digitaley drive

CAPSTONE PROJECT

About Project

Global Superstore

Global Superstore is a global online retailer based in New York, boasting a broad product catalog and aiming to be a one-stop-shop for its customers. Global The superstore's clientele, hailing from 147 different countries, can browse through an endless offering with more than 10,000 products. This large selection comprises three main categories: office supplies (e.g., staples), furniture (e.g., chairs), and technology (e.g., smartphones).

You are contracted as a Data Analyst to help Global Superstore analyze and draw out meaningful insight from the Superstore dataset which would aid management in making informed decisions to improve performance and profitability.

Using skills learnt from the data Bootcamp, apply your knowledge of:

● Power Query
● Data Modeling
● Data Cleaning
● Data Visualization
● Knowledge of generating actionable insights Etc.

To analyze the dataset and provide answers to the questions listed below.

Question 1.
a) What are the three countries that generated the highest total profit for Global Superstore in 2014?
b) For each of these three countries, find the three products with the highest total profit. Specifically, what are the products' names and the total profit for each product?

Question 2.
a) Identify the 3 subcategories with the highest average shipping cost in the United States.

Question 3.

a) Assess Nigeria's profitability (i.e., total profit) for 2014. How does it compare to other African countries?

b) What factors might be responsible for Nigeria's poor performance? You might want to investigate shipping costs and the average discount as potential root causes.

Question 4.

a) Identify the product subcategory that is the least profitable in Southeast Asia.

Note: For this question, assume that Southeast Asia comprises Cambodia, Indonesia, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam.

b) Is there a specific country i n Southeast Asia where Global Superstore should stop offering the subcategory identified in 4a?

Question 5.

a) Which city is the least profitable (in terms of average profit) in the United States? For this analysis, discard the cities with less than 10 Orders. b) Why is this city's average profit so low?

Question 6.

a) Which product subcategory has the highest average profit in Australia?

Question 7.

a)Who are the most valuable customers and what do they purchase?

NB: After completing your analysis, you are to make a documentation on Github and paste the link to
- *Your Github documentation on Linkedin*
- *Also, a picture of your dashboard on Linkedin (ensure to tag DigitaleyDive on LinkedIn)*
- *Then go ahead to submit using the link below*

Submission link:
https://docs.google.com/forms/d/e/1FAIpQLScq4SnpjLrMLjSs09DiGkVDJGzlniYaiwP7lfneoVfeY16 JaA/viewform

Find the the link to the Global superstore dataset in below:

https://docs.google.com/spreadsheets/d/1nxESpFzWjlGDMGDVLH69xmDzIl9l6OEq/edit#gid=633280281

DEADLINE FOR SUBMISSION: 15th July, 2024
HACKATHON ONLINE PRESENTATION: 30th-31st May, 2024.

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