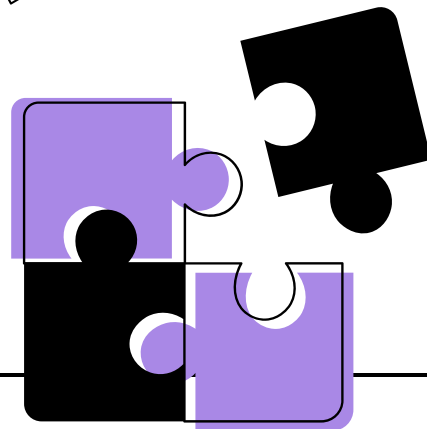
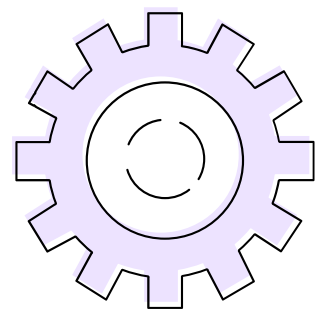
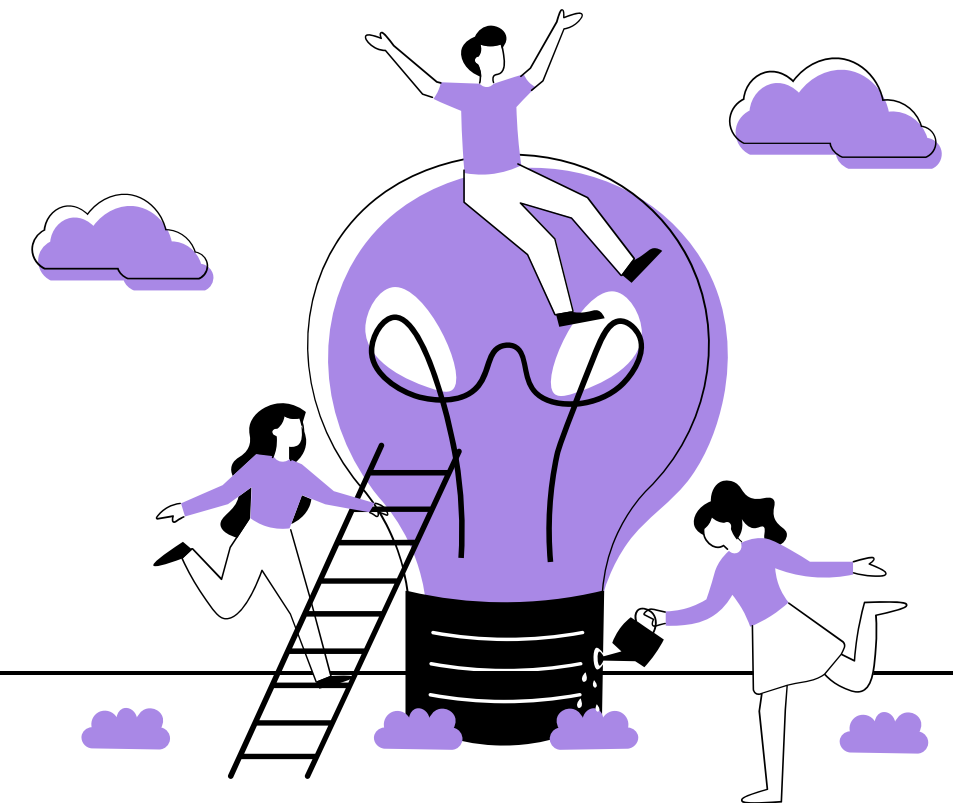


Excel-Final Project

Global Superstore Business Questions for Analysis

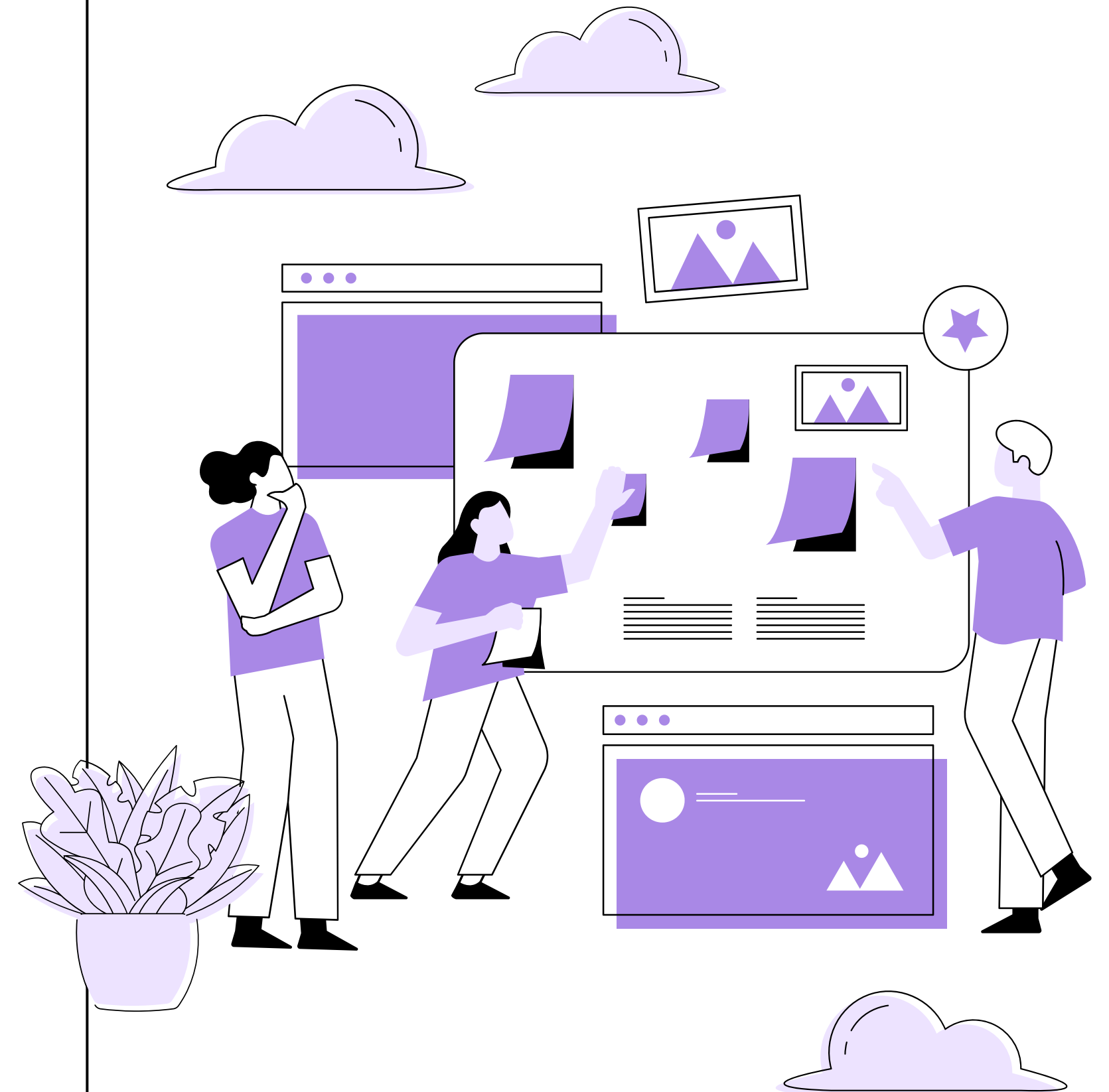


2025/05/05 Yui Hanamura



Agenda

1. Background
2. 10 business questions
3. 3 complex business questions
 - based on the data in 3 or more columns

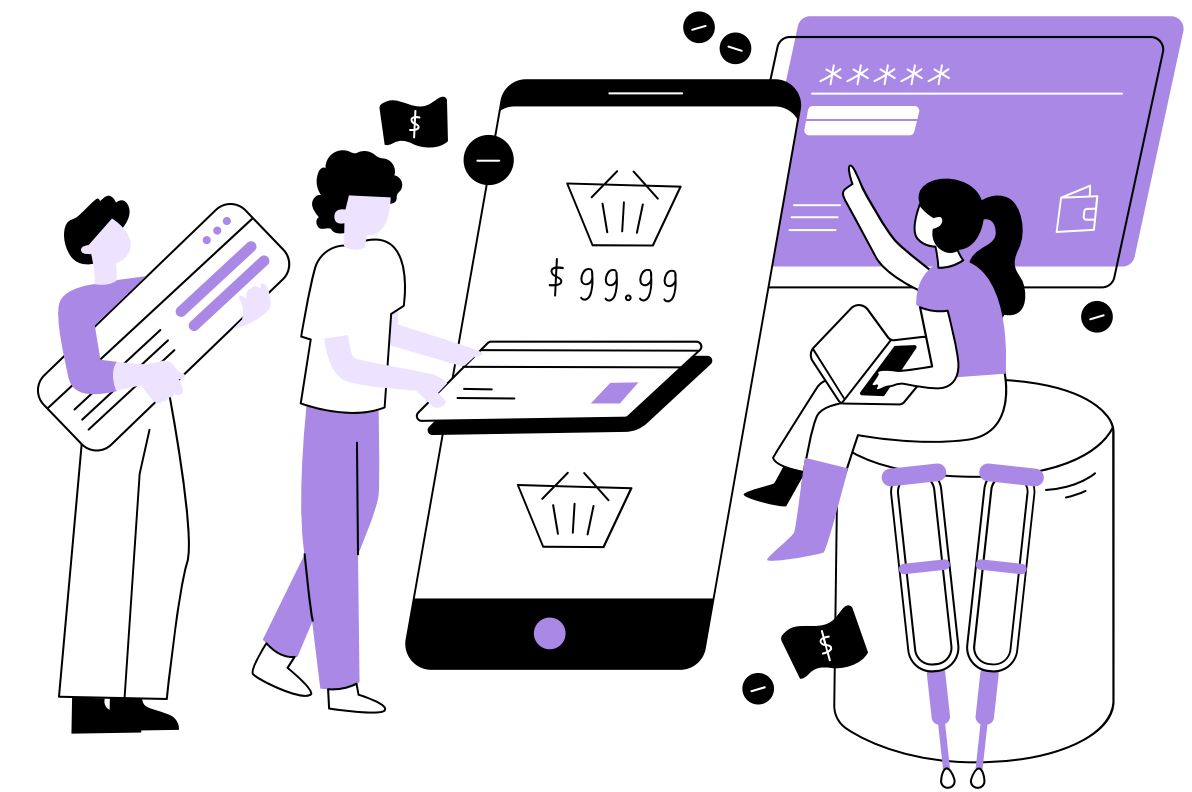


01. Background

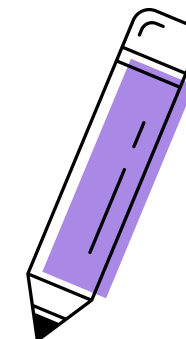
Analyze the data files of a sales company, Global Superstore, to gain insight into the company's performance.

- ORDERS - Company sales
- RETURNS - Returns of sales
- PEOPLE - Names of those responsible for each sales area

Look over the data in the file (all the sheets) and make sure you understand the meaning of each column.



What do managers
want answers to?



02. 10 business questions

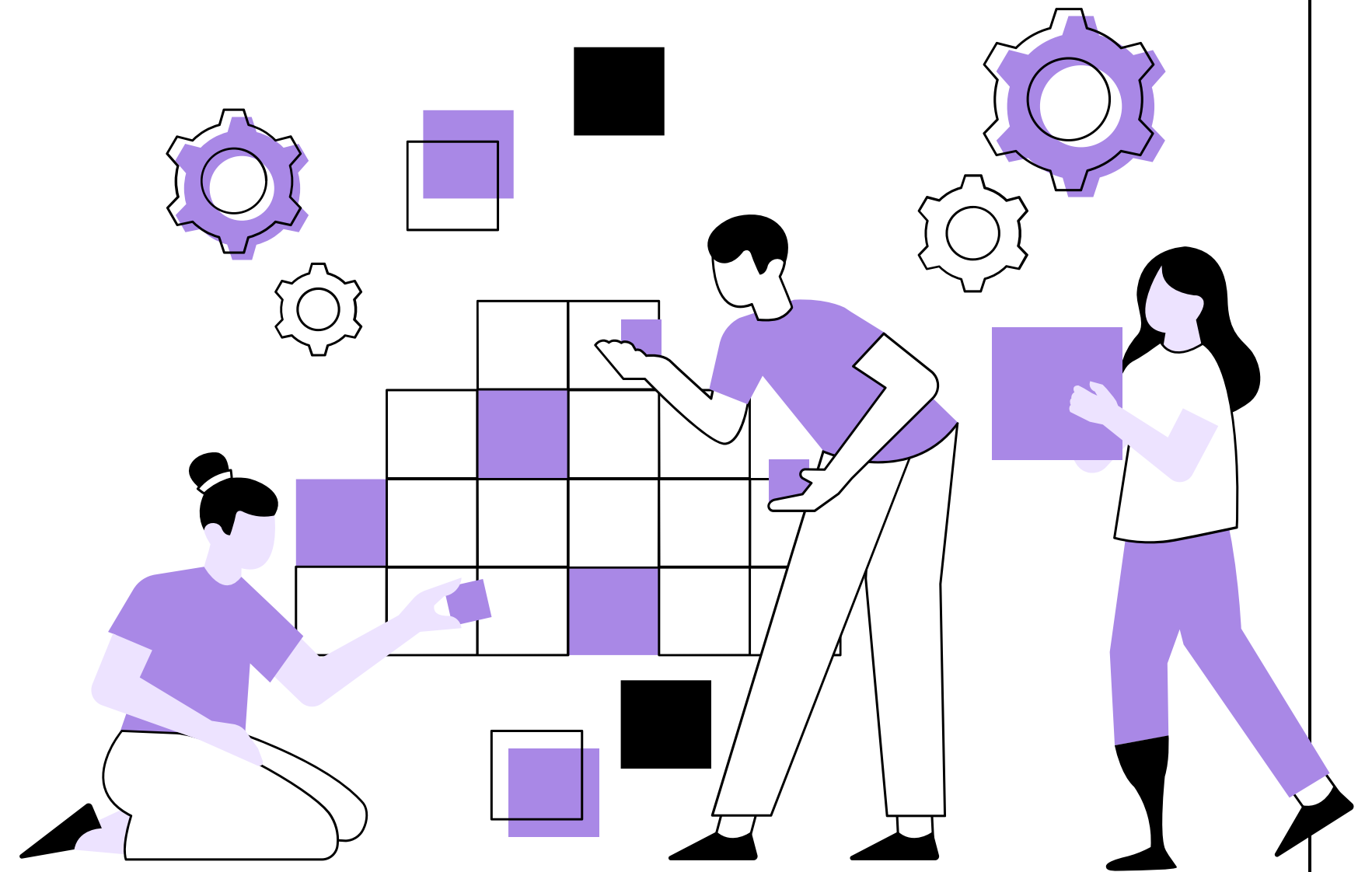
Global Superstore

Excel Table overview

<div><div>Orders</div><div><div>Category</div><div>City</div><div>Country</div><div>Customer ID</div><div>Customer Name</div><div>Σ Discount</div><div>Market</div><div>Order Date</div><div>Order ID</div><div>Order Priority</div><div>Σ Postal Code</div><div>Product ID</div><div>Product Name</div><div>折りたたむ ^</div></div></div> <div><div></div><div><div>Σ Profit</div><div>Σ Quantity</div><div>Region</div><div>Σ Row ID</div><div>Σ Sales</div><div>Segment</div><div>Ship Date</div><div>Ship Mode</div><div>Σ Shipping Cost</div><div>State</div><div>Sub-Category</div><div>折りたたむ ^</div></div></div>	<div><div>People</div><div><div>Country</div><div>Name</div><div>折りたたむ ^</div></div></div> <div><div>Returns</div><div><div>Market</div><div>Order ID</div><div>Returned</div><div>折りたたむ ^</div></div></div>
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02. 10 business questions

1. Which markets have the most returns?
2. Selling Category Ranking
3. Selling price range
4. Best selling regions
5. Best selling products
6. Shipping costs by region
7. Ratio of delivery mode
8. Percentage of segments
9. Goods with high profit margins
10. Sales by month



03. 3 complex business questions

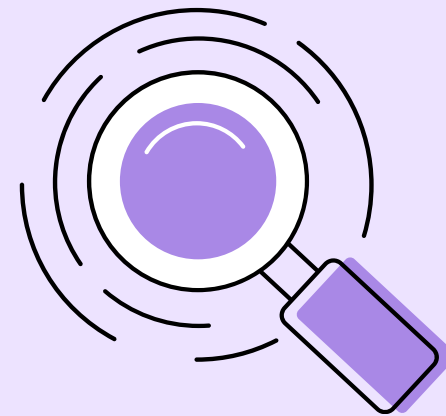
- based on the data in 3 or more columns

Repeat purchases

Extract products that are bought multiple times by category. Identify best-selling products.

Concurrent Purchases

Learn about the company's products that are purchased at the same time and explore customer needs.



Repurchase Period

Calculate the average of the first and second purchase periods and compare to sales by customer. Measure the timing of sending out individual emails to encourage repurchases.