**Theme: Market profitability by**

**segment, shipping method,**

**product categories & subcategories**

**Important information**

The profit target of 500k is uniform across all countries, although it's essential to note that this is a theoretical benchmark rather than an actual one. It serves as a means to assess the achievement of each country's performance against this set goal. In line with this target, none of the markets has met it entirely. However, it's worth highlighting that the **APAC region** has come the closest, reaching a profit of 436k out of the 500k target.

In this project we will be investigating the profitability of different shipping methods and product categories within the APAC region and various countries. The aim is to determine the most profitable shipping options, identify trends in average profits, and assess the financial viability of shipping specific product categories to different segments.

**Visualizations used.**

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| **Visualization** | **Reason** |
| Tile Slicer - Markets | The title slicer positioned on the top page was used to filter and display the total sales, quantity, and profit data specific to the APAC market. |
| Tile slicer - Shipping mode | The shipping mode slicer was added to investigate the profitability of selected markets within each targeted segment and assess whether shipping specific product categories resulted in profit or loss. |
| Cards – Sales, Quantity | The "Sales" and "quantity" cards were used to visually represent the total sales and quantities sold in the chosen markets. |
| Gauge chart - Profit | The Gauge chart was utilized to determine if the chosen market achieved the goal of reaching 500k. |
| Line chart - Avg. quarterly profit over the years for selected market | The line chart was used to observe the trend in average profit for the chosen market. |
| Line chart - Total profit for over the years for selected markets | The line chart was used to see the trend for the total profit trend for the selected market |
| Bar chart – Profit by market | The vertical bar chart was used to present profits across different markets. This static chart offers stakeholders a quick and straightforward way to identify the top-performing market without the need to adjust filters. |
| Tree map - client segments | The tree map was used to display profit by each client segment |
| Horizontal bar chart -profit by category | The horizontal bar chart was used to visualize the performance of the 3 product categories |
| Vertical list slicers – client segment and product category. | The vertical slicer lists were used to select specific client and segment and profit subcategories |
| Slicer with search bar - Subcategories | This was utilized to determine the profitability of shipping methods for specific subcategories within the APAC market. To effectively use this filter, it is advisable to focus on specific client segments and subcategories by zooming in. |
| Vertical list slicer - Countries | This slicer served as a filter to separate countries within the APAC region into those with either high or low product profits, depending on the chosen shipping method. |
| Decomposition chart | The decomposition chart was employed to visually represent which products incur losses in specific countries within the APAC region, considering the chosen shipping method. |

**Insights & Recommendations**

**Insight 1**

The "Standard class" emerged as the most profitable shipping option for products used in the APAC region. Initially, the overall profit exhibited an upward trajectory over time. Nevertheless, upon closer examination, it becomes evident that the average profit trend is declining. A more detailed investigation reveals that even our most profitable shipping method is experiencing a decrease in average profit over time.

**Insight 2**

Upon closer examination, as we narrow down our analysis to focus on our corporate products in the APAC market, we observe a declining trend in the average profit for items shipped via the standard shipping mode. In contrast, the average profit for corporate products shipped using the first-class shipping mode has reached its peak avg. profit in 2014 quarter 4, reaching an all-time high.

**Insight 3**

Upon filtering by product categories, we note that the Standard shipping mode proves to be the most profitable option for technology products in the corporate sector. On the other hand, for furniture and office supplies, while they still generate profits with Standard shipping, it becomes apparent that they yield higher profits when shipped to the corporate segment using the "first-class" shipping method. However, when it comes to shipping tables, which fall under the furniture category, it appears that they are not profitable. It seems that we only achieve a profit when we select the "same day" shipping method for tables.

**Insight 4**

Conducting further analysis, we also found that, within the APAC market, the "same day" delivery option for the corporate segment in Australia stands out as the most profitable option.

**Insight 5:**

For the consumer segment in the APAC market using the second class and standard shipping modes seem to be working since there is an increasing average profit trend throughout the years for both the “second class” and “standard shipping” method.

**Insight 6**

Taking a closer look, we find that technology products shipped to consumers result in a positive profit when using the "Same Day," "Standard Class," "Second Class," and "Standard Class" shipping methods. While all three of these shipping methods out of the four available yield positive returns, the "Standard Class" shipping method generates the highest profit.

**Insight 7**

For both furniture and office supplies, the recommended shipping choice is "Standard Class," except for tables, which belong to the "furniture" category. Tables should be transported using the "Same Day" shipping method.

**Insight 8**

In Pakistan and Thailand, it is not financially viable to ship furniture products to the home office segment using the “standard class” shipping method.

**Insight 9**

The home office category stands out as the least profitable segment among the three segments: corporate, consumer, and home office. All the subcategories within the Technology and the office supply product categories contributed to this profit. Similarly, within the Furniture category, all sub-categories contributed to the profit except for tables, regardless of the chosen shipping method for delivering products to home office clients.

**Insight 10**

The only country in the APAC region where we make a profit when shipping tables is New Zealand, and this is achieved by using the "Standard Class" shipping method.

**Recommendation 1**

Consider adopting a differentiated shipping strategy based on product categories for the consumer segment across all countries. Utilize the "Standard Class" shipping method for technology products, which has proven profitable**.** For furniture and office supplies, use "Standard Class" shipping, except for tables, which should be shipped using the "Same Day" method**.**

**Recommendation 2**

For technological products, it's advisable to opt for the 'Standard' shipping method to ship products to the corporate segment due to its cost-effectiveness. However, when shipping with furniture and office supplies, particularly, it is strongly recommended to choose the 'First Class' shipping method. This approach helps in maximizing profits, with one notable exception: tables. Although tables are categorized as furniture, it's recommended to employ the 'Same Day' shipping method when sending them to corporate customers in Australia as it is the only country within the APAC market where this method results in profitable shipments to corporate clients for tables.

**Recommendation 3**

Given that shipping furniture products to the home office segment in Pakistan and Thailand using the "standard class" method is not financially viable Given that shipping furniture products to the home office segment in Pakistan and Thailand using the "standard class" method is not financially viable.

**Recommendation 4**

Given that the "Standard Class" shipping method results in profitable table shipments exclusively in New Zealand within the APAC region, it is advisable to continue leveraging this shipping method for table deliveries in New Zealand.

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