



United States

Nigeria

Sub-category

Customers

Global Sales Performance Analysis

Total Sales

\$12.6M

Total Profit

\$1.5M

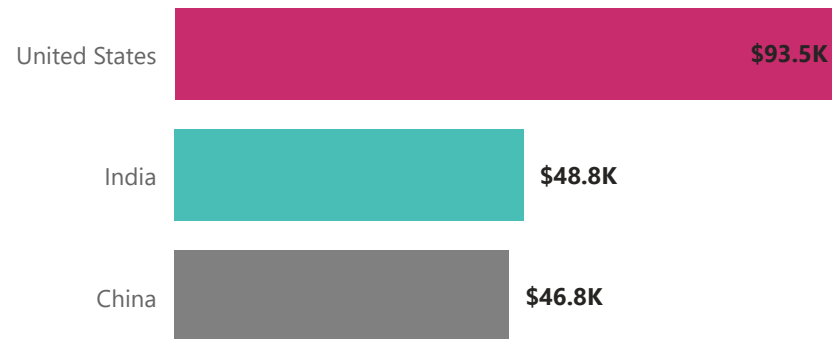
Total Quantity Sold

178K

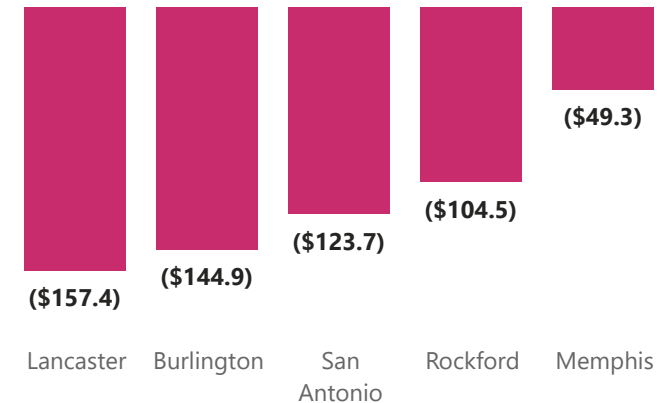
Profit Margin

11.6%

Most Profitable Countries In 2014



Least Profitable Cities in United States



These cities were the least profitable because they offered the **most discount**, **made the least sales** and **had very few orders**. For instance, **Lancaster** had **46 orders**, offered discount of **0.32** and made sales of **\$9,801**. Therefore, a thorough analysis of the market conditions in these cities should be carried out. They should also identify opportunities to

Top Performing Products By Top Countries in 2014

United States

Product Name	Total Profit
GBC DocuBind TL300 Electric Binding System	\$1,910.59
Hewlett Packard LaserJet 3310 Copier	\$3,623.94
Canon imageCLASS 2200 Advanced Copier	\$15,679.96

India

Product Name	Total Profit
Sauder Classic Bookcase, Traditional	\$2,419.65
Cisco Smart Phone, with Caller ID	\$1,609.38
Hamilton Beach Refrigerator, Red	\$1,440.24

China

Product Name	Total Profit
Sauder Classic Bookcase, Metal	\$1,463.07
Bush Classic Bookcase, Mobile	\$1,220.52
HP Copy Machine, Color	\$1,196.13



Profit Analysis : Nigeria and Other African Countries

Total Sales in Africa

\$783.8K

Total Profit in Africa

\$88.9K

Total Sales in Nigeria

\$54.4K

Total Qty Sold in Nigeria

178K

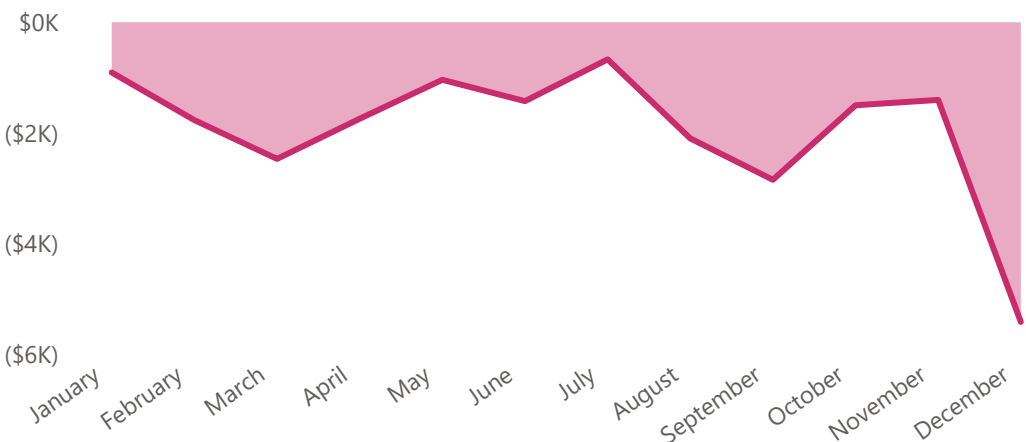
United States

Nigeria

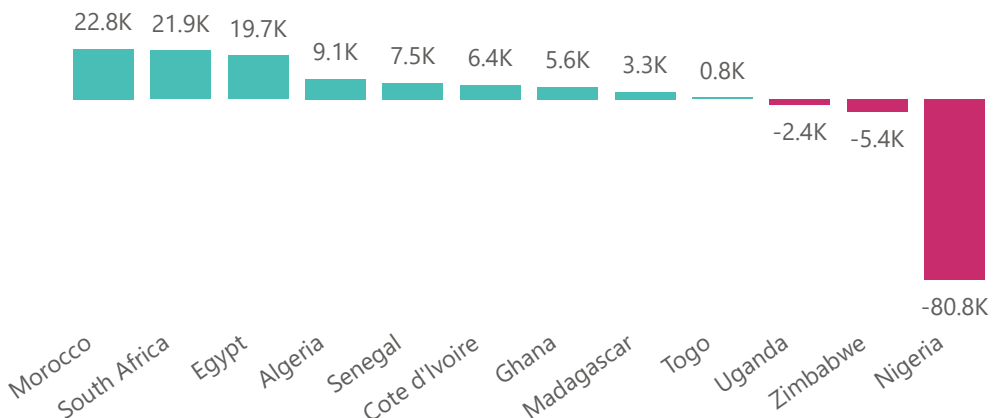
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Customers

Total Profit Trend For Nigeria In 2014



Profit Analysis: African Market (2014)



Average Shipping Costs by African Countries

Country	Average Shipping Costs
Equatorial Guinea	3.13
Eritrea	4.28
Uganda	4.48
Zimbabwe	5.95
Nigeria	6.83
Burundi	9.26
Ethiopia	11.65
Togo	12.04
Gabon	13.85

Average Discount By African Countries

Country	Average Discount
Zimbabwe	0.70
Uganda	0.70
Nigeria	0.70
Tanzania	0.02
Algeria	0.00
Angola	0.00
Benin	0.00
Burundi	0.00
Cameroon	0.00

Compared to other African countries, **Nigeria** was the **least** profitable in **2014**. This can be attributed to the **high rate of average discount**, as it was one of the three countries with the highest average discount. The findings from the average shipping costs showed that it was not a significant factor as it had one of the lowest average shipping cost.



Analysis By Sub-categories

Total Sales in South Asia

\$884.4K

Total Profit in South Asia

\$17.9K

Total Profit in Australia

\$925.2K

Total Sales in Australia

\$103.9K

United States

Nigeria

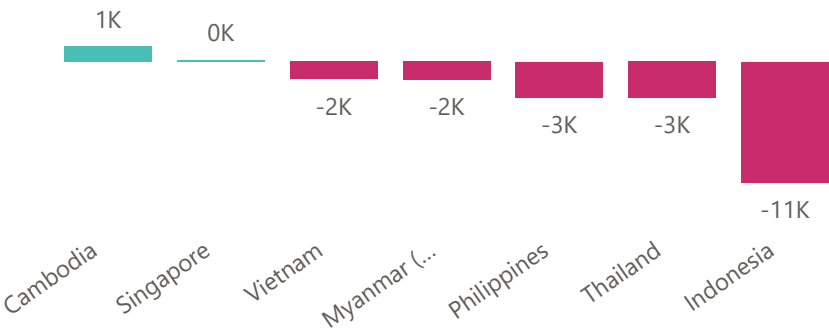
Sub-category

Customers

Least Profitable Sub-categories in South-Asia

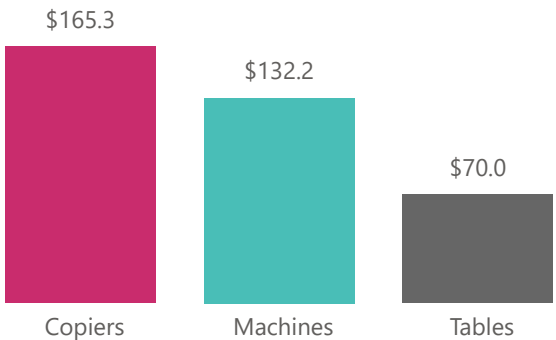
Sub-Category	Sum Of Profit
Tables	-18,618.31
Accessories	-8,641.53
Supplies	-4,034.22
Paper	-1,859.01
Envelopes	-1,641.13
Fasteners	-1,602.30
Art	-1,189.80

Countries in South-Asia Offering the Least Profitable Subcategory : Tables

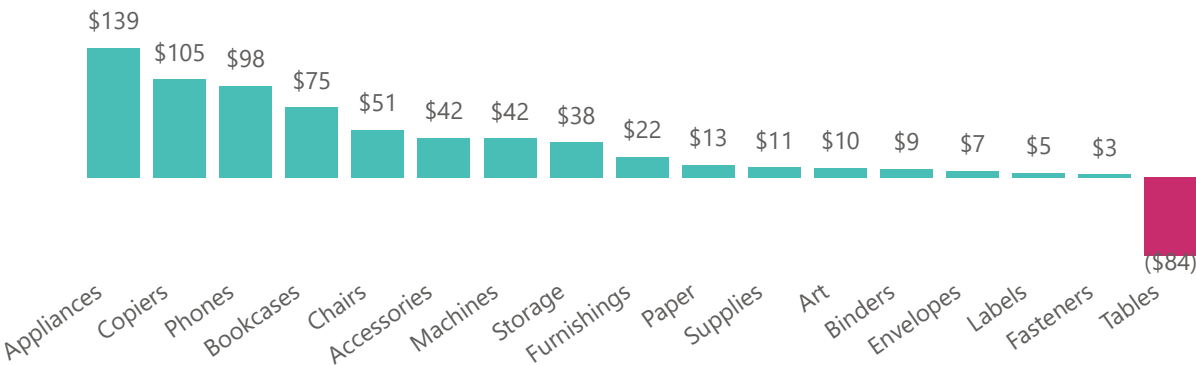


In the South Asian region, **Indonesia** incurred significant losses for the "tables" sub-category. Therefore, global superstore should investigate to find out the reasons why and probably consider suspending the supply of this sub-category to Indonesia.

Top Sub-categories by Average Shipping Cost In The United States



Average Profit By Sub-category in Australia



Customer Performance Analysis

Year

2014

United States

Nigeria

Sub-category

Customers

Total Customers

794

Total Countries

138

Total Profits Generated by Each Sub-category

Sub-Category	Sum of Profit
Accessories	\$41,593.9
Appliances	\$53,040.5
Art	\$20,083.8
Binders	\$22,356.5
Bookcases	\$63,219.1
Chairs	\$41,248.3
Copiers	\$104,048.5
Envelopes	\$8,360.1
Fasteners	\$3,672.3
Furnishings	\$15,390.6
Tables	\$5,054.7

Most Valuable Customers by Profit

Customer Name	Sum of Profit	Sum of Sales
Bill Eplett	\$5,282.8	\$18,155.0
Hunter Lopez	\$5,156.1	\$16,062.7
Jane Waco	\$5,664.3	\$22,887.7
Raymond Buch	\$7,444.5	\$17,188.2
Tom Ashbrook	\$5,371.3	\$23,516.6

Top Sub-categories Purchased By The Top Customers

Tamara Chand

Furnishings
\$82.6

Appliances
\$50.8

Envelopes
\$26.7

Raymond Buch

Copiers
\$6,720.0

Bookcases
\$366.4

Appliances
\$191.0

Sanjit Chand

Storage
\$408.5

Copiers
\$391.8

Art
\$99.3

Hunter Lopez

Copiers
\$4,979.7

Tables
\$242.8

Phones
\$114.2

Bill Eplett

Copiers
\$1,380.2

Appliances
\$1,080.5

Accessories
\$837.5