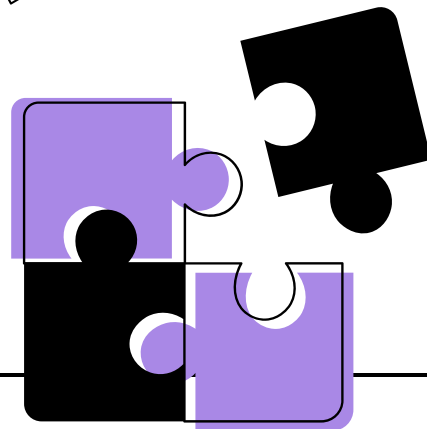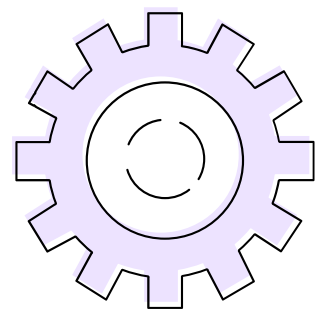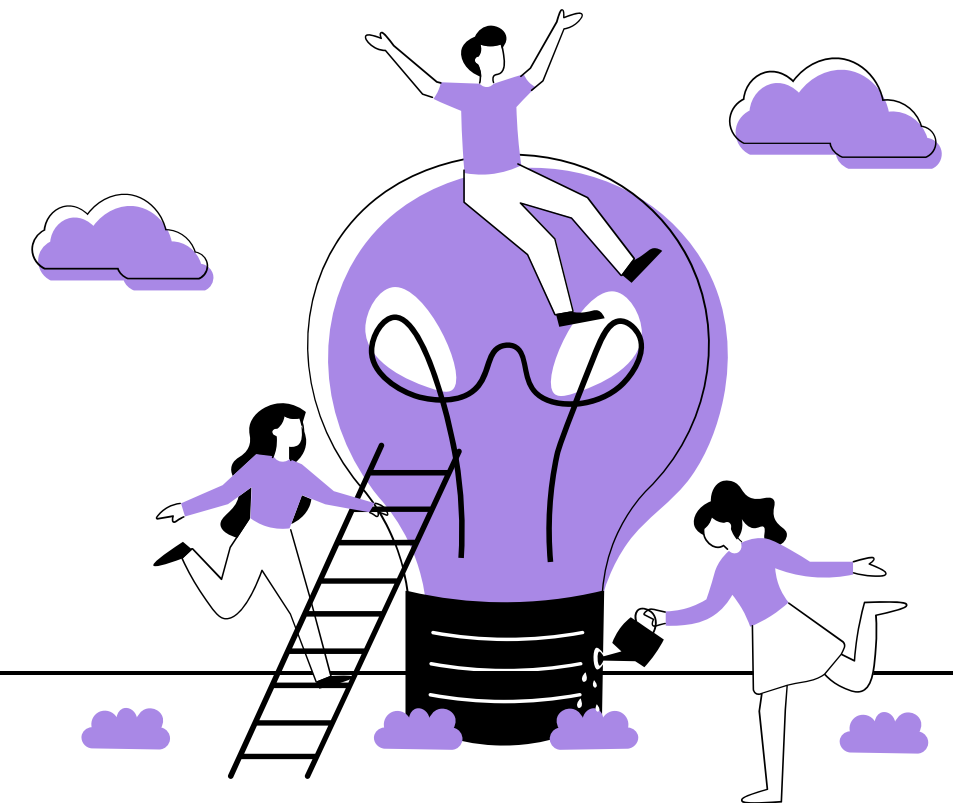# Excel-Final Project

Global Superstore
Business Questions for Analysis
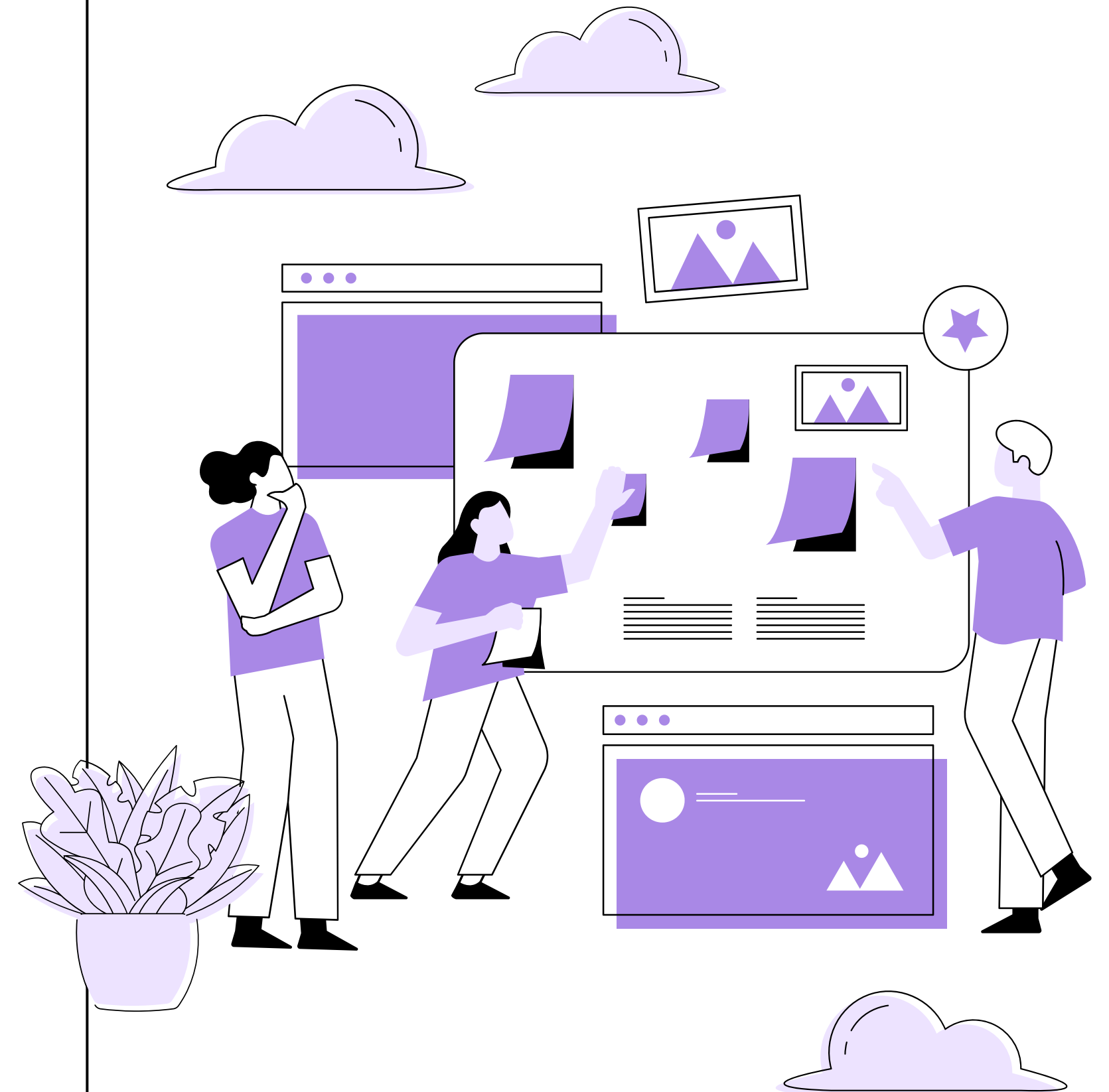
2025/05/05 Yui Hanamura

Agenda

1. Background

2. 10 business questions

3. 3 complex business questions

   - based on the data in 3 or more
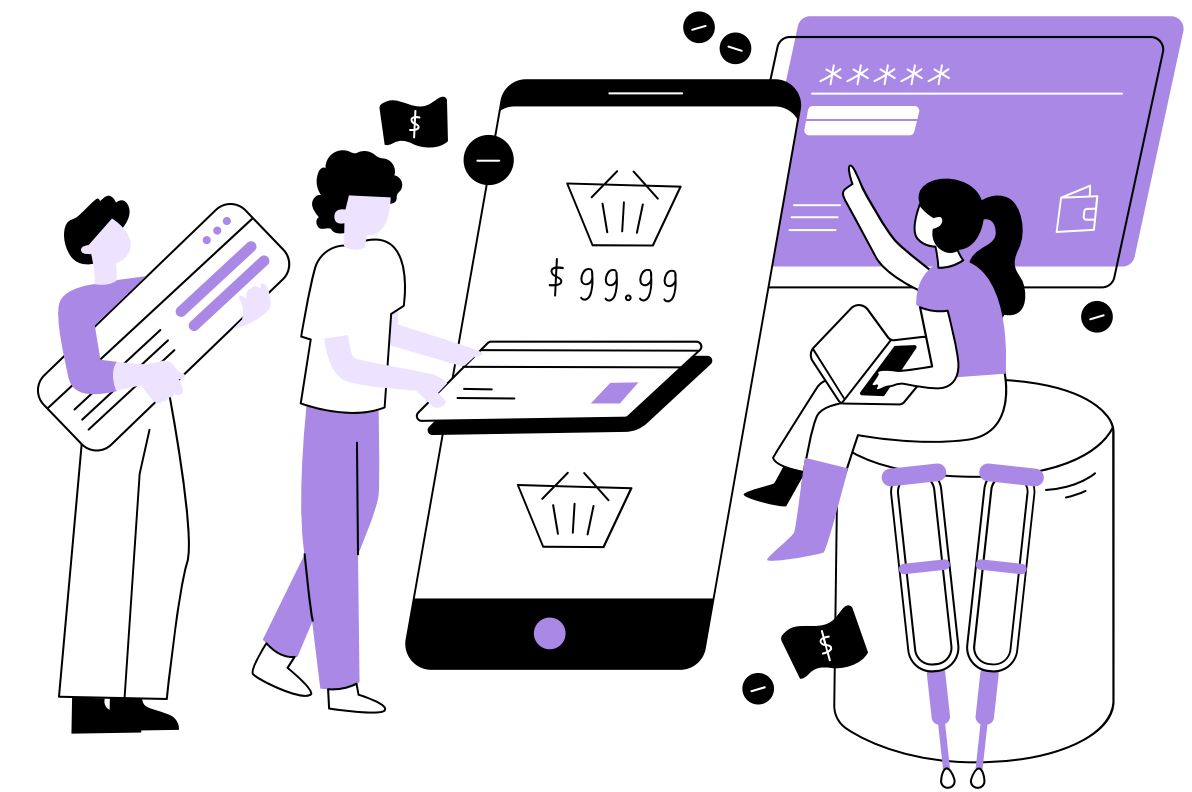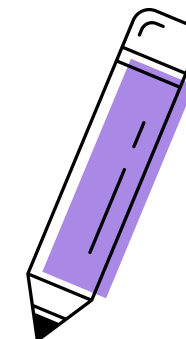
   columns

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?
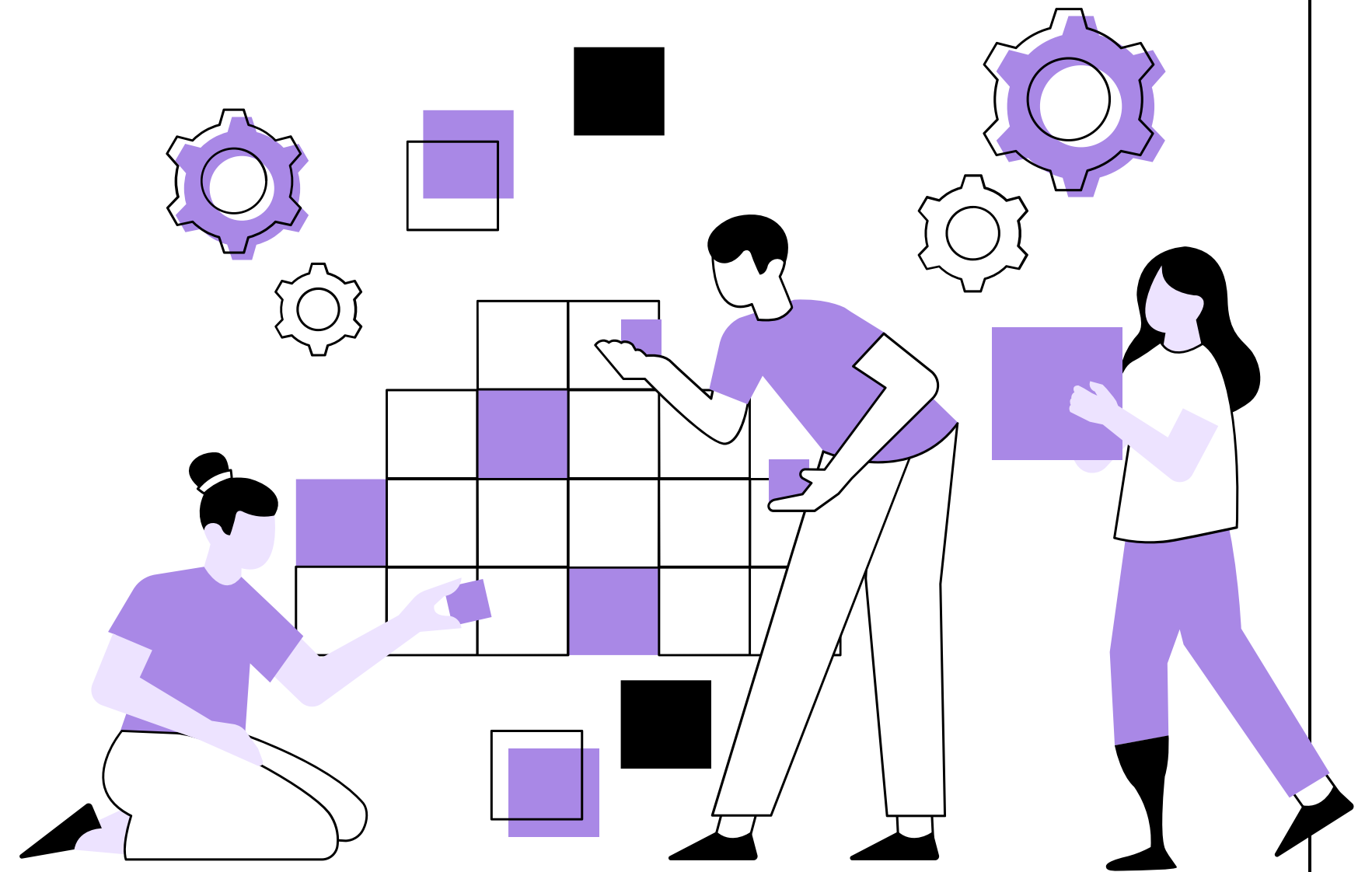
02. 10 business questions   Global Superstore   Excel Table overview

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
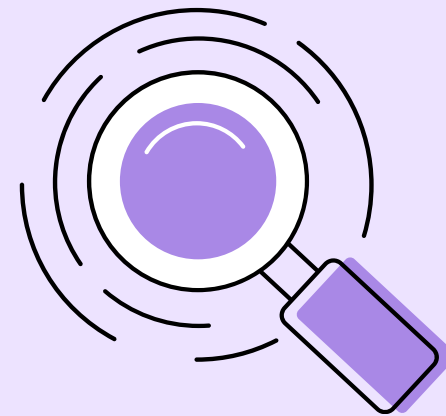
03. 3 complex business questions

- 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.