



Year

2011

2012

2013

2014

Global Superstore Data Analysis

Next

25.04K

Count of Order ID

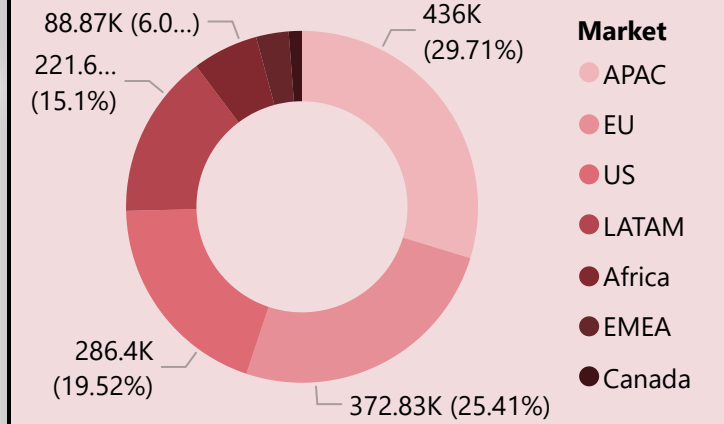
1.47M

Sum of Profit

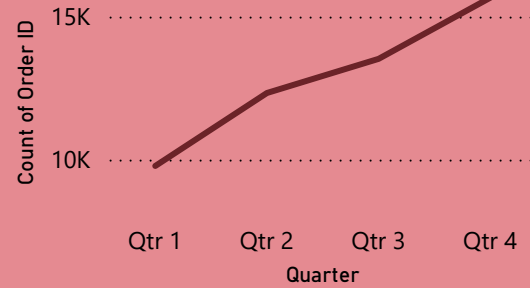
12.64M

Sum of Sales

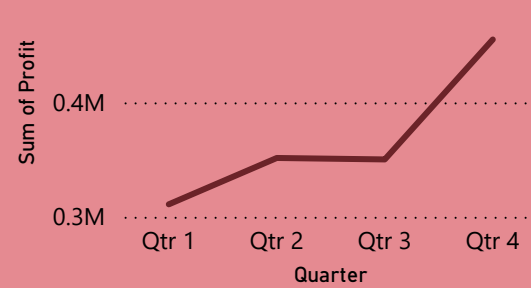
Sum of Profit by Market



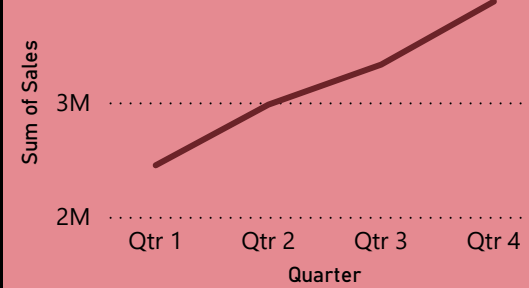
Count of Order ID by Quarter



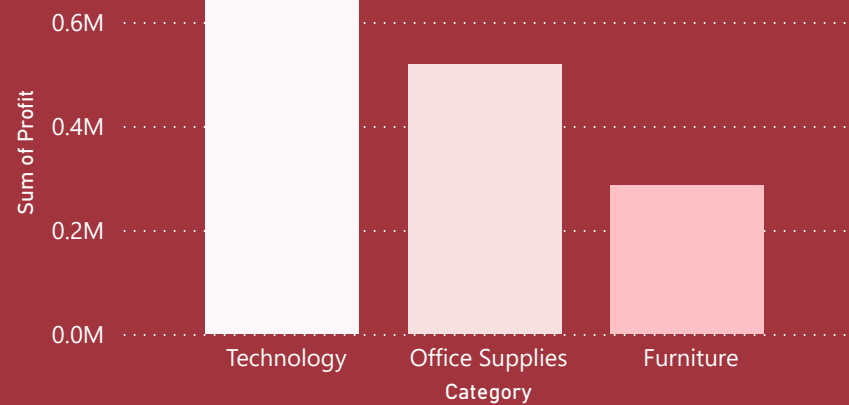
Sum of Profit by Quarter



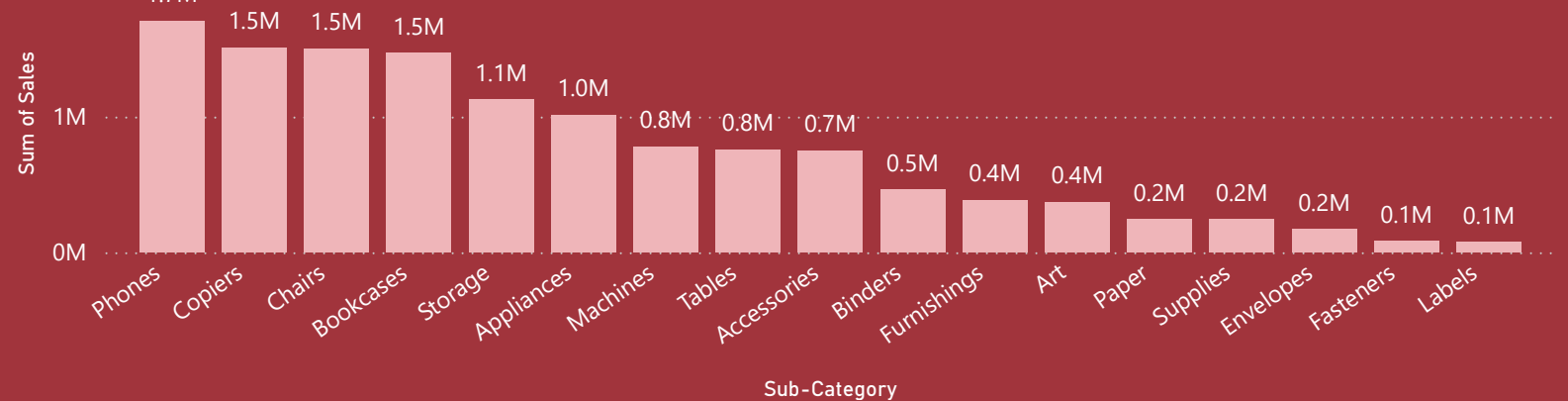
Sum of Sales by Quarter



Sum of Profit by Category



Sum of Sales by Sub-Category



Previous

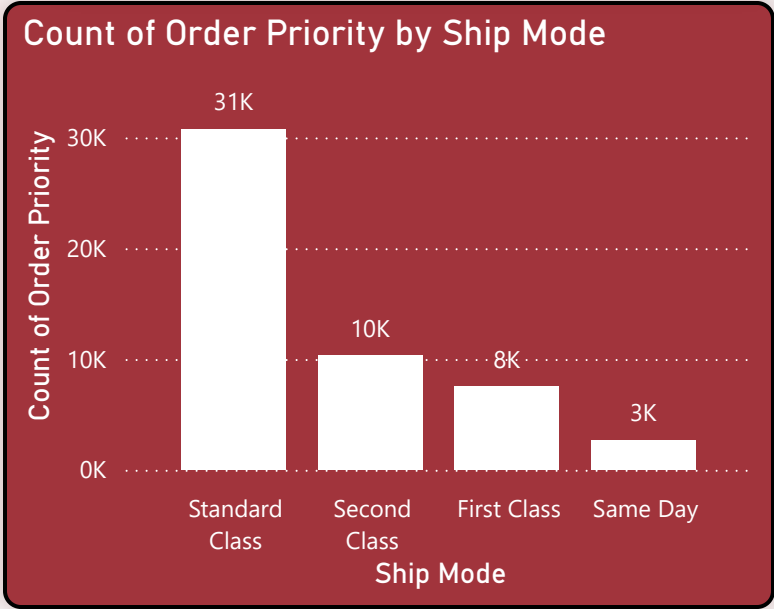
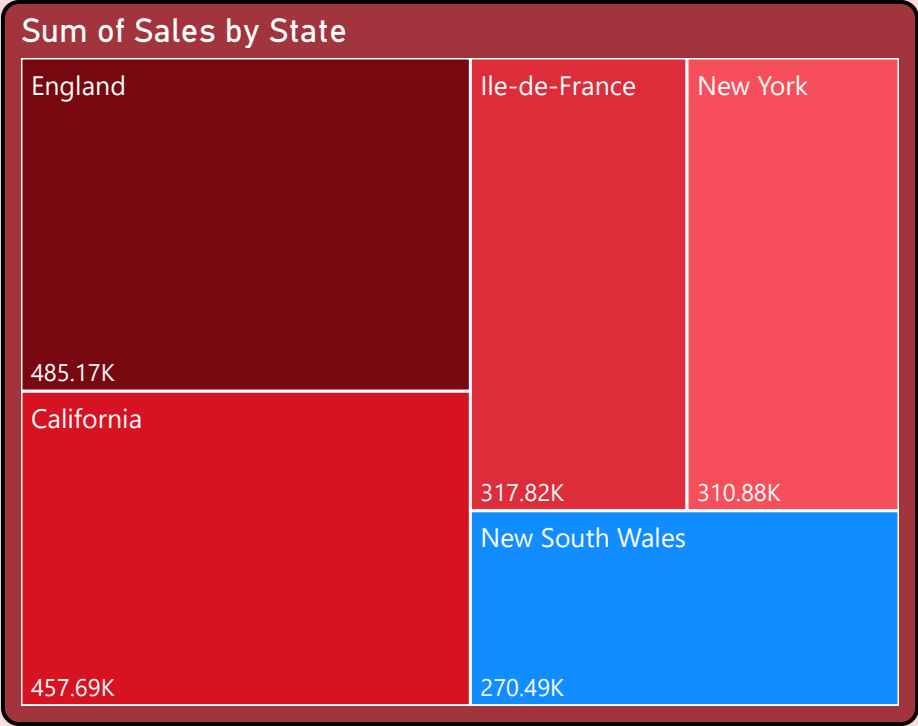
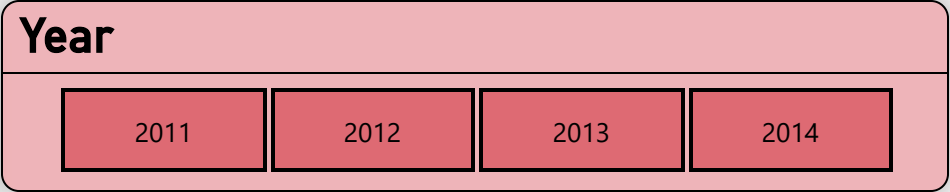
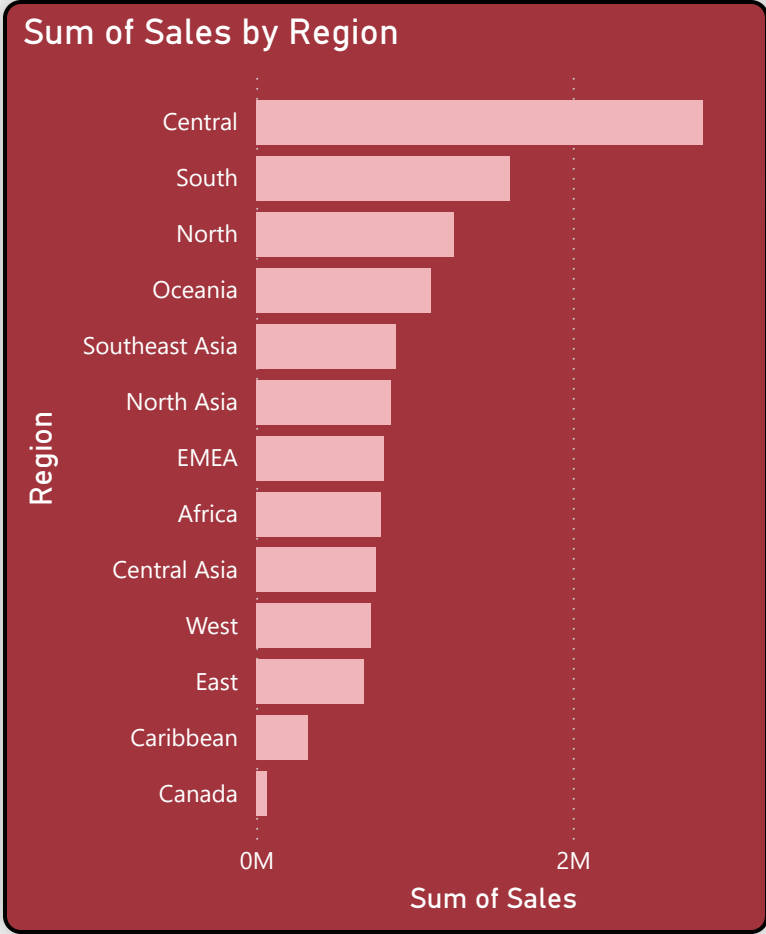
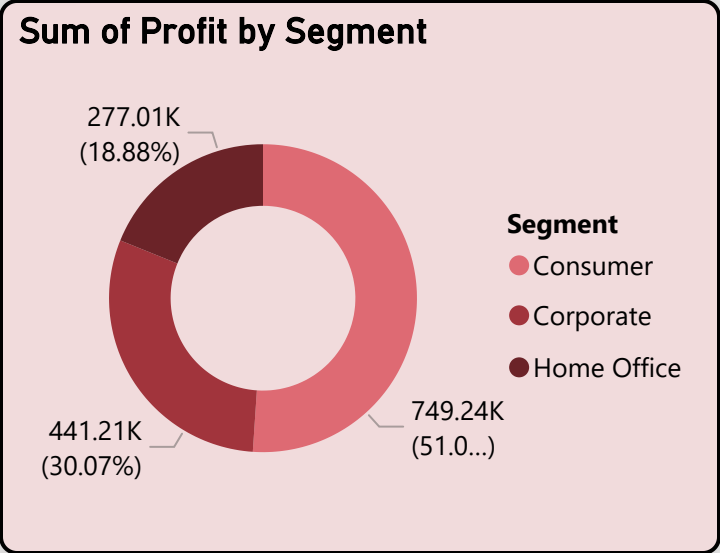
Global Superstore Data Analysis

Next

25.04K
Count of Order ID

1.47M
Sum of Profit

12.64M
Sum of Sales



Summary

Key Takeaways

- **Overall Performance:** The superstore achieved **\$12.64M in sales** and **\$1.47M in profit** from **25,040 orders**, indicating a healthy profit margin.
- **Top Markets:** The **APAC** and **EMEA** regions are the most dominant, together accounting for over **65%** of total sales.
- **Category Leaders:** The **Technology** and **Office Supplies** categories are the most profitable. Conversely, **Furniture** sales are significantly less profitable and need a closer look.
- **Customer & Shipping Insights:** The **Consumer** segment is the largest customer group. Most customers prefer **Standard Class** shipping, suggesting cost is a bigger factor than speed for the majority of orders.

Conclusion

- The superstore's success is concentrated in a few key markets and product categories.
- To drive future growth, we should focus on boosting profitability in underperforming areas like the Furniture category and exploring expansion opportunities in less-dominant regions.