GLOBAL SUPERSTORES

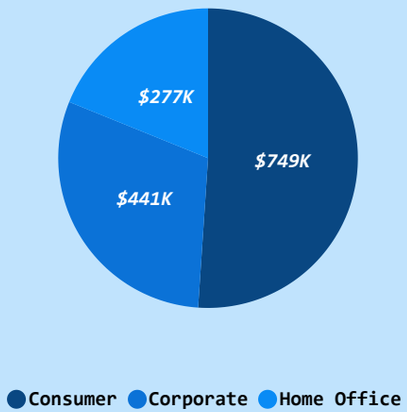
Customer Count	Total Orders
1590	25K

Quantity Sold	Total Sales
178K	$12.6M

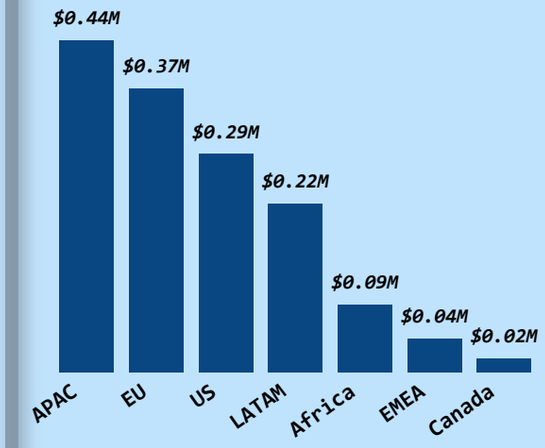
Profit	Average Discount
$1.5M	14%

Total Quantity | Total Sales | Total Profit

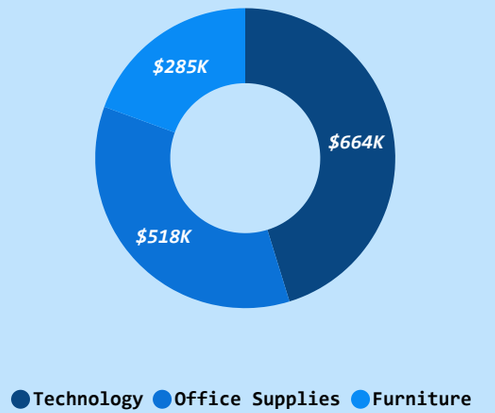
Customer Segment Analysis



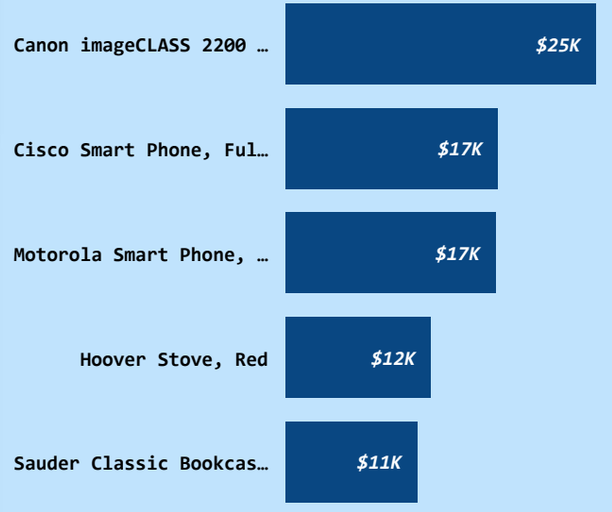
Market Review



Product Category Breakdown

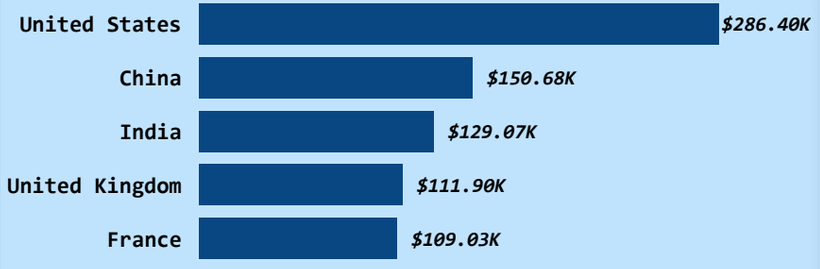


Most Profitable Products (Top 5)

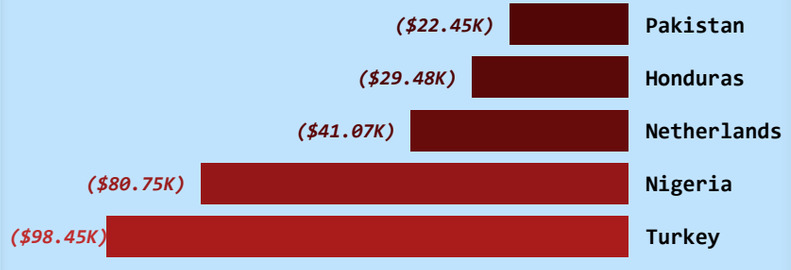


Profit Analysis by Country

Profit



Loss



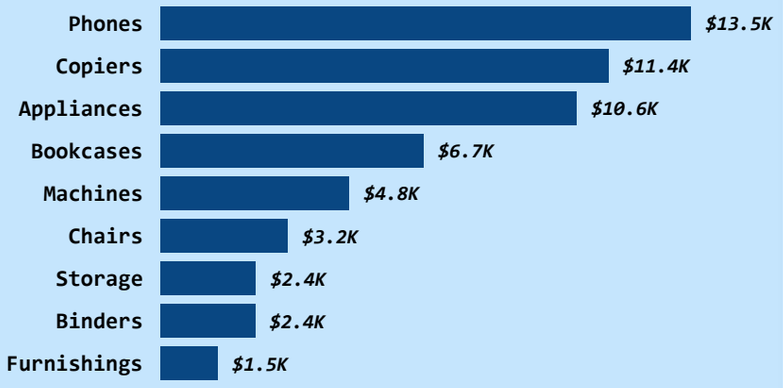
Order Date: 1/1/2011 – 12/31/2014

Region	Country	Segment	Category	Sub-Category	Product	Priority	Ship Mode
All	All	All	All	All	All	All	All

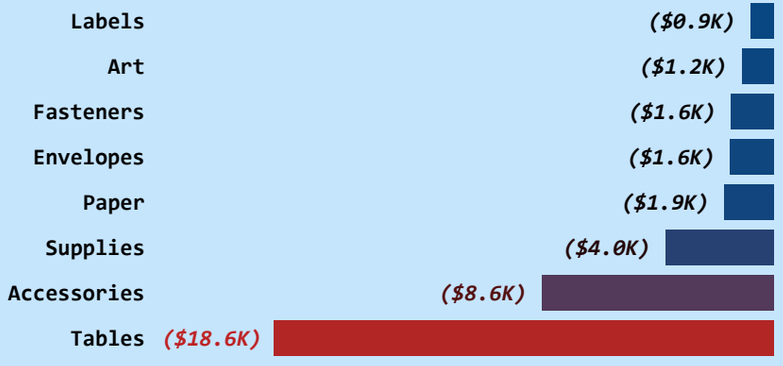
GLOBAL SUPERSTORES

South-East Asia

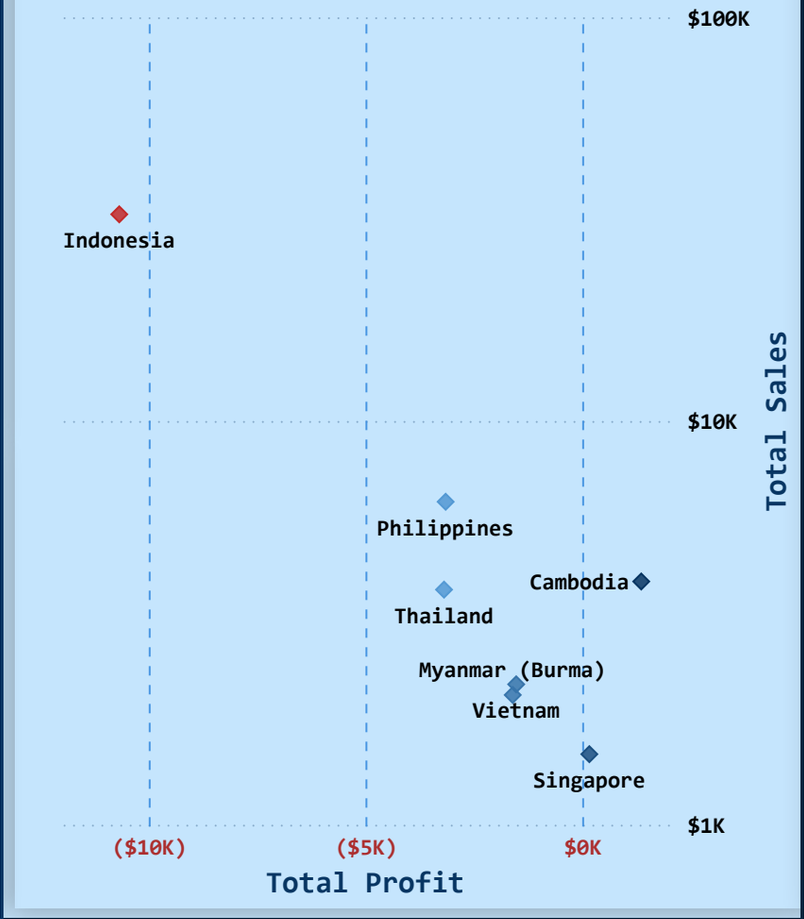
Most Profitable Sub-Category



Least Profitable Sub-Category

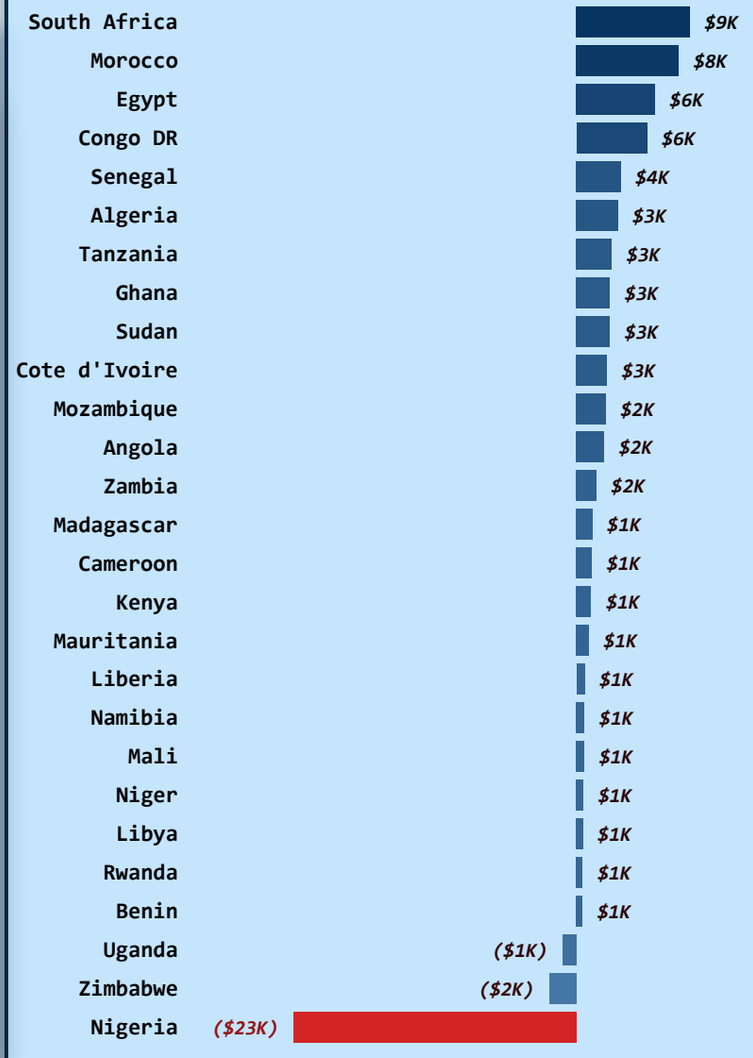


TABLES: Sales and Profit across Countries



Africa

Profit Analysis (2014)



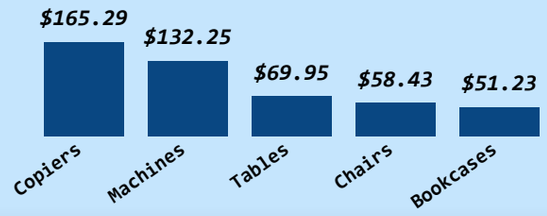
Order Date 1/1/2011 12/31/2014 | Region All | Country All | Segment All | Category All | Sub-Category All | Product All | Priority All | Ship Mode All

GLOBAL SUPERSTORES

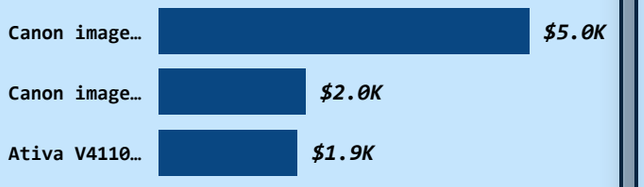
Customer Value: All

United States of America

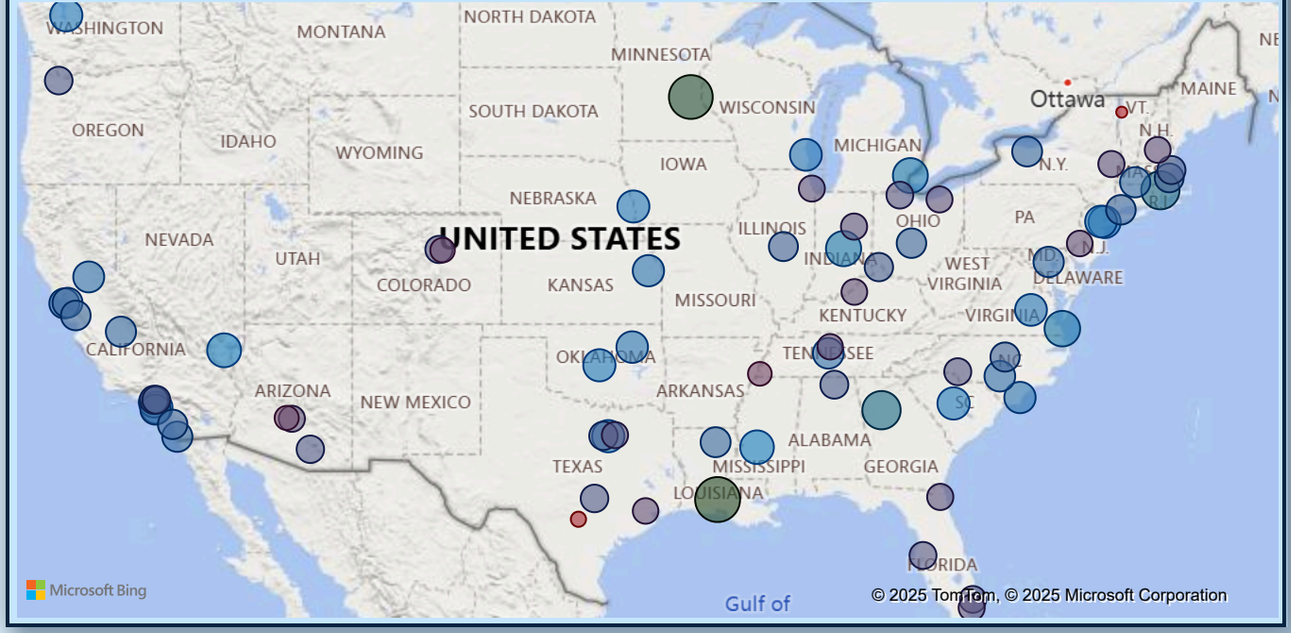
Average Shipping by Sub-Category



Average Profit by Product (Top 3)

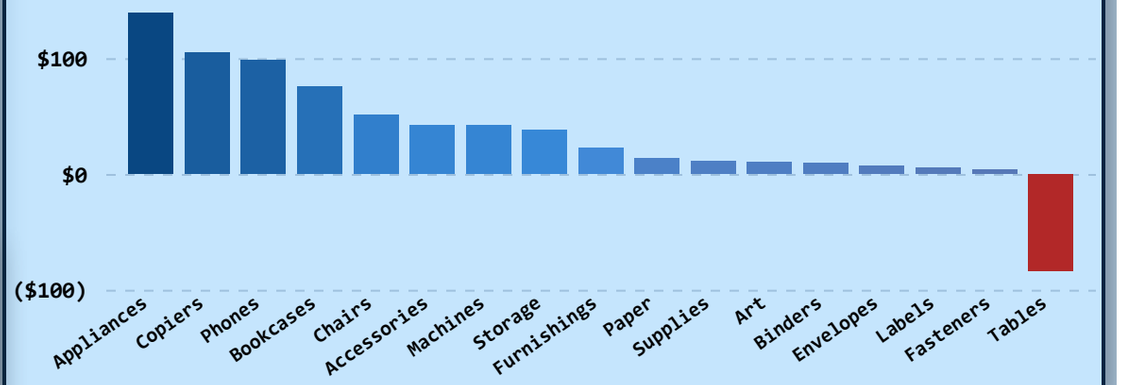


Metrics across US Cities



Australia

Average Profit by Sub-Category



High-Value Customers

Customer Name	Customer Value	Product Category	Amount	Quantity
Aaron Bergman	High Value	Furniture	$1,169.11	16
Aaron Bergman	High Value	Office Supplies	$789.89	40
Aaron Bergman	High Value	Technology	$4,661.05	25
Adam Bellavance	High Value	Furniture	$3,079.12	19
Adam Bellavance	High Value	Office Supplies	$1,761.26	77
Adam Bellavance	High Value	Technology	$406.23	8
Adam Hart	High Value	Furniture	$2,013.39	33
Adam Hart	High Value	Office Supplies	$4,870.16	55
Adam Shillingsburg	High Value	Furniture	$828.46	14
Adam Shillingsburg	High Value	Office Supplies	$2,492.55	29
Adam Shillingsburg	High Value	Technology	$1,293.68	24
Total			**$1,565,472.79**	**19411**

Order Date: 1/1/2011 – 12/31/2014

Region: All | Country: All | Segment: All | Category: All | Sub-Catego…: All | Product: All | Priority: All | Ship Mode: All

Global Superstores Sales Dashboard Report

Executive Summary:

This report presents a comprehensive analysis of Global Superstores using Power BI. The dashboard captures key performance indicators (KPIs) including total sales, transaction metrics, customer insights, and product performance. The visuals offer a clear view of geographical reach, sales trends over time, and customer behavior.

Key Highlights:

- **Quantity Sold:** 178K
- **Transaction Count**: 25K
- **Total Sales:** $12.6M
- **Total Profit**: $1.5M
- **Customer Count:** 1590
- **Average Discount:** 14%

These metrics provide a high-level overview of the business performance over the observed period of 3 years.

Overview:

- **Consumers** is the highest customer segment in terms of **sales, quantity** and **profit.**
- **Technology** is the **highest selling** and **most profitable** product category
- **APAC** is the company's **most profitable** market. LATAM, EU, and US are also doing well.

Profit Analysis:

- **Countries**:
  The United States, China and **India** are the top 3 countries which recorded the **most profits**, while significant **losses** were recorded in **Turkey, Nigeria** and **the Netherlands.**
- **Products:**
  The **Canon imageClass 2200** had the **highest profit** overall, followed by the **Cisco Smartphone** and the **Motorola Smartphone.**
- **South-East Asia:**
  The most **profitable sub-categories** of products are **Phones, Copiers** and **Appliances,** huge **losses** were recorded for **Tables** and **Accessories.**
- **Africa:**
  In **2014, Nigeria** was the **least performing** country in Africa.
- **Australia:**
  The **Appliances** sub-category has the **highest average profit.**

The United States:

The US is the most profitable and one of the major markets for this business.

- **Average Shipping Cost:**
  The Copiers and Machines sub-categories cost more in shipping.
- **Canon imageCLASS 2200** has the **highest profit margin.**
- **Cities:**
  Lafayette, Minneapolis and **Providence** have **highest average profits,** while **Burlington** recorded the **lowest (with a loss of -$144.92)**

Most Valuable Customers:

A review of the **RFM Analysis** shows that the **high value** customers created **sales** of **about $590K** in the **Technology** category, closely followed by **$545K** in the **Furniture** category.

Filters and Interactivity:

- Order Date
- Country
- Segment
- Category
- Sub-Category
- Product
- Priority
- Ship-mode
- Region

Recommendations:

- **Improve focus** on the **LATAM** and **EU** markets
- Review **presence** in **Nigeria,** it has consistently delivered losses despite a high average discount rate.
- **Stop sale** of **Tables** in **SE Asia,** especially **Indonesia.**
- Despite selling the highest quantity, Office Supplies recorded the least total sales and profit. There should be a **review** of **pricing** and **shipping costs** in this category.