



Global Superstore is a retail company, and our dataset includes information on its sales. The data encompasses product categories, customer segments, regions, countries, and more. The aim is to analyze this data to understand the company's performance and identify potential improvement opportunities.



. Product-Based Analysis



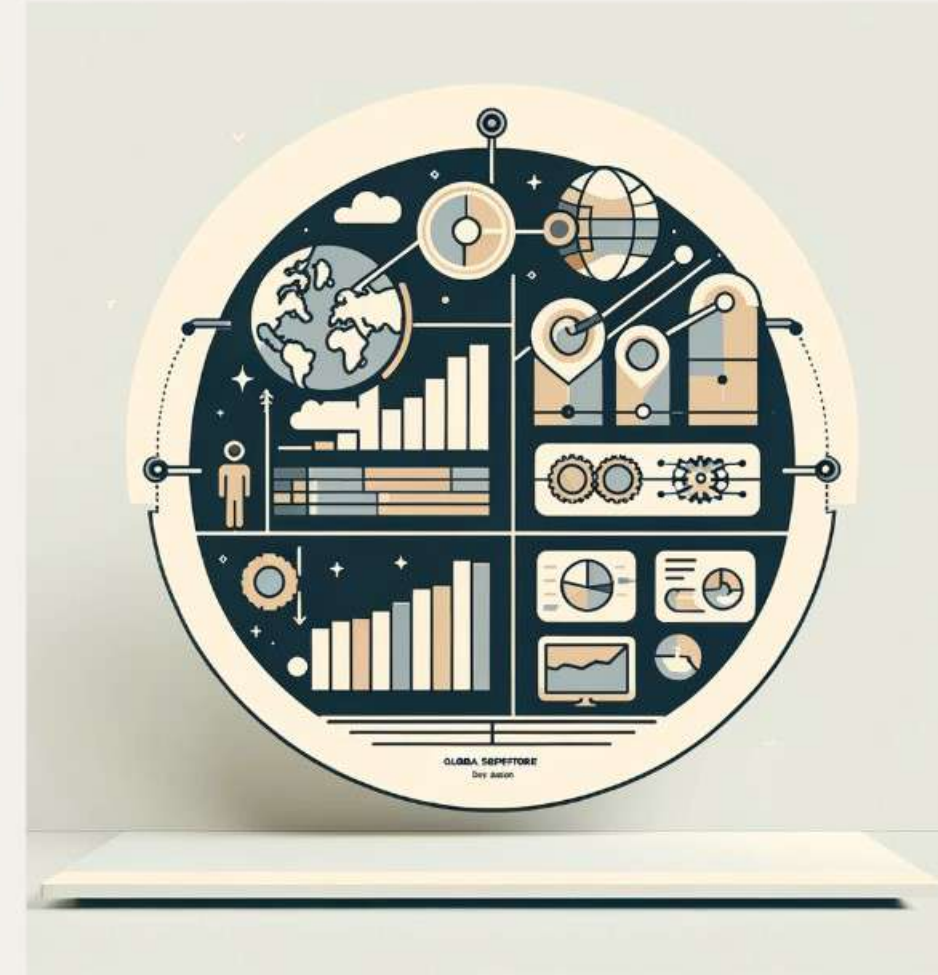
. Customer-Based Analysis



. Region-Based Analysis



. Trend-Based Analysis



PRODUCT - BASED ANALYSIS

GLOBAL SUPERSTORE
REPORT
BY FATMA NUR AZMAN



Total Sales

12,64M

%52 ▲ 8,3M

Total Profit

1,47M

%52 ▲ 963,3K

Total Quantity

178K

%52 ▲ 118K

Total Category

3

All

Total Sub-Category

17

All

Total Product Name

3,788K

All

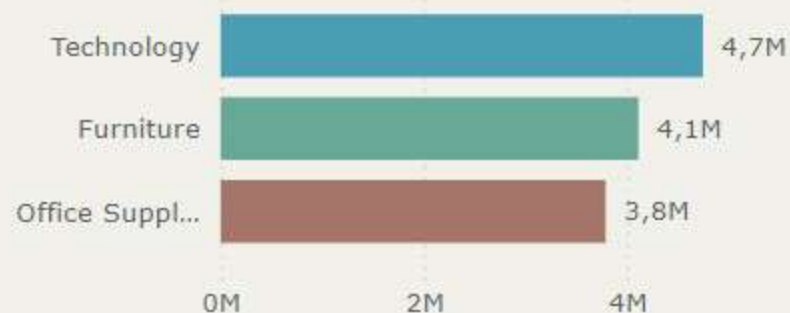
2012

2014

2013

2015

Total Sales by Category

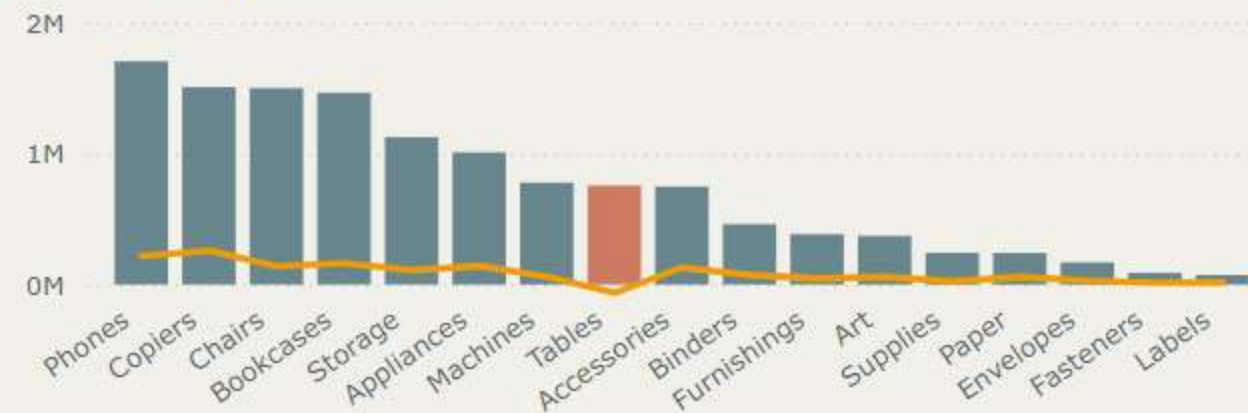


Total Sales by Sub-Category

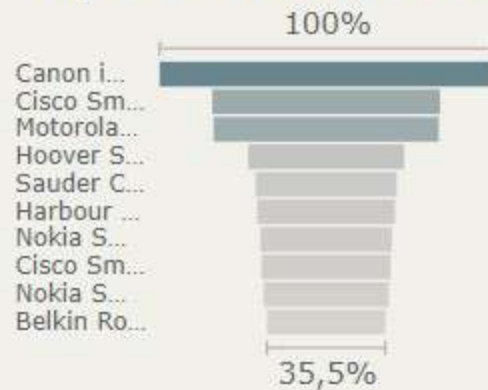


Total Sales and Total Profit by Sub-Category

● Sum of Sales ● Sum of Profit

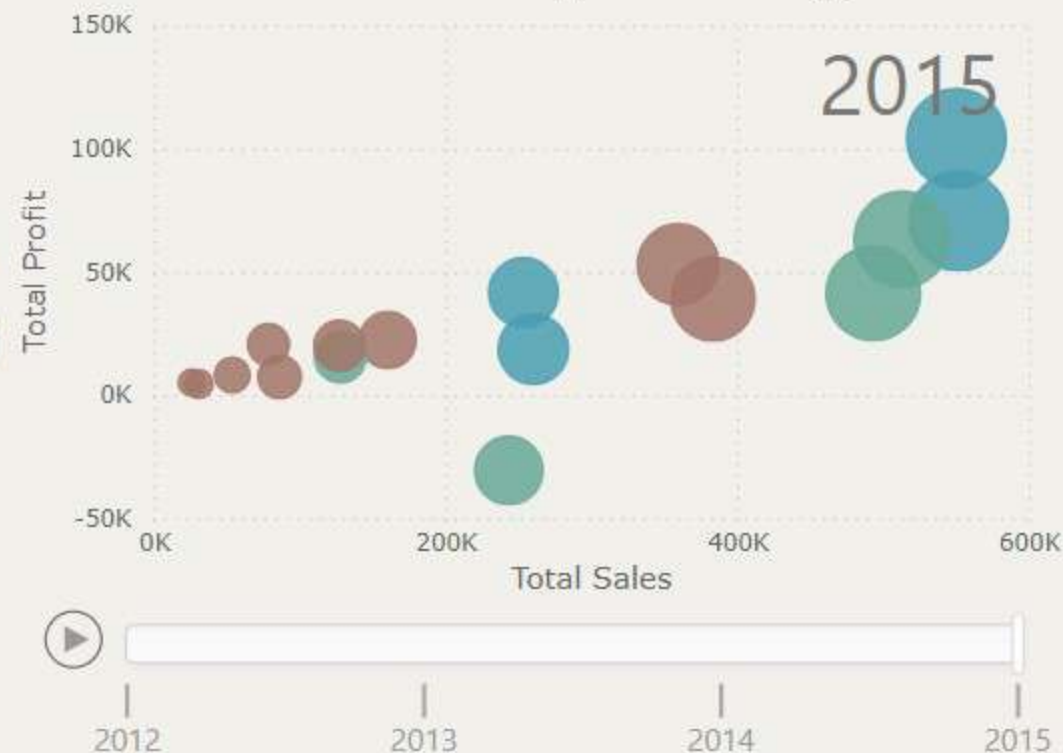


Top 10 Product by Profit



Change in Sub Categories Over the Years

● Furniture ● Office Supplies ● Technology



CUSTOMER - BASED ANALYSIS

GLOBAL SUPERSTORE
REPORT

BY FATMA NUR AZMAN



Total Sales

12,64M

%52 ▲ 8,3M

Total Profit

1,47M

%52 ▲ 963,3K

Total Quantity

178K

%52 ▲ 118K

Total Segment

3

All

Customer Name

796

All

2012

2013

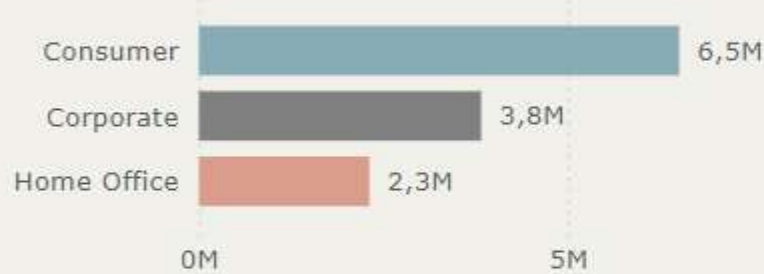
2014

2015

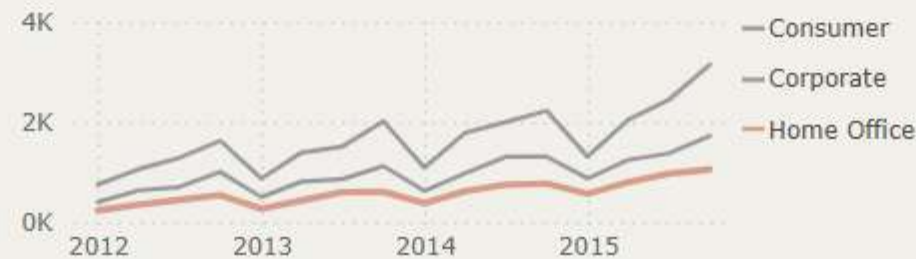
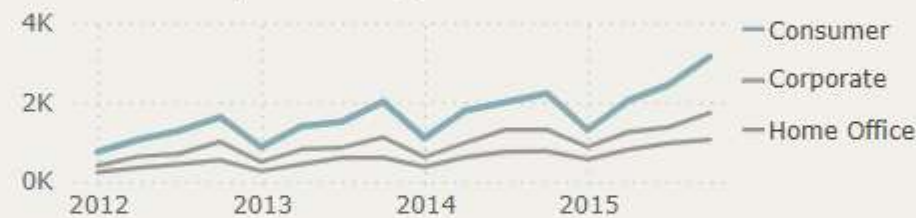
01.01.2012

31.12.2015

Total Sales by Segment



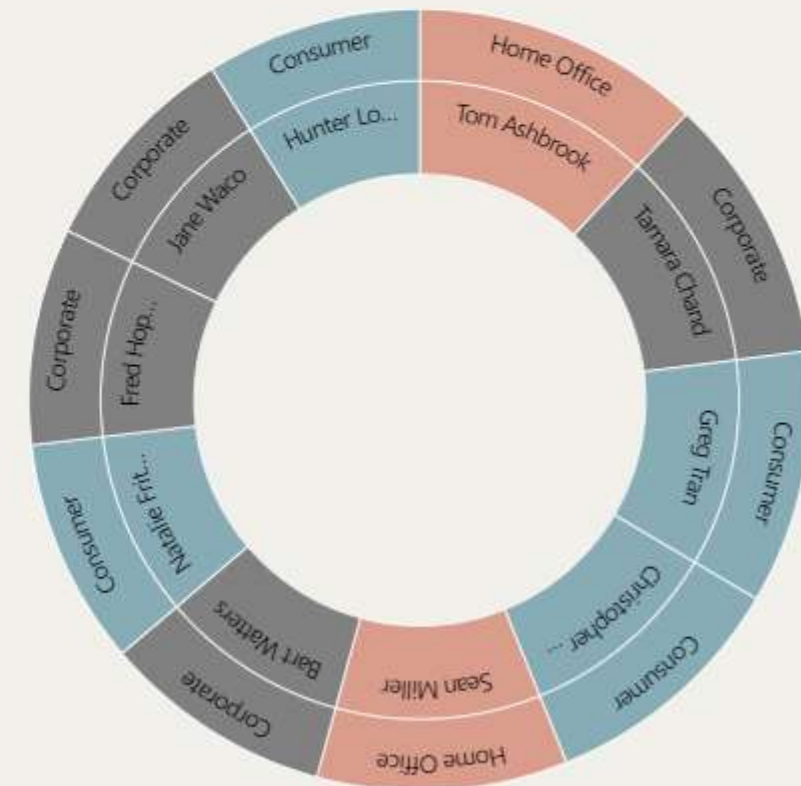
Total Sales by Date&Segment



Top 10 Customer by Sales

Tom Ashbrook	40488	6312
Tamara Chand	37457	8673
Greg Tran	35551	5214
Christopher Conant	35187	5603
Sean Miller	35171	-410
Bart Watters	32310	3596
Natalie Fritzler	31781	1543
Fred Hopkins	30401	4609
Jane Waco	30288	6266
Hunter Lopez	30244	7817

Top 10 Customer&Segment



REGION - BASED ANALYSIS

GLOBAL SUPERSTORE
REPORT
BY FATMA NUR AZMAN



Total Sales

12,64M

%52 ▲ 8,3M

Total Profit

1,47M

%52 ▲ 963,3K

Total Quantity

178K

%52 ▲ 118K

Total Market

5

All

Total Country

165

All

2012

2013

2014

2015

01.01.2012

31.12.2015

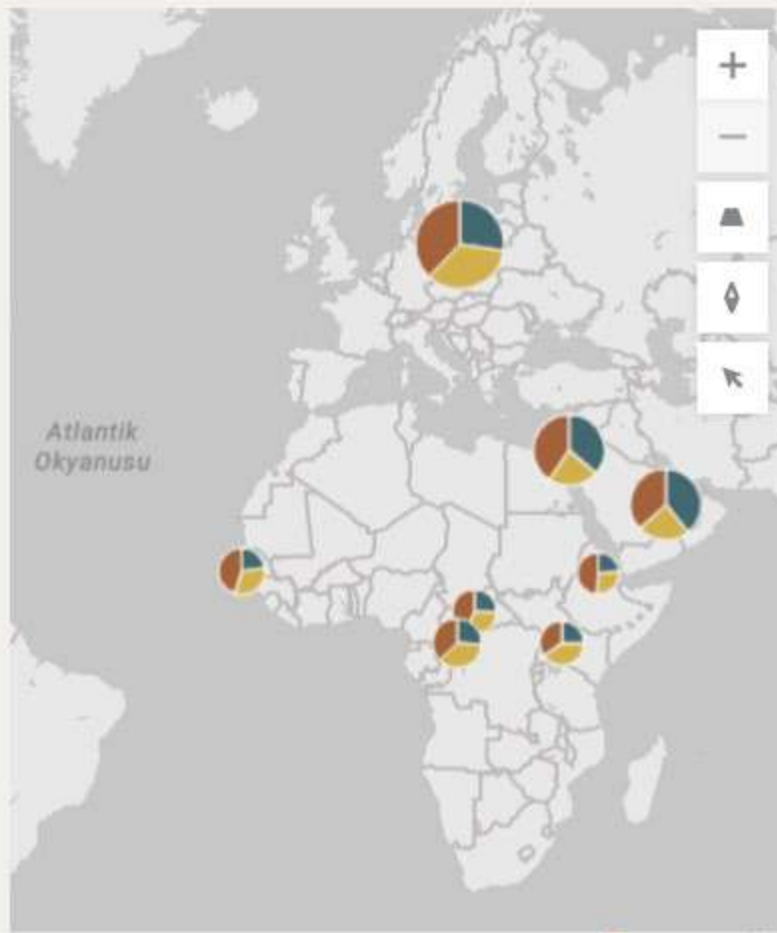
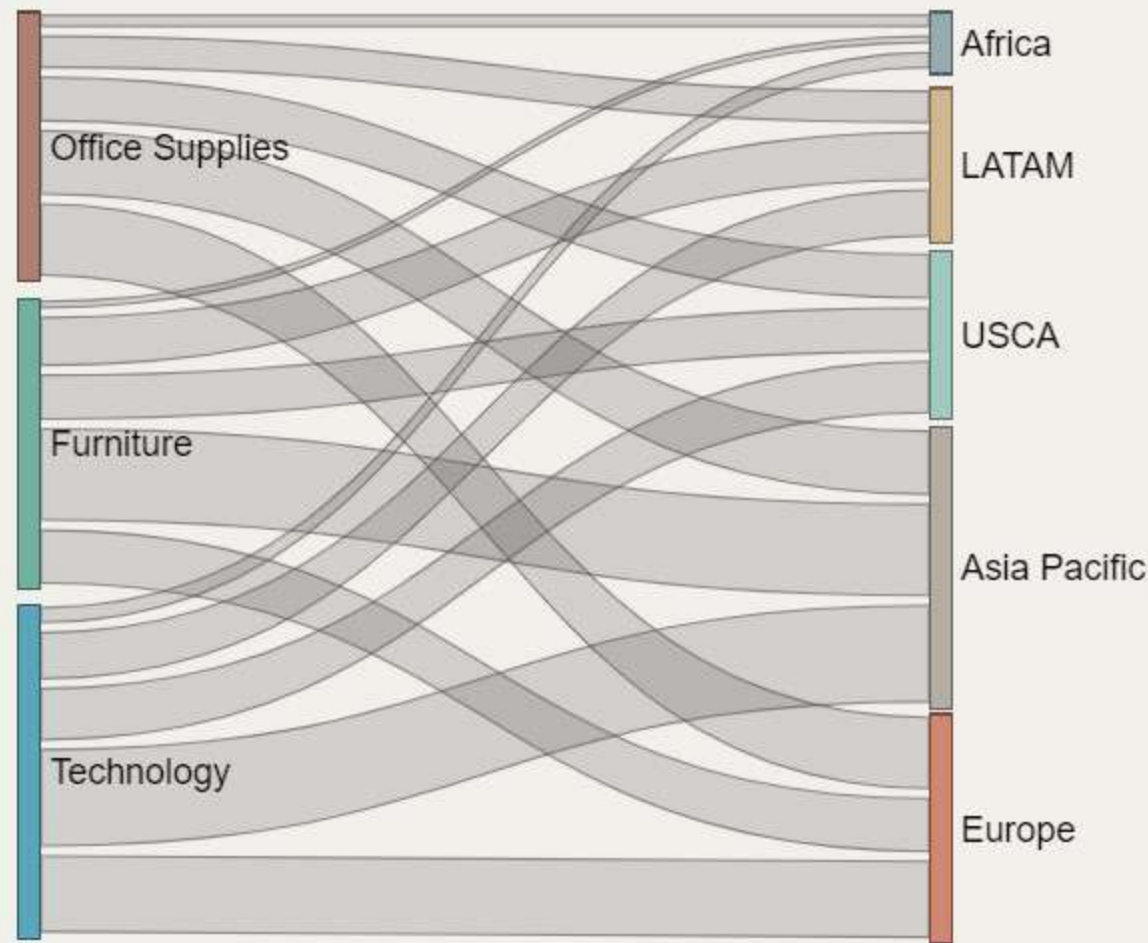


Total Sales by Region and Year



2015

Total Sales by Category and Market



Thank you for watching and supporting my video!
I look forward to your comments and feedback.