# ANALYSIS AND PERFORMANCE REVIEW OF GLOBAL SUPERSTORES BETWEEN 2011 AND 2014

This is a comprehensive analysis of Global Superstores performance from 2011 to 2014, aiming to extract meaningful insights that can guide strategic decision-making

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## INTRODUCTION

This report aims to equip both technical and non-technical teams with actionable insights and recommendations to enhance Global Superstores' performance and competitive positioning in the market.

This report delves into key findings, highlighting both technical and non-technical aspects of the business. The objective is to provide a holistic understanding of the company's operations during this period.

For this Analysis Power BI was used, Power Bi is a powerful Business Intelligence Tool, For Data Analysis and Visualization.

## Data Overview:

The following are the Key Metrics of Global Superstores between 2011 and 2014:

## FINDINGS/INSIGHTS BY ANALYSIS:

### Individual Question Analysis:

The three (3) countries that generated the highest total profit for Global Superstore in 2014:

From the Pie Chart Visual, The Three(3) most profitable Countries for Global Super Stores are:

- United States with about $93,510

- India with $48,810

And

- China with $46,790

### Top 3 Products in the Three (3) most Profitable Countries:

A. United States: With about $93,510 and 49.45% of the 3 most profitable countries in 2014 has the following as the 3 top products:

Canon ImageCLASS 2200 Advanced Copier with profit of about $15,680

Hewlett Packard LaserJet 3310 Copier with profit of about $3,620

GBC DocuBind TL300 Electric Binding System with profit of about $1,910

### Top 3 Products in the Three (3) most Profitable Countries: Contd;

B. India: With about $48,810

and 25.81% of the 3 most profitable countries in 2014 has the following as the 3 top products:

Sauder Classic Bookcase, Traditional with profit of about $2,400

Cisco Smart Phone, with Caller ID with profit of about $1,600

Hamilton Beach Refrigerator, Red with profit of about $1,400

### Top 3 Products in the Three (3) most Profitable Countries: Contd

C. China: With about $46,790 and 24.74% of the 3 most profitable countries in 2014 has the following as the 3 top products:

Sauder Classic Bookcase, Metal with profit of about $1,463

Bush Classic Bookcase with profit of about $1,220

HP Copy Machine, Color with profit of about $1,196

### Highest Average Shipping Cost by Subcategory in the United States

The Following are the Sub-Category of items with the highest Average shipping cost in the United states:

Chairs with average shipping Cost of $58

Phones with average shipping Cost of $41

Storage with average shipping Cost of $27

### Nigeria's Profitability Analysis in 2014:

Nigeria's profit for 2014 is compared to other African countries, this allows for an assessment of Nigeria's performance in the context of the entire African region.

### The Bottom 3 African Countries are ;

- Uganda : with loss of $1,000

- Zimbabwe: with loss of $2,000

- Nigeria : with loss of $23,000

### And the Top 3 African Countries are;

- South Africa: with profit of $9,400

- Morocco: with loss of $8,400

- Egypt : with loss of $6,500

Nigeria is the least performing country with a great loss of about $23,000.

### Factors Affecting Nigeria’s Poor Performance

The investigation into Nigeria's poor performance suggests looking at factors such as shipping costs and discounts to understand potential root causes.

Investigations into Discounts and Shipping Cost of the Bottom 3 African Countries showed:

- Nigeria Topped Discount with $193, and

- Nigeria is second with Shipping Cost at about $5.5

### Least Profitable Subcategory in Southeast Asia

Tables Topped the Least Profitable Sub-Category in Southeast Asia.

The specific country in Southeast Asia where Global Superstore should consider stopping the identified subcategory (Tables) was determined as follows;

- Indonesia was the least profitable over $10,700 lost in Tables, hence it should be stopped.

### Least Profitable City in the United States

The Bottom 3 Least Profitable cities in the United States with at least 10 orders include:

- Charlotte with a loss of $110

- Toledo with a loss of $117, and

- Concord being at the bottom of the 3 with a loss of about $1,862

### Probable factors Influencing the low profitability:

The potential factors contributing to the low profitability include:

- Higher shipping costs,

- Higher Average discounts

- Low demand, and

- High competition

### Product Subcategory Analysis in Australia

### The Product Sub-Category Analysis in Australia Showed The Top 3 As Follows:

- Phones came third with average profit of about $98

- Copiers came Second with average profit of about $105, while,

- Appliances came First with average profit of about $139

### Customer Returns Analysis

Analysis on returns showed Sonia Cooley returned most items and they belonged to the Consumer Segment

### Most Valuable Customers

The Three Most Valuable Customers based on total sales are:

- Hunter Lopez with Total Purchase of $30,243.57

- Sean Miller with Total Purchase of $35,170.93, and

- Tom Ashbrook with Total Purchase of $40,488.07

\_\_Their Purchases include:\_\_

- Technology,

- Office Supplies, and

- Furniture

\_\_These findings provide a comprehensive understanding of various aspects of Global Superstore's operations, including profitability, product performance, customer behavior, and potential areas for improvement. It would be beneficial for the company to leverage these insights for strategic decision-making and improving the overall business performance.\_\_

## RECOMMENDATIONS

Based on the insights and findings, here are some recommendations for Global Superstores:

- \*\*Focus on Profitable Countries:\*\* Resources should be allocated with more marketing efforts in countries that have consistently

shown high total profits, such as the United States, India, and China

- \*\*Discount Strategy:\*\* Reassess the discount strategy, particularly in regions where profitability is a concern. Consider

adjusting

discount rates to maintain competitiveness without significantly impacting profit margins.

- \*\*Review Least Profitable Subcategories:\*\* Investigate the reasons behind the least profitable product subcategory in Southeast

Asia. Determine whether it's a market demand issue or if there are specific challenges in the supply chain. Consider

discontinuing

the subcategory or refining the product offerings

- \*\*City-specific Strategies:\*\* For the least profitable city in the United States, develop city-specific marketing campaigns or

promotions to increase customer engagement. Understand local market dynamics and adjust the product mix accordingly.

- \*\*Product and Marketing Optimization:\*\* Optimize product offerings based on top-performing products in each region. Enhance

marketing strategies to promote these products effectively

- \*\*Shipping and Discount Strategy:\*\* Evaluate and optimize shipping costs and discount strategies to balance competitiveness and

profitability

- \*\*Customer Segmentation:\*\* Leverage insights on customer segments to tailor marketing and communication strategies. Identify

opportunities to offer personalized promotions or loyalty programs to different segments.

- \*\*Customer Relationship Management (CRM):\*\* Strengthen relationships with high-value customers by offering exclusive promotions,

personalized services, or loyalty programs. Identify opportunities to upsell or cross-sell products to maximize customer lifetime

value.

- \*\*Returns Management:\*\* Implement a robust returns management system. Analyze the reasons for returns and take corrective

actions, such as improving product descriptions, ensuring quality control, or enhancing the return process.

- \*\*Continuous Monitoring and Adaptation:\*\* Regularly monitor sales, profit, and customer behavior metrics. Stay adaptable to

market changes, emerging trends, and customer preferences. Use data analytics to identify new opportunities and address

challenges promptly.

## CONCLUSIONS:

By implementing the above recommendations, Global Superstore can enhance its overall performance, strengthen customer relationships, and optimize its product and market strategies for sustainable growth.

Regular reviews and adjustments based on ongoing analysis will be crucial for staying competitive in the dynamic retail landscape.