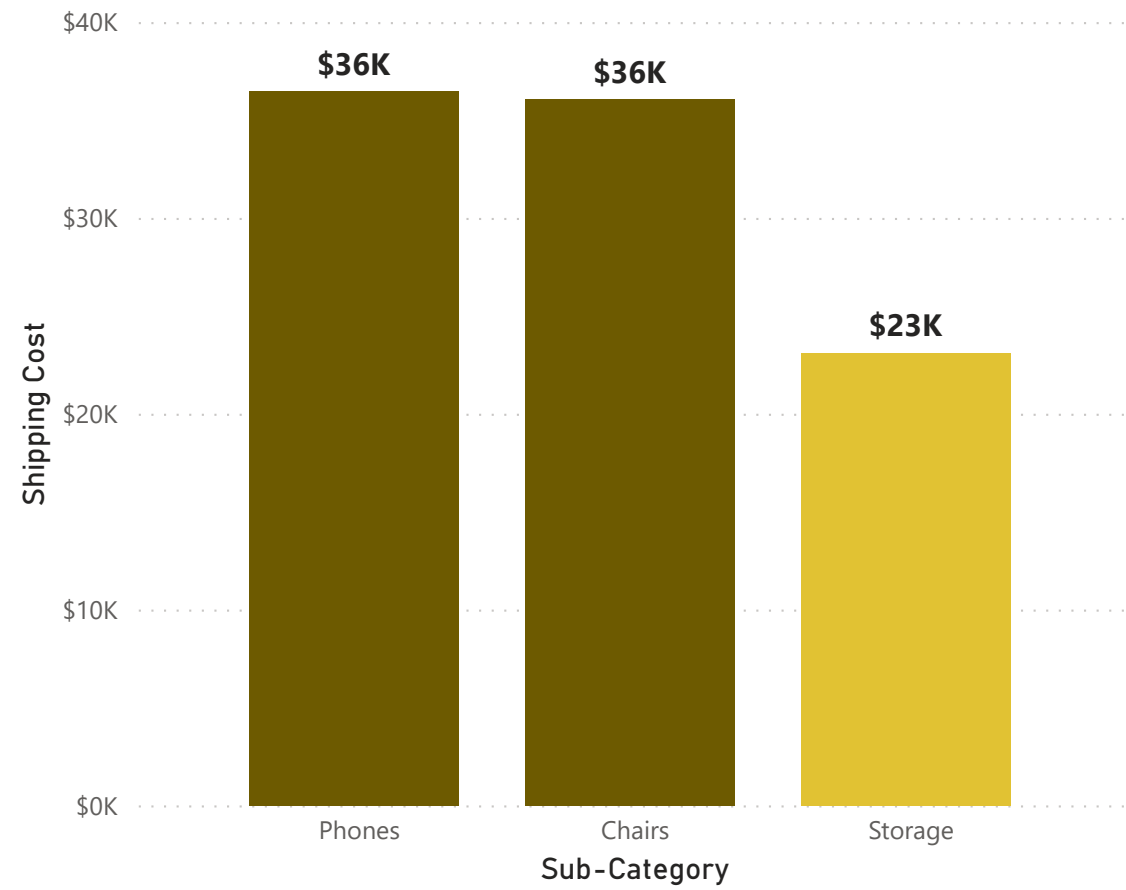


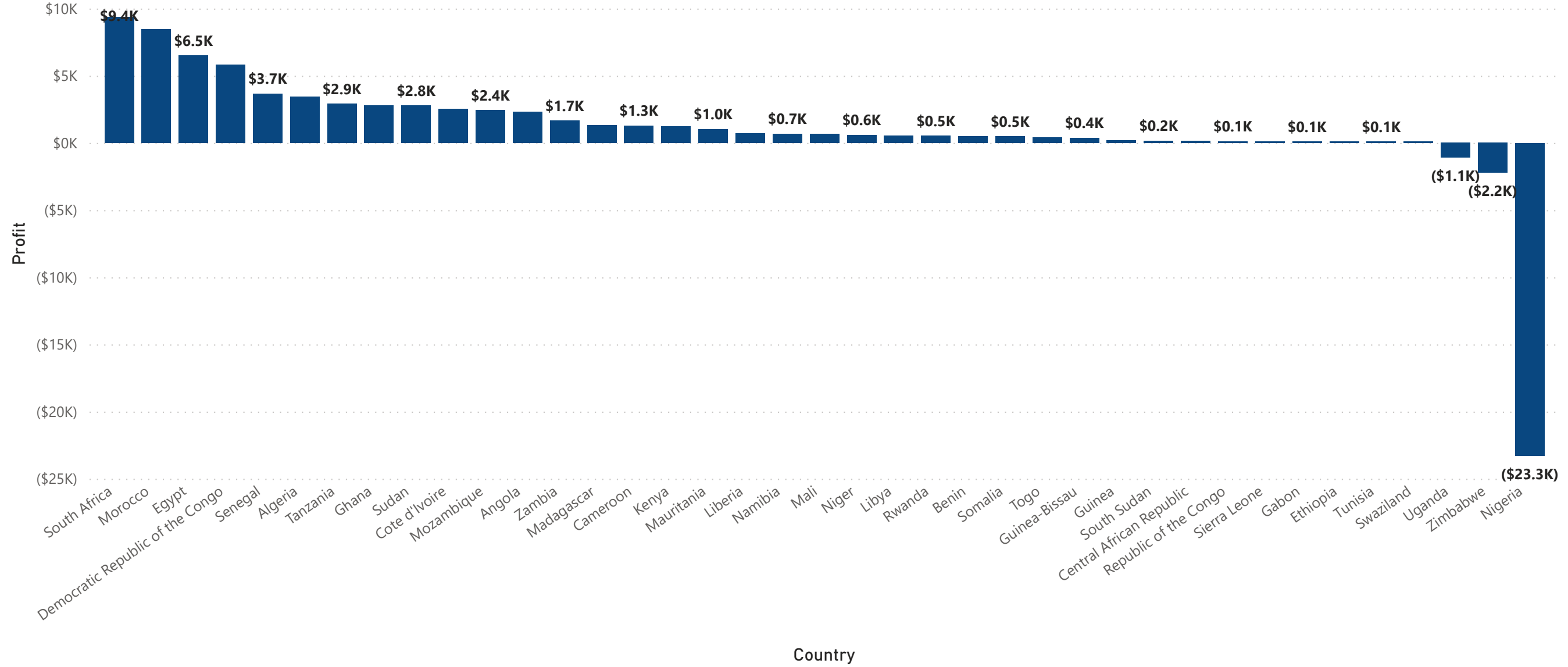
TOP 3 SUB-CATEGORIES WITH HIGHEST SHIPPING COST IN THE UNITED STATES

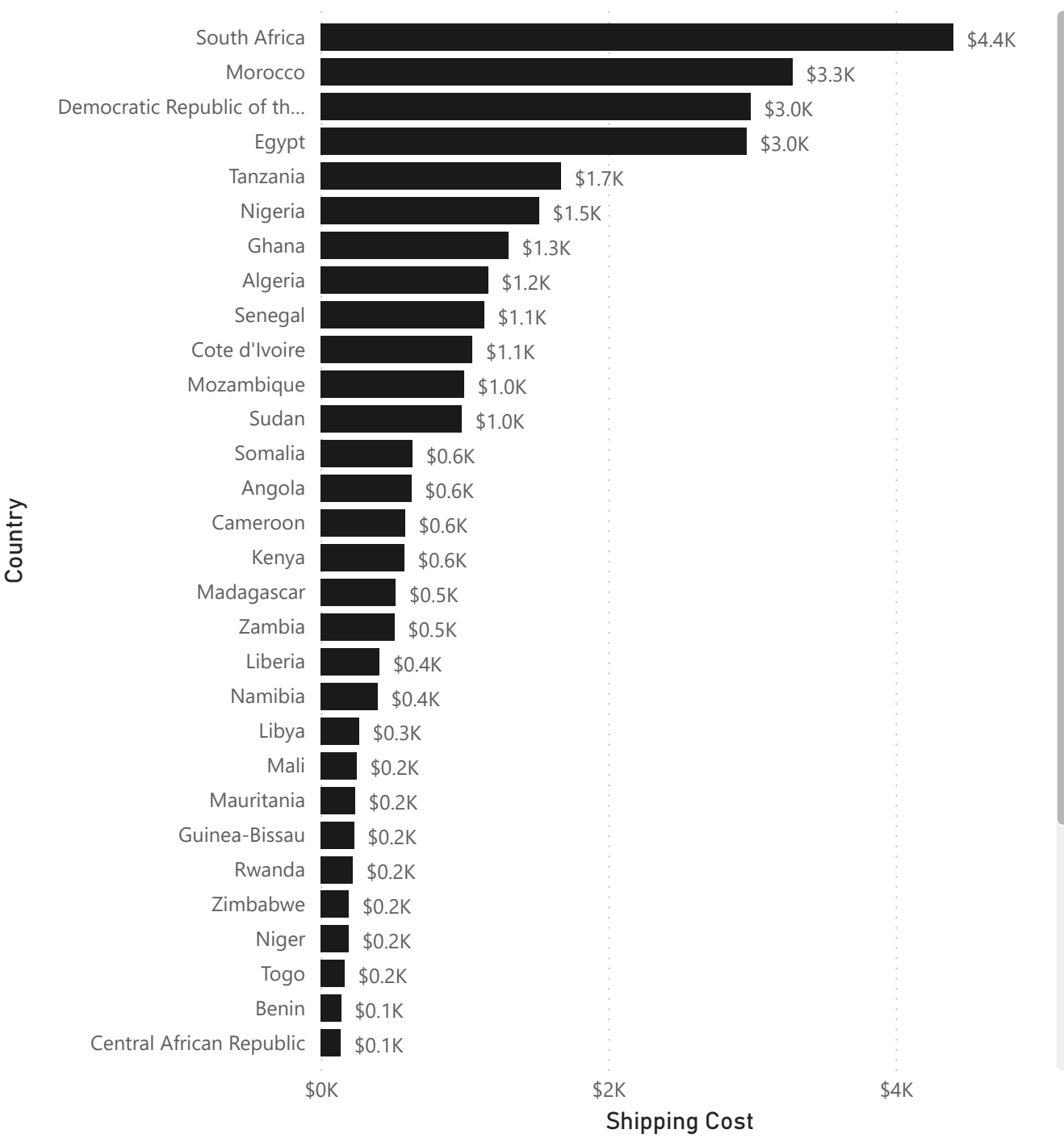
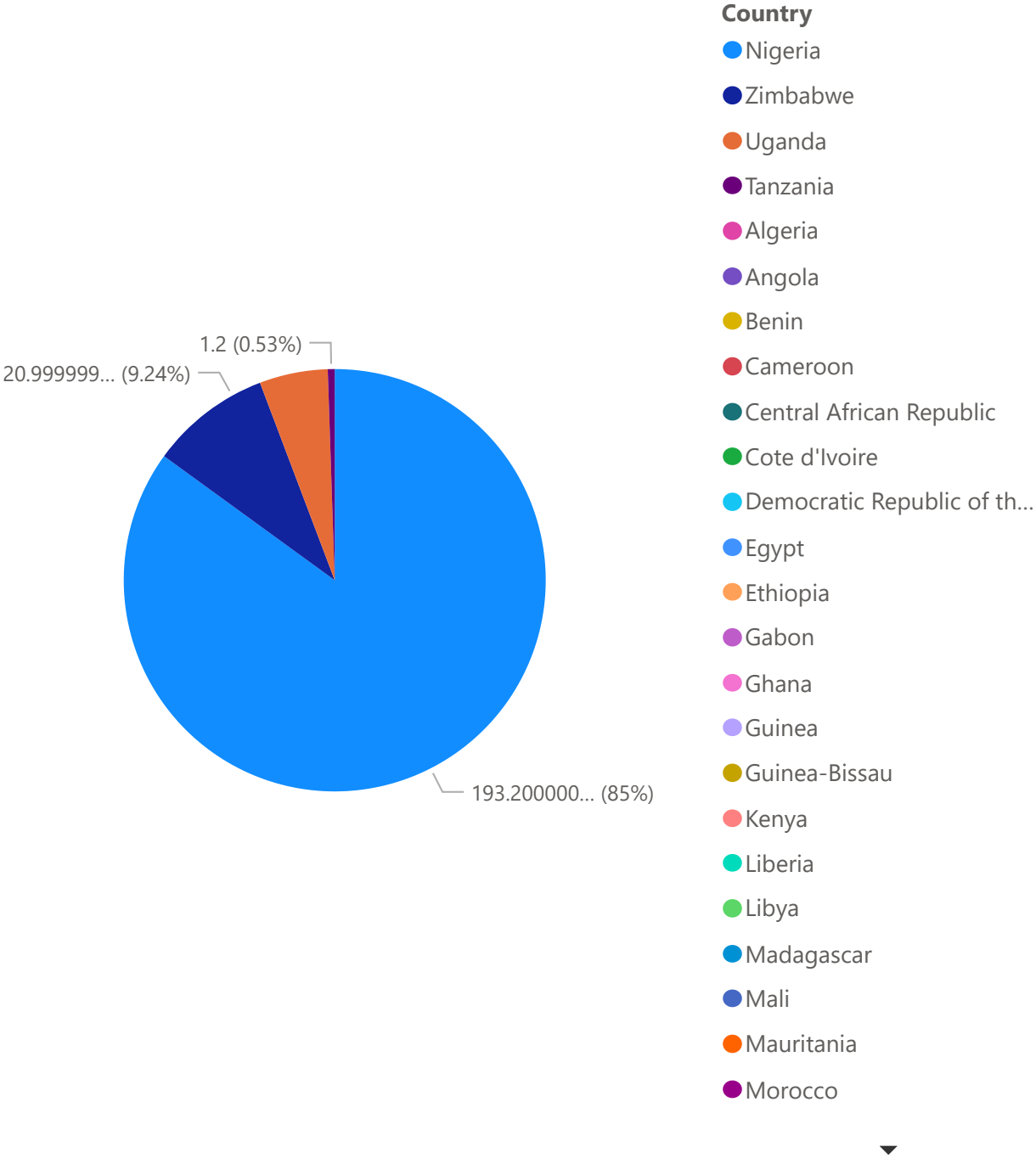


LOSS INCURRED IN NIGERIA IN YEAR 2014

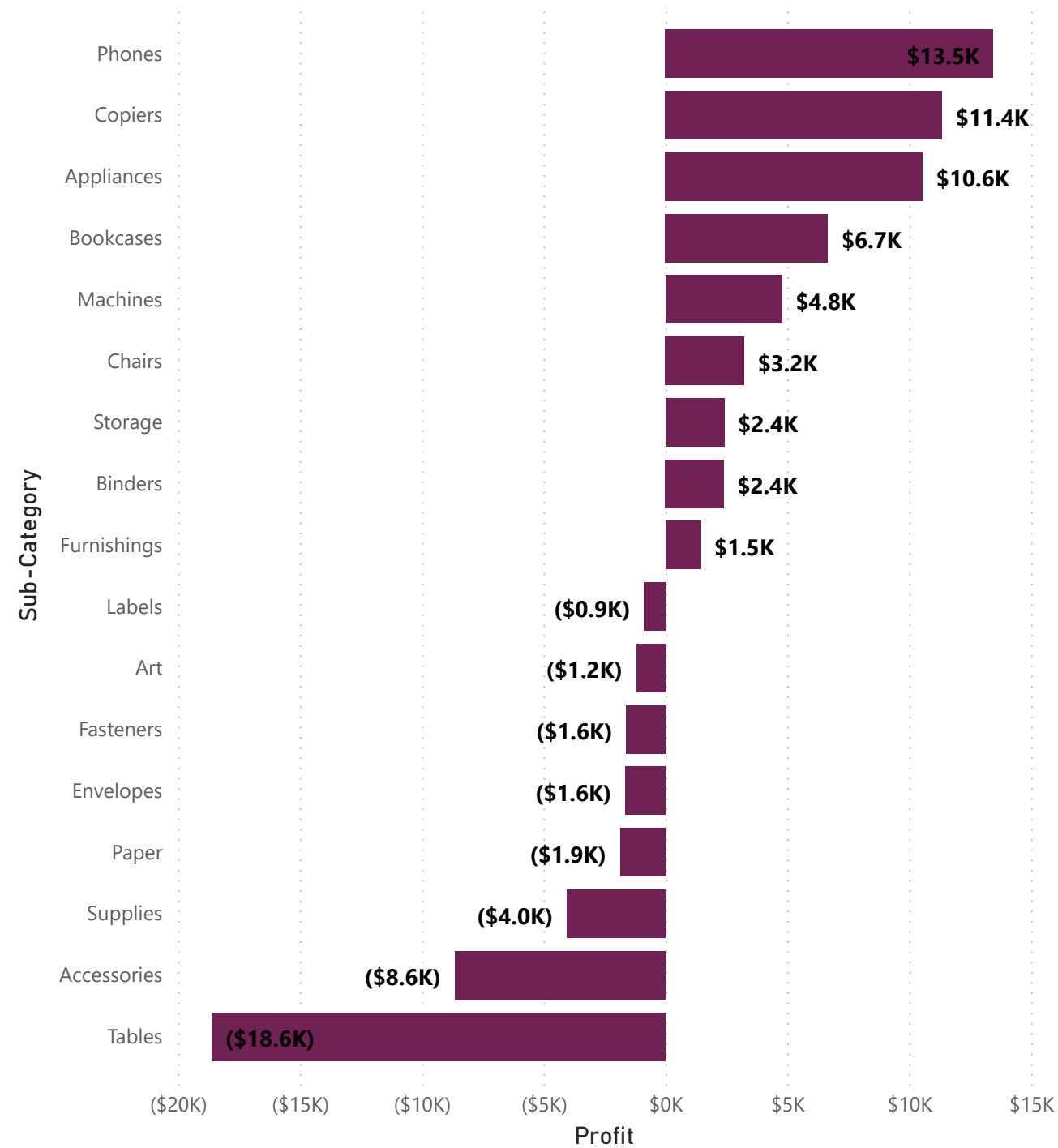
(\$23.3K)

AVERAGE PROFIT OF AFRICAN COUNTRIES IN YEAR 2014

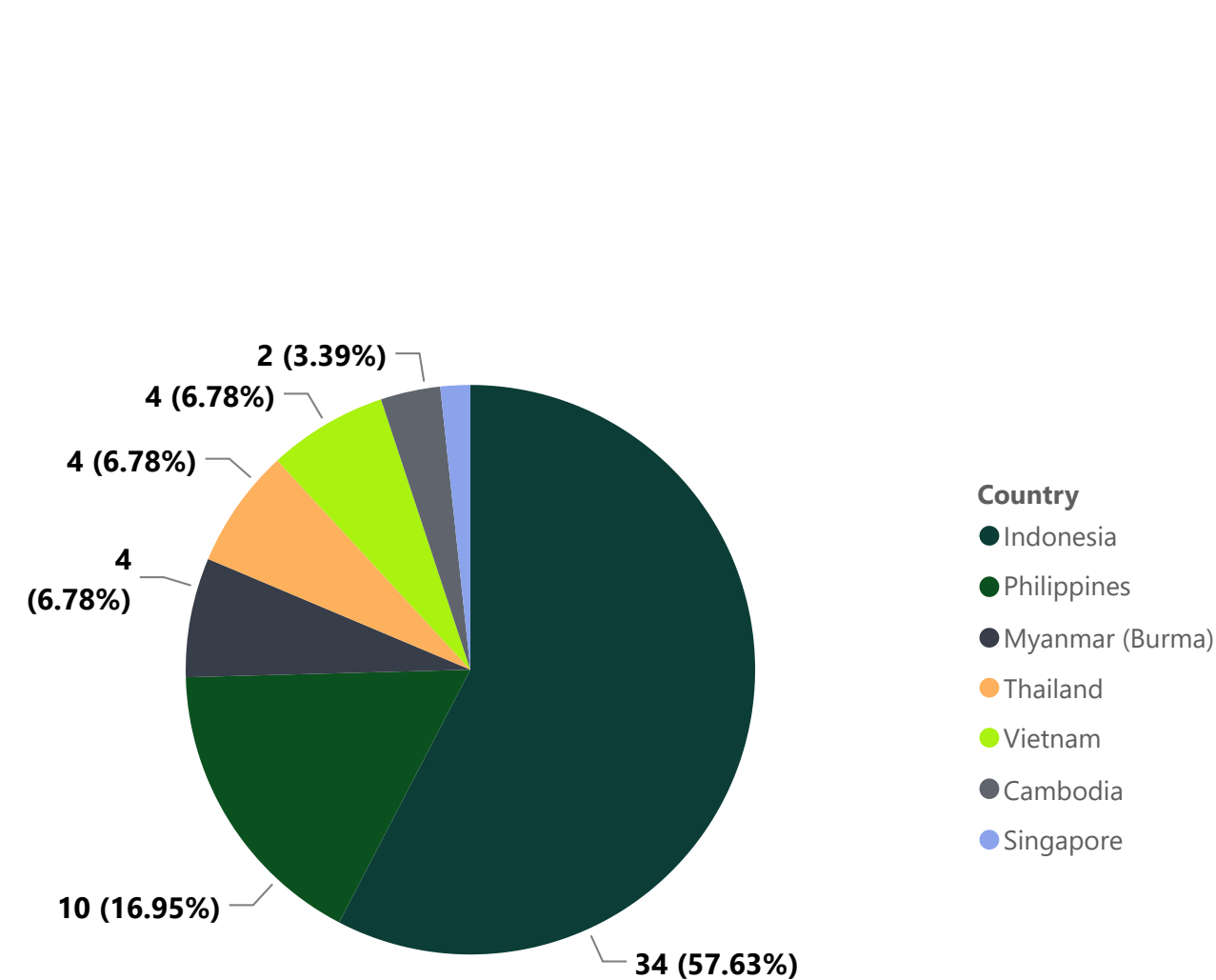




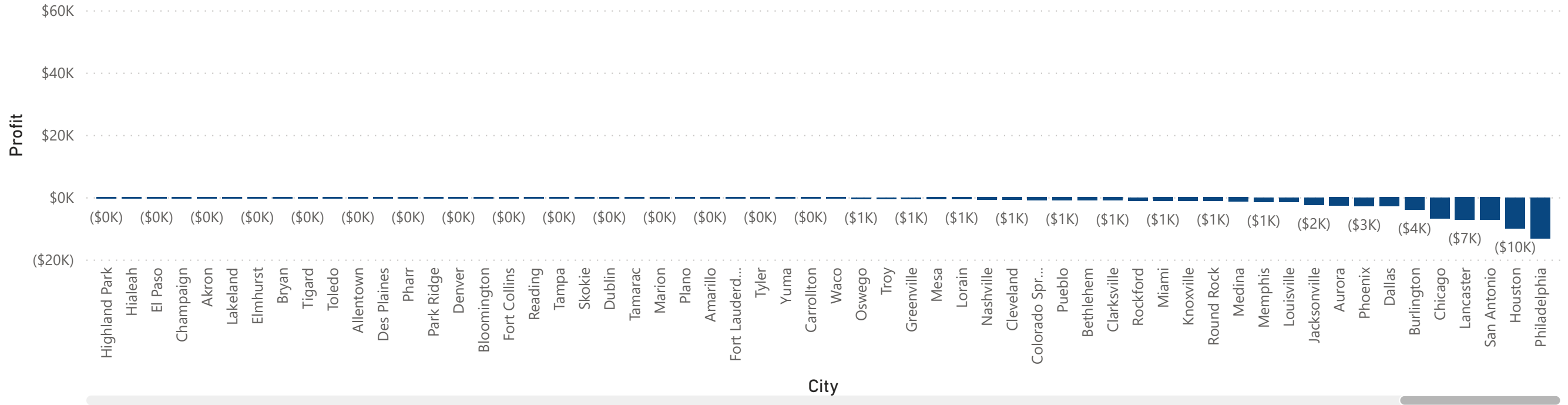
PRODUCT SUB-CATEGORY PROFITABILITY IN SOUTHEAST ASIA



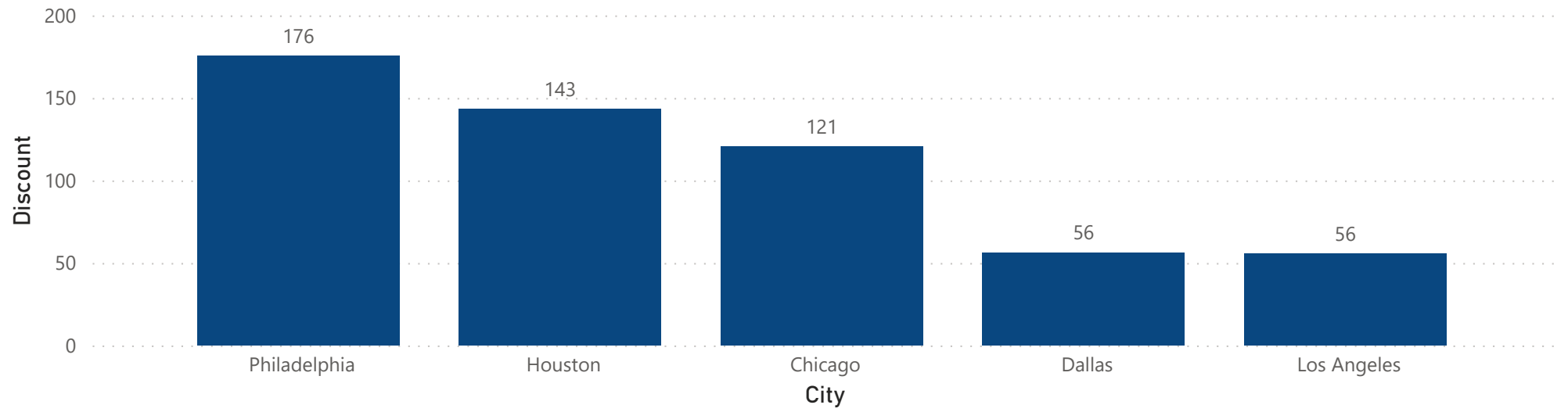
TABLES SALES ACROSS SOUTHEAST ASIA



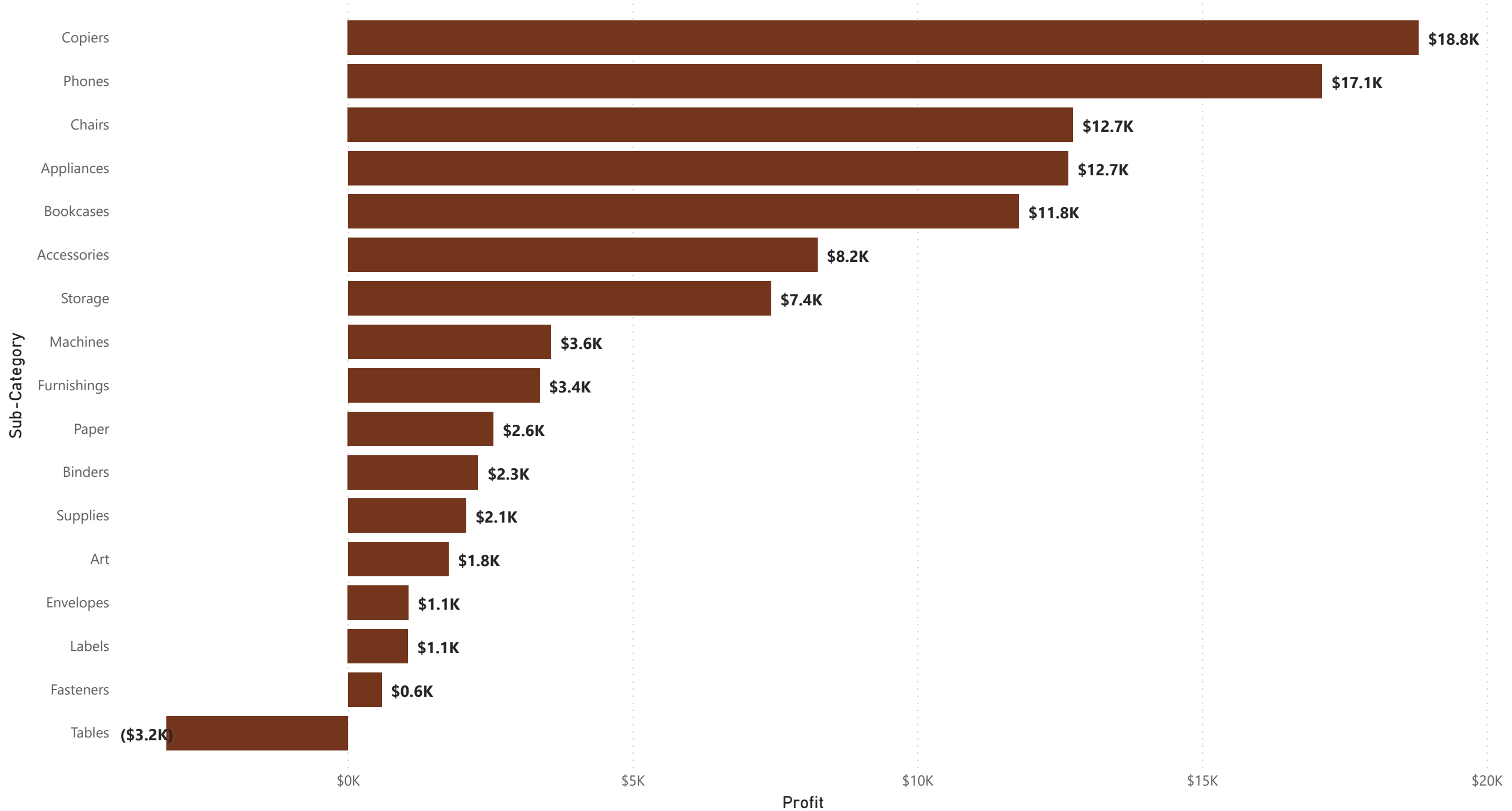
PROFIT INDEX OF CITIES IN THE UNITED STATES



TOP 5 CITIES WITH THE HIGHEST DISCOUNTS



PRODUCT SUB-CATEGORIES' AVERAGE PROFIT IN AUSTRALIA



LIST OF CUSTOMERS THAT RETURNED PRODUCTS			TOP 20 MOST PROFITABLE CUSTOMERS AND PRODUCTS BOUGHT		
Customer Name	Order ID	Segment	Customer Name	Profit	First Product Name
Nat Gilpin	CA-2011-100762	Corporate	Tamara Chand	\$8,672.8988999999983	Acco Perma 4000 Stacking Storage Drawers
Eugene Hildebrand	CA-2011-100867	Home Office	Raymond Buch	\$8,453.0495	3M Polarizing Light Filter Sleeves
Andy Yotov	CA-2011-102652	Corporate	Sanjit Chand	\$8,205.3799	Acco 3-Hole Punch, Clear
Bruce Stewart	CA-2011-103373	Consumer	Hunter Lopez	\$7,816.5677799999994	Acco Binder Covers, Economy
Michael Grace	CA-2011-103744	Home Office	Bill Eplett	\$7,410.0053000000034	Accos Staples, Metal
Bradley Nguyen	CA-2011-103940	Consumer	Harry Marie	\$6,958.2863999999972	3M Hangers With Command Adhesive
John Grady	CA-2011-104829	Corporate	Susan Pistek	\$6,484.4072599999981	Acco Binding Machine, Clear
Arthur Pritchep	CA-2011-105270	Consumer	Mike Gockenbach	\$6,458.6762	Acco Binder, Durable
Anthony Jacobs	CA-2011-108609	Corporate	Adrian Barton	\$6,417.2845	3M Polarizing Task Lamp with Clamp Arm, Light Gray
Magdelene Morse	CA-2011-108861	Consumer	Tom Ashbrook	\$6,311.9790999999968	Acco Binding Machine, Durable
Lisa Ryan	CA-2011-109918	Corporate	Jane Waco	\$6,265.845699999999	Acco 3-Hole Punch, Durable
Anthony Johnson	CA-2011-110786	Corporate	Daniel Raglin	\$6,103.97292	Acco Binder, Clear
Eileen Kiefer	CA-2011-111871	Home Office	Sanjit Engle	\$6,015.783919999999	Accos Staples, 12 Pack
Marc Harrigan	CA-2011-116785	Home Office	Bill Shonely	\$5,968.9073599999992	3D Systems Cube Printer, 2nd Generation, Magenta
Michael Nguyen	CA-2011-123225	Consumer	Ellis Ballard	\$5,848.747739999999	Acco 3-Hole Punch, Clear
Deanra Eno	CA-2011-123253	Home Office	Nathan Mautz	\$5,789.1168	Acco Binder, Clear
Tamara Chand	CA-2011-123498	Corporate	Christopher Conant	\$5,603.3337000000002	Advantus Paper Clips, Assorted Sizes
Corey Catlett	CA-2011-124688	Corporate	Keith Dawkins	\$5,486.1725000000006	Acco Six-Outlet Power Strip, 4' Cord Length
Valerie Dominguez	CA-2011-126361	Consumer	John Huston	\$5,395.8237000000008	Accos Clamps, 12 Pack
Rick Reed	CA-2011-126403	Corporate	Greg Tran	\$5,214.1311799999985	1.7 Cubic Foot Compact "Cube" Office Refrigerators
Larry Tron	CA-2011-126522	Consumer			
Greg Matthias	CA-2011-127012	Consumer			
Harold Ryan	CA-2011-127131	Corporate			
Bruce Stewart	CA-2011-133690	Consumer			
Steven Ward	CA-2011-134726	Corporate			
Steven Cartwright	CA-2011-135657	Consumer			
Hilary Holden	CA-2011-135699	Corporate			

GLOBAL SUPERSTORE SALES ANALYSIS

The three Countries that generated the highest total profit for Global Sperstore in 2014 are;

- United States
- China
- India

Their top three profit earning products are shown in the tables below

Country	Product Name	Profit
United States	Canon imageCLASS 2200 Advanced Copier	\$15,679.96
United States	GBC DocuBind TL300 Electric Binding System	\$1,910.59
United States	Hewlett Packard LaserJet 3310 Copier	\$3,623.94

Country	Product Name	Profit
China	Bush Classic Bookcase, Mobile	\$1,220.52
China	HP Copy Machine, Color	\$1,196.13
China	Sauder Classic Bookcase, Metal	\$1,463.07

Country	Product Name	Profit
India	Cisco Smart Phone, with Caller ID	\$1,609.38

The subcategories with the highest shipping costs in the united states are phones, chairs and storage.

There was a loss of \$23,300 in Nigeria in the year 2014 therefore, Global Supersore made the least profit in Nigeria when compared with other countries in Africa. The reason for this poor performance is due to the high discount rate receieved in Nigeria making it the country in Africa with the highest rate of 85% as compared to rates receivied in the entire continent. Asides fromthis it's shipping cost is also one of the hihest in Africa.

The product sub-category that is least profitable in South-East Asia is Tables with a loss of \$18,600. This product offering can be discontinued in Indonesia as it had the highest loss rate of 57.63% of the entire region.

The city least profitable in terms of average profit in the United States is Philadelphia. Philadelphia's average profit is so low because of all the cities it recieved the highest discount of 176 causing the company to run at a loss of \$13,188.

The product sub-category with the highest average profit in Australia is Copiers.

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