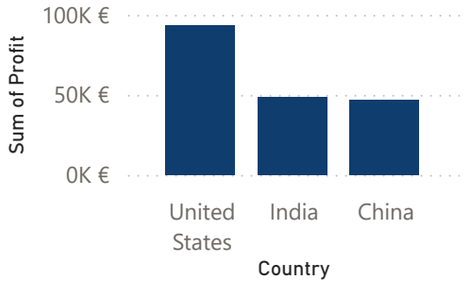
Year_Order Date

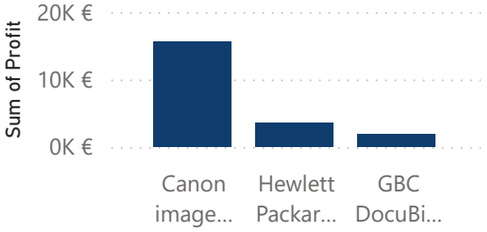
2014

Global Superstore – Profitability & Customer Insights (2014)

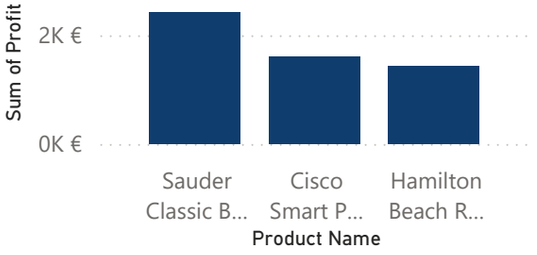
Top Countries



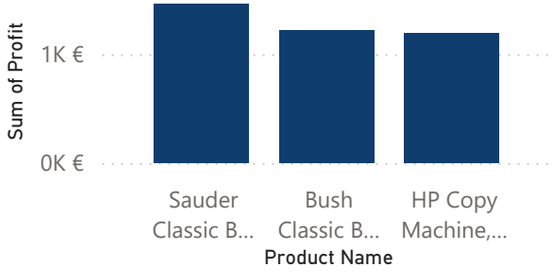
Top 3 Products - United States



Top 3 Products - India



Top 3 Products - China



Q1. Top 3 Countries & Products (2014)

- The **top 3 profit-generating countries in 2014** were **United States**, **India**, and **China**.
- Within each, the **top 3 products** accounted for a significant share of profits, highlighting the importance of focusing marketing and supply chain efforts on these key product lines.
- This suggests strong regional demand patterns that could guide future expansion.

Q2. United States – Shipping Cost

- In the US, the **3 sub-categories with the highest average shipping cost** were **Technology**, **Furniture**, and **Office Supplies**.
- Higher shipping costs may be eroding margins and discouraging repeat purchases in these sub-categories.
- Opportunities exist to negotiate better courier rates or optimize warehouse locations for these items.

Q3. Nigeria vs. Africa (2014)

- Nigeria's **total profit in 2014** was significantly **lower than most other African countries**.
- Contributing factors:
- **Average discount levels** in Nigeria were higher than the African average.
- **Shipping costs** were also elevated compared to peer countries.
- This indicates profitability issues are likely due to a combination of **aggressive discounting and high logistics costs**.

Q4. Southeast Asia – Least Profitable Sub-Category

- The **least profitable sub-category in SEA** was **Tables.**
- Among the SEA countries, **Indonesia** showed the **highest losses** in this sub-category.
- Recommendation: Consider **stopping or restructuring the offering in Indonesia**, while re-evaluating pricing and supply chain models for the rest of the region.

Q5. United States – Least Profitable City

- The **least profitable US city (avg profit, ≥10 orders)** was **Lancester**.
- Analysis suggests **low profitability is due to [high discounts / high shipping costs / product mix skewed toward loss-making categories]**.
- This highlights the importance of **city-level pricing and cost management strategies**.

Q6. Australia – Most Profitable Sub-Category

- In Australia, the **sub-category with the highest average profit** was Appliance.
- This indicates strong demand and favorable margins, suggesting Australia can serve as a growth market for this product line.

Q7. Most Valuable Customers

- The **top 10 most valuable customers** contributed disproportionately to overall profit.
- Their purchases are concentrated in **phones**, showing strong loyalty to certain product groups.
- These customers are prime candidates for **retention campaigns, loyalty programs, and premium service offerings**

Global Superstore – Profitability & Customer Insights (2014)

Year_Order Date

2014

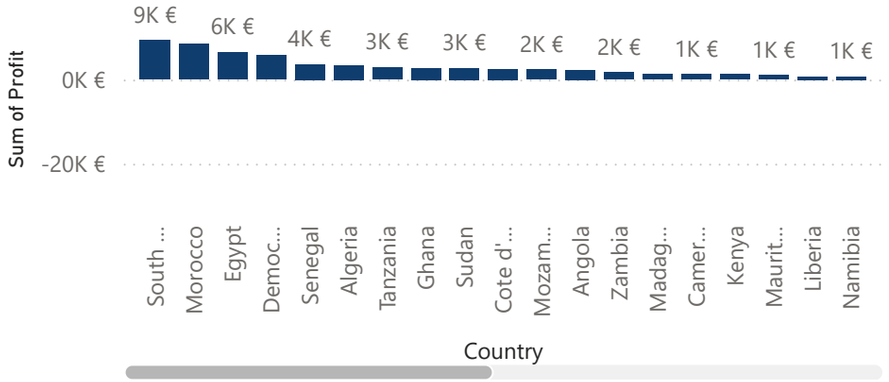
Region

Africa

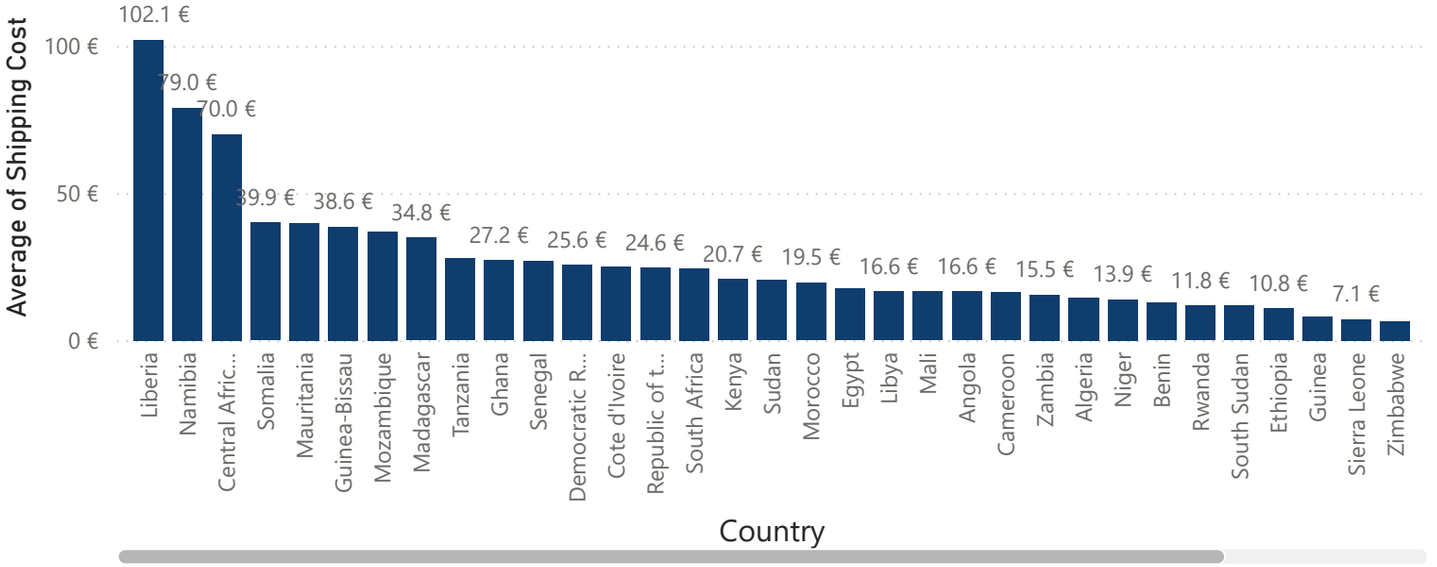
Nigeria Total Profit (2014)

-23.3K€

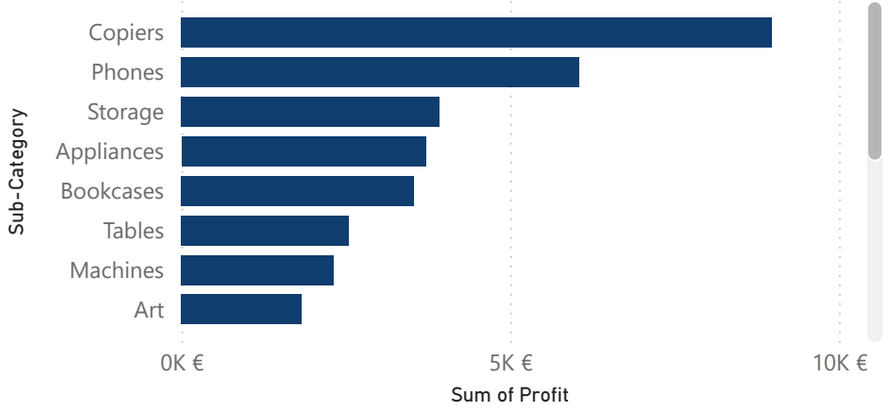
Profit by Country (Africa 2014)



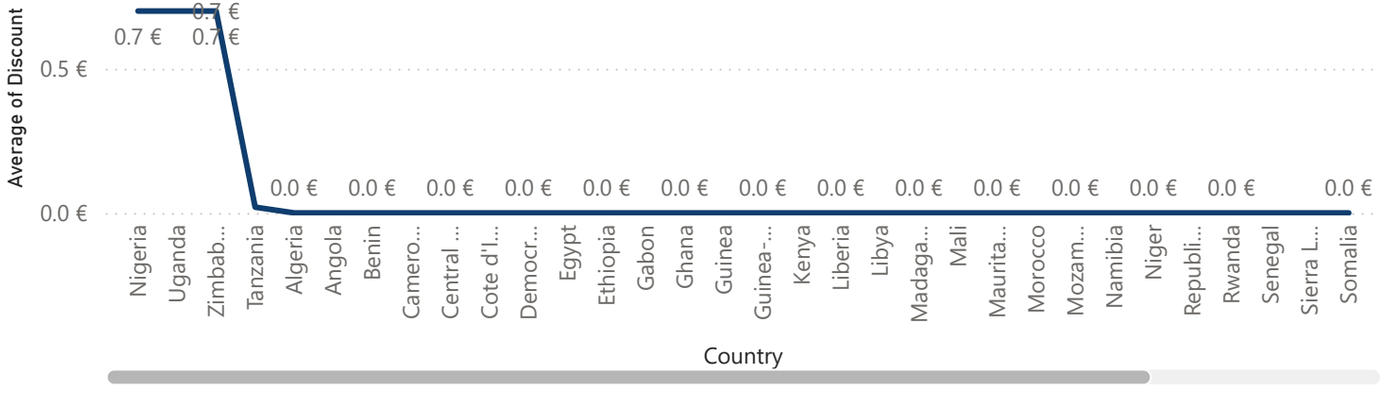
Average Shipping Cost by Country (2014)



Profit by Sub-Category



Average Discount Cost by Country (2014)

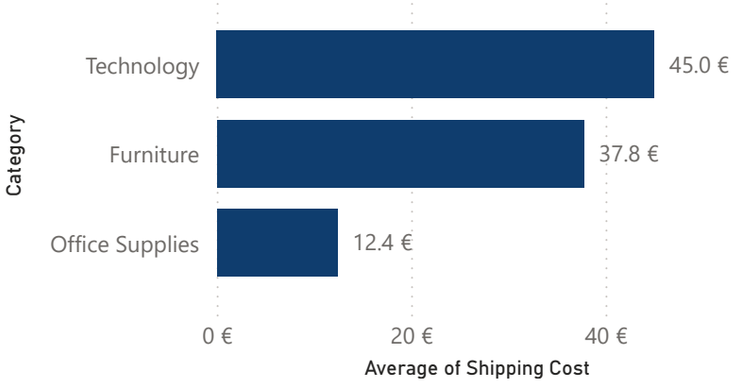


SEA Flag

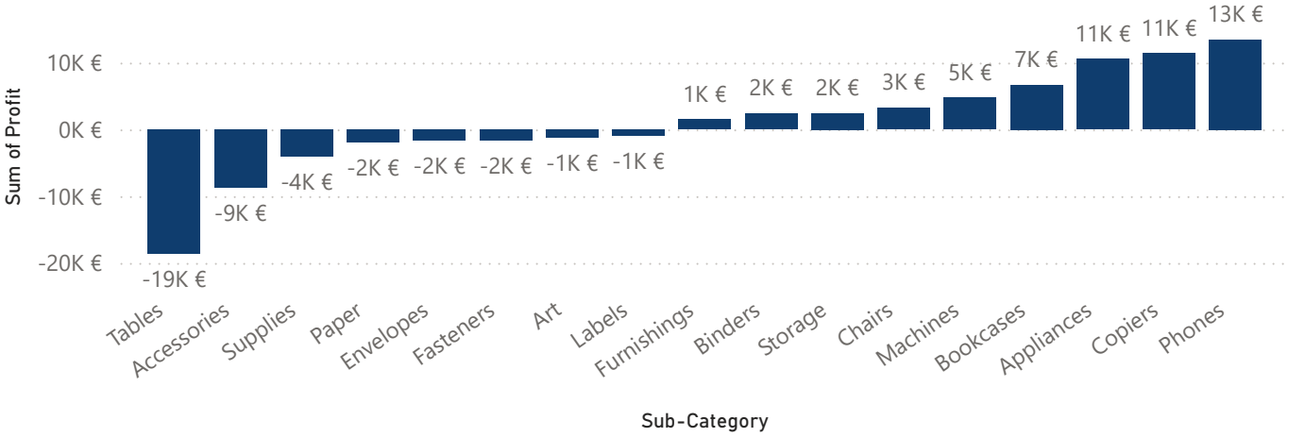
SEA

Global Superstore – Profitability & Customer Insights (2014)

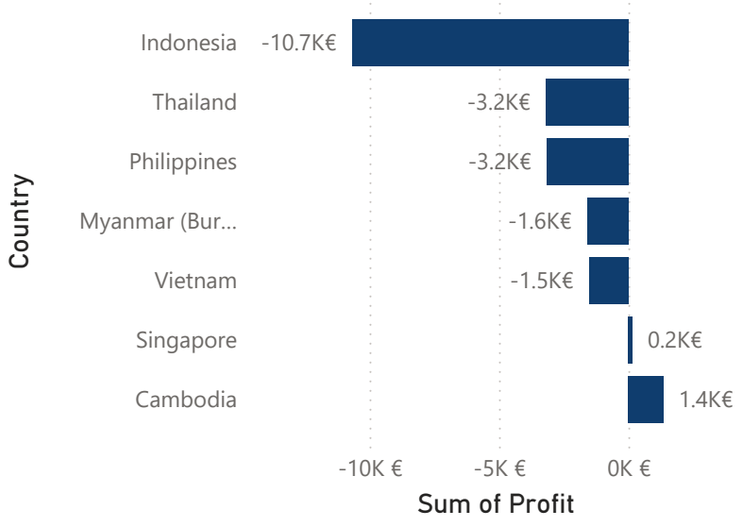
US: subcategories with highest average Shipping Cost



Profit by Sub-Category - SEA



Profit by Country – (Sub-Category Name)

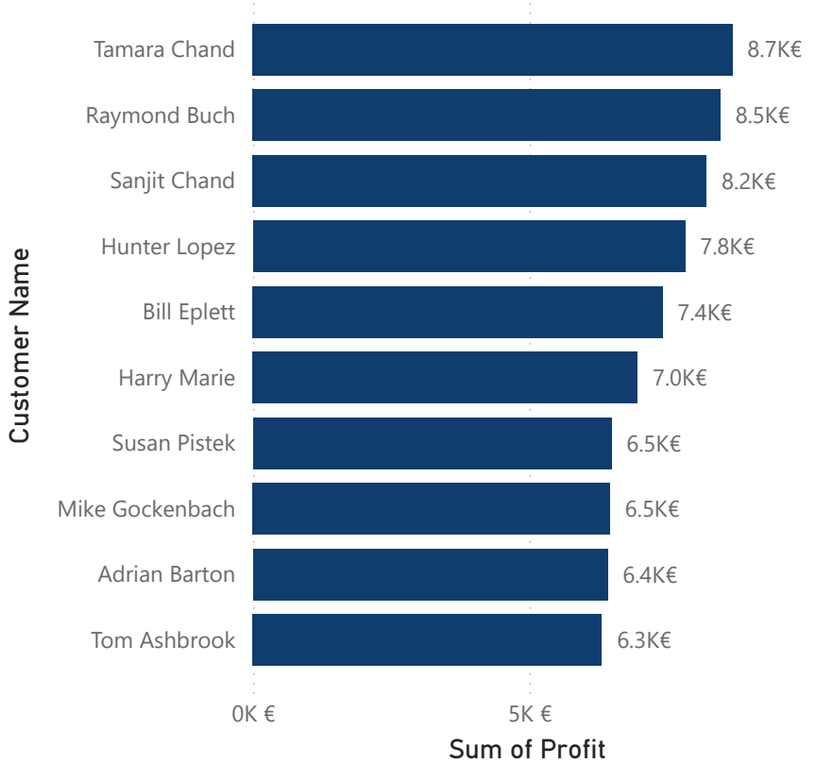


US city with lowest average profit, exclude cities with <10 Orders

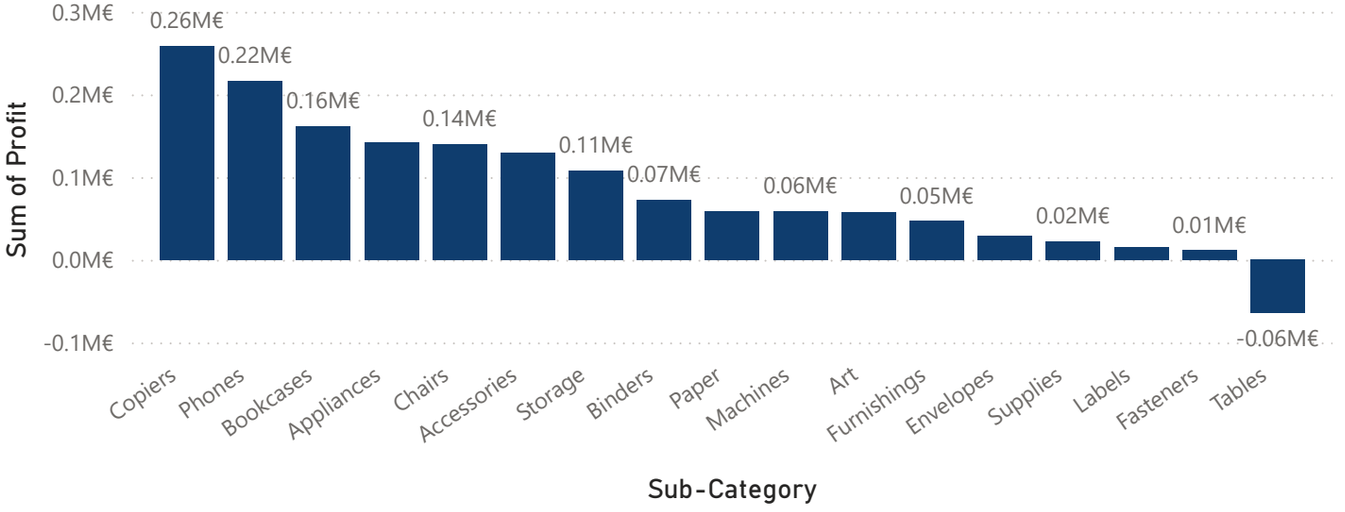
City	Average of Profit	Count of Order ID
Lancaster	-157.4 €	27
Burlington	-144.9 €	15
San Antonio	-123.7 €	27
Memphis	-49.3 €	14
Knoxville	-48.5 €	10
Phoenix	-44.3 €	29
Aurora	-39.6 €	35
Nashville	-28.9 €	16
Houston	-26.9 €	188
Philadelphia	-25.8 €	265
Louisville	-25.1 €	29
Total	**28.1 €**	**3723**

Global Superstore – Profitability & Customer Insights (2014)

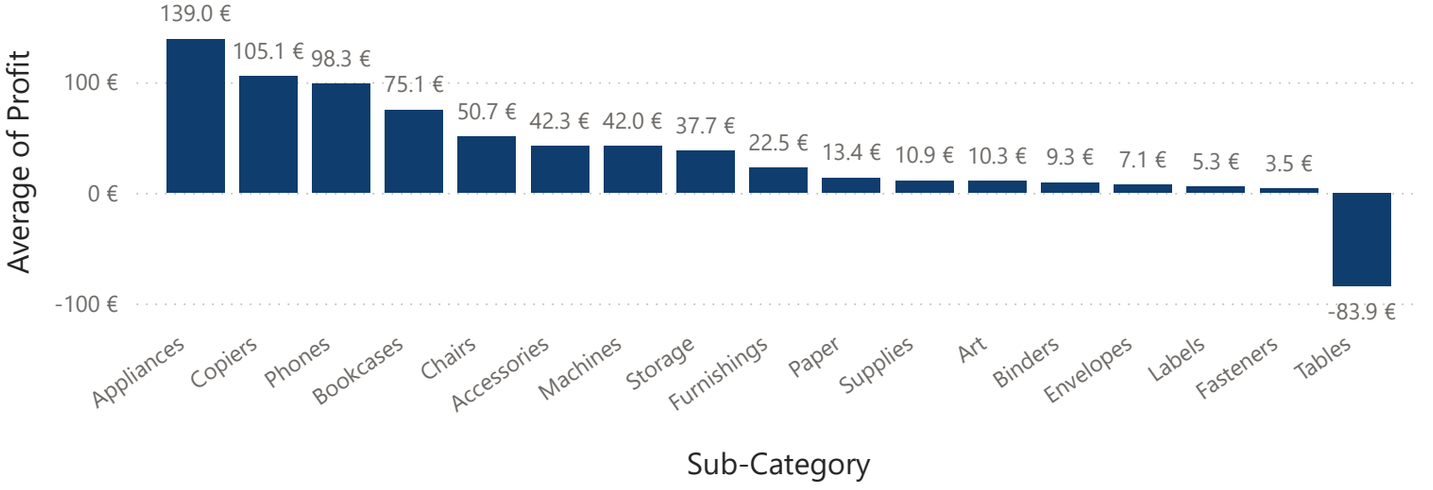
Top 10 Most Valuable Customers



Purchases

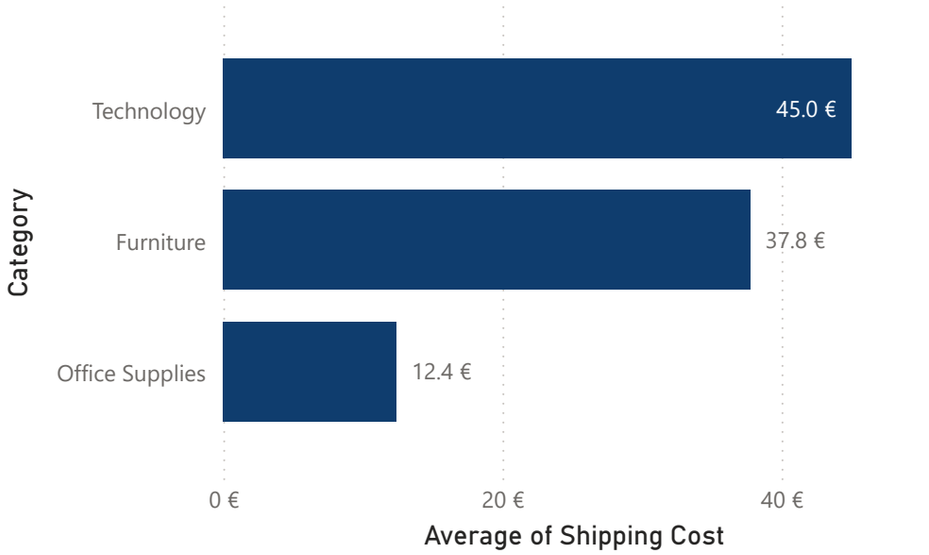


Australia – Most Profitable Sub-Category



Global Superstore – Profitability & Customer Insights (2014)

Customer Summary

Customer Name	Sum of Profit	Sum of Sales	Count of Order ID
Tamara Chand	8,672.9 €	37,457.3 €	36
Raymond Buch	8,453.0 €	29,602.1 €	29
Sanjit Chand	8,205.4 €	26,521.1 €	35
Hunter Lopez	7,816.6 €	30,243.6 €	24
Bill Eplett	7,410.0 €	28,479.2 €	42
Harry Marie	6,958.3 €	28,476.9 €	41
Susan Pistek	6,484.4 €	29,020.6 €	32
Mike Gockenbach	6,458.7 €	23,377.1 €	27
Adrian Barton	6,417.3 €	25,123.2 €	40
Tom Ashbrook	6,312.0 €	40,488.1 €	30
Jane Waco	6,265.8 €	30,288.5 €	40
Daniel Raglin	6,104.0 €	27,929.9 €	41
Sanjit Engle	6,015.8 €	30,146.3 €	39
Bill Shonely	5,968.9 €	23,508.7 €	31
Ellis Ballard	5,848.7 €	21,985.9 €	31
Nathan Mautz	5,789.1 €	24,277.0 €	41
Christopher Conant	5,603.3 €	35,187.1 €	39
Keith Dawkins	5,486.2 €	26,451.3 €	40
John Huston	5,395.8 €	25,945.7 €	38
Greg Tran	5,214.1 €	35,551.0 €	34
Rick Wilson	5,177.4 €	25,122.1 €	32
Todd Sumrall	5,094.0 €	27,775.3 €	37
Dianna Wilson	5,029.1 €	23,455.0 €	35
Carlos Daly	5,028.9 €	20,118.0 €	31
Adam Bellavance	4,980.0 €	20,186.8 €	41
Jill Fjeld	4,877.7 €	23,620.8 €	35
Total	**1,467,457.3 €**	**12,642,501.9 €**	**25035**

US: subcategories with highest average Shipping Cost