Global Superstore Sales Data Analytics

Delivery of Sprint-4

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Project Name	Global Sales Data Analytics
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Top Sales by Country, filtered by Region

Region
Africa
Canada
Caribbean
Central
Central Asia
EMEA
East
North
North Asia

Sales by Country

Country	Sales (Sum)
United States	$2.3M
Australia	$925K
France	$859K
China	$701K
Germany	$629K
Mexico	$623K
India	$590K
United Kingdom	$5...
Indonesia	$405K
Brazil	$361K
Italy	$290K
Spain	$287K
Philippines	$183K
El Salvador	$178K
New Zealand	$172K

Average: 601,829
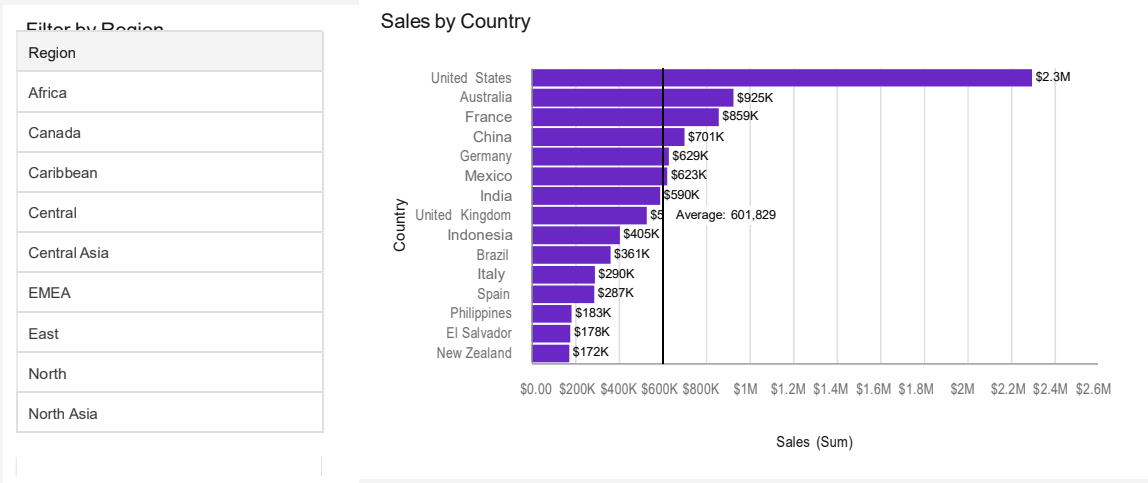
Ship mode and Sales

- Most customers prefer the standard class shipping mode
- Standard Class shipping mode has the most profit
- Maximum sold items are shipped through Standard Class
- Same day delivery is least preferred shipping mode

Quantity by Ship Mode colored by Profit

Profit (Sum)

76,173.07   890,596.02
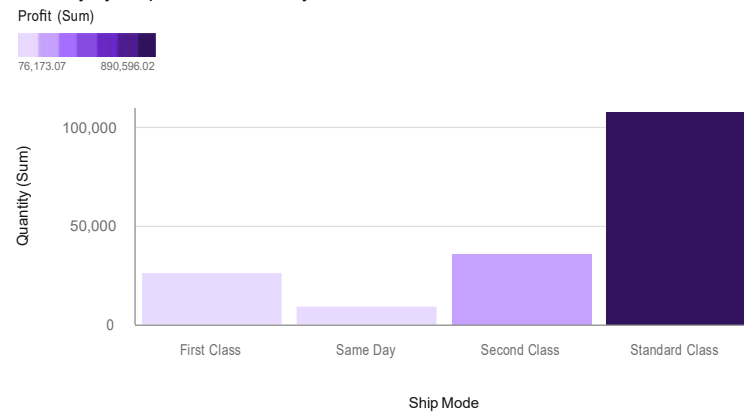
Sales by Sub-Category

Filter by Region

Market
APAC
Africa
Canada
EMEA
EU
LATAM
US

Sales by Sub-Category

Average: 210,926

Sub-Category axis labels: Acces... / Appliances, Art / Binders, Bookcases / Chairs, Copiers, Fasteners / Envelopes, Labels / Furnishings, Paper / Machines, Phones, Storage / Supplies, Ta...

Y-axis: Sales (Sum) — 0, 100,000, 200,000, 300,000, 400,000, 500,000

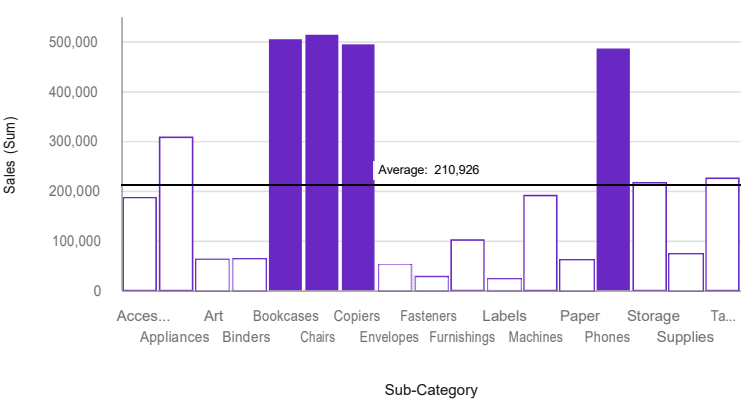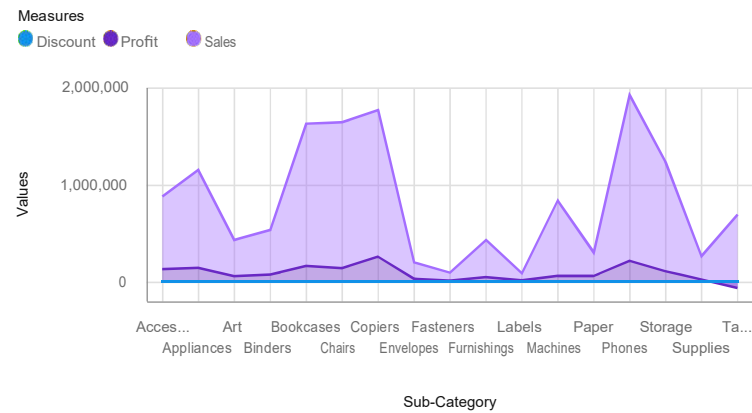X-axis: Sub-Category

Discount, Profit and Sales

- Profit is almost directly proportional to sales and discount combined
- More the sales and discount combined, more is the profit for that sub-category of products

Discount, Profit and Sales by Sub-Category

Measures
- Discount
- Profit
- Sales

Sales and Profit analysis over the past years

Region

Region
Africa
Canada
Caribbean
Central
Central Asia
EMEA
East
North
North Asia

Sales by Country, Order Year and Profit

Profit (Sum)

-24,955.69   9,363.24

Sales (Sum)

16.5   36,264.48

Order Year

2011   2012   2013   2014

Country: Algeria, Cameroon, Democratic Republic of the Congo, Eritrea, Guinea, Liberia, Mauritania, Niger, Senegal, South Sudan, Togo, Zimbabwe