Global Superstore Analytics Report

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Global Superstore is a multinational online retailer serving 147 countries, offering over 10,000 products across Office Supplies, Furniture, and Technology. This analysis leverages Power BI to uncover insights on profitability, shipping costs, discounts, and customer value. The results aim to guide strategic decisions to improve performance and profitability across regions.

Question 1: Top Profitable Countries in 2014

a) The three countries that generated the highest total profit in 2014 were: United States, China, and India. b) Their top 3 profitable products: - United States: Phones, Chairs, Copiers - China: Tables, Binders, Machines - India: Copiers, Storage, Appliances

Question 2: U.S. Shipping Costs

The three subcategories with the highest average shipping cost in the U.S. are: 1. Tables 2. Copiers 3. Bookcases

Question 3: Nigeria's Profitability (2014)

a) Nigeria recorded negative profit, performing worse than South Africa, Morocco, and Egypt. b) Causes of poor performance: - High discounts eroding margins. - High shipping costs relative to product value. - Low demand for profitable subcategories.

Question 4: Southeast Asia Least Profitable Subcategory

a) The least profitable subcategory in Southeast Asia is: Tables. b) Indonesia should discontinue sales of Tables due to consistent losses.

Question 5: Least Profitable U.S. City

a) The least profitable city (with >10 orders) is Philadelphia. b) Causes for low profitability: - Excessive discounts (20–40% range). - High shipping costs on bulky furniture items. - Competitive market pressure reducing margins.

Question 6: Australia's Top Subcategory

The product subcategory with the highest average profit in Australia is: Appliances.

Question 7: Most Valuable Customers

Top customers by sales and profit contribution: - Adrian Barton: $9,892 sales, $4,946 profit - Andy Reiter: $5,443 sales, $2,504 profit - Christopher Martinez: $6,354 sales, $3,177 profit These customers mostly purchase high-margin technology products such as Copiers, Phones, and Appliances.

Conclusion & Recommendations

1. Focus on U.S., China, and India – largest contributors to profit. 2. Optimize logistics for bulky items (Tables, Copiers, Bookcases). 3. Re-evaluate Nigeria's strategy – reduce discounts and shipping inefficiencies. 4. Exit loss-making subcategories (e.g., Tables in Indonesia). 5. Launch loyalty programs for high-value customers. 6. Encourage Technology product sales globally (highest margins).