Description Of The Business Background

Global Store is an online retail store providing office furniture, office supplies and technological

products to a wide range of customers throughout the world.



This is it’ logo:

During the COVID lockdown on-line shops selling office furniture, supplies and laptops/notepads/mobile phones and other technological products for home offices saw a surge in demand. It has become increasingly important to analyse the demand pattern of the different type of customers, located in different parts of the world, to adjust the stock to be able to provide the customers with the products they need, while minimizing costs. The product unavailability in one region leads to longer delivery time, and that causes customer dissatisfaction. The product surplus can lead to increased costs of storing the products in the warehouse. To prevent these problems in the future, it is essential to analyse the sales data of 2022 and 2023 business years.

The purpose of the report is to present to the Global Store’s sales management a comprehensive view regarding the sales amount and profit across markets (country, market), products (category and subcategory) and customers (segments and sectors). The users of the report are the sales managers of Global Superstore company.

The business questions that the report is aimed to provide answers to are what are the distribution of the sales amount and profit across different aspects.

The report is organized into three primary sections:

* **Market Analysis**: Provides insights into market performance.
* **Product Analysis**: Delivers detailed information on product performance.
* **Customer Analysis**: Focuses on customer-related metrics.

The report offers dynamic filtering capabilities through slicers positioned at the top of each page. Users can select specific attributes to tailor their analysis, with visuals adjusting in real-time to reflect the chosen parameters.

The Market Analysis section includes summary cards displaying critical metrics such as Total Sales, Profit, Quantity, and Shipping Costs. These cards offer a quick snapshot of essential performance indicators, aiding in rapid decision-making.

Certain visuals within the report feature interactive tooltips, providing additional context and insights when hovered over. These tooltips enhance the user experience by offering supplementary information directly within the visualization.

Users are encouraged to utilize the filter options available to refine their analysis. By selecting specific filters, they can drill down into relevant data subsets, gaining deeper insights into market, product, and customer performance.

Upon selecting a particular market, product, or customer, users can access hidden drill-through pages. These pages offer detailed analysis and additional context, empowering users to make informed decisions based on comprehensive insights.

