

Global Retail Expansion Strategy Case Study

Data source : [Kaggle.com](https://www.kaggle.com)



BACKGROUND

GlobalMart Retail Solutions, a multinational retail corporation, aspires for extensive global expansion in diverse markets. Operating across regions and countries, GlobalMart caters to various consumer needs, offering a wide array of products spanning from essential baby food and cereals to office supplies and fresh fruits.

With a commitment to delivering quality products and services, the company leverages both online and offline sales channels to reach its customers



The company's leadership is keen on understanding the dynamics of their global sales and aims to develop a strategic plan for optimizing performance. They are particularly interested in identifying key trends, opportunities, and potential challenges in different regions and product categories. Your task is to analyze the provided dataset and present actionable insights to support the company's decision-making process.

OBJECTIVE

The objective of this case study is to derive actionable insights from sales data across regions and product categories to optimize GlobalMart Retail Solutions' market strategies, sales channels, profitability, and supply chain efficiency for successful global expansion.



Data Dictionary

Region: The geographic area where the sales transaction occurred

Country: The specific country within the region where the sales transaction took place

Item Type: The category or type of product sold in the transaction

Sales Channel: Indicates whether the sale was conducted online or offline.

Order Priority: Priority level assigned to the order (e.g., High, Critical, Low).

Order Date: The date when the order was placed.

Order ID: Unique identification number for each order.

Ship Date: The date when the order was shipped.

Units Sold: Number of units of the product sold in the transaction.

Unit Price: Price per unit of the product.

Unit Cost: Cost per unit of the product.