

**GlobalGear Analysis**

**Field of Activity:**  
GlobalGear Analytics specializes in advanced data analytics for international retail businesses. The company leverages sales data from various regions to provide actionable insights that drive business growth, optimize supply chains, and enhance customer experience.

**Business Process to Expose and Analyze**

GlobalGear Analytics aims to expose and analyze the **global sales distribution process**. The focus will be on comparing sales performance between the USA and other regions. By understanding regional sales trends, the company can better allocate resources, adjust marketing strategies, and optimize inventory management.

**Purpose of the Report**

The purpose of the report is to provide a comprehensive analysis of the sales performance across different regions, focusing on the USA versus non-USA markets. This analysis will help the company identify key growth opportunities, understand market dynamics, and improve overall sales strategy.

**End User of the Report**

The primary end users of this report are the management team. The report will also be valuable to the marketing and supply chain departments, providing them with the insights needed to adjust their strategies.

**Business Questions and Problems Addressed**

1. **Sales Performance Comparison**
   * **Question:** How do sales in the USA compare to those in other regions?
   * **Problem:** The company needs to identify whether there are significant differences in sales performance between the USA and non-USA regions to optimize its marketing and distribution strategies.
2. **Regional Growth Opportunities**
   * **Question:** Which regions outside the USA are showing the highest growth potential?
   * **Problem:** Identifying high-growth regions can help the company allocate resources more effectively and prioritize investments in those markets.
3. **Inventory Management**
   * **Question:** How can inventory levels be optimized based on regional sales trends?
   * **Problem:** Inefficient inventory management can lead to stockouts or overstock, affecting sales and profitability. The report will help in forecasting demand more accurately.
4. **Customer Behavior Analysis**
   * **Question:** Are there notable differences in customer behavior between the USA and other regions?
   * **Problem:** Understanding customer preferences and purchasing patterns in different regions is crucial for tailoring marketing campaigns and product offerings.

