

GLOBAL SUPERSTORE SALES REPORT

Financial
Perspective

Customers
Perspective

Market
Perspective

Process &
System...

Subcategory
& Market...

Financial &
Customers...

Process &
Market...

Recommendat
ion &...



1173

Sum of Returns Orders

1.47M

Sum of Profit

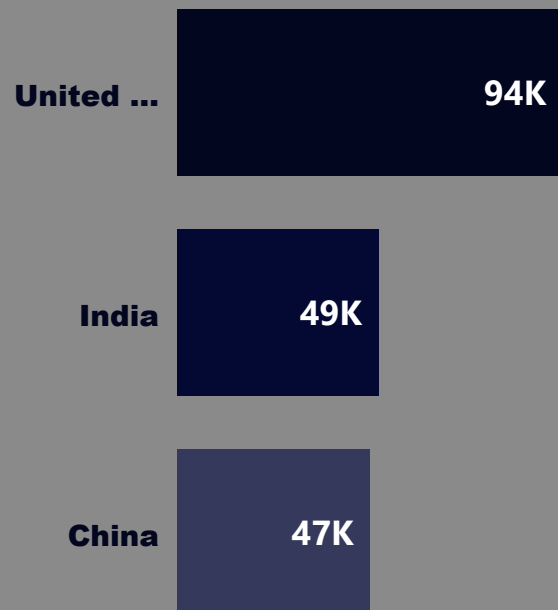
12.64M

Sum of Sales

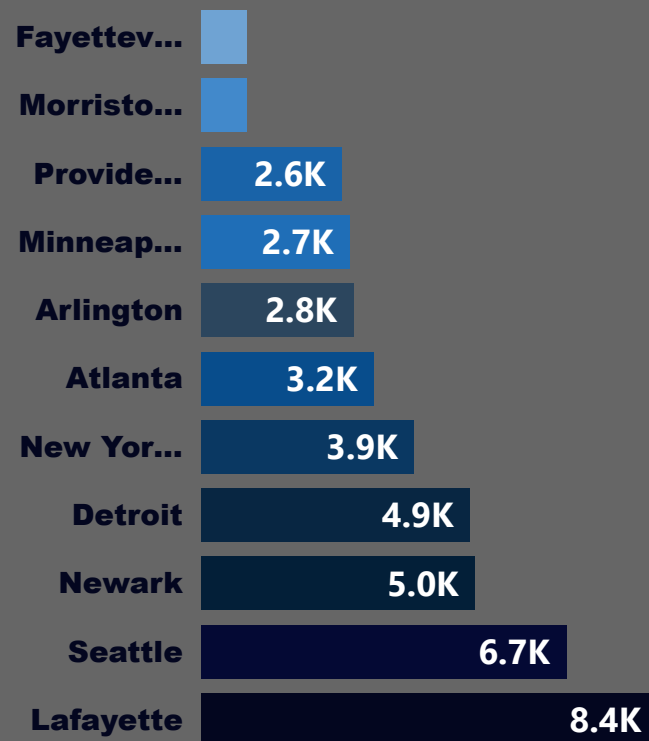
9.83M

Sum of Total cost

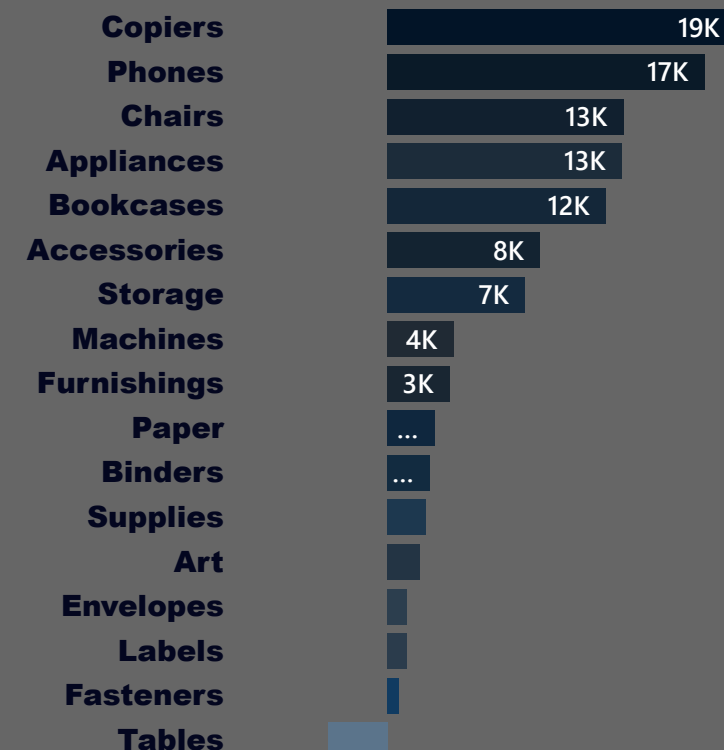
Countries with highest profit

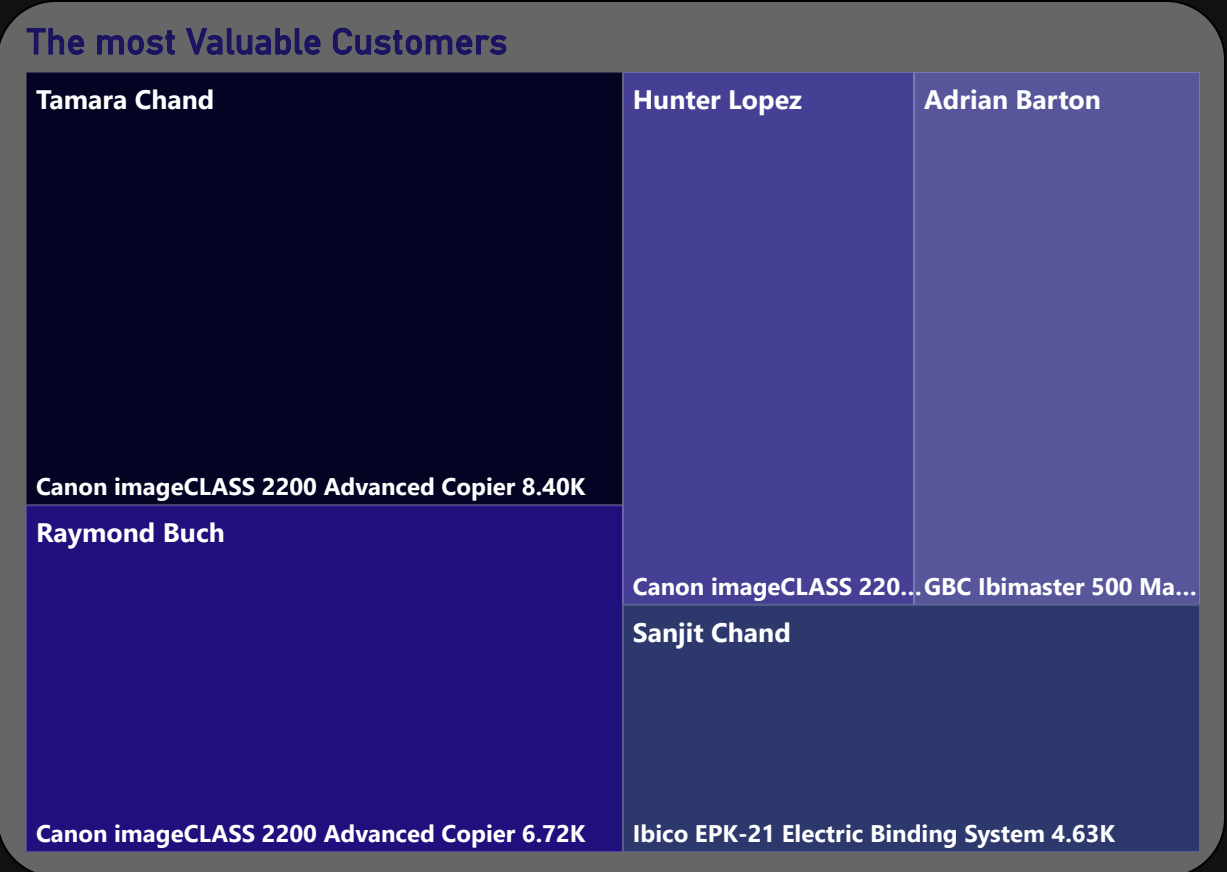
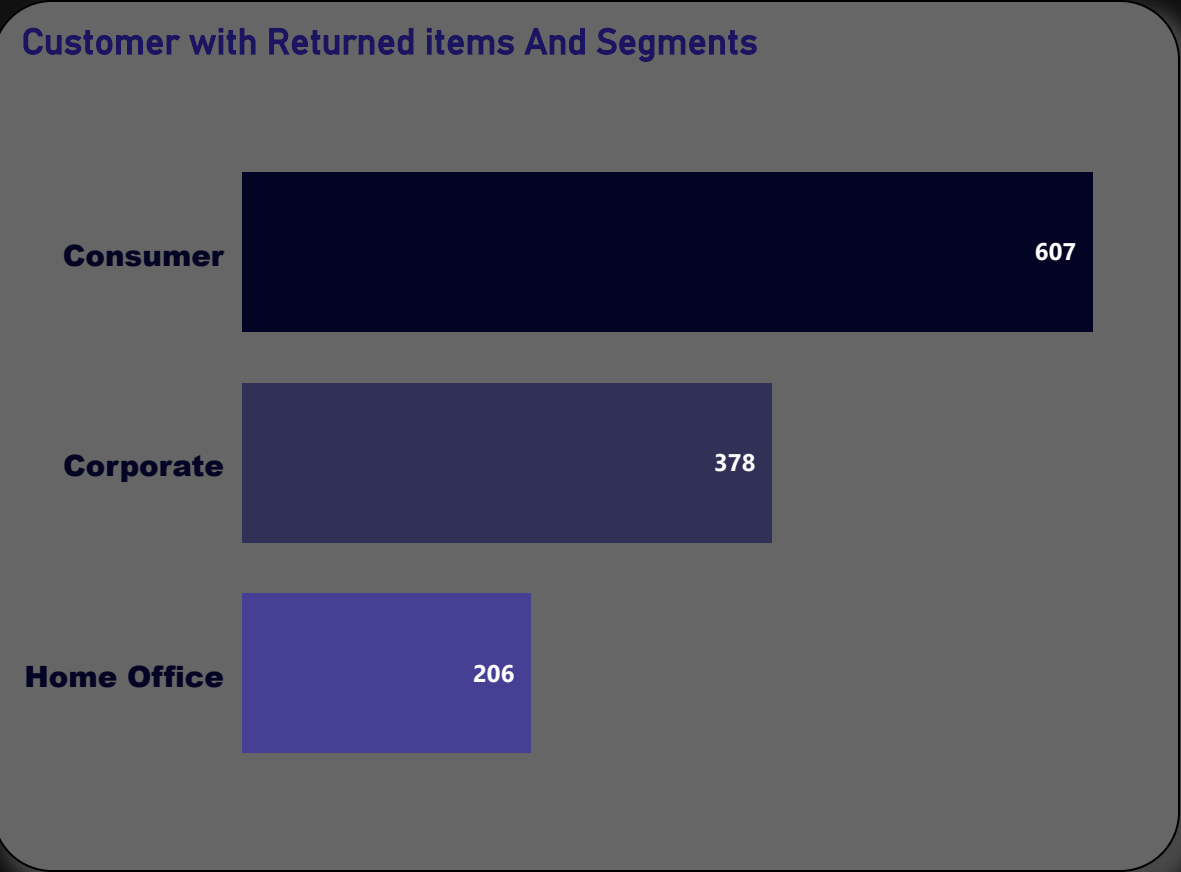


City with least profit in USA



Sub-cat with Highest Profit in Australia





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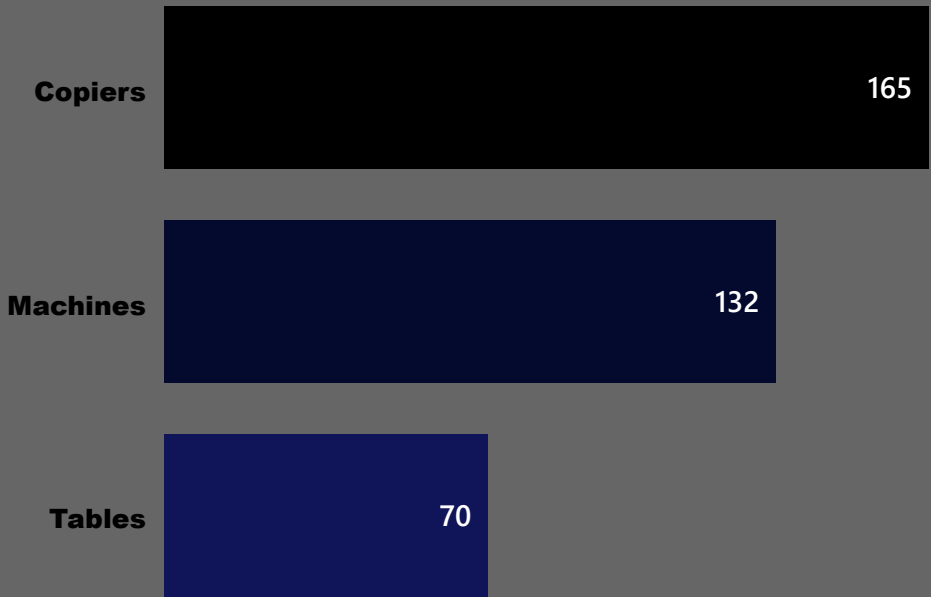
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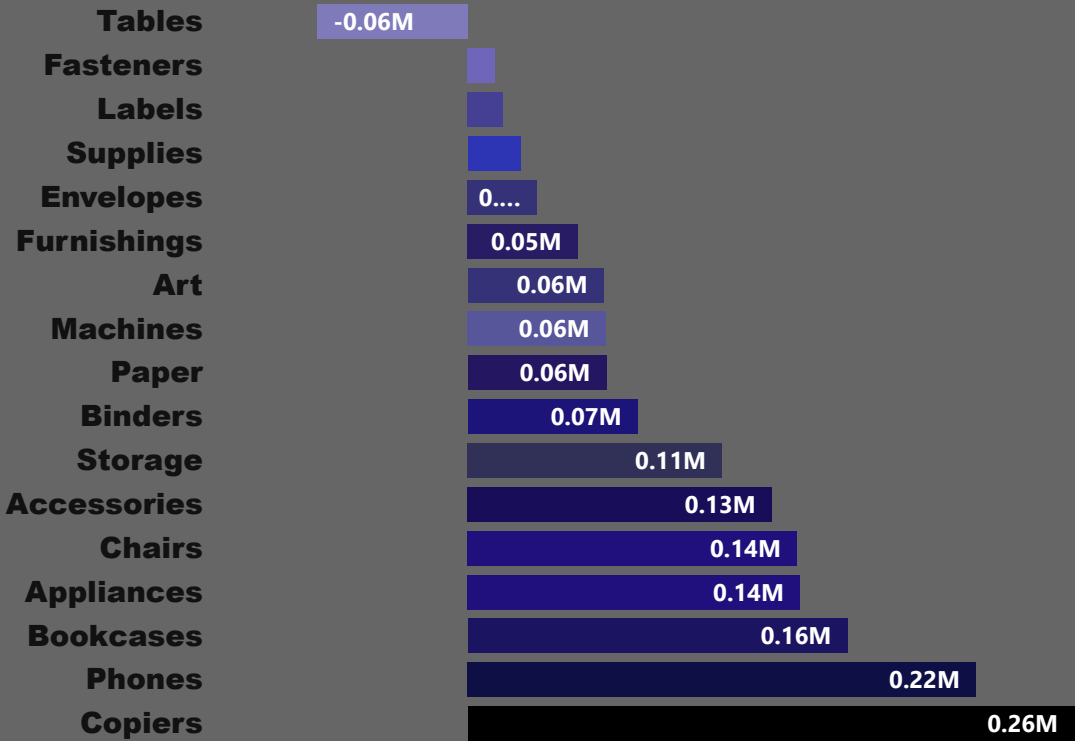
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Sum of Total cost

3 Sub-Categories with Highest Average shipping cost in USA.



Least Profitable Sub-cat in S-east Asia



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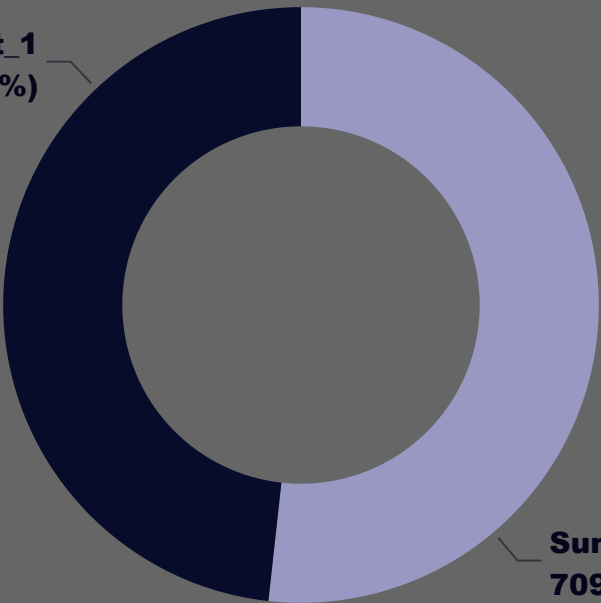
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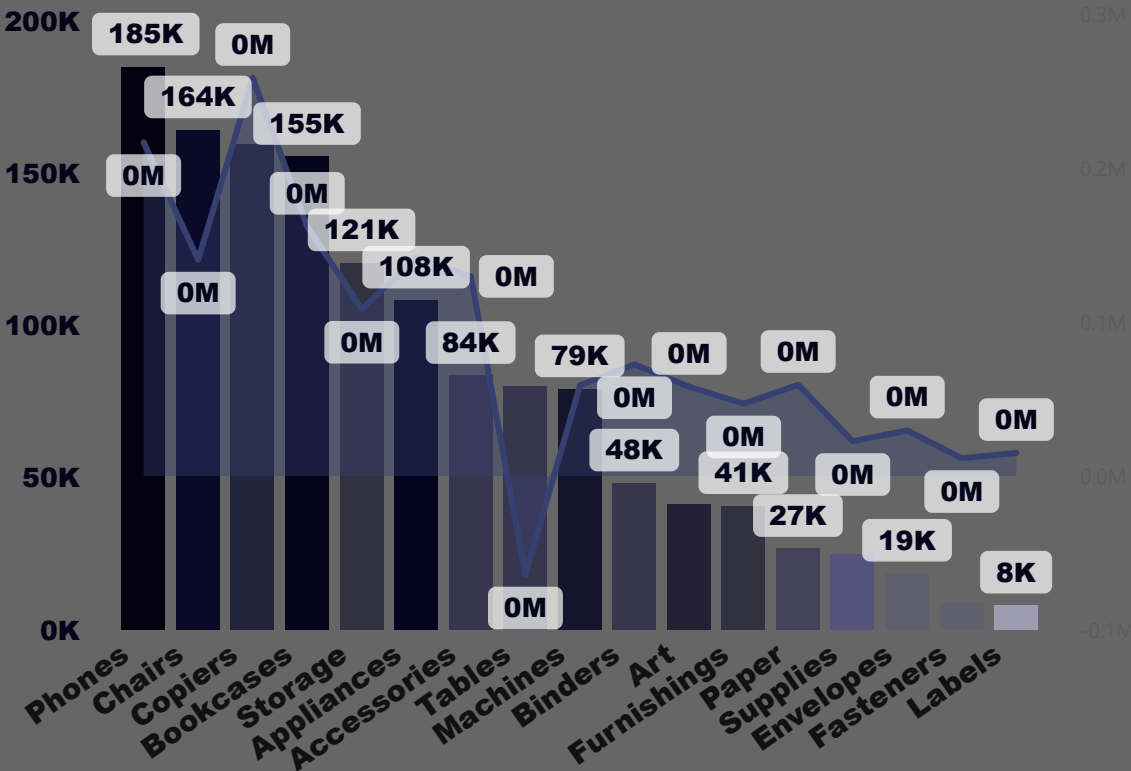
Reasons For Low Average Profit in USA

Sum of Discount_1
661 (48%)



Sum of Shipping C...
709 (52%)

Factors Responsible For Poor Performance in Nigeria



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Years

☐ 2011

☐ 2012

☐ 2013

Top 3 profitable products In USA

25.2K

Canon
imageCLASS 2200
Advanced Copier

7.8K

Fellowes PB500
Electric Punch
Plastic Comb
Binding Machine
with Manual Bind

7.0K

Hewlett Packard
LaserJet 3310
Copier

Southeast Asia to quit offering Product Subcategories



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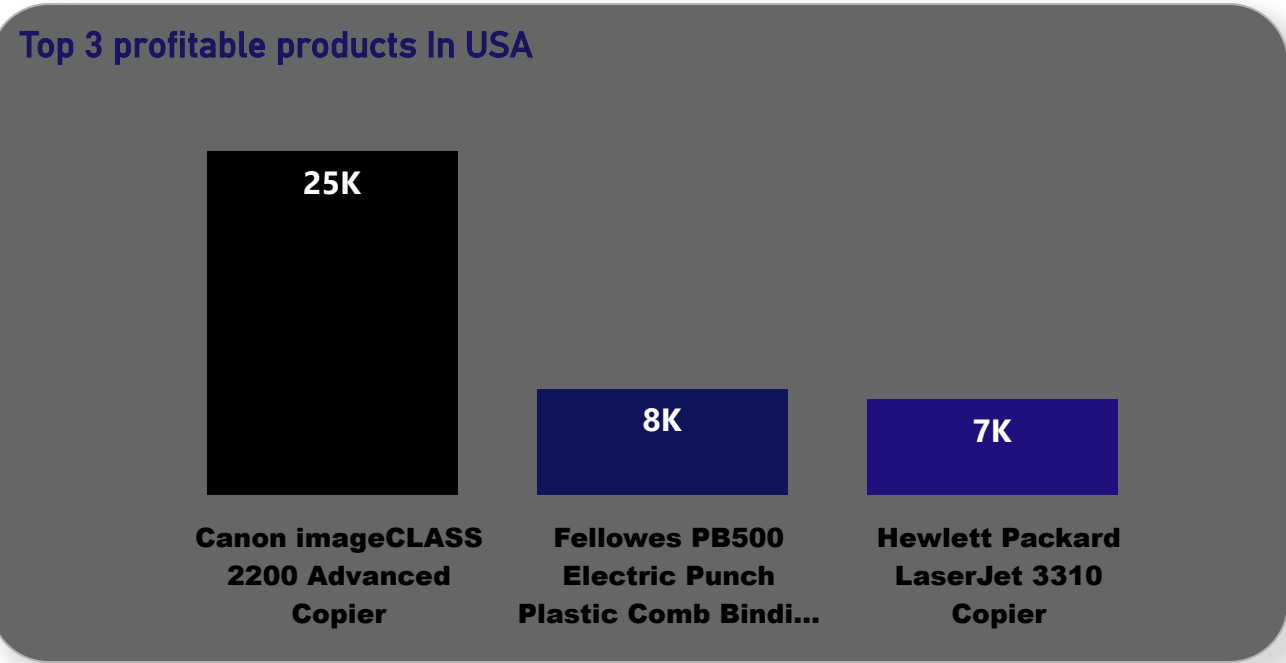
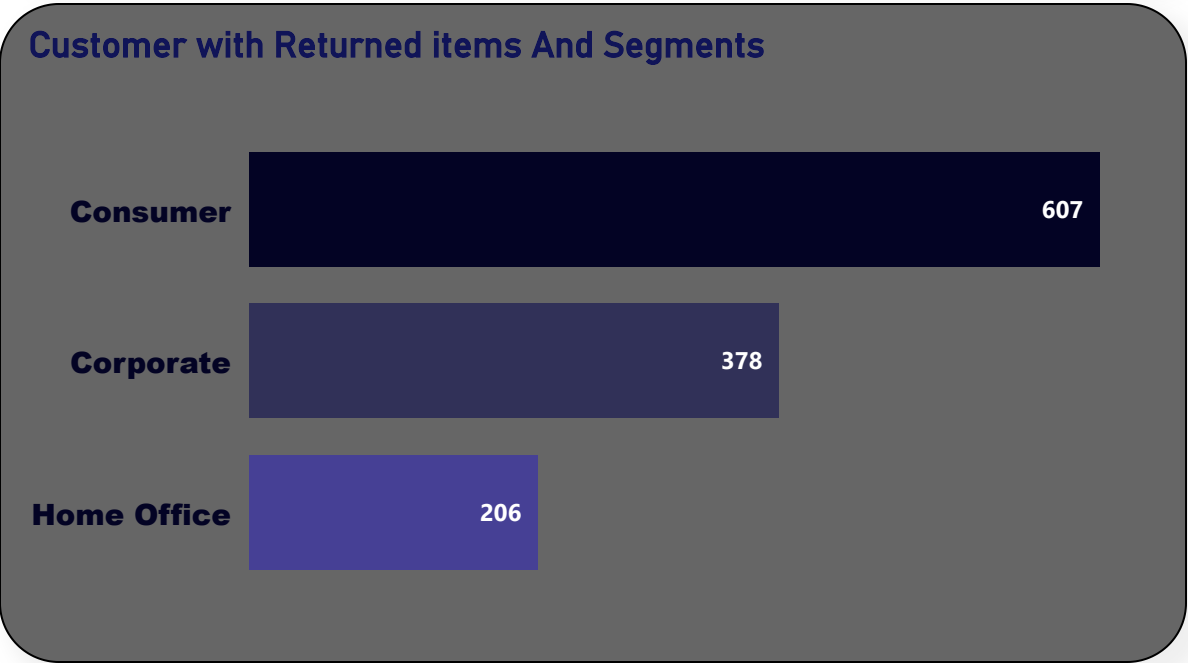
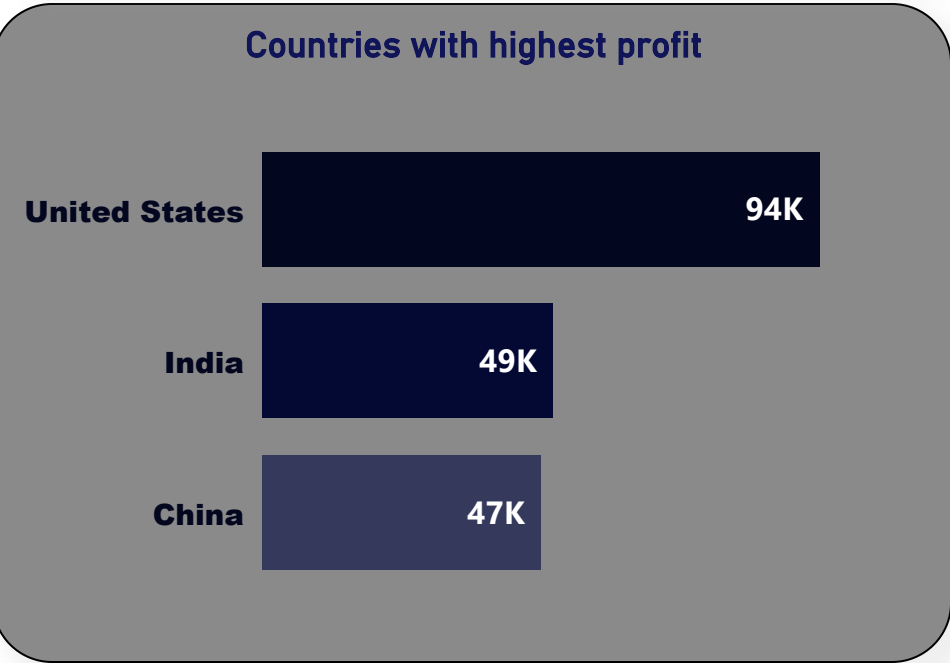
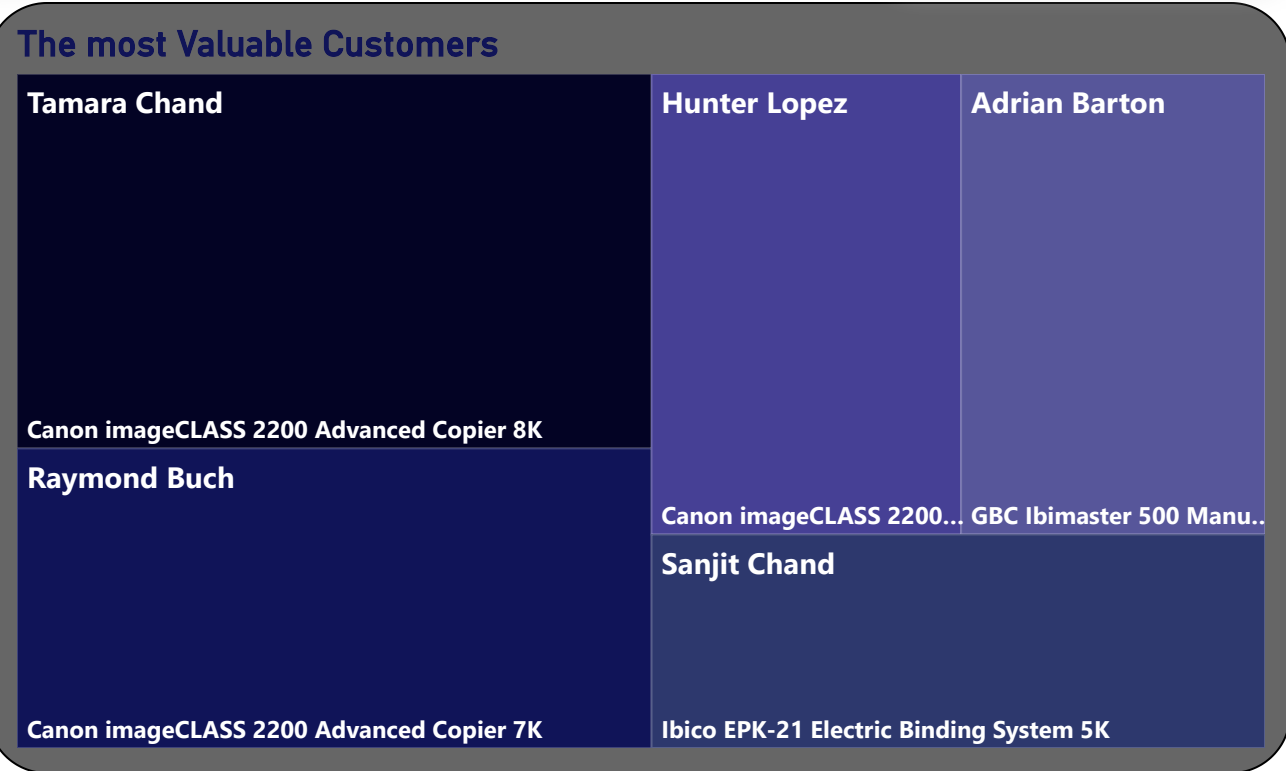
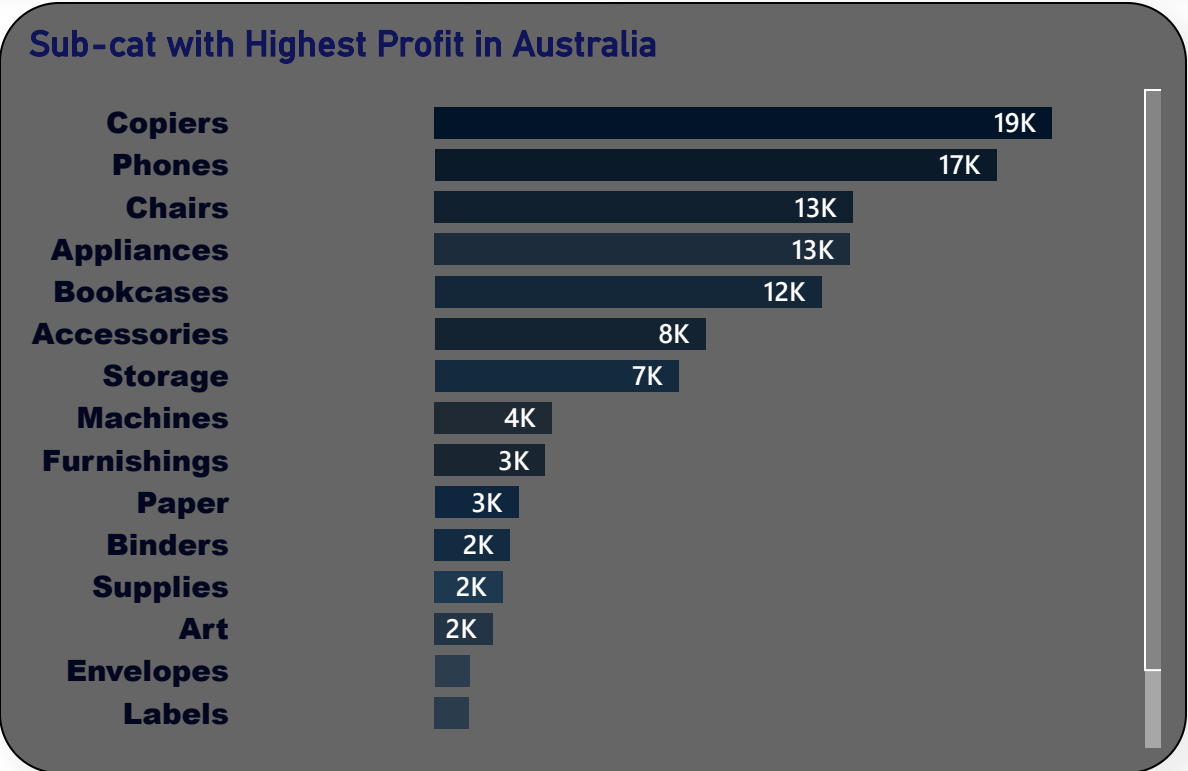
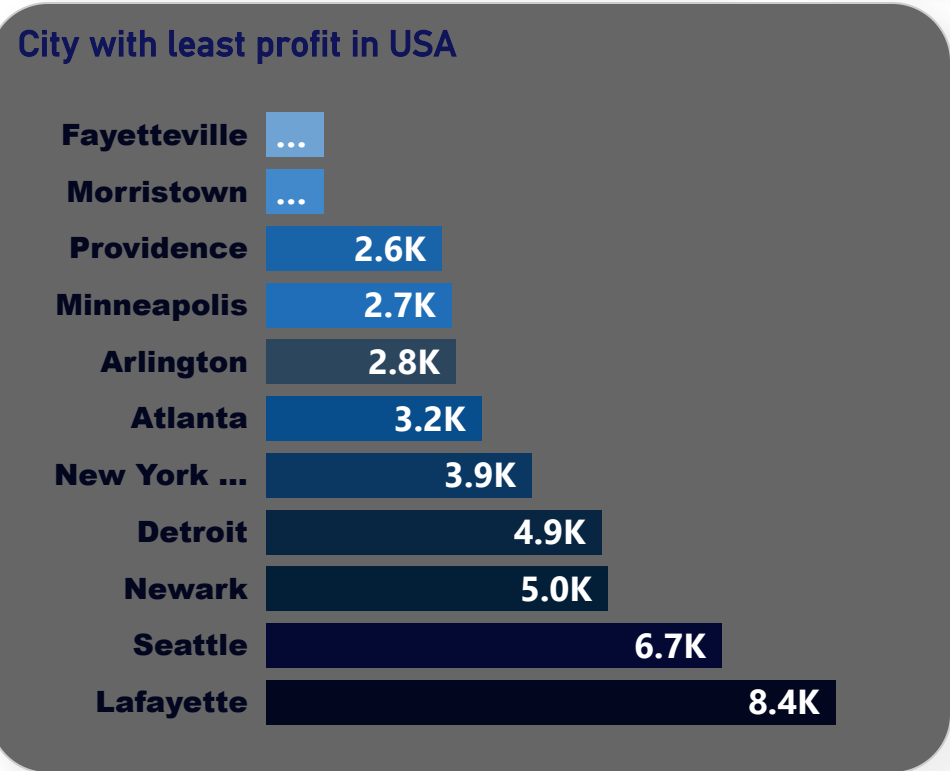
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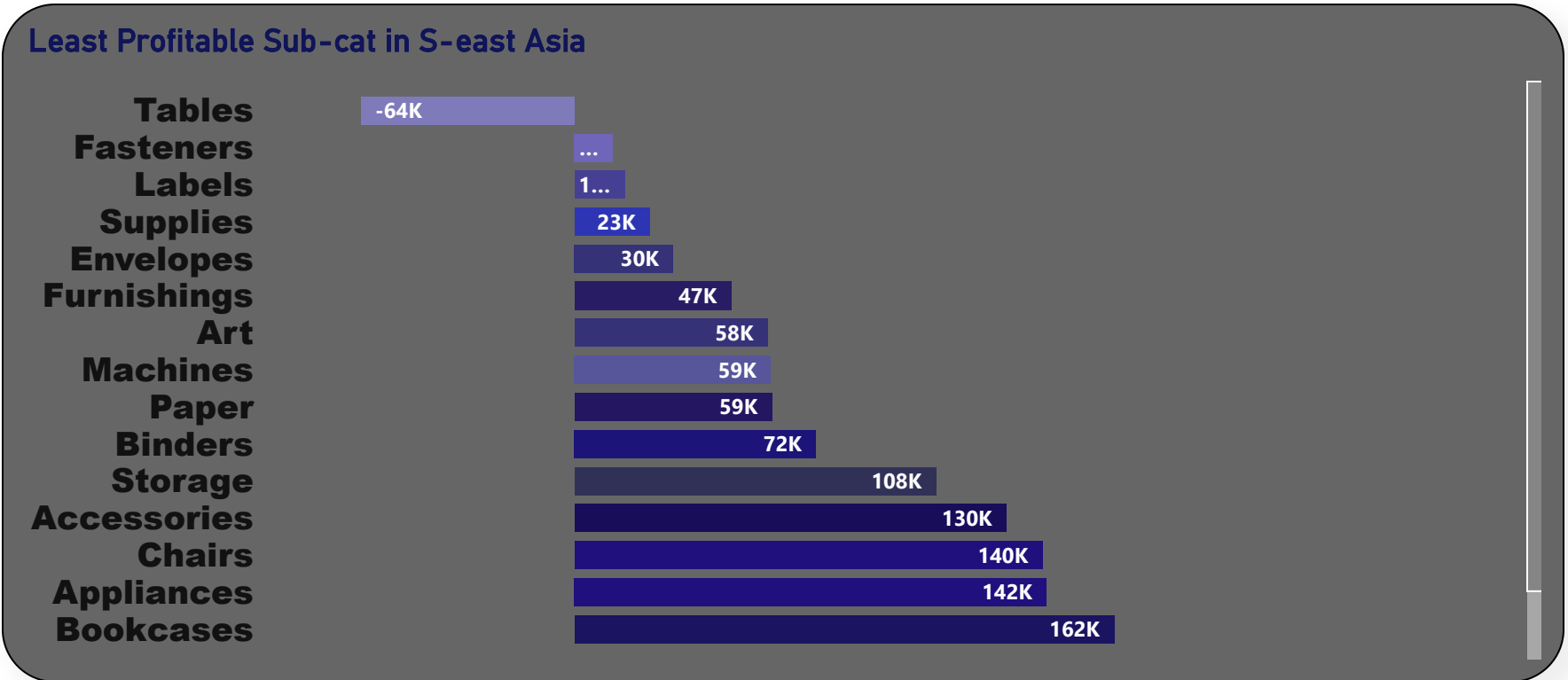
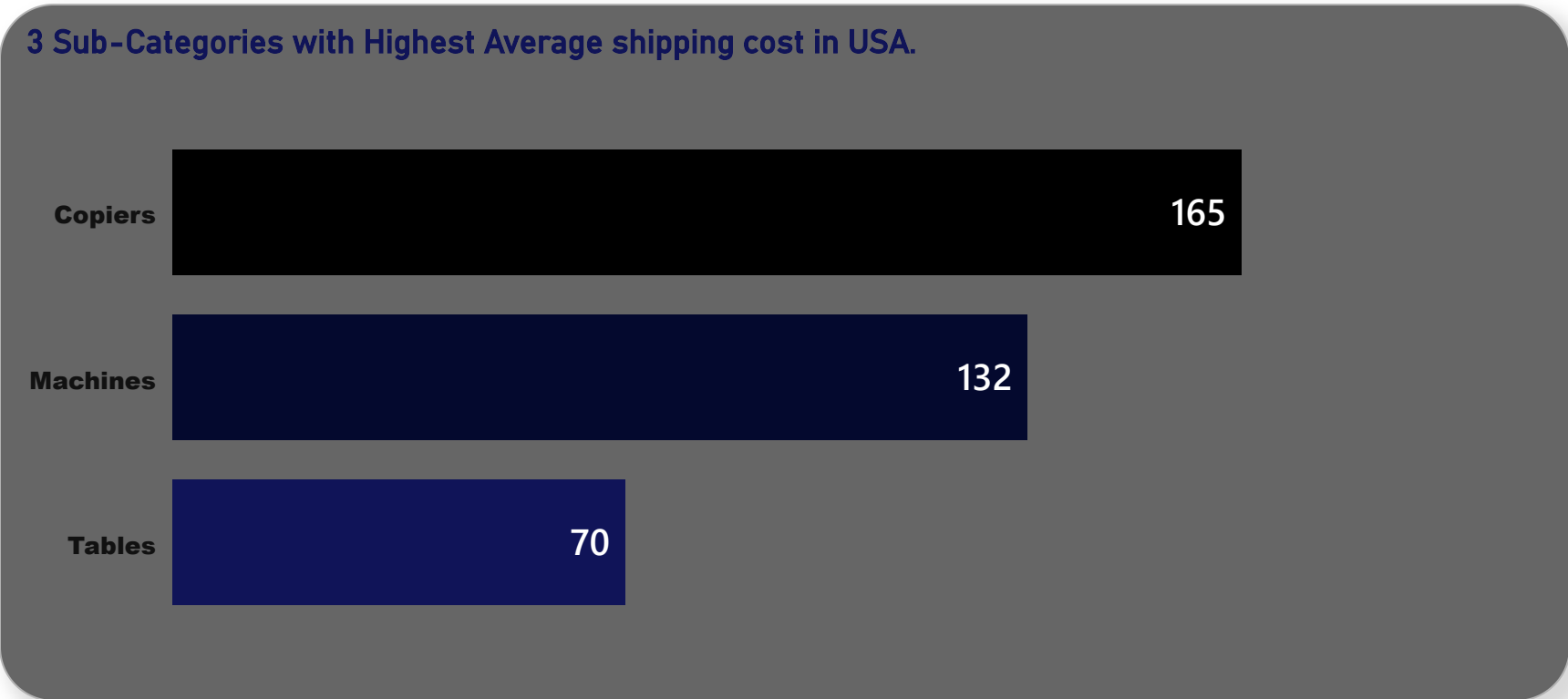
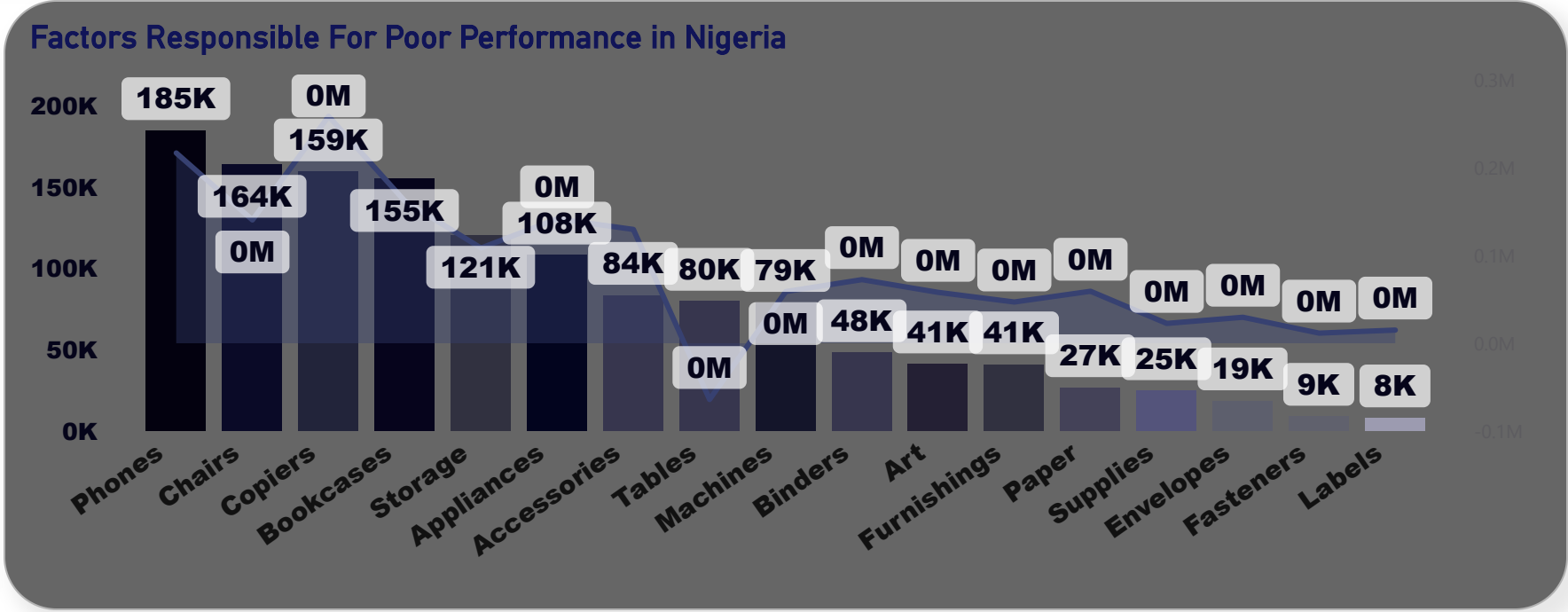
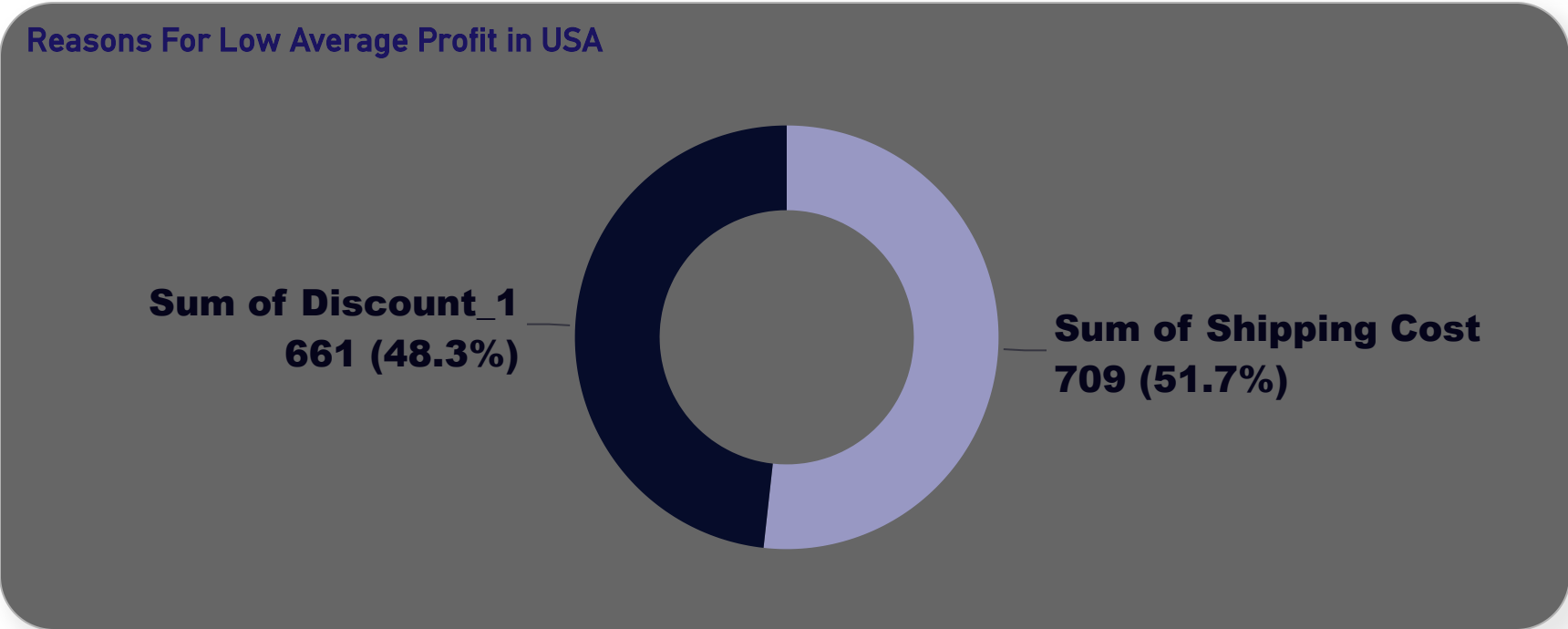
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Years

☐ 2011

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COMMENTS

Financial & Customer Perspective Dashboard

We have cities with least profit in USA eg Fayetteville, Morristown etc.
Secondly there are subcategories of products with highest profit in Australia.
The three countries were Global superstore generated the highest profit are USA, China and India.
The most Valuable Customers and the three profitable products in USA.
Customer with returned items and segments.

Process & Marketing Perspective Dashboard.

The reason for low average profit in USA, the subcategories with the highest average shipping cost in USA.
Factors responsible for poor performance in Nigeria, least profitable subcategories in southeast Asia.
Top 3 profitable products in USA and Southeast Asia to stop offering subcategory products.
In the map the red signs indicates the southeast Asia countries where the global superstore should top offering there products.

RECCOMENDATIONS

Identifying the countries, cities, and product subcategories that generate the least profit is crucial for any retail business. Here are strategies and better decisions that Global Superstore can take to rectify these problems:

1. **Least Profitable Countries**

To address the issues in countries generating the least profit, the following strategies can be implemented:

a. **Market Research and Adaptation**

- **Conduct Market Research:** Understand local market conditions, customer preferences, and competitive landscape.
- **Tailor Product Offerings:** Adjust the product mix to better suit local tastes and preferences.
- **Local Partnerships:** Partner with local businesses to gain insights and improve market penetration.

b. **Cost Optimization**

- **Optimize Supply Chain:** Reduce shipping and handling costs by optimizing logistics and warehousing.
- **Local Sourcing:** Source products locally to reduce import costs and improve margins.
- **Streamline Operations:** Improve operational efficiencies to reduce costs.

c. **Marketing and Promotions**

- **Targeted Marketing Campaigns:** Develop targeted marketing campaigns to increase brand awareness and attract more customers.
- **Seasonal Promotions:** Implement seasonal promotions and discounts to boost sales