**VEPHLA CAPSTONE PROJECT**

**By Benjamin INJA**

**Grad Code: GRDAISHA456/968/7B**

**ALL ANSWERS PRESENTED HERE CAN BE FOUND REPRESENTED ON THE DASHBOARD USING MICROSOFT EXCEL AND RESULTS SOLELY FROM EXCEL PIVOT TABLES.**

**TOOL USED FOR THE PROJECT: MICROSOFT EXCEL**

1. **Data cleaning: Excel power query**
2. **Extraction, Transformation and Loading: Excel**
3. **Data modeling: Excel**
4. **Answering questions: Pivot tables and charts and formatting.**
5. **Visualization: Excel**

**Question 1. a) What are the three countries that generated the highest total profit for Global Superstore in 2014?**

* United States
* China
* India

**1b. 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?**

**United States:**

* Canon image CLASS 2200 Advanced Copier $25,200.00
* Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind $7,753.10
* Hewlett Packard LaserJet 3310 Copier $6,984.00

**China**

* Sauder Classic Bookcase, Traditional $2,903.50
* Apple Smart Phone, with Caller ID $2,818.00
* Cisco Smart Phone, with Caller ID $1,609.40

**India**

* Sharp Wireless Fax, Digital $2,894.20
* HP Copy Machine, Color $2,855.10
* Samsung Smart Phone, VoIP $2,672.00

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

* Appliances
* Copiers
* Tables

**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.**

From my dashboard and assessment, I compared Nigeria ‘s profit with 5 other African countries using filter, to be able to determine the profitability, and from the result Nigeria has a great loss in terms of profit making of **-$23,285.3.**

**b.** The core factor for Nigeria’s loss is due its high discount rate which it is offering to customers as a result of competition to enable them sell and invariably large shipping cost of **$1,520.60**

**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.**

* The least subcategory in Southeast Asia is Tables

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

**- Indonesia**

**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.**

**- The** least profitable city in USA is Lancaster

**b) Why is this city’s average profit so low?**

**- The** city’s profit is so low due to the less sales and losses associated and generated by Technology

**Question 6. a) Which product subcategory has the highest average profit in Australia?**

* **Appliances**

**Question 7. a) Which customer returned items and what segment do they belong**

* **818 persons returned items**

**They belong to the segments below**

Consumer, coporate and home office

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

**Going with my Analysis here are the top 5 valuable customers**

|  |  |
| --- | --- |
| **Customer names** | **Count of Order ID** |
| Muhammed Yedwab | 20.8% |
| Steven Ward | 20.4% |
| Patrick O'Brill | 19.6% |
| Gary Hwang | 19.6% |
| Bill Eplett | 19.6% |
| **Grand Total** | **100.00%** |
|  |  |

**Below are the top 5 items bought by the valuable customers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of Order ID** | **Column Labels** |  |  |  |
| **Row Labels** | **Furniture** | **Office Supplies** | **Technology** | **Grand Total** |
| Muhammed Yedwab | 5.6% | 11.3% | 3.8% | 20.8% |
| Steven Ward | 5.0% | 11.3% | 4.0% | 20.4% |
| Patrick O'Brill | 3.7% | 11.9% | 4.0% | 19.6% |
| Gary Hwang | 2.7% | 13.1% | 3.8% | 19.6% |
| Bill Eplett | 4.2% | 12.3% | 3.1% | 19.6% |
| **Grand Total** | **21.15%** | **60.00%** | **18.85%** | **100.00%** |