

GlobalMart Sales Analysis Report

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1. Introduction

This report presents an analysis of sales data from GlobalMart, focusing on profitability, sales trends, and regional performance.

The data includes various product categories and provides insights into key business metrics such as sales, profit, discounts, and shipping costs.

Through this analysis, we aim to identify actionable insights to optimize sales and increase profitability for GlobalMart.

The report explores the most profitable product categories, trends in sales over time, regional sales and profit variations, and the impact of discounts on profit margins.

These insights will help GlobalMart make informed decisions to improve overall performance and drive growth in specific areas.

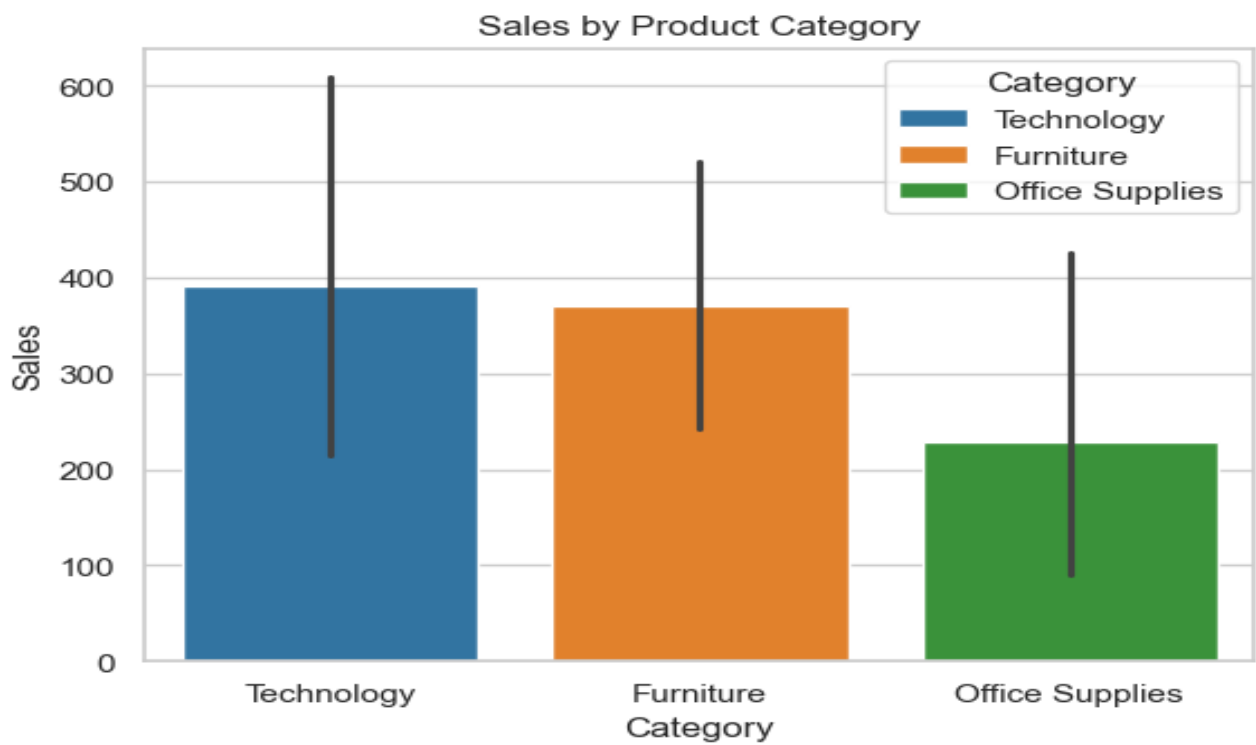
2. Key Insights

2.1 Product Categories Profitability

The most profitable product category is Technology, with a total profit of \$145068.68.

Furniture and Office Supplies follow with profits of \$82188.95 and \$61662.81, respectively.

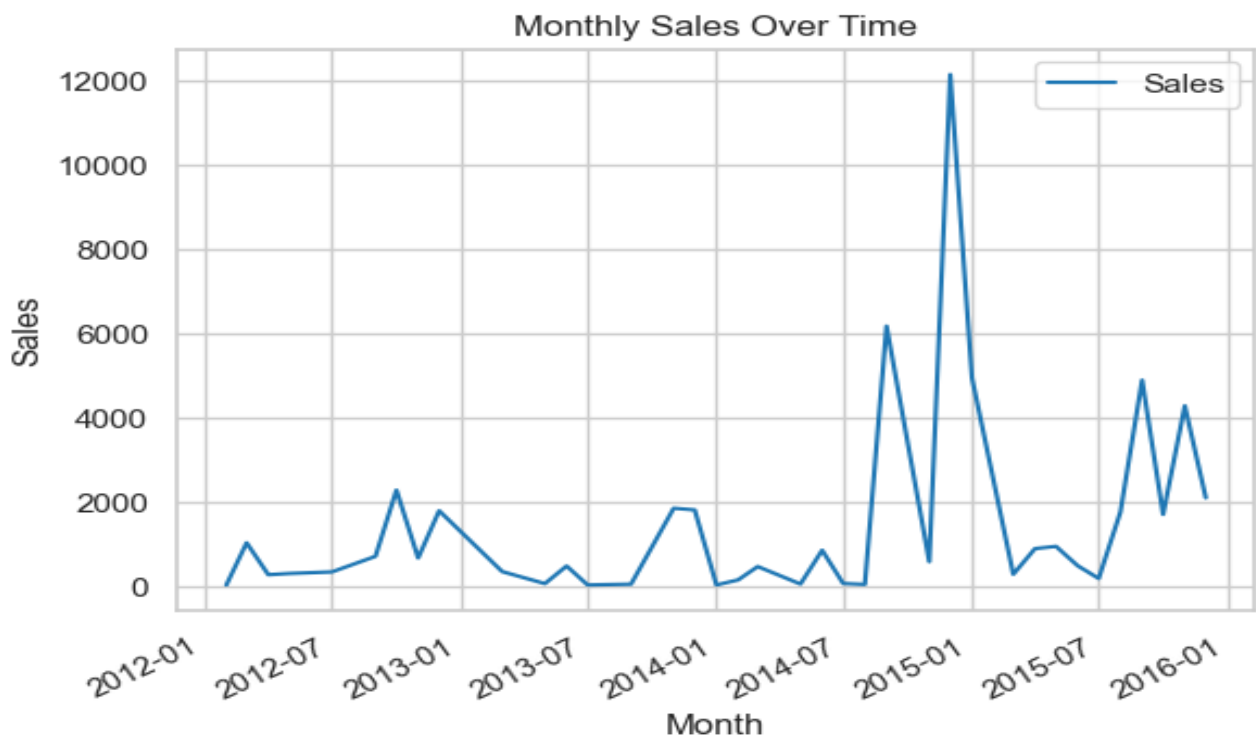
Figure 1: Sales by Product Category



2.2 Sales Trends Over Time

Sales have shown significant fluctuations over time, with notable peaks in certain months. There is evidence of seasonal trends and spikes in sales, possibly due to major events or promotions.

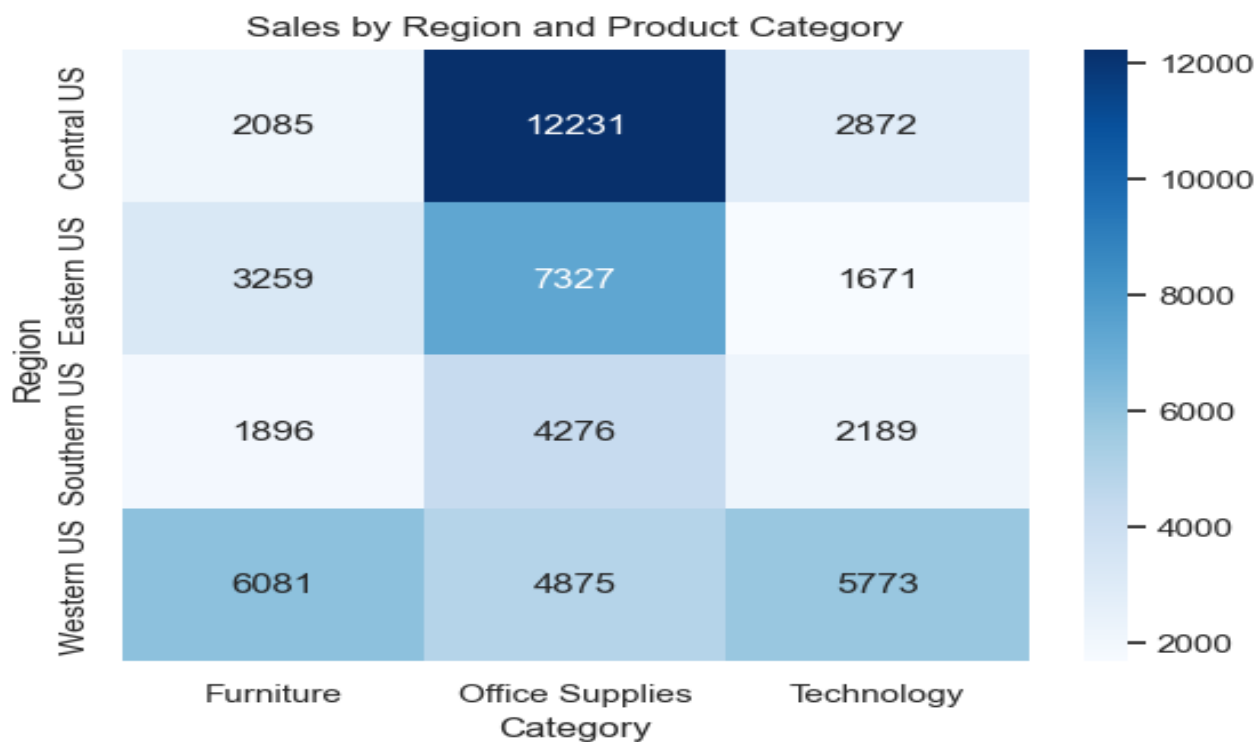
Figure 2: Monthly Sales Over Time



2.3 Sales and Profits by Region

Sales and profits vary significantly by region. For example, in the Caribbean, Furniture generated the highest profit of \$3,153.92, while Office Supplies in Central Africa achieved \$1,692.08 profit.

Figure 3: Sales by Region and Product Category



2.4 Correlation Between Discount and Profit

The correlation between discount and profit is -0.505, indicating a negative relationship. Higher discounts are associated with lower profits, suggesting a careful evaluation of discounting strategies.

Figure 4: Sales vs Profit

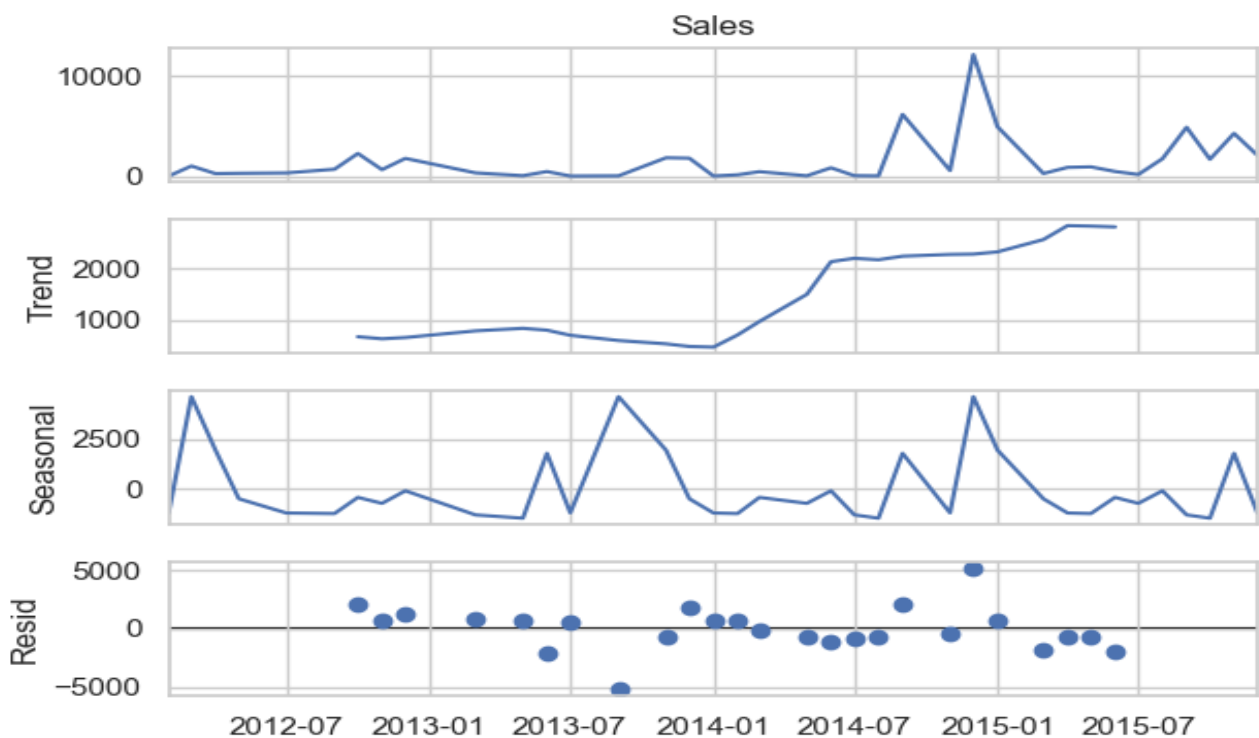


3. Conclusion

In conclusion, the analysis reveals key areas where GlobalMart can optimize its sales and profitability.

Technology products are the most profitable, and regional performance shows varying strengths across different categories.

Figure 5: Sales Trend Analysis Decomposition



4. Recommendations

1. Focus on promoting and expanding the Technology category, as it generates the highest profits.
2. Evaluate the effectiveness of discounting strategies, as higher discounts are negatively impacting profits.
3. Tailor marketing strategies based on regional performance to optimize sales and profitability in specific areas.