

## **Findings**

### **1) Storypoint 2 - Motion Chart**

First, it shows how do the sales in Global Superstore perform and how much is the profit gained from year 2011 to year 2014. We can see that there is a large increase in both the sales and profit in the Global Superstore in overall. Especially, there is a steep increase in the sales in July 2014, where the sales in August 2014 is doubled.

### **2) Storypoint 3 - Line Graph**

In the past few years, Global Superstore always achieve the highest sales and profit in the end of the year. It may be caused by there are usually long school holidays in December, Christmas holiday where the people will usually buy things to exchange gifts with their friends. In Western countries, there is also Boxing Day after the Christmas, where a lot of people will shop crazily. And the research also shows that people tend to buy more things in the end of the year to reward themselves after working hard for a year.

However, it is followed by a drastic drop in January every year. It may be due to the people have already spent a lot in the last year. Most of the people start to plan for their entire year and try to save the money. So, it reduces both the sales and profit of Global Superstore. And there is always lower sales in July every year. It may be due to the people are busy with their job where they have no time for shopping. In Malaysia, the auditors are usually busy in the month of July because most of the companies will send their account to audit in order to pay the income tax in August or September.

Although the overall sales and profit of Global Superstore increase when the years go on, the increase in profit is not as large as in the first year. It may be due to more and more competitors in the market where the customers have more choice. Also, from the graph, we can see that higher number of sales does not mean that we can earn a lot of profit.

### **3) Storypoint 4 – Profit gained by Global Superstore by country and region**

This map shows the profit earned in Global Superstore in each country. When there is a loss in the profit, the country will appear in red colour. The higher the loss, the darker the red colour. As you

can see, the top 3 countries which have the highest profit are United States, China and followed by India.

Higher profit gained by the Global Superstore in United States, China and India may be due to there is large population in these countries where it provides a lot of customers to buy products from Global Superstore. Besides, the spending power in the developed countries is also high, which are able to generate high sales and profit in these countries. Therefore, Global Superstore may introduce more products to be sold in these countries. The products can also be sold in higher prices.

When you see the profit gained by the Global Superstore by region, Central Region appears to be the region to have the highest profit. It is because there are a greater number of countries in Central region that contribute to high profit. Thus, in overall, Central region contributes highest profit to Global Superstore. When considering the profit by region, you can notice that there is no region that has profit loss. But the profit difference between the region that contributes highest profit and lowest profit is extremely large, which is about 95%.

#### **4) Storypoint 5**

This dashboard shows comparison of number of customers, sales, profit and others by region. Central region is used instead of North region because Central region contributes to the highest profit.

No matter which region, Global Superstore gain higher profit in the second half of the year. As you can see, there is no big difference in the number of customers in each region, but the customers in different regions contribute to different number of orders, sales, and profit. It is the number of orders placed by the customers and the profit gained from each order will affect the sales and profit in Global Superstore. So, Global Superstore can always organize event or campaign to attract the customers to place more orders.

When you look at the profit by category, Technology product seems to contribute to the highest profit in Central region and East region. Meanwhile, South region and West region has highest

profit in office supplies product. So, Global Superstore can provide more choices of products in office supplies category for the customers in both South region and West region.

From this dashboard, we can see that East region seems to perform in a different way as compared to other regions. First, there is profit loss in the first quarter in East region which does not appear in other regions. There is also not much difference in the profit contributed between home office segment and corporate segment. The profit gained from furniture category in East region is extremely low as compared to others. It may be due to higher discount is provided to the furniture product or the people there is less interested in buying furniture. Even though there is higher average discount provided in East region, the number of orders and sales are not high. Because when we compare East region with Central region, although Central region provides slightly lower average discount, it results in extremely higher sales and profit. It may indicate that the customers in the East region are not attracted by the discount provided by Global Superstore. So, different actions need to be taken on East region when Global Superstore wants to increase its sales and profit.

Even though there is only a little profit earned from each order in Central region, but due to higher number of orders, the total profit in the Central region is the highest. So, Global Superstore can choose to reduce the profit they earned in each order, so that the price of the products will not be too expensive, and it will attract the customers to place more orders. In long run, Global Superstore can still earn high profit.

You can also notice that the number of orders and sales in South region are doubled as compared to West region. However, there is only a small difference in the profit gained. The customer in South region tends to be attracted by the discount offered by Global Superstore, so they place a lot of orders. They are discount-friendly. However, offering higher average discount to the customers results in returning less profit. So, Global Superstore should provide discount that can attract the customers, and in the meantime can have higher profit.

## 5) Storypoint 6

**(United States)** Next, we look at the profit and sales of Global Superstore by country. For United States, there is around 20% discount given to the bookcases and tables, which cause the profit loss of them. Even though higher discounts given on these two products and lead to higher number of sales, but it does not generate any profit. The discount may be too high. Overall, Global Superstore in US will give average 20% discount to the product. Since US is the country that give highest profit, this may act as a benchmark to provide discount for other countries, so that Global Superstore can also gain profit in other countries.

**(China)** As for China, even though there is little to no discount given to the customers on the products, it still has higher sales, and the total profit generated is ranked in number two. It infers that the customers in China is not attracted by the discount on the product in order to purchase from Global Superstore. We can say that discount has no effect on them. You can see that due to the average discount given is too high, it causes profit loss.

**(Turkey)** As for Turkey, the discount given on all the products is extremely high, which is around 60%. So, it causes Global Superstore in Turkey to have profit loss. It confirms that if the average discount given to the product is too high, Global Superstore cannot earn any profit even though there are a lot of sales. Giving discount blindly is not a way because we can see that even there is 60% discount on the office supplies product, the sales of it is still low. The customers in Turkey seems to have much more interest in the phone. So, Global Superstore can introduce more number and different models of phone to be sold in Turkey.

**(Russia)** For Russia, even though there is entirely no discount on all the products, the sales is still acceptable and the Global Superstore in Russia is still earning money. If discount would like to be provided, it can be on bookcases, storage and phones. Global Superstore can reduce the profit they earned per product by a little, but it will increase the number of sales and the total profit.

We can notice that for the sales and profit by segment and by order priority, there is not much difference between the countries. It always has the highest profit from the consumer and the highest

profit from medium order priority. It is the average discount given on the products that affect the profit of Global Superstore.

## **6) Storypoint 7**

Overall, when we look at the customers in Global Superstore, the customers are more interested in technology product, especially phones. There are around 200 thousands sales higher in phones than others. Research has shown that people nowadays usually change their phone model at least one in a year. The customers are up-to-date to the current trend and they are very interested in the latest phone model. Therefore, Global Superstore should always update the latest phone model sold in the store, so that it allows the customers to have variation in choosing the phone model and increase its sales.

The product in office supplies category seems to have lower sales as compared to others. It may be due to the stationary, such as fasteners, envelopes, labels and others, are less used by the people nowadays. It is because most of the things can be done online with the use of technology. Customers will prefer to send an email rather than writing a letter, sealed with an envelope and send the letter. So, Global Superstore can reduce the number of products in office supplies category and increase a greater number of technology products.

No matter at which season, technology product will always have the highest sales, which indicate that the customers like to buy technology product a lot. It is because there is always new model introduced into the market in a very short time. As for the seasonality of sales, all categories perform in the same pattern. For the first half of the year, Global Superstore has higher sales in June. Meanwhile, in the second half of the year, Global Superstore will have higher sales either in November or December. Global Superstore can organize campaign, such as 11.11 sales in November to boost their sales.

When we look at the sales from different segment, consumer is always in the first rank, followed by corporate and home office. So, the target customers of Global Superstore should be consumers because they generate a lot of sales. And especially in December, the sales generated from consumers is doubled to the one from corporate and it is 4 times higher than home office segment.

Therefore, Global Superstore should pay more attention to the consumers and introduce more promotions to consumers than corporate and home office segment.

In terms of order priority, the customers in Global Superstore tends to have medium order priority when purchasing product from Global Superstore. The customers need some priority in their order, but not too high. So, Global Superstore can decrease the cost for medium order priority, so that it can reduce the shipping cost of the customers and attract them to have more orders and purchase things more often. Studies has shown that the customers will prefer the store which provides lower shipping cost. For example, the sales in Shopee in recent months decrease due to less free shipping voucher is given to the customers.

### **7) Storypoint 8**

Next, we look at United States which contribute the highest profit to Global Superstore among all the countries. Although there are a few states in US that have profit loss, the total profit is the highest. It indicates that California and New York contribute a lot of profit to Global Superstore.

There is no difference in the sales by segment and sales by order priority in United States as compared to the overall. But when we look at the sales by sub-category, there is higher demand of chairs in US. It may be due to there are a lot of company headquarters and offices located in US, which increase the demand and the sales of chair. Global Superstore can provide lower price to the chairs for the companies so that they can buy in a bulk, which can increase the sales of Superstore.

When we look at New York, one of the states in US that provide high profit, we can see that the sales of furniture in September is extremely higher than usual. It is because in United States, there is always new furniture style released in August. This drives more people to buy furniture in September. So, Global Superstore can introduce the new furniture style into their store to increase its sales. The sales of technology product is also extremely higher in November.