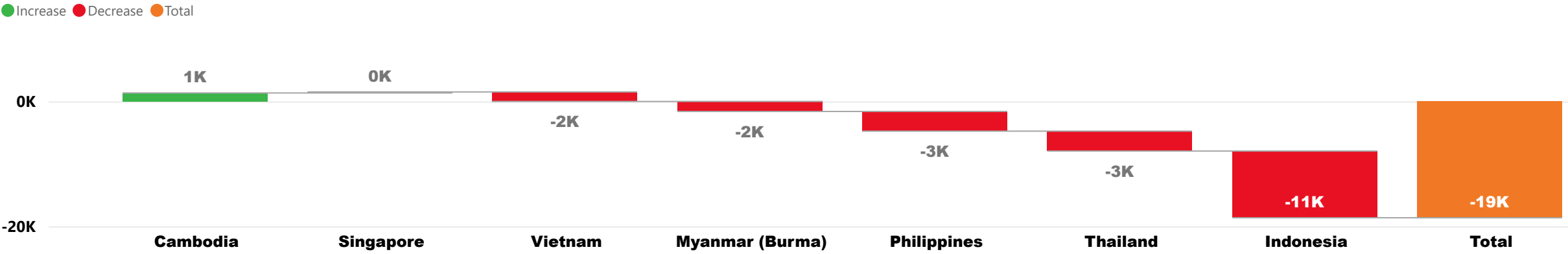
884.42K

From this visuals, Table has the least profitable product subcategory in the Southeast Asia. We can see that rely more on sales of phone which made them profitable in this region by making different brands of phone. Out of the countries selling tables as identified above, the global superstore should stop offering tables to Indonesia because from the chart, we can see that the country is experiencing a loss which is regarded as a waste to the economy, so they should prioritize more on other products like phones, appliances etc

PRODUCT SUB-CATEGORIES IN SOUTHEAST ASIA



COUNTRIES IN SOUTH-EAST ASIA OFFERING TABLES AS THEIR SUB-CATEGORY



ACCESSING UNITED STATES PROFITABILITY BY CITY

HIGHEST PROFIT BY CITY

Detroit

LOWEST PROFIT BY CITY

Concord

Country, City

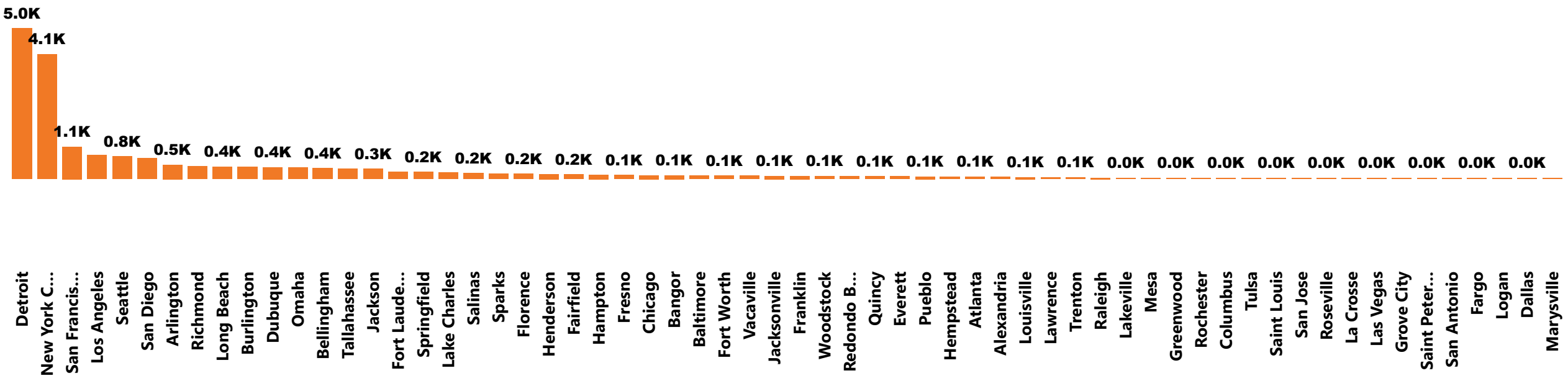
- ☒ United States
- ☐ Aberdeen
- ☐ Abilene
- ☐ Akron
- ☐ Albuquerque

From this visual, Concord has the lowest profit by city in US with a profit of -23.18 (Loss). From the chart we can see that Concord has a high shipping cost with a low discount. If a shipping cost is high, customers would not want to purchase such goods as a result of high selling price, by so doing they will rely on local sales. On the other hand offering a low discount will experience lack of frequent purchase of sales which will result to a loss. To improve profitability in Concord, the company may need to reevaluate its pricing strategy, potentially exploring ways to reduce shipping costs or offering more attractive discounts to incentivize customers to make more frequent purchases. Understanding the local market dynamics and customer preferences in Concord is essential for devising an effective strategy to turn the situation around and achieve profitability.

TABLE INVOLVING CONCORD SUPERSTORE VARIABLE ELEMENTS

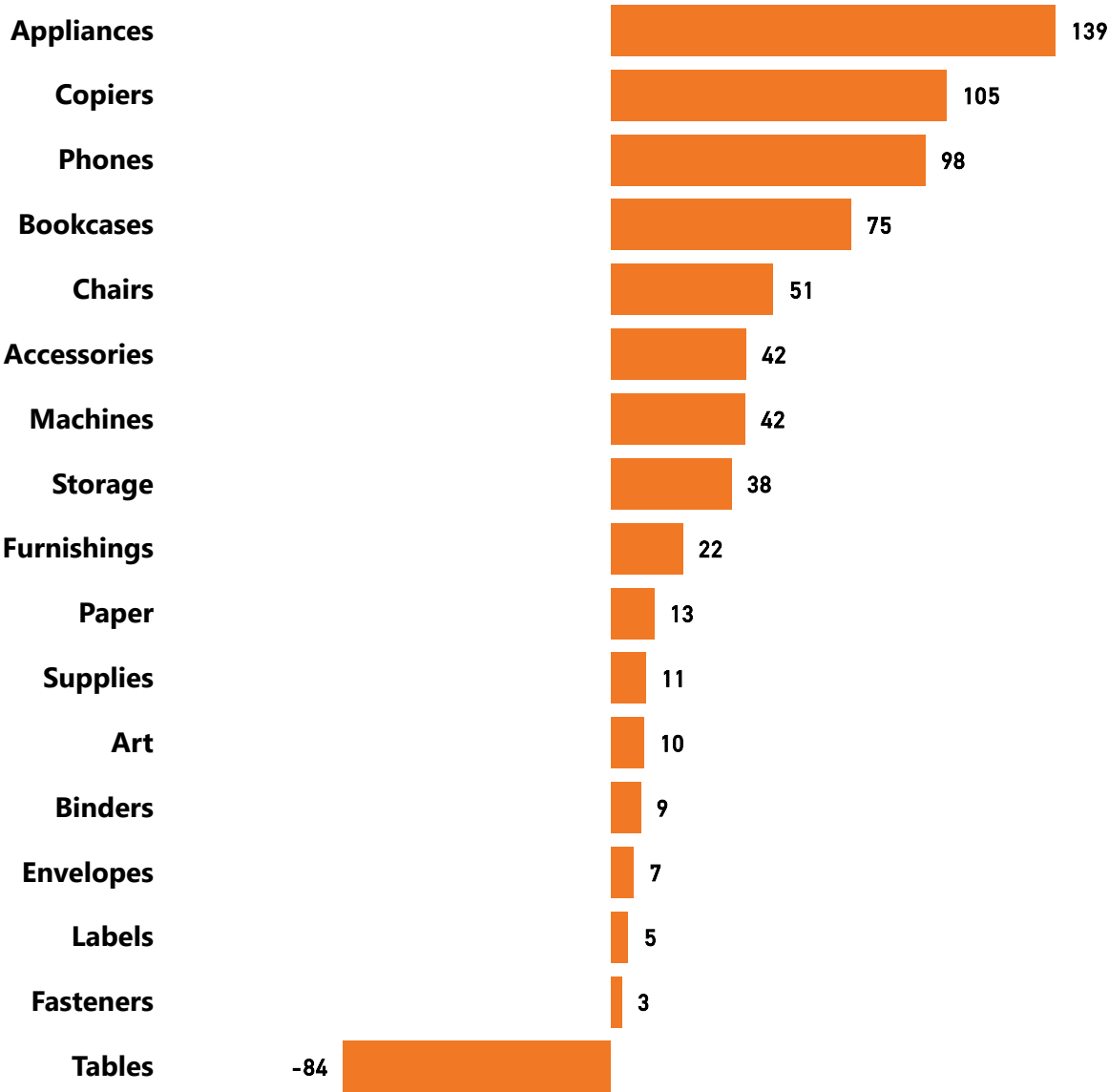
Country	City	Average of Profit	Shipping Cost	Sales	Discount	Quantity
United States	Concord	-23.18	1,553.58	10,542.40	2.75	134
Total		-23.18	1,553.58	10,542.40	2.75	134

RANKING OF AVERAGE PROFITABLE CITIES IN US



ACCESSING PRODUCT SUB-CATEGORY AND MOST VALUABLE GLOBAL CUSTOMER

AVERAGE PROFIT BY SUB-CATEGORY IN AUSTRLIA



MOST VALUABLE CUSTOMERS

Customer Name	Product Name			
Tamara Chand	Canon imageCLASS 2200 Advanced Copier			
Raymond Buch	Canon imageCLASS 2200 Advanced Copier			
Tom Ashbrook	Canon imageCLASS 2200 Advanced Copier			
Hunter Lopez	Canon imageCLASS 2200 Advanced Copier			
Adrian Barton	GBC Ibimaster 500 Manual ProClick Binding System			
Sanjit Chand	Ibico EPK-21 Electric Binding System			
Patrick Jones	Hoover Stove, Red			
Christopher Martinez	Fellowes PB500 Electric Punch Plastic Comb Binding Machine w			
Ellis Ballard	Hoover Stove, Red			
Susan Pistek	Hoover Stove, Red			
Jane Waco	Cisco Smart Phone, Cordless			

Total				
Customer Name	Sales	Quantity	Profit	Country
Tamara Chand	17,499.95	5	8,399.98	United States
Raymond Buch	13,999.96	4	6,719.98	United States
Tom Ashbrook	11,199.97	4	3,919.99	United States
Hunter Lopez	10,499.97	3	5,039.99	United States
Adrian Barton	9,892.74	13	4,946.37	United States
Sanjit Chand	9,449.95	5	4,630.48	United States
Patrick Jones	7,958.58	14	3,979.08	Italy
Christopher Martinez	6,354.95	5	3,177.48	United States
Ellis Ballard	3,979.29	7	1,989.54	United Kingdom
Susan Pistek	3,979.29	7	1,989.54	Italy
Total	102,632.41	79	47,919.37	