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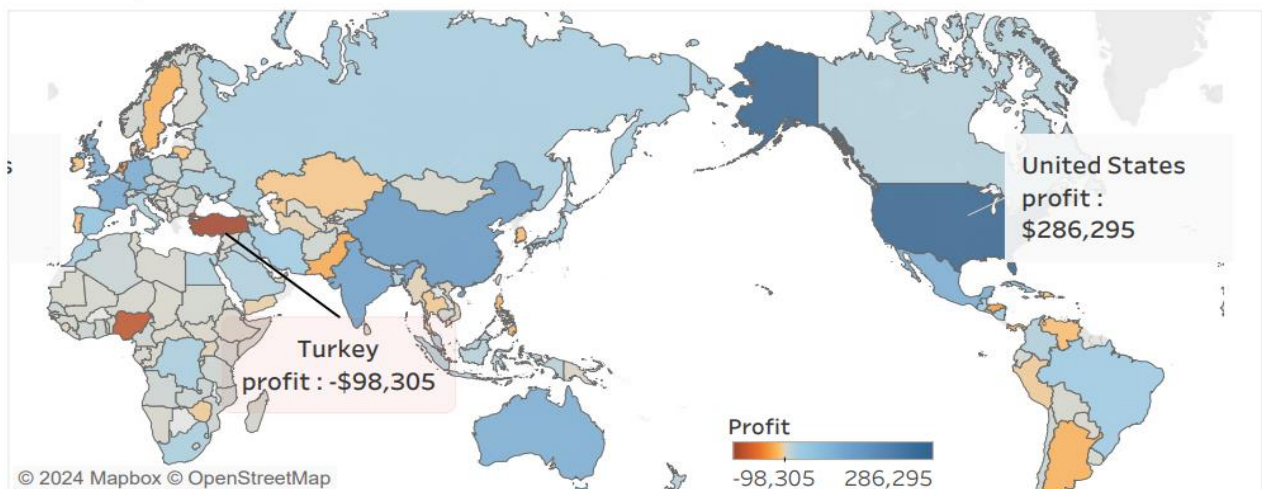
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Section 1: Executive summary

Using Tableau, a data visualization tool, an analysis report has been generated to understand and improve the global superstore's standing in the market. Through the business insights collated via this report, it allows the global superstore to make crucial decisions and paints a clear picture on where to divert its resources and focus onto. The report dwells on 5 specific areas. Amongst these areas, statistically significant issues are filtered and analysed in depth to narrow down countries, markets, regions, sub-categories and products that are generating profits as well as losses. Additionally, recommendations will be made, to advice the senior management as to how problems areas can be acted upon to bring about increased sales and profits.

Section 2: Global Performance Overview

Global performance overview



Market overview



Category profit



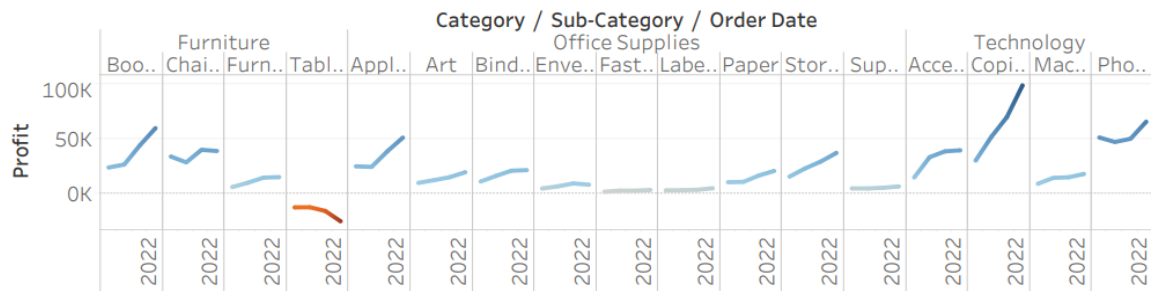
Taking a look at dashboard 1, The United States, China and India were the top 3 countries to generate profit for the global superstore. On the other hand, Turkey was the worst performing country, bleeding \$98,305 of the company's profits followed by Nigeria with a loss of \$80,751.

Making reference to the profits generated by the various markets, Canada was the least lucrative. Despite generating a meagre 17,817 in profits, Canada was considered the most profitable (0.2662) whilst securing the highest average profit of 46.40, as none of its products were making losses. With the United States being geographically close to Canada, it is recommended that the superstore compete aggressively in the Canadian market by increasing sales and improving its marketing and ecommerce strategy to rampant demand by consumers. With an alarming anomaly detected, the EMEA market had the lowest average profit (8.47) and profitability (0.0546). EMEA had a considerable number of countries generating substantial profits such as, Iran (26,856), Russia (22,471) and Ukraine (20,883). Despite this, EMEA has the lowest average profit and profitability among the markets. This is due to Turkey pulling down the overall profits as one of its factors. With all 17 sub-categories facing losses, it's best if the superstore pulls out of its operations in Turkey.

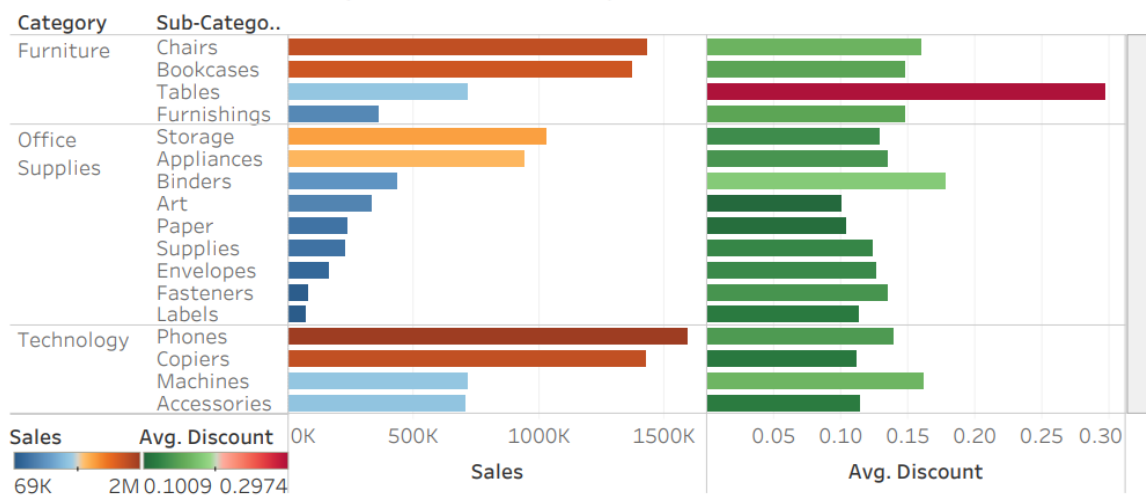
Categorically, technology has contributed to 45.18% of the global profits. This may be due to the exponential improvement in technology coupled with the rising demands from tech-savvy customers. While furniture contributed to roughly one-fifth of global profits.

Section 3: Sub-Category Analysis

Sub-category profit by year



Total sales vs Average discount analysis

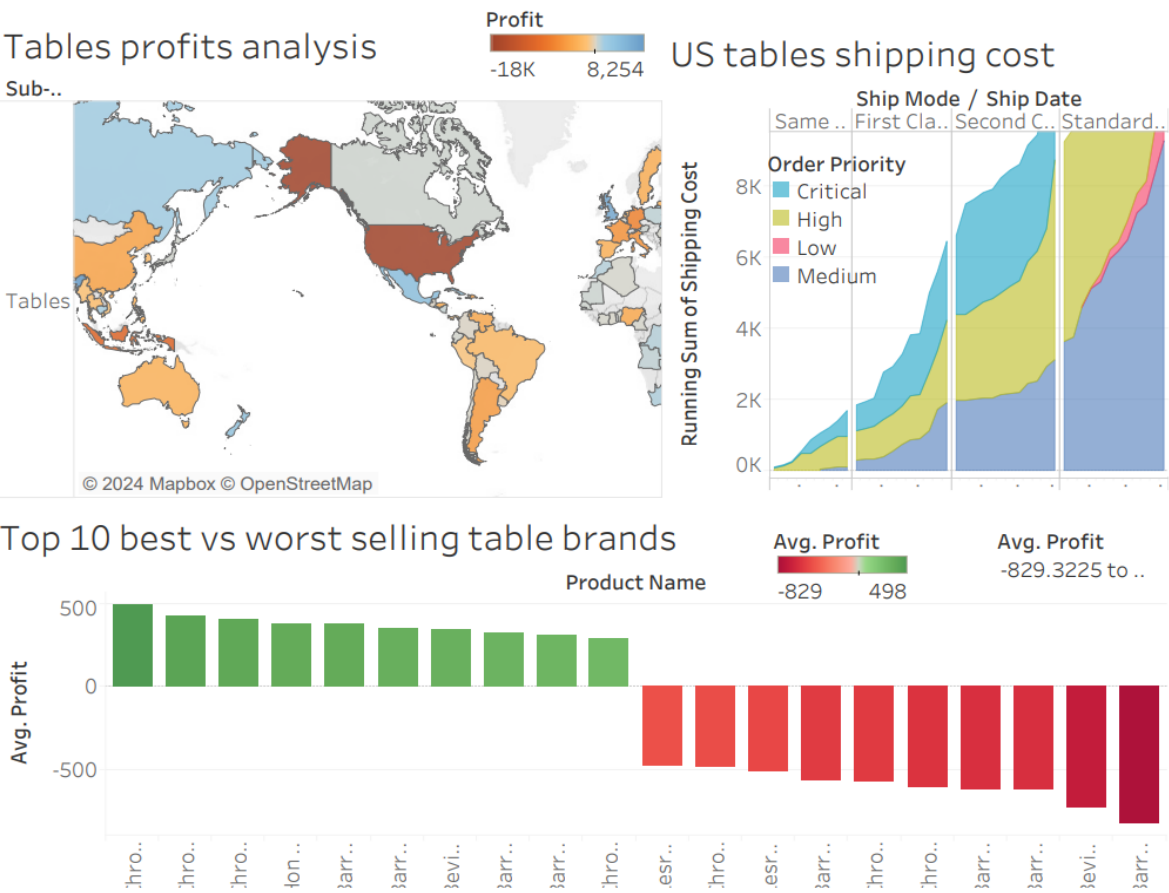


Taking a closer look at the sub-categories, with an obvious anomaly, tables had an increasingly decreasing negative gradient for profits. It was the only category to have been making losses, with its losses increasing from -12,467 in 2019 to -25,093 in 2022. This trend is to be of great concern for the global superstore. Particularly because the sales of tables increased from 2019 to 2022, from 138,989 to 233,741. To understand this inverse relationship, we examined the average discount rates for the various sub-categories. We found that tables had the highest average discount provided with a value of 0.2974, amounting to 12.233% of total average discounts provided. As a result, despite the gradual increase in sales, the profits earned was offset by the heavy discounting. Heavy discounting is just one of the few factors affecting the performance of tables. Dashboard 3 will provide further analysis on tables.

It is important to note that chairs and tables are complementary goods. With the sales of chairs coming in second place at 1,431,160, it would be a good strategy to bundle both sub-categories to boost the sales of tables. Hence, allowing us to reduce the average discounts provided to tables. In turn increasing both profits and sales.

In totality, office supplies faced low demands while technology particularly copiers and phones were pulling up the overall sales and profits for the global superstore. Copiers had a burst in profits as it increased exponentially from 30,145 in 2019 to 98,461 in 2022. Phones generated the second highest profit of \$213,373. With the covid-19 pandemic accelerating the demands and influence for technology, it is vital for the superstore to pump more resources to the innovation and improvement of this competitive industry. This prevents the technology from going obsolete and allowing the superstore to reap greater growth in the future.

Section 4: Tables Analysis



Top 10 best vs worst selling table brands

Avg. Profit

-829498

Avg. Profit

-829.3225 to ..

Product Name

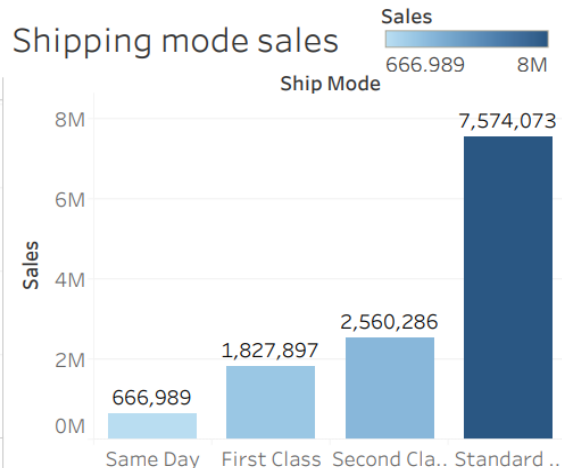
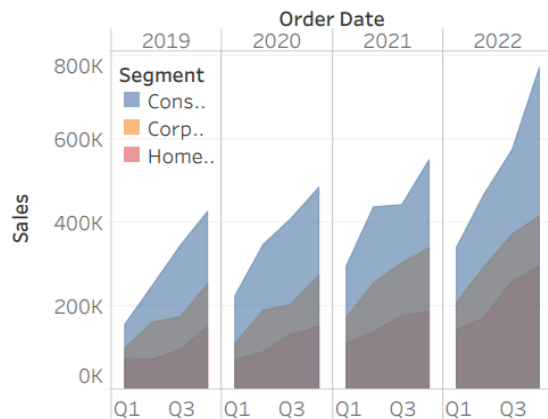


To understand tables peculiar trend over the years, we examined the various tables brands sold by the global superstore. Out of the 85 different products, only 28 generated profits. We analysed the top 10 best and worst selling products on tables. The best-selling product was the chromcraft conference table, fully assembled which produced an average of \$498 in profits while the worst selling product was the Barricks conference table, rectangular which resulted in an average loss of \$829. As we can see, there is a huge profit range difference between the best and worst selling table. Although the top selling brand was chromcraft, on average only 11 of its products generated profits while the remaining 19 products were facing losses. As a result, the superstore should negotiate and advice these table manufacturers to identify problem areas and revamp underperforming products to generate profits in the future. Otherwise with 58 different tables brands generating losses amounting to -\$90922, I highly suggest that the superstore remove these products off their shelves to make space for the remaining 28 table brands that generated a total of \$28,034 in profits. The superstore should focus their resources and increase sales for these 28 brands.

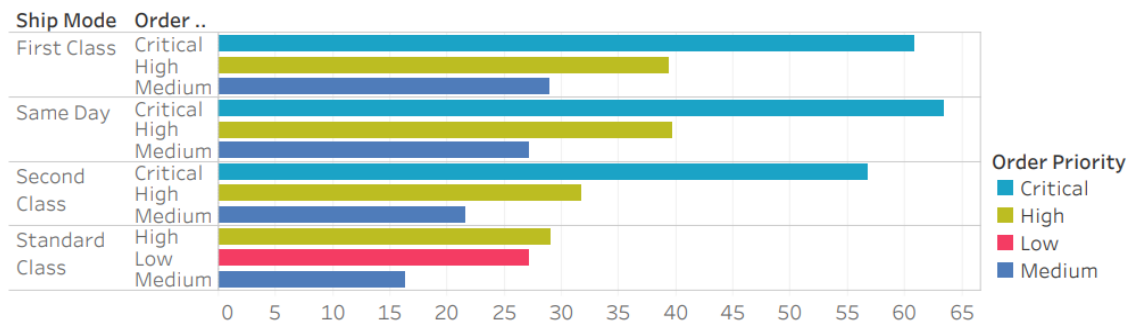
Diving deeper into the tables analysis, despite bagging the largest number of profits, The United States generated the highest loss amounting to \$17,725 for tables. To understand why, we analysed the shipping modes and the running sum of the shipping cost. From the dashboard, it is evident that The United States had shipped some of its medium order priority using same day and first-class shipping. This has resulted in a total running sum of \$1,886. This decision has incurred unwanted shipping cost on top of wasting useful resources. Hence, I would recommend that the US ship medium priority orders using either second class or standard class to reduce shipping cost in addition to limiting its inventory space to profitable table products.

Section 5: Customer Analysis

Quarterly Sales Analysis



Average shipping cost



Upon examining the different shipping mode sales, it is obvious that standard class was the preferred mode. It revealed a high sale of 7,574,073. This disparity could be attributed to the low average shipping cost of \$19.98 of standard class. Hence, giving us the idea that time is not a priority while cutting cost would be for a considerable number of customers. Same day shipping was the most expensive, standing at an average cost of \$41.04. Upon further analysis of the order priority, orders with medium priority were shipped using first class and same day shipping. Costing an average of \$28.94 and \$27.06 respectively. Orders with low priority were exclusively shipped using standard class. To increase profits, it is vital for the superstore to identify and allocate the various order priority to the appropriate shipping modes.

The area chart illustrates a quarterly trend, where sales peaked at the 4th quarter. It then drops once again as it reaches the 1st quarter of the following year before gradually increasing in the 2nd and 3rd quarter. A possible explanation could be that the fourth quarter contains crucial periods such as Christmas, Black Friday and Cyber Monday. With multiple promotions happening, consumers are more inclined to purchase these goods, increasing sales and profits. With the consumer segment contributing to 51.5% of sales the superstore should device its strategy in accordance to these

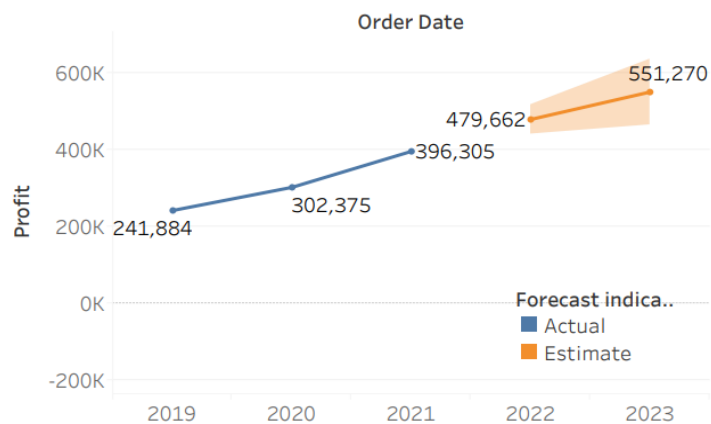
periods to increase their sales and profits. Coming in second place, the corporate segment contributes to 30.2% in sales. The superstore could provide bulk discounts to corporate companies to further increase profits. Lastly, home offices contributes to 18.3% in total sales.

Section 6: Customer retention and Forecast

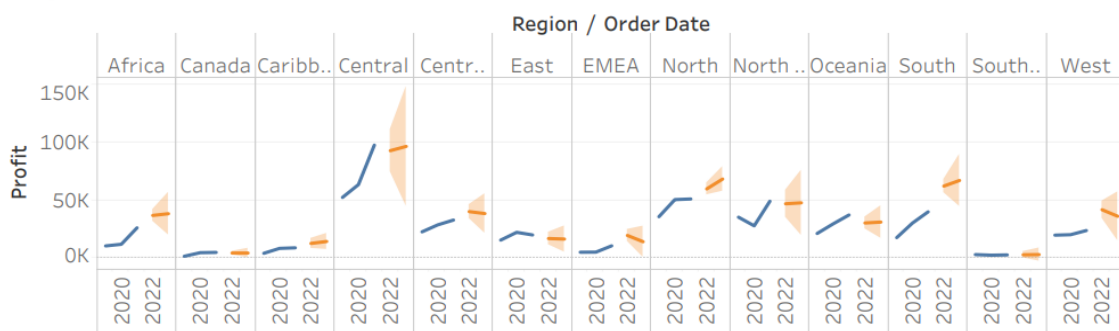
Top 10 Customers based on sales

Customer Name	
Tom Ashbrook	40,488
Tamara Chand	37,457
Greg Tran	35,551
Christopher Con..	35,187
Sean Miller	35,171
Bart Watters	32,310
Natalie Fritzler	31,781
Fred Hopkins	30,401
Jane Waco	30,288
Hunter Lopez	30,244

Yearly forecast



Regional forecast



A list showing the superstore's top 10 customers was generated. As it cost more to acquire new customers than it is to retain existing customers, the global superstore should prioritise customer retention. With the top 10 customers having a minimum spending power of \$30,244, the store could create loyalty card with special premium offers to encourage its customers to return and spend more. Furthermore, the customer transactional data enables the store to study its loyalty card holders and their trends as well as stocking up on their products. Allowing the superstore to swiftly meet the needs and expectations of their top speeding customers.

Market forecasting is crucial as it allows companies to brace themselves for either a potential windfall or downfall. The yearly forecast shows an estimated increment of \$479662 to \$551270 in profits from 2022 to 2023. The orange shaded area represents the confidence interval of the

estimate, of which we can see that the lower limit is at roughly \$450K, suggesting that the company would still be profiting.

The regional forecast helps us estimate which region would be profitable and which would face losses in the near future. Unfortunately, while the central region has generated the most profits, it displays a large area of uncertainty. With profits being estimated to fall, it is important for the superstore to identify problem areas in the central region and address them.

As much as the central region is the best performing region, it is important that the superstore expands into other regions as well. Particularly regions like Northern and Southern regions where profits are estimated to rise coupled with smaller confidence intervals. It is important for the superstore to not place all its eggs in one basket, and rely solely on its central region to generate profit.