**Data Model Design**

We imported two datasets related to the Global and US Superstore markets. Since these datasets cover different calendar years and all US products are inherently part of the Global market, directly blending them retrieves only data for products common to both markets. This approach does not support our objective of conducting a comparative analysis between the US and Global markets. Therefore, we established a full outer join between the two datasets to ensure comprehensive inclusion of all products from both sources before proceeding with the analysis

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# **Global and US Superstore Dashboards**

## **Product Gap Analysis: Global vs US**

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### **a. Key Visualizations**

1. **KPI Tiles (Top Row):** Displayed information products available in Global Markets, US Market and in both.
2. **Bar Chart - Product Recommendation:** List all products with recommendations highlighted with color coding.
3. **Bar Chart – Top / Least Profitable Products:** Identify profitability across products globally and in the US, helping identify high-performing and underperforming products for strategic focus.
4. Filters, Parameters (To decide profit limits to identify best performing and least performing products and Displaying Top ‘N’ products) and Conditional highlighting,, Navigation features enable dashboards interactive.

### **b. Interpretation**

1. **From KPI:** The total number of products is 10,292, with 1,862 available in the US and 8,430 available globally. The global product count is approximately **353% higher** than that of the US. This significant difference highlights that the global market has access to a substantially larger product selection compared to the US market.
2. **From Bar Chart – Top / Least Profitable Products:** Global top performers (e.g., Rubbermaid Clock, Advantus Door Stop) differ from US top performers (e.g., Adams Telephone, Avery 475), suggesting regional profitability variations. Least profitable products overlap globally and in the US (e.g., Eureka Disposable), indicating potential universal underperformers.

### **c. Strategic Recommendations**

1. **Expand US Product Portfolio**: Increase the number of products offered in the US to close the gap with global offerings and capture untapped market demand.

2. **Leverage Global Bestsellers**: Introduce top-performing global products (e.g., Rubbermaid Clock, Advantus Door Stop) into the US market after market testing and regional adaptation.

3. **Regionalize Product Strategy**: Tailor product offerings based on regional performance data to optimize profitability—focus on what works best in each market.

4. **Phase Out Underperformers**: Reevaluate or discontinue universally low-performing products (e.g., Eureka Disposable) to streamline inventory and reduce costs.

5. **Conduct Profitability Analysis**: Perform deeper regional profitability studies to understand why certain products succeed in one market and not the other.

6. **Optimize Marketing Strategies**: Develop region-specific marketing campaigns that emphasize the value propositions of top-performing products in each locale.

## **Segment and Category Evolution: Global vs. US**

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### **a. Key Visualizations**

**1. Bubble Charts:** visualize different metrics across Segments—position shows performance dimensions aiding in identifying growth areas.

**2. Summary table:** shows whether key metrics are trending up or down, making it easy to spot positive or negative performance shifts at a glance.

**3. Fully dynamic Metrics:** Summary tables are fully dynamic, automatically updating based on the selected metric. The displayed values, number formats, and trends adjust accordingly to reflect the chosen metric in real time.

### **b. Interpretation**

**1. From Bubble Charts:** No significant differences were observed in the segment performance between the Global and US markets; both exhibit similar trends and outcomes.

**2. From Summary tables:** It was observed that certain products are performing well in the Global market but underperforming in the US market.

### **c. Strategic Recommendations**

1. **Focus on Growing Technology and Office Supplies:** Prioritize investment and marketing efforts in Technology and Office Supplies categories, as they demonstrate strong sales and profitability across both global and US markets. Tailor product offerings to meet evolving business and remote work demands.

2. **Address Furniture Challenges:** Conduct a thorough review of the Furniture category to identify causes of consistent losses, such as pricing, cost inefficiencies, or market saturation. Consider streamlining the product range or repositioning furniture offerings to improve profitability.

3. **Leverage Consumer Segment:** Given that the Consumer segment drives the majority of sales, strengthen B2C strategies by enhancing customer experience, expanding product variety, and targeted promotions.

4. **Regional Adaptation for Technology Subcategories:** Investigate regional disparities in Technology subcategories (e.g., unprofitable 'Machines' in the US) to optimize pricing, cost management, or product mix tailored to local demand.

5. **Monitor and Optimize Underperforming Subcategories:** Regularly evaluate marginally unprofitable subcategories like US Office Supplies 'Supplies' and adjust inventory, marketing, or operational strategies to improve margins.

1. **Monthly Performance Trends & Forecast: Global vs US**

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### **Key Visualizations**

**1. Line graphs:** track historical profit margin trends and forecast future performance, helping to assess volatility and plan for stability or growth based on past and predicted data.

### **b. Interpretation**

**1. From Line graphs**: reveal that global profit margins fluctuate significantly, ranging from 0.53% to 20.79%, with a forecasted decline to 12.27%, suggesting emerging market pressures or tightening profitability. In contrast, US profit margins show even greater volatility—from -2.29% to 27.33%—but are projected to stabilize at 13.73%, indicating signs of recovery and potentially improved cost control.

### **c. Strategic Recommendations**

1. **Strengthen Cost Control Globally:** Implement tighter cost management and operational efficiency initiatives to address the forecasted decline in global profit margins and safeguard profitability amid emerging market pressures.
2. **Capitalize on US Market Stabilization:** Leverage the projected stabilization of profit margins in the US by reinforcing effective strategies such as pricing optimization, streamlined operations, and expense control to support continued recovery.
3. **Monitor and Manage Volatility:** Establish proactive measures to track profit margin fluctuations in both markets, enabling quicker response to volatility and minimizing financial risk.
4. **Enhance Forecast Accuracy:** Utilize predictive analytics to improve forecasting models and align business strategies—such as pricing, promotions, and inventory planning—with expected profitability trends.

# **Superstore Story on Global and US Markets Analysis**

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