Global Superstore Capstone Project

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Objectives

Our aim

To analyze and draw out meaningful insight from the Global Superstore Dataset which would aid management in making informed decisions to improve performance and profitability.

KPI Requirements

- ❖ Total Sales
- ❖ Total Profit
- ❖ Total Quantity
- ❖ Total Average Delivery Days

Chart Requirements

- ❖ Sales by Segment
- ❖ Top 10 Customers
- ❖ Top 3 Countries with Highest Profit
- ❖ Top 5 Loss Product
- ❖ Sales by Market
- ❖ Bottom 3 Countries with Lowest Profit
- ❖ Top 5 Products
- ❖ Sales by Region

Resources

Human resources

The Data Analyst is responsible for the successful execution of the project.

Physical resources

Our project requires a number of specialized pieces of equipment. We will be using [**Microsoft Excel**: Data Cleaning, Pivot Table; **Microsft PowerBI**: PowerQuery, Data Modelling, Data Visualization]

Project Recap

The "Global Superstore" dataset offers information on order entries made from 2011 to 2014.

The dataset includes data on**: Order ID, Order Date, Ship Date, Customer Name, Segment, City, State, Country, Market, Region, Product ID, Category, Subcategory, Product Name, Sales, Quantity, Discount, Profit, Shipping Cost, Order Priority.**

Problem

1
a. What are the three countries that generated the highest total profit for Global Superstore in 2014?
b. For each of these three countries, find the three products with the highest total profit. Specifically, what are the products' names and the total profit for each product?

2
Identify the 3 subcategories with the highest average shipping cost in the United States

3
a. Assess Nigeria's profitability (i.e., total profit) for 2014. How does it compare to other African countries?
b. What factors might be responsible for Nigeria's poor performance? You might want to investigate shipping costs and the average discount as potential root causes.

4
a. Identify the product subcategory that is the least profitable in Southeast Asia. Note: For this question, assume that Southeast Asia comprises Cambodia, Indonesia, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam.
b. Is there a specific country in Southeast Asia where Global Superstore should stop offering the subcategory identified in 4a?

5
a. Which city is the least profitable (in terms of average profit) in the United States? For this analysis, discard the cities with less than 10 Orders.
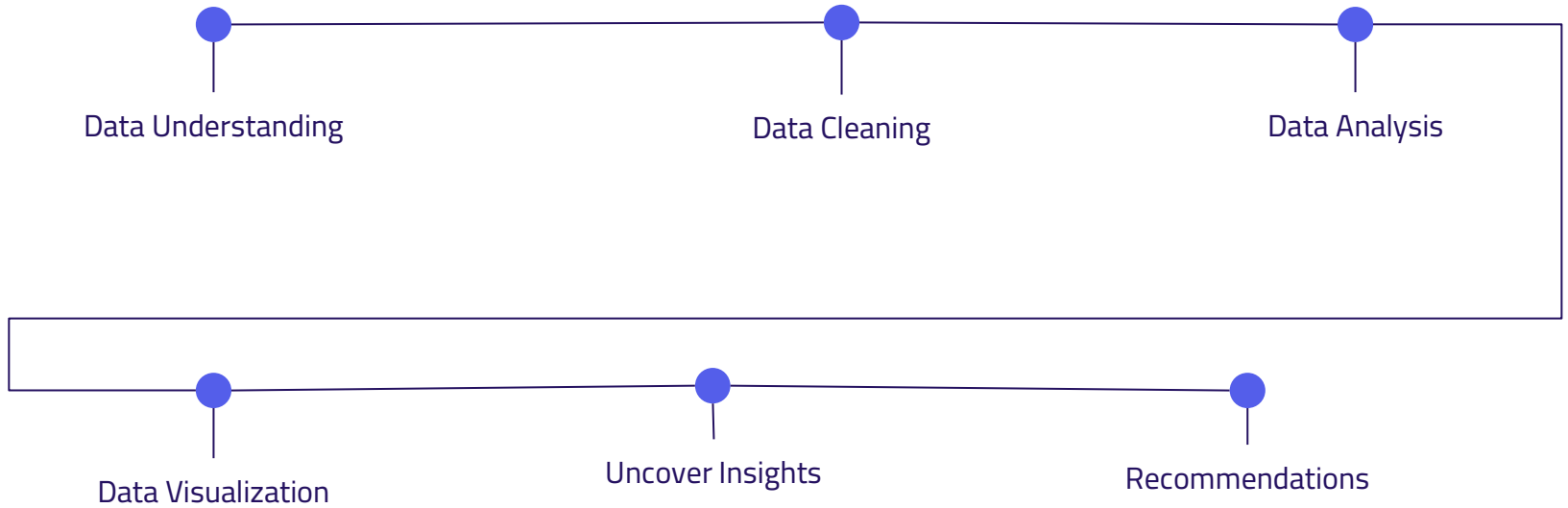b. Why is this city's average profit so low

6
a. Which product subcategory has the highest average profit in Australia?

7
Which customer returned items and what segment do they belong b) Who are the most valuable customers and what do they purchase?

Process

Data Understanding

Data Cleaning

Data Analysis

Data Visualization

Uncover Insights

Recommendations

Insights

$12.6M

Total Sales

$1.47M

Total Profit

4

Average Delivery Days

United States

Most Profitable Country

Canon imageCLASS 2200 Advanced Copier

Best Product

Tom Ashbrook

Top Customer

1a. The countries with the highest total profit in 2014 are:
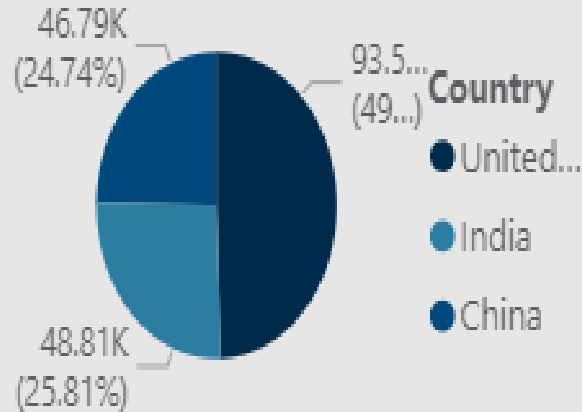- **United States**
- **India**
- **China**

1b. The top 3 products for each country in 2014

- **United States** [Canon imageCLASS 2200 Advanced Copier; Hewlett Packard LaserJet 3310 Copier; GBC DocuBlind TL300 Electric Binding System]
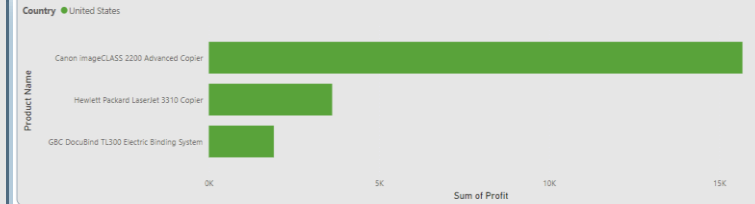
- **India** [Sauder Classic Bookcase, Traditional; Cisco Smart Phone, with Caller ID; Hamilton Beach Refrigerator, Red]

- **China** [Sauder Classic Bookcase, Metal; Bush Classic Bookcase, Mobile; HP Copy Machine, Color]
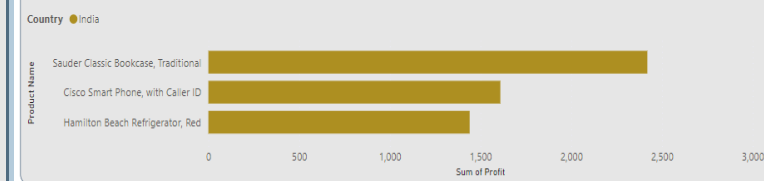

Top 3 Countries with Highest Profit

46.79K (24.74%)

93.5... (49...)

48.81K (25.81%)

Country
- United...
- India
- China

Top 3 Product Name in United States 2014

Country ● United States

- Canon imageCLASS 2200 Advanced Copier
- Hewlett Packard LaserJet 3310 Copier
- GBC DocuBind TL300 Electric Binding System

Sum of Profit

Top 3 Product Name In India 2014

Country ● India

- Sauder Classic Bookcase, Traditional
- Cisco Smart Phone, with Caller ID
- Hamilton Beach Refrigerator, Red

Sum of Profit

Top 3 Product Name in China 2014

Country ● China

- Sauder Classic Bookcase, Metal
- Bush Classic Bookcase, Mobile
- HP Copy Machine, Color

Sum of Profit
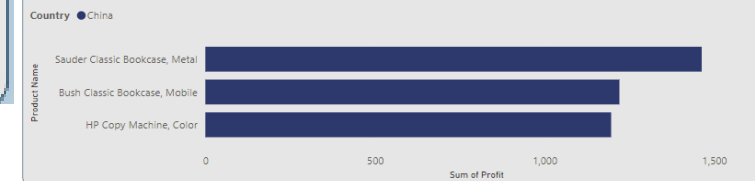
Top 3 Sub-Categories with highest average shipping cost in United States

Sub-Category	Average of Shipping Cost	Country
Copiers	165.29	United States
Machines	132.25	United States
Tables	69.95	United States
Total	**97.14**	

The top 3 Sub-Categories with the highest average shipping cost in the United States are: Copiers, Machines and Tables

Nigeria's Profitability 2014

Country	Sum of Profit
Nigeria	-80,750.72
Total	**-80,750.72**

Nigeria's Profitablity Causes

Country	Sum of Profit	Sum of Shipping Cost	Average of Discount	Year
Nigeria	-23,285.19	1,518.48	0.70	2014
Total	**-23,285.19**	**1,518.48**	**0.70**	

Nigeria's profitability as seen sums up to -$80,750.72 . The Cause for this is as a result of high cost of shipping and little to no discount (2014).
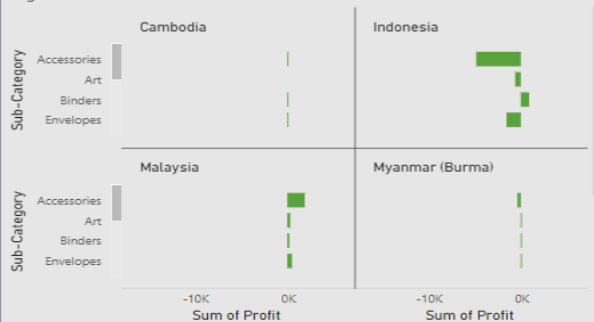
Least Profitable Sub-Category in Southeast Asia
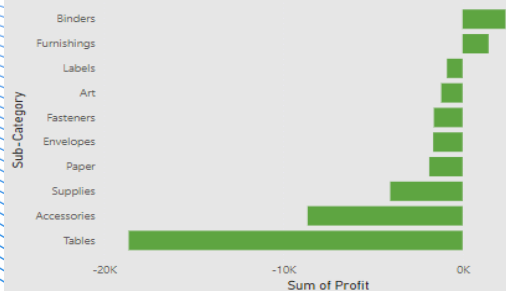
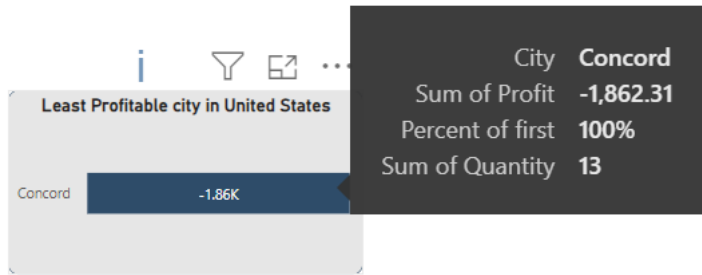**Sub-Categories in Southeast Asia**

The Least Profitable Sub-Categories in Southeast Asia is: **Binders**

The Country in Southeast Asia where the Global superstore should stop offering This Sub-Category is **Cambodia**

Least Profitable city in United States

Concord   -1.86K

City	Concord
Sum of Profit	-1,862.31
Percent of first	100%
Sum of Quantity	13

Concord's Profitability Causes

City	Sum of Profit	Sum of Quantity	Average of Discount	Average of Shipping Cost
Concord	-718.64	134	0.09	50.12
Total	**-718.64**	**134**	**0.09**	**50.12**

Concord is the least profitable city in the United States

This is due to relatively high shipping cost and little to no discount

GLOBALSTORES SALES DASHBOARD

Year ⌄

| 2011 | 2012 | 2013 | 2014 |

Sales by Region

Microsoft, © 2023 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap, Terms

Total Sales	Total Profit	Total Quantity	Avg Delivery Days
12.64M	1.47M	178K	4

Sales by Segment

2.31M (18.27%)
3.82M (30.2...)
6.51M (51...)

Segment
- Consu...
- Corpora...
- Home ...

Top 10 Customers

Sum of Sales
50K
0K

Customer Name: Tom..., Tam..., Greg..., Chi..., Sea..., Bart..., Nata..., Fred..., Jane...

Top 3 Profitable Countries

129.07K (22.8%)
150.68K (26.62...)
286... (50...)

Country
- United...
- China
- India

Least 5 Profitable Products

Product Name
- Cubify C...
- Lexmark...
- Motorola...
- Cubify C...

Sum of Profit: -10K, -5K, 0K

Sales by Market

2.16M (18.3...)
3.59M (30.41%)
2.3M (19.48%)
2.94M (24....)

Market
- APAC
- EU
- US
- LATAM
- EMEA

Least 3 profitable Countries

-98.45K (44.69...)
-41.07K (18.65%)
-80... (36...)

Country
- Netherla...
- Nigeria
- Turkey

Top 5 Profitable Products

Product Name
- Canon im...
- Cisco Sm...
- Motorola ...
- Hoover St...

Sum of Profit: 0K, 20K
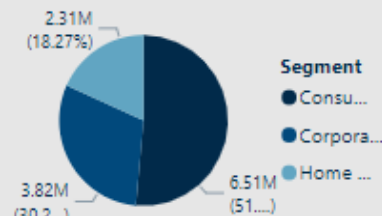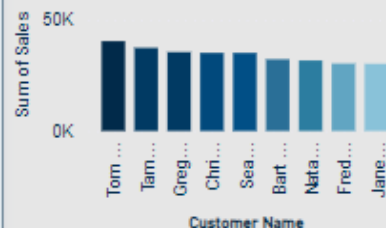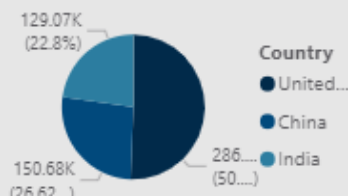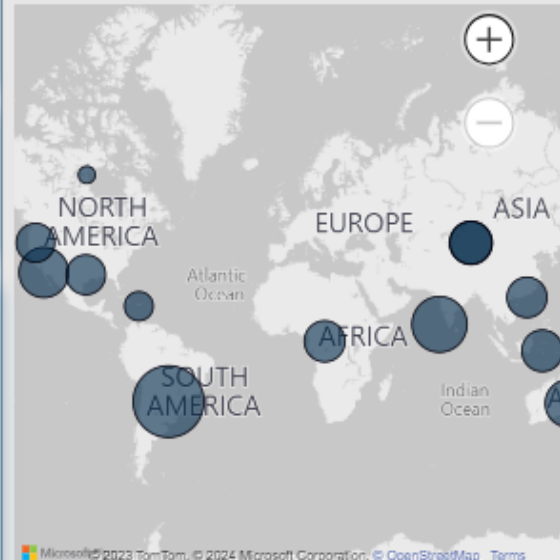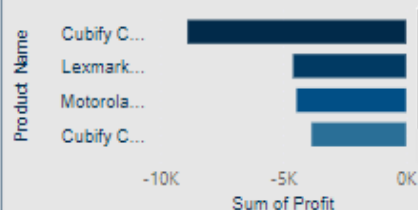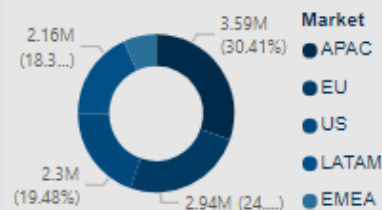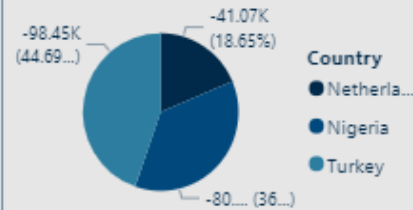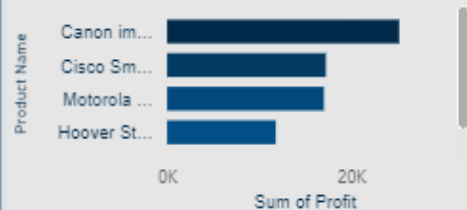
Recommendation & Conclusion

1. A Customer Loyalty Program can be introduced, this will encourage more customers on the Global Superstore
2. Focus more on Top Regions, Invest more resources in marketing and advertising efforts in these areas to further boost sales
3. Offer Attractive discounts: Introduce regular sales and promotion to incentivize customers to make purchases. Consider offering discounts on popular products or bundling items together for a discounted price. This can help improve sales in regions/countries with low profit.
4. Streamline Shipping Costs: Evaluate Shipping Cost and find a way to optimize them. This could include negotiating better rates with shipping partners or implementing efficient logistics strategies to reduce costs.
5. Enhance online shopping experience: Invest in user-friendly website and mobile app, ensuring smooth navigation, easy checkout, and secure payment options. This will encourage customers to shop online and increase sales.

Thank you!