



# GLOBAL SUPERSTORE: SALES AND PROFITABILITY ANALYSIS (2012- 2015)

Data Analyst: Hasna Kingu

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# BUSINESS CONTEXT AND OBJECTIVES

- The Global Superstore Executive Dashboard analyzes **sales** and **profitability** from **2012 to 2015** data across regions, customer segments and product categories.
- This analysis aims to surface **key trends** and **performance insights** to support **strategic business decisions**.

## Key Business Question:

**“Which customer segments and product categories should we prioritize to maximize profitability and growth between 2016-2018?”**

# Global Superstore Executive Dashboard 2012-2015

\$9.6M

Total Sales

\$1.1M

Total Profit

25.77%

Sales YoY Growth

11.48%

Profit Margin

Total Sales by Country



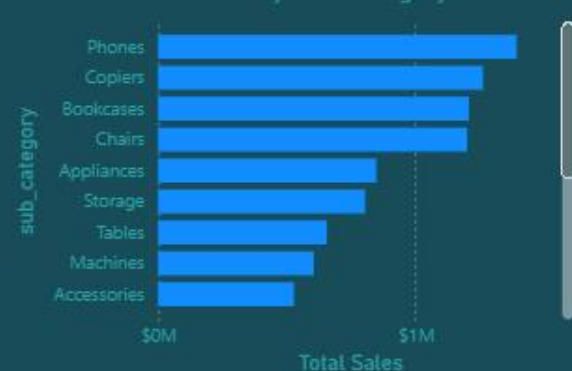
Sales and Profit Trend Over Time



Total Sales by segment



Product Performance by Sub-Category



# KEY PERFORMANCE INDICATORS

- Sales have shown considerate growth over the 4-year period.
- Profit margins remain moderate, suggesting potential for optimization.
- Strong YoY growth indicates a scalable business model.
- Opportunity to investigate which regions or products drive most of the growth.

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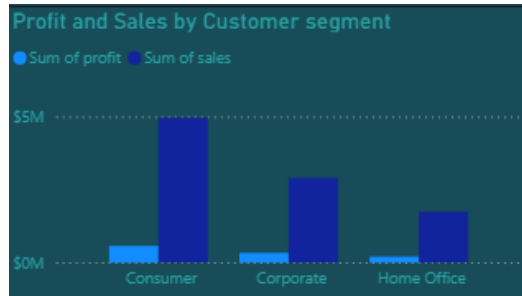
Sales YoY Growth

# KEY DRIVERS OF SALES AND PROFITABILITY



*“High sales are driven by the Consumer segment and Asia Pacific market, but highest profitability comes from the technology category and Europe Region”*

- Consumer segment leads in sales (51.66%) and profit (\$567K).
- Technology category has the most sales and is most profitable (14.46% margin), suggesting high-value products.
- Europe outperforms in profitability despite Asia Pacific having the highest sales (\$3.05M).
- Home Office segment and, LATAM and Africa regions are underperforming on both metrics.



# STRATEGIC OPPORTUNITIES AND CHALLENGES

## Opportunities

- **Double down on technology**-highest margin and highest sales. Great candidate for cross-sell/upsell campaigns.
- **Europe market focus**- despite lower sales than Asia-Pacific, it has the best profitability.
- **Corporate segment growth**- second in both sales and profit, may offer B2B scale-ups with the right targeting.
- **Product bundling with Office Supplies**- 13.3% margin and strong profit; can be leveraged to complement other products.

## Challenges

- **Home Office underperformance**- lowest in both profit and sales. Consider phasing out or repositioning.
- **Africa and LATAM markets**- consistent lowest contributors. Assess logistics, demand and product-market fit.
- **Furniture category**- contributes the least in both sales and profit. Investigate whether costs or demand is the issue.

# KEY RECOMMENDATIONS

## **1. Prioritize Technology & Office Supplies for Investment**

- Highest profit margins (14.46% and 13.3%) and strong profit contribution..
- Launch targeted campaigns and bundles to increase average order value.

## **2. Reinforce Presence in High-Profit Regions**

- Focus on Europe (highest total profit) and Asia-Pacific (highest sales).
- Customize marketing by regional demand patterns and profitability.

## **3. Reassess or Reposition Low-Performing Areas**

- Evaluate the Home Office segment and Furniture category for profitability challenge.
- Consider repositioning, bundling, or exit if ROI remains low.

## **4. Explore Corporate Segment Growth**

- Strong sales and profit make it a viable area for B2B-focused initiatives.
- Develop tailored value propositions (e.g. volume discounts, exclusive services).

# CONCLUSION

## Summary of Insights

- Technology and Office Supplies deliver the highest profit margins.
- Consumer segment leads in total sales and profit contribution.
- Europe and Asia-Pacific are top-performing regions by profit and sales.
- Home Office segment and Furniture category show underperformance.

## Key Takeaway

*“Focus on high-margin categories and profitable regions while optimizing or phasing out low-performing areas.”*



# NEXT STEPS

- Share findings with the Product and Marketing teams.
- Design campaign strategies for Technology and Corporate segments.
- Develop targeted growth plans for Europe and Asia-Pacific.
- Conduct deeper analysis of Home Office and Furniture for improvement opportunities.