

# Business Problem – Global E-Commerce Inc.

## Company Overview:

Global E-Commerce Inc. is an international online retail company operating across multiple regions — including Asia, Europe, and North America. The company offers a wide range of products across categories such as Technology, Furniture, and Office Supplies, serving customers through different payment methods and customer segments.

## Business Challenge:

In recent quarters, **sales and profit margins have fluctuated significantly across regions and product categories**, raising concerns about inconsistent performance and operational inefficiencies.

The management has identified key issues:

- High **discount rates** potentially eroding profit margins.
- Uneven **regional profitability**, with some regions underperforming.
- Increasing **delivery time variability** affecting customer satisfaction.
- Lack of **clear visibility into top-performing products and customer segments** to guide marketing and sales strategies.

## Objective:

To address these challenges, Global E-Commerce Inc. aims to develop an **interactive Excel-based Sales Performance Dashboard** that can:

- Provide a unified view of **sales, profit, and discount trends** across time, regions, and categories.
- Identify **high-profit and low-profit regions/products** to support data-driven decision-making.
- Measure the **impact of discounts on profit** and optimize promotional strategies.
- Monitor **key performance indicators (KPIs)** like average delivery days and average discount rates to improve efficiency.
- Support strategic decisions with clear visual insights into customer segments and payment preferences.

## Goal:

The ultimate goal of this analysis is to empower management to make **data-driven business decisions** that enhance profitability, improve operational performance, and strengthen regional sales strategies.