**Assignment 3: Global Superstore Dashboard Report**

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Introduction: This report aims to provide insights and recommendations based on the analysis of sales data Global Superstore. By examining the most profitable and least profitable products, sales by country, product returns, and average delivery time, we can identify areas for improvement and make informed decisions.

1. Most Profitable and Least Profitable Products: The dashboard indicates the profitability of different products. It is crucial to evaluate this information to determine which products to promote and which to remove from your portfolio. Upon analysis, the following insights and recommendations emerge:

a. Most Profitable Products:

* Identify the products with the highest profit margins.
* Allocate resources to promote and further improve these products.
* Consider expanding the product line to include similar offerings that align with customer preferences.

b. Least Profitable Products:

* The "Cubify CubeX 3D Printer Triple Head Print" has consistently been the least profitable product since 2012.
* Evaluate the reasons behind its lack of profitability.
* Consider discontinuing this product if improvements are not feasible.
* Alternatively, investigate opportunities to enhance its features, marketing, or pricing to boost profitability.

1. Sales and Profit Analysis by Country: Analyzing sales and profit data by country can provide insights into geographical performance and help optimize resource allocation. The following insights and recommendations are derived:

a. Sales-to-Profit Ratio:

* Examine the sales-to-profit ratio for each country.
* Identify countries where the ratio is unfavorable, indicating potential challenges in generating profits.
* Focus resources on countries with a favorable sales-to-profit ratio, indicating higher profitability potential.

b. Focus on High-Loss Countries:

* Turkey and Nigeria stand out as countries with the highest loss compared to sales.
* Investigate the reasons behind the underperformance in these markets.
* Consider redirecting efforts towards more promising markets or revisiting the product-market fit for these countries.
* Explore potential competition challenges in these regions and evaluate the feasibility of overcoming them.

1. Sales by Segment: Analyzing sales by segment helps identify the most successful areas of your business. The following insight emerges:

* Identify the segments with the highest sales volume.
* Allocate resources and marketing efforts to capitalize on the success of these segments.
* Consider expanding the product offerings within successful segments to cater to evolving customer needs.

1. Product Returns: Tracking product returns provides valuable information about customer satisfaction and potential areas for improvement. Consider the following recommendations:

* Analyze the reasons behind product returns.
* Identify recurring issues and take necessary measures to address them.
* Improve product quality, packaging, or customer support to reduce returns and enhance customer satisfaction.

1. Average Days for Delivery: Monitoring the average delivery time provides insights into the efficiency of your supply chain and customer experience. Consider the following recommendations:

* Evaluate the average delivery time and compare it to industry standards.
* Identify bottlenecks in the delivery process and streamline operations to reduce delivery time.
* Improve communication with customers regarding delivery expectations to enhance satisfaction and loyalty.

Conclusion: This analysis provides valuable insights into your company's sales and profit performance. By focusing on the most profitable products, optimizing sales in different countries, leveraging successful segments, reducing product returns, and improving delivery efficiency, you can enhance profitability and customer satisfaction. Implementing the recommendations outlined in this report will pave the way for sustainable growth and success.