



GLOBAL SUPERSTORES

Year

All

Country

All

Customer Name

All

Product Name

All

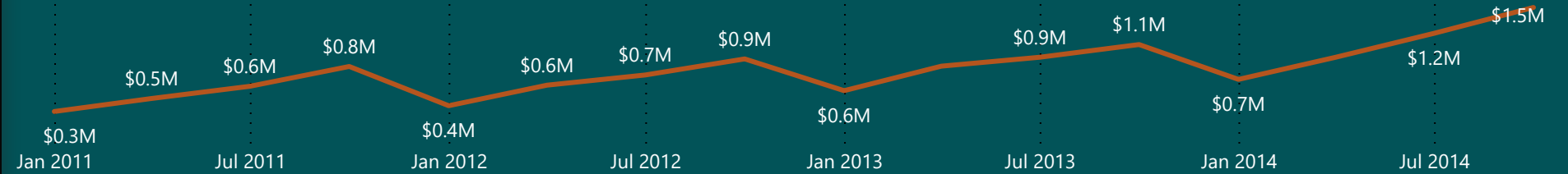
Sales

All

Sub-Category

All

Sales Trend



Countries by Highest Total Profit



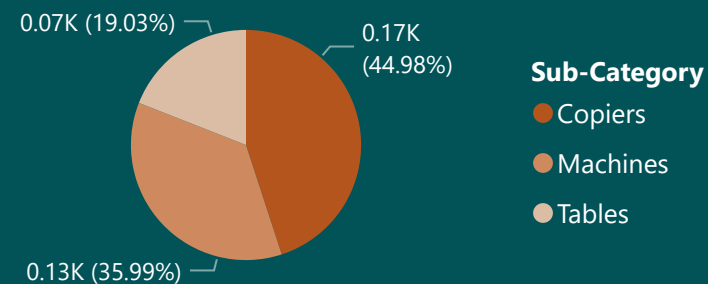
\$12.6M

Total Sales

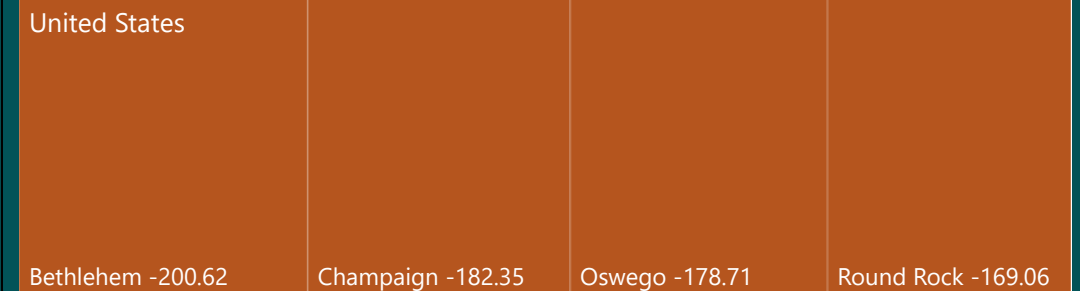
51K

Total Customers

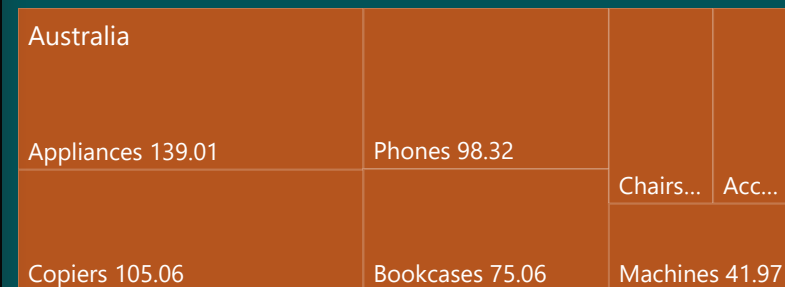
Sub-categories by Highest Average Profit in US



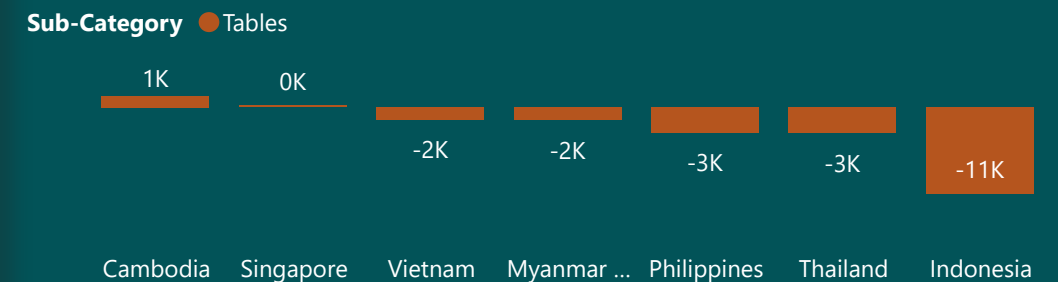
Least Profitable City by Average Profit in United States



Sub - Category by Highest Average Profit



Sub - category by South Asia Countries



United States

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

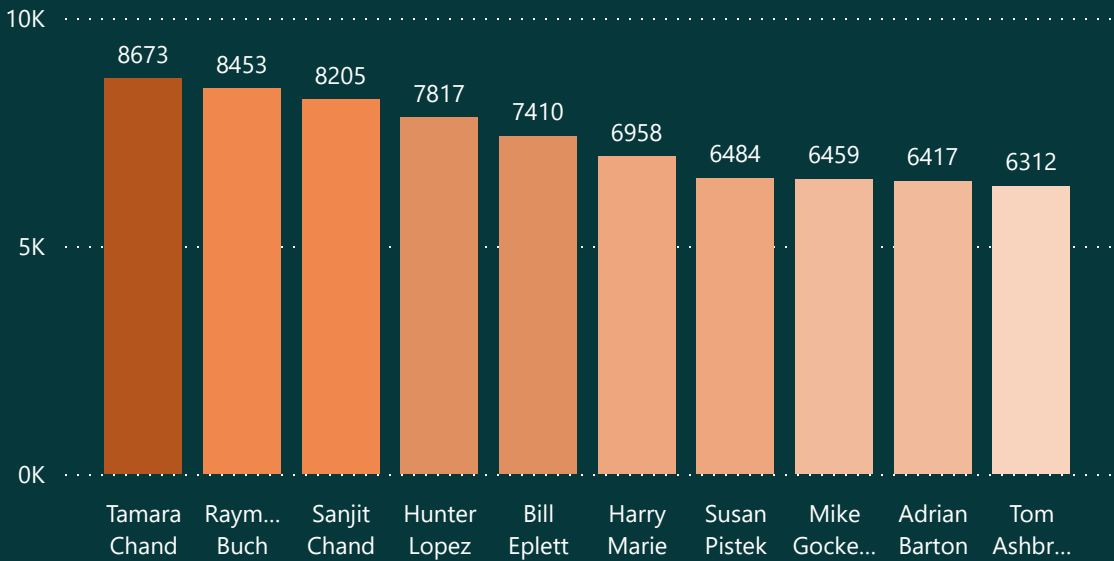
India

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

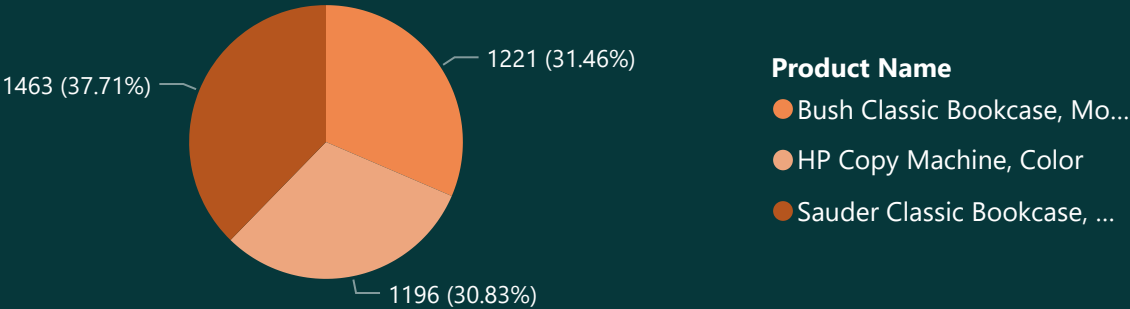
China

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

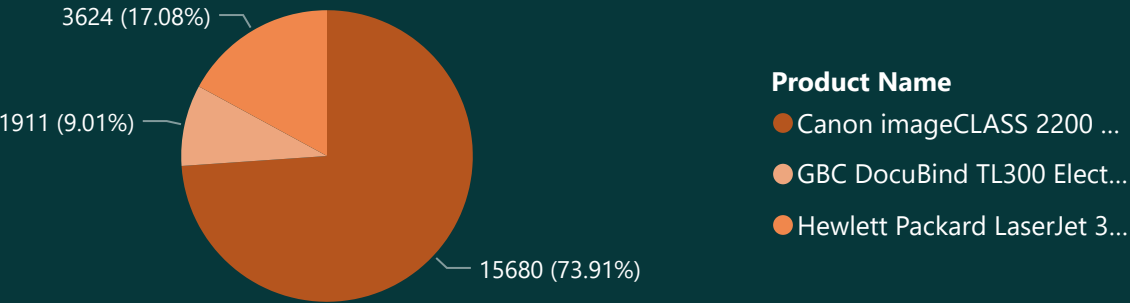
Top 10 Customers by Total Profit



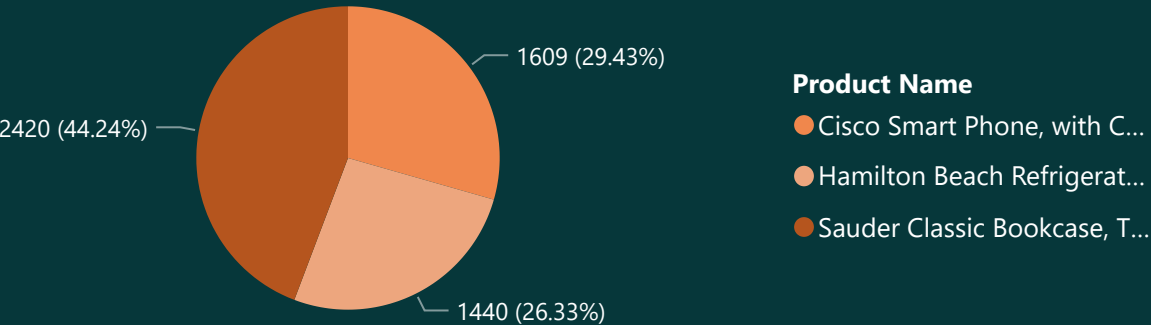
Top 3 Products by Total Profits (China)



Top 3 Products by Total Profits (US)



Top 3 Products by Total Profits (India)



Nigeria's profitability, as indicated by the total profit value of -23,285.19, is significantly lower compared to other African countries.

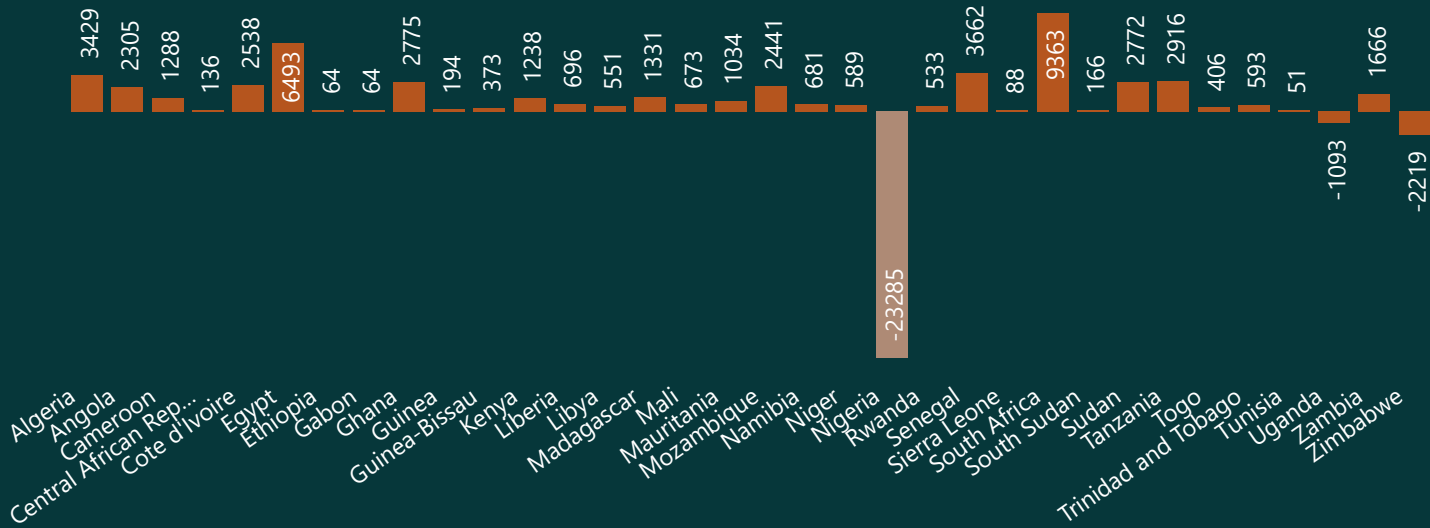
Nigeria has a negative total profit, implying that the business operations in Nigeria resulted in a loss rather than a profit. This indicates challenges or issues faced in generating revenue or managing costs in the country.

In contrast, most African countries show positive total profit values, ranging from a few hundred to several thousand units of currency. These countries have generated profits from their business operations.

Factors responsible for Nigeria's Poor Performance.

- Nigeria has a negative total profit value of -23,285.19, indicating a loss rather than a profit. This suggests that the business operations in Nigeria are not generating sufficient revenue to cover expenses and generate profits.
- High shipping costs can increase expenses and reduce profit margins, making it more challenging to achieve profitability.
- Economic conditions, such as instability, inflation, or currency fluctuations, can significantly impact profitability. Nigeria's poor performance may be influenced by unfavorable economic factors that affect business operations, consumer purchasing power, and overall market conditions.
- Intense competition in Nigeria's market could lead to price pressures and reduced profit margins. If businesses in Nigeria are struggling to differentiate themselves or face aggressive competition, it can impact their profitability negatively.

Total Profits by African Countries



Why is this city's average profit so low?

- Bethlehem's pricing strategy might be less competitive or not effectively aligned with the market. If the average selling price in Bethlehem is relatively lower compared to the cost of producing or acquiring the products, it can result in lower profit margins.
- Bethlehem might be experiencing challenges in managing costs efficiently. High overhead costs, inefficient procurement processes, or higher costs of raw materials can contribute to lower profitability.
- Bethlehem has a higher average shipping cost compared to Champaign and Oswego. If the shipping costs are relatively higher, it can eat into the overall profit margin and impact profitability.