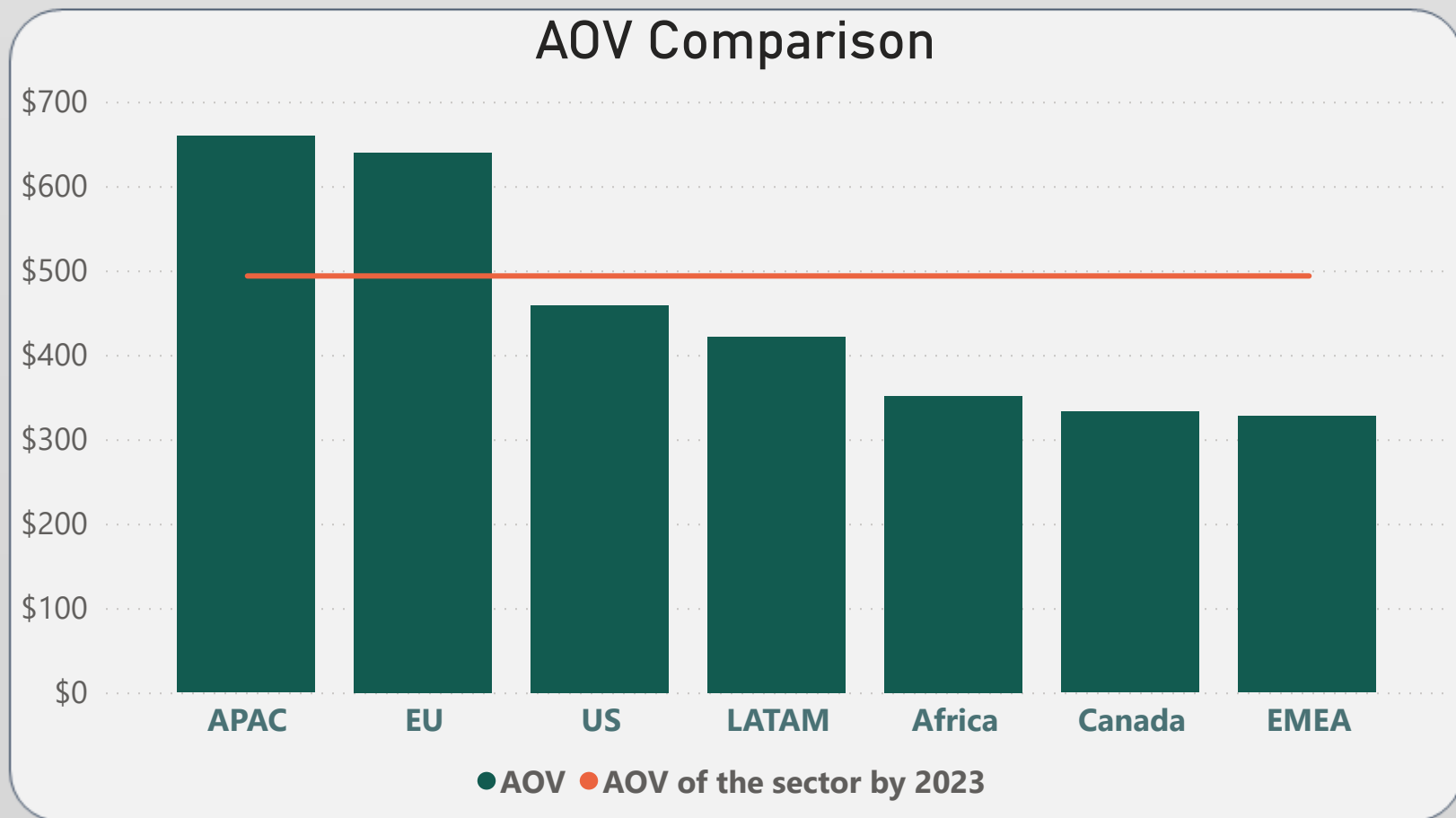
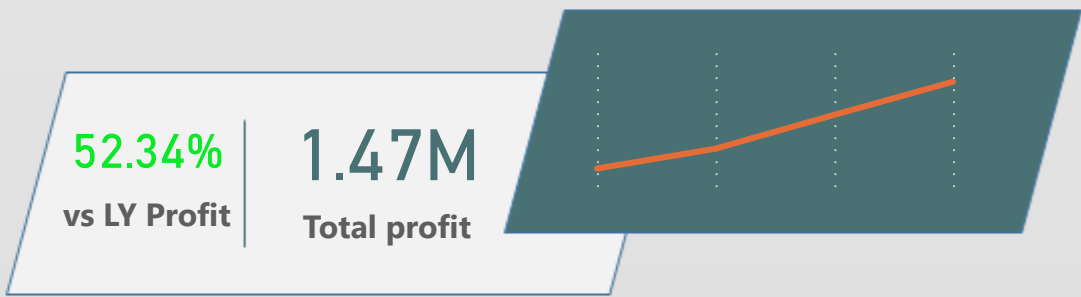
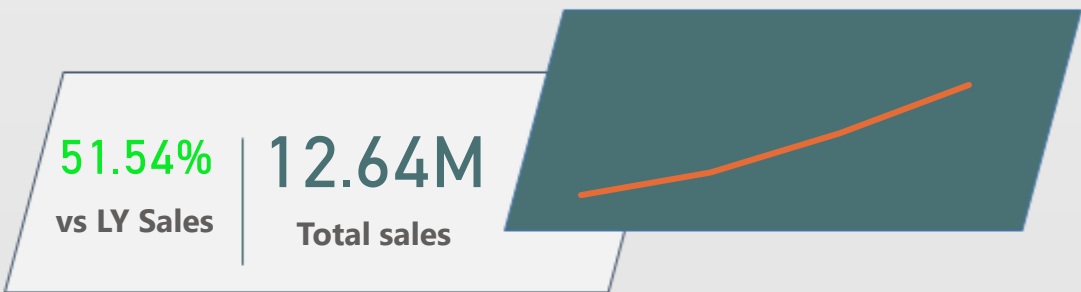
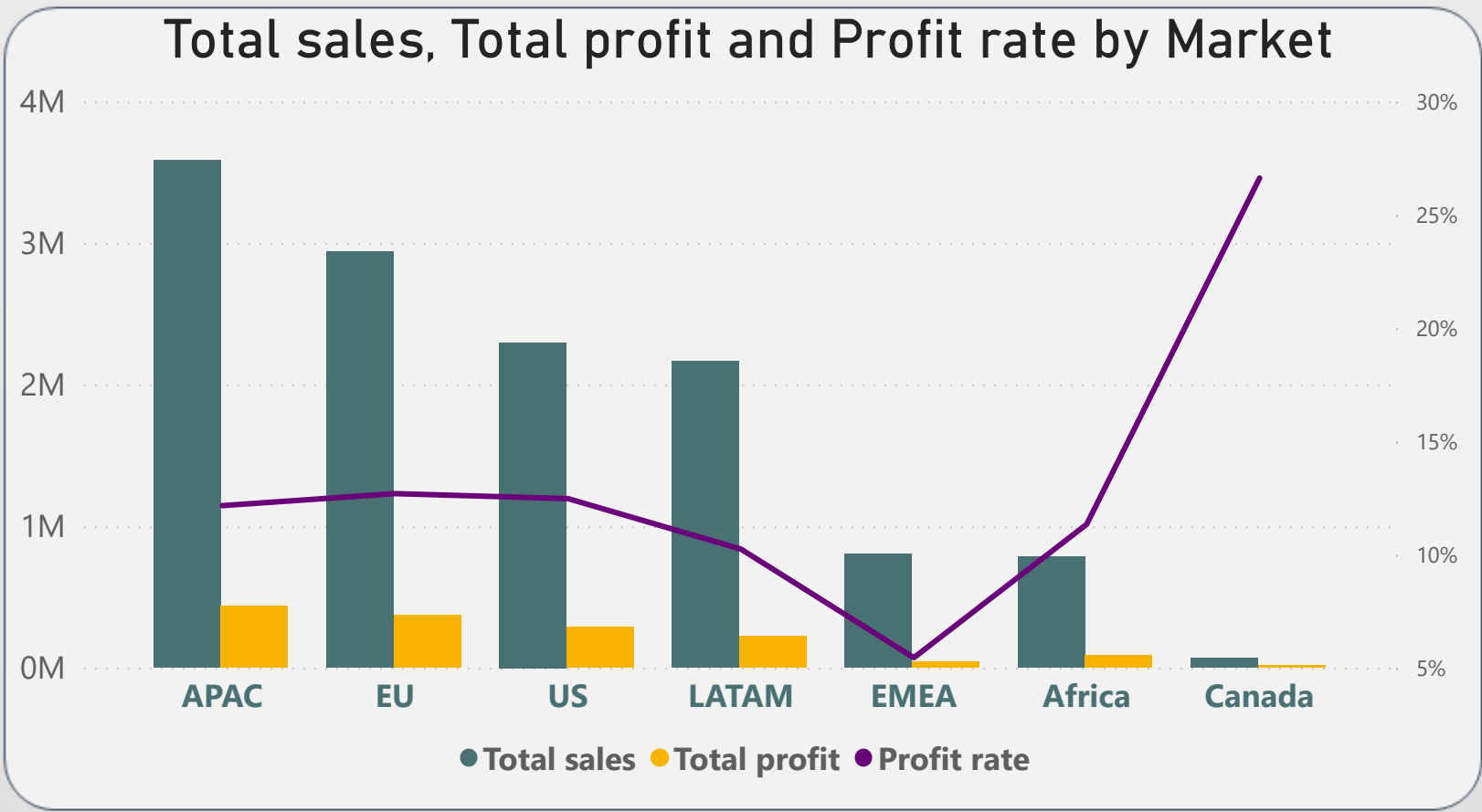


GLOBAL SUPERSTORE SALES ANALYSIS

What is the potential market to invest in?

Year	2011		2012		2013		2014	
Market	Africa	APAC	Canada	EMEA	EU	LATAM	US	



Key insight 1

Canada is the market to invest

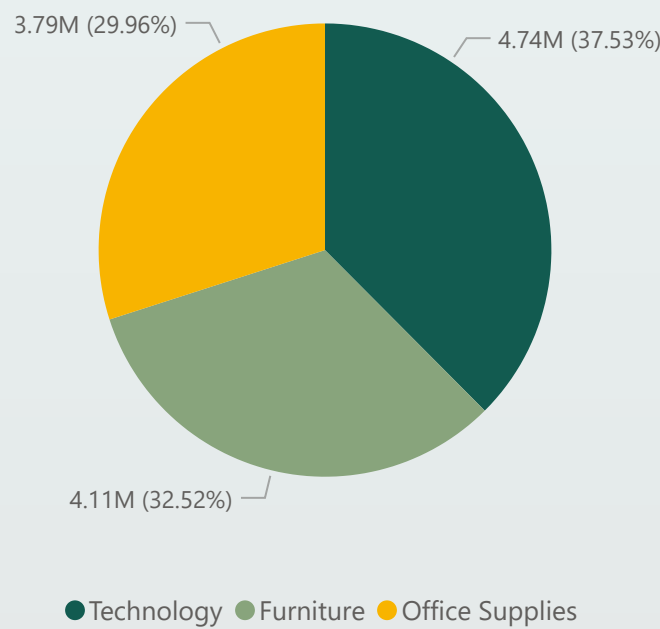
While Canada recorded the lowest sales among 7 markets that the company presented, the market generated the highest profit rate, which allows the enterprise to have a rather generous budget for marketing and other market-growing activities. Moreover, the AOV in Canada is still under the AOV of the sector. That means there are chances for boosting sales there with plenty of ideas.

GLOBAL SUPERSTORE SALES ANALYSIS

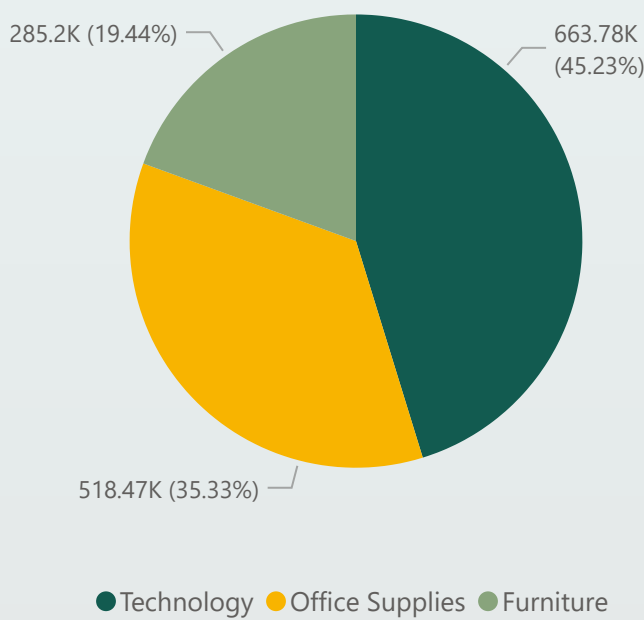
What should be strategic product?

Product performance at a glance

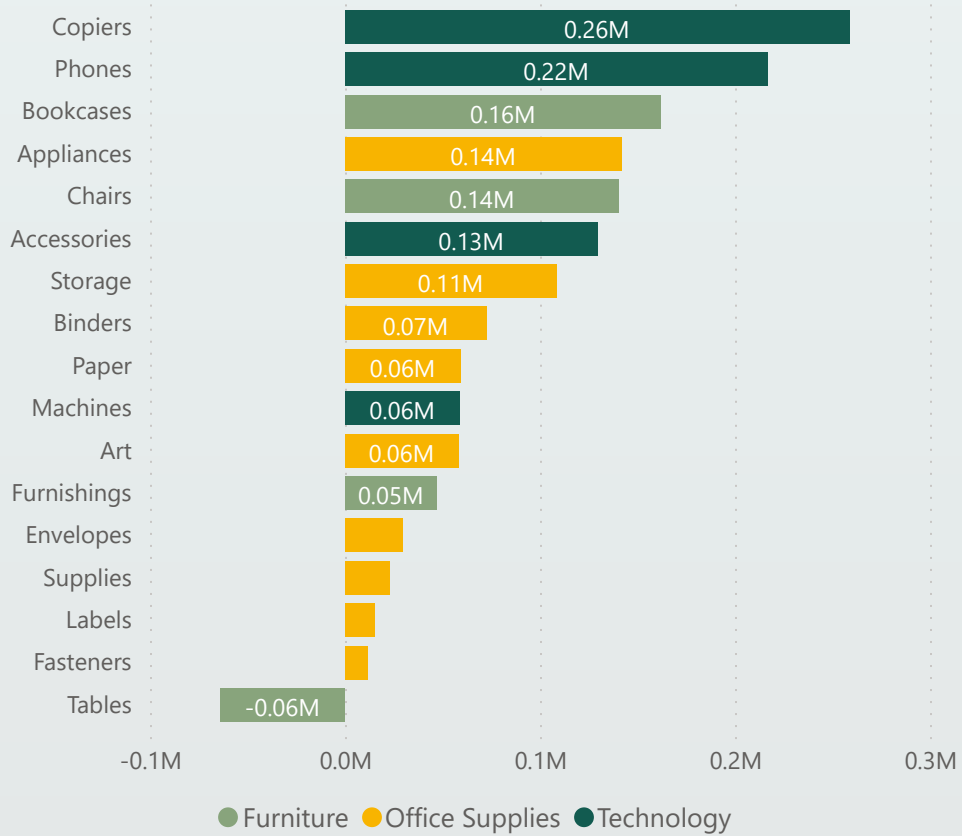
Sales by Category



Profit by category



A closer look at profit



Key insight 2

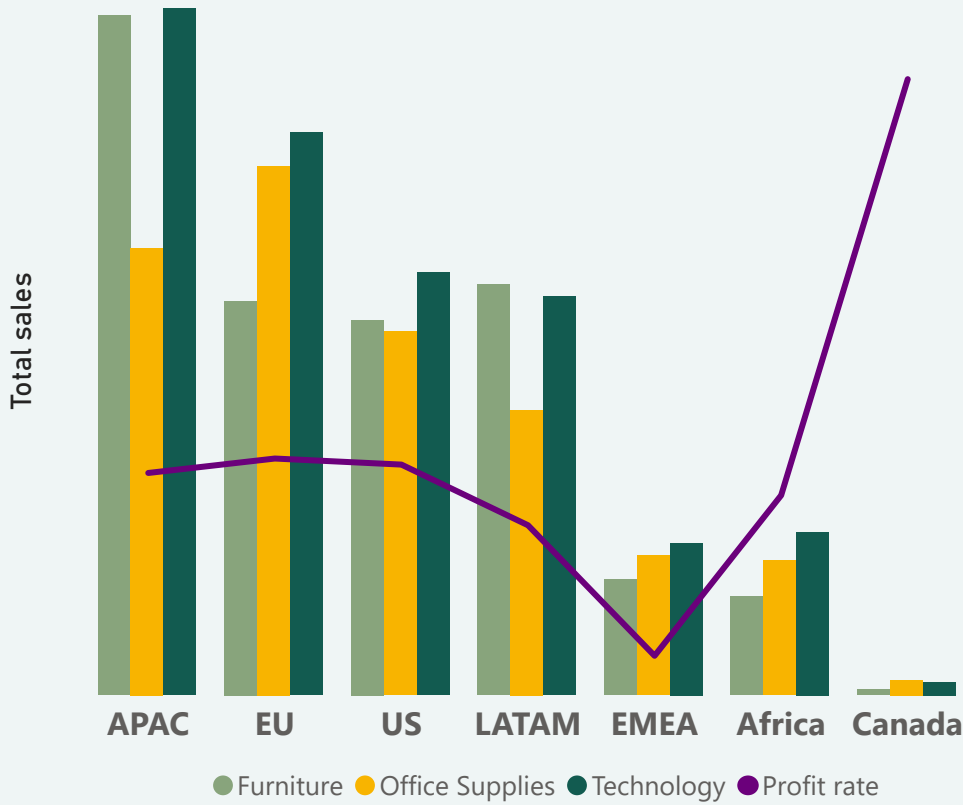
Strategic products should be defined based on chosen potential market.

Since the product general trend cannot tell the product's performance in different market and different customer sector

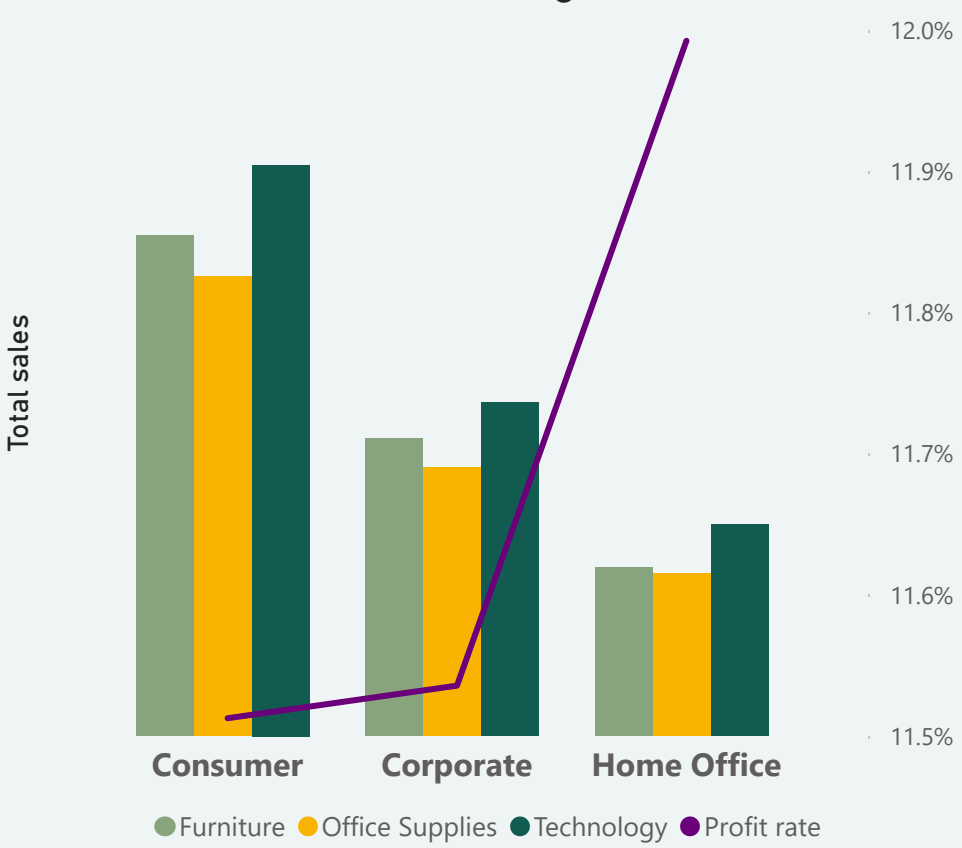
VS

Product performance by market and customer segment

Market



Customer segment



A closer look at

Africa

APAC

Canada

EMEA

EU

LATAM

US

Top 5 products

By sales			
Product Name	Sub-Category	Category	Total sales
Motorola Smart Phone, Full Size	Phones	Technology	3,863.88
Hewlett Wireless Fax, High-Speed	Copiers	Technology	3,783.90
Breville Microwave, White	Appliances	Office Supplies	1,799.10
Safco Classic Bookcase, Pine	Bookcases	Furniture	1,758.00
Rogers File Cart, Single Width	Storage	Office Supplies	1,704.96
Total			12,909.84

By profit			
Product Name	Sub-Category	Category	Total profit
Breville Microwave, White	Appliances	Office Supplies	593.64
Rogers Lockers, Industrial	Storage	Office Supplies	564.06
SanDisk Router, USB	Accessories	Technology	646.38
Hewlett Wireless Fax, High-Speed	Copiers	Technology	1,854.00
Motorola Smart Phone, Full Size	Phones	Technology	1,159.02
Total			4,817.10

Top 5 product subcategories by

