

SALES DATA ANALYSIS FOR GLOBAL SUPERSTORE

\$12.6M

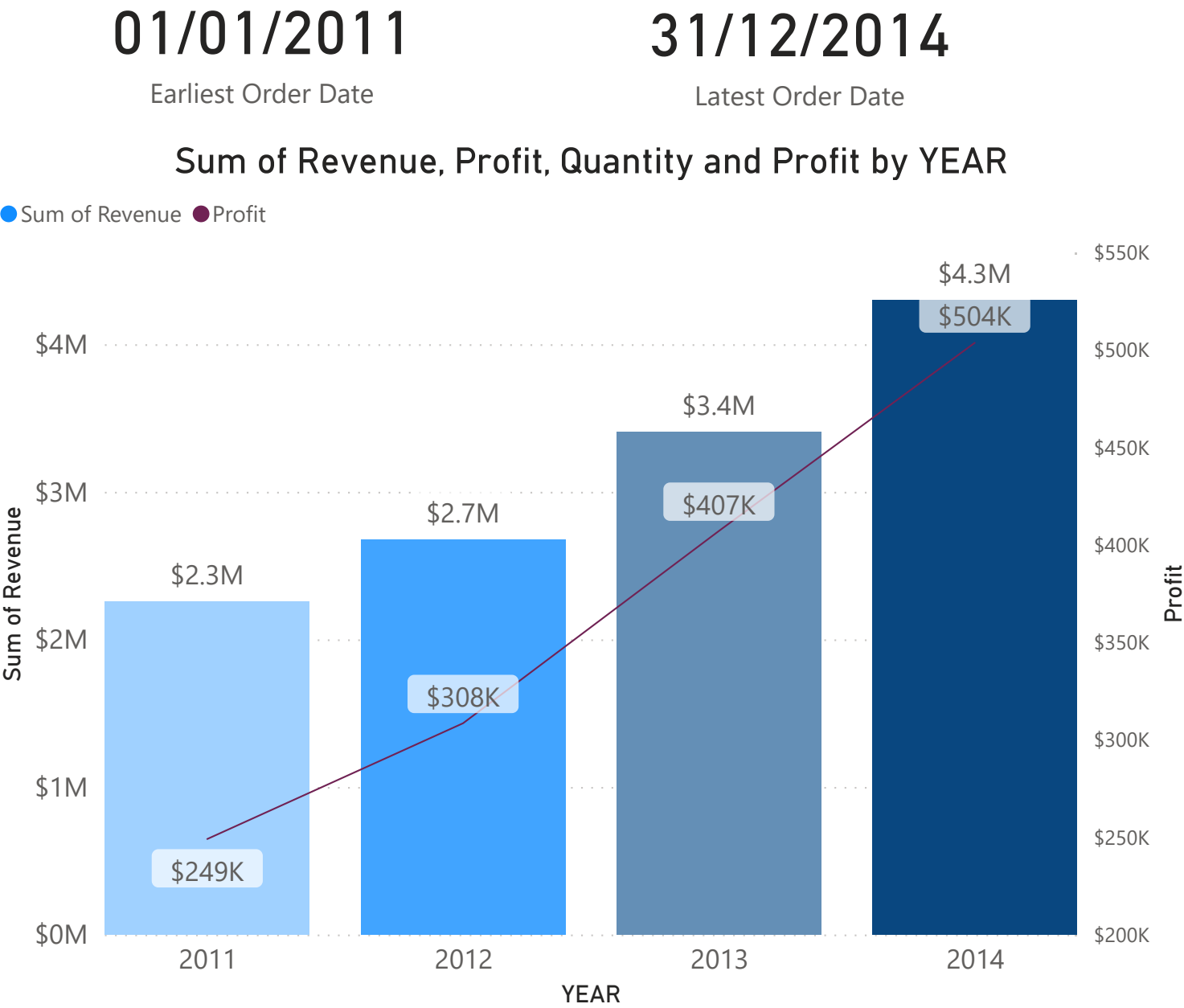
Sum of Revenue

\$1.47M

Profit

178K

Quantity



YEAR

- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014

Market

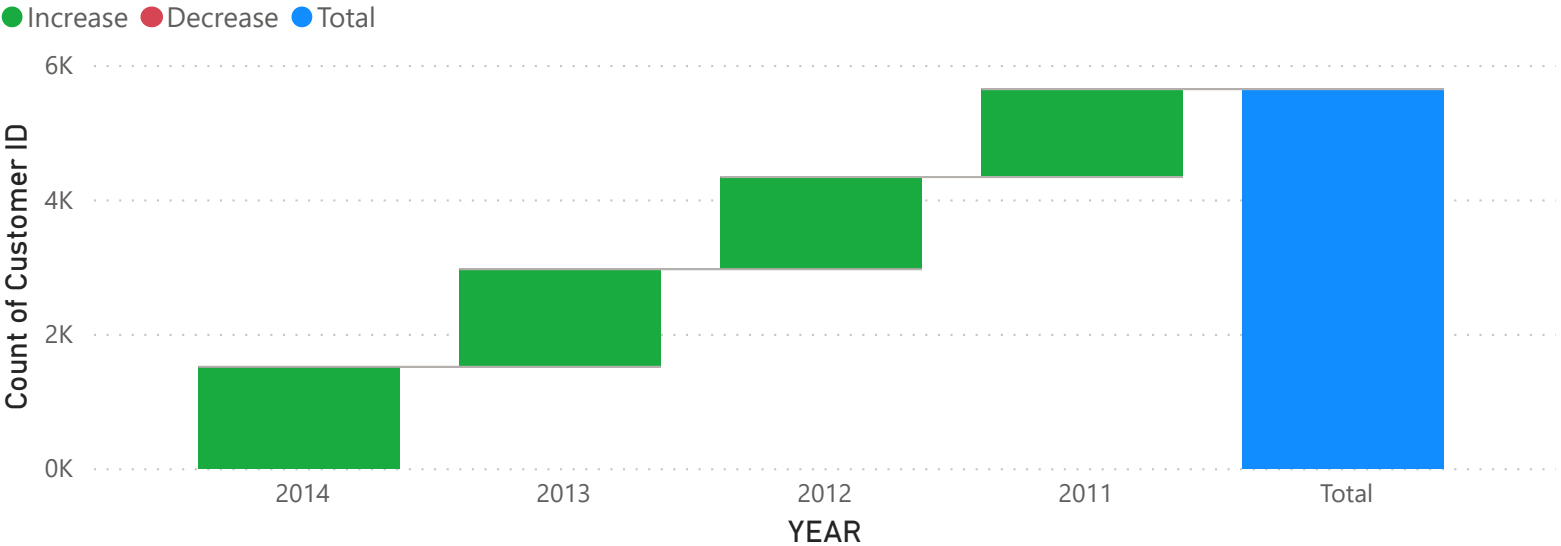
- ☐ Africa
- ☐ APAC
- ☐ Canada
- ☐ EMEA
- ☐ EU
- ☐ LATAM
- ☐ US

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

CUSTOMERS ACROSS COUNTRIES

Count of Customer ID by YEAR



YEAR, MONTH

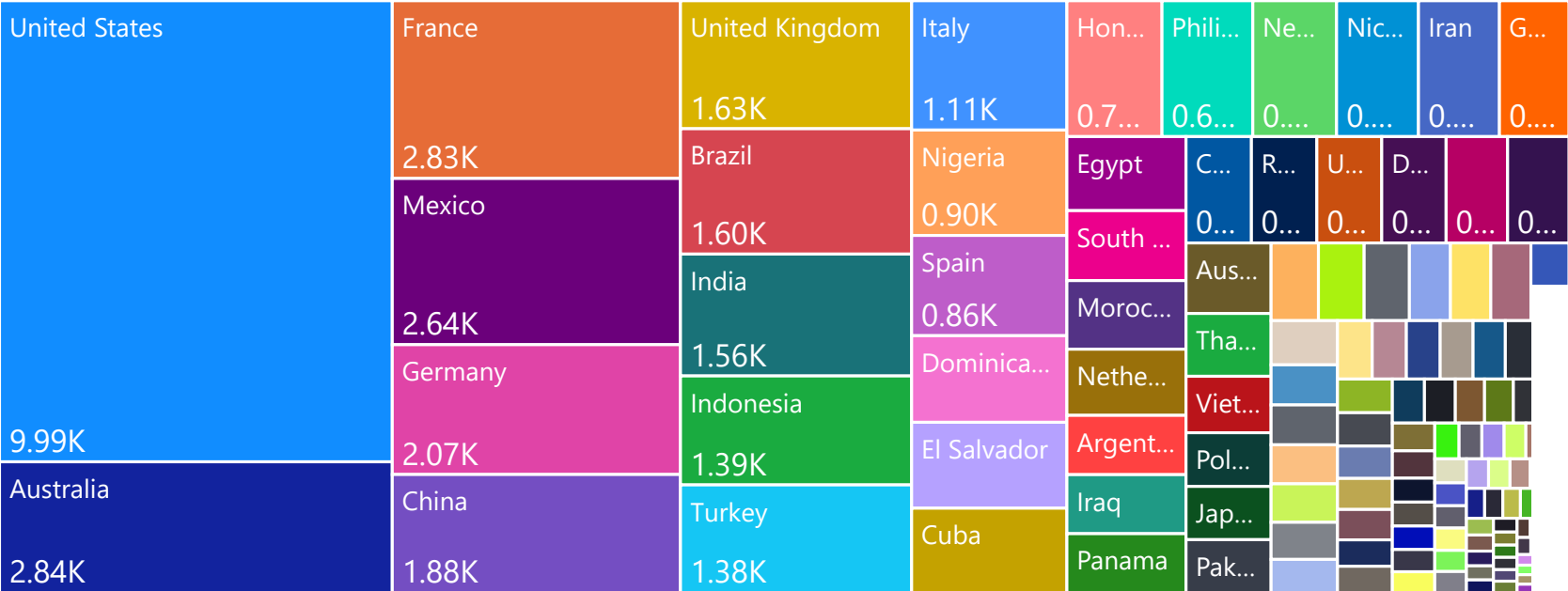
- 2011
- 2012
- 2013
- 2014

Market

- Africa
- APAC
- Canada
- EMEA
- EU
- LATAM
- US

*The United States contribute highest number of customers

*From 2011 to 2014 there is an increase in the number of cities by nearly 30%



147

Count of Country

3636

Count of City

COUNTRY HAVING TOP SALES

Country	Sum of Revenue	Profit ▼	Quantity
United States	\$2,297,200.9	\$286,397.02	37873
China	\$700,562.0	\$150,683.09	7081
India	\$589,650.1	\$129,071.84	5758
United Kingdom	\$528,576.3	\$111,900.15	6161
France	\$858,931.1	\$109,029.00	10804
Total	\$4,974,920.4	\$787,081.09	67677

COUNTRY HAVING BOTTOM SALES

Country	Sum of Revenue	Profit ▲	Quantity
Turkey	\$107,675.8	(\$97,401.21)	3018
Nigeria	\$54,261.7	(\$80,656.26)	2047
Netherlands	\$77,514.9	(\$41,070.08)	1682
Honduras	\$90,125.6	(\$29,482.37)	2556
Total	\$388,450.7	(\$271,056.57)	10251

*USA contribute
19.5% of total profit
and 18.2% of total
revenue

*From 2011 to 2014.
the top 5 countries
contribute > 50% of
profit and nearly 40%
of revenue

*From 2011 to 2014.
the top 10 countries
contribute > 80% of
profit and 60% of
revenue

YEAR

☐ 2011

☐ 2012

☐ 2013

☐ 2014

\$12.6M

Sum of Revenue

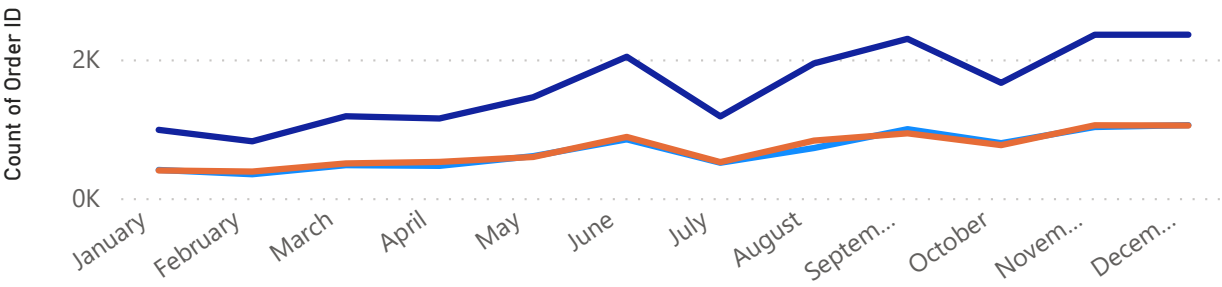
\$1.47M

Profit

CALCULATE THE FREQUENCY OF PURCHASE FOR EACH CUSTOMERS

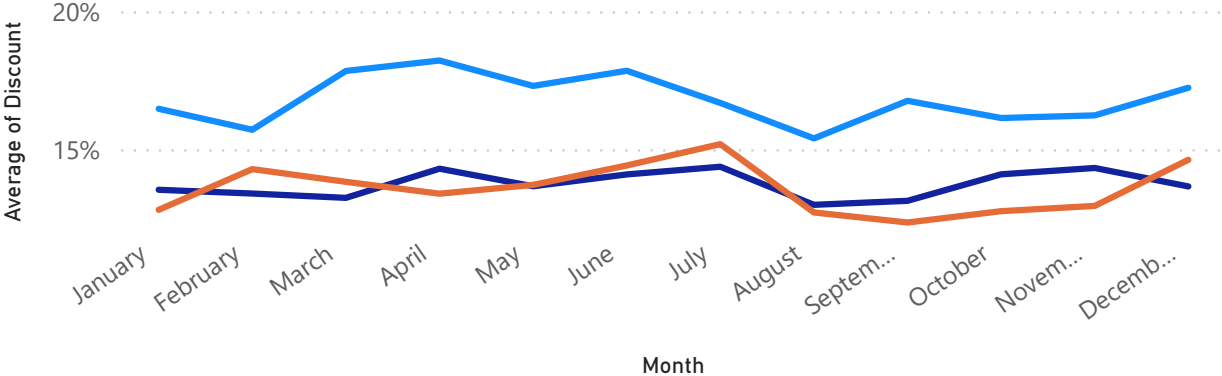
Customer ID	First Customer Name	Earliest Order Date	Latest Order Date	Months between orders	Purchases	Frequency	Profit	Sum of Revenue
PO-19180	Philisse Overcash	11/08/2012	24/07/2014	23	24	1.04	\$2,556.74	\$16,753.2
TP-21130	Theone Pippenger	15/10/2011	29/12/2014	38	37	0.97	\$1,964.41	\$22,697.6
ZC-21910	Zuschuss Carroll	23/09/2011	28/12/2014	39	37	0.95	\$452.50	\$28,472.8
Count of Order ID by Month and Category				4	38	36	0.95	\$5,152.96

Category Furniture Office Supplies Technology

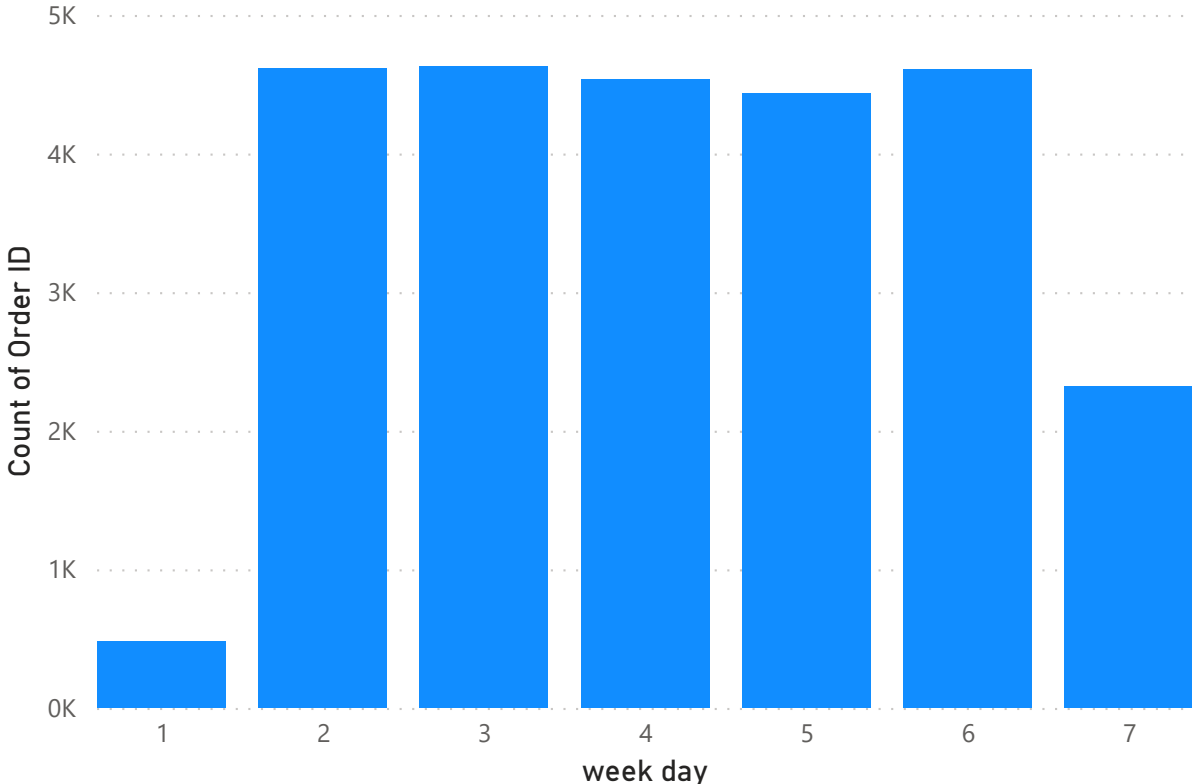


Average of Discount by Month and Category

Category Furniture Office Supplies Technology



Count of Order ID by week day



MOST NUMBER OF PURCHASE CUSTOMERS

Customer ID	First Customer Name	Earliest Order Date	Latest Order Date	Months between orders	Purchases	Frequency	Profit	Sum of Revenue
PO-18850	Patrick O'Brill	26/01/2011	27/12/2014	47	41	0.87	\$3,249.28	\$25,274.5
KH-16690	Kristen Hastings	21/03/2011	29/12/2014	45	39	0.87	\$2,367.49	\$18,158.5
MP-17965	Michael Paide	22/01/2011	04/12/2014	47	39	0.83	\$1,455.21	\$17,228.5

Customer ID	First Customer Name	Earliest Order Date	Latest Order Date	Months between orders	Purchases	Frequency	Profit	Sum of Revenue
TC-20980	Tamara Chand	06/05/2011	04/12/2014	43	28	0.65	\$8,787.47	\$34,218.3
RB-19360	Raymond Buch	04/06/2011	11/12/2014	42	25	0.60	\$8,523.95	\$29,197.6
SC-20095	Sanjit Chand	13/02/2011	17/10/2014	44	28	0.64	\$8,106.22	\$25,602.6

Customer ID	First Customer Name	Earliest Order Date	Latest Order Date	Months between orders	Purchases	Frequency	Profit	Sum of Revenue
TA-21385	Tom Ashbrook	28/06/2011	13/12/2014	42	25	0.60	\$6,274.99	\$35,668.1
GT-14710	Greg Tran	08/03/2011	23/12/2014	45	30	0.67	\$5,164.85	\$34,471.9
TC-20980	Tamara Chand	06/05/2011	04/12/2014	43	28	0.65	\$8,787.47	\$34,218.3

CUSTOMER FREQUENCY BUCKET



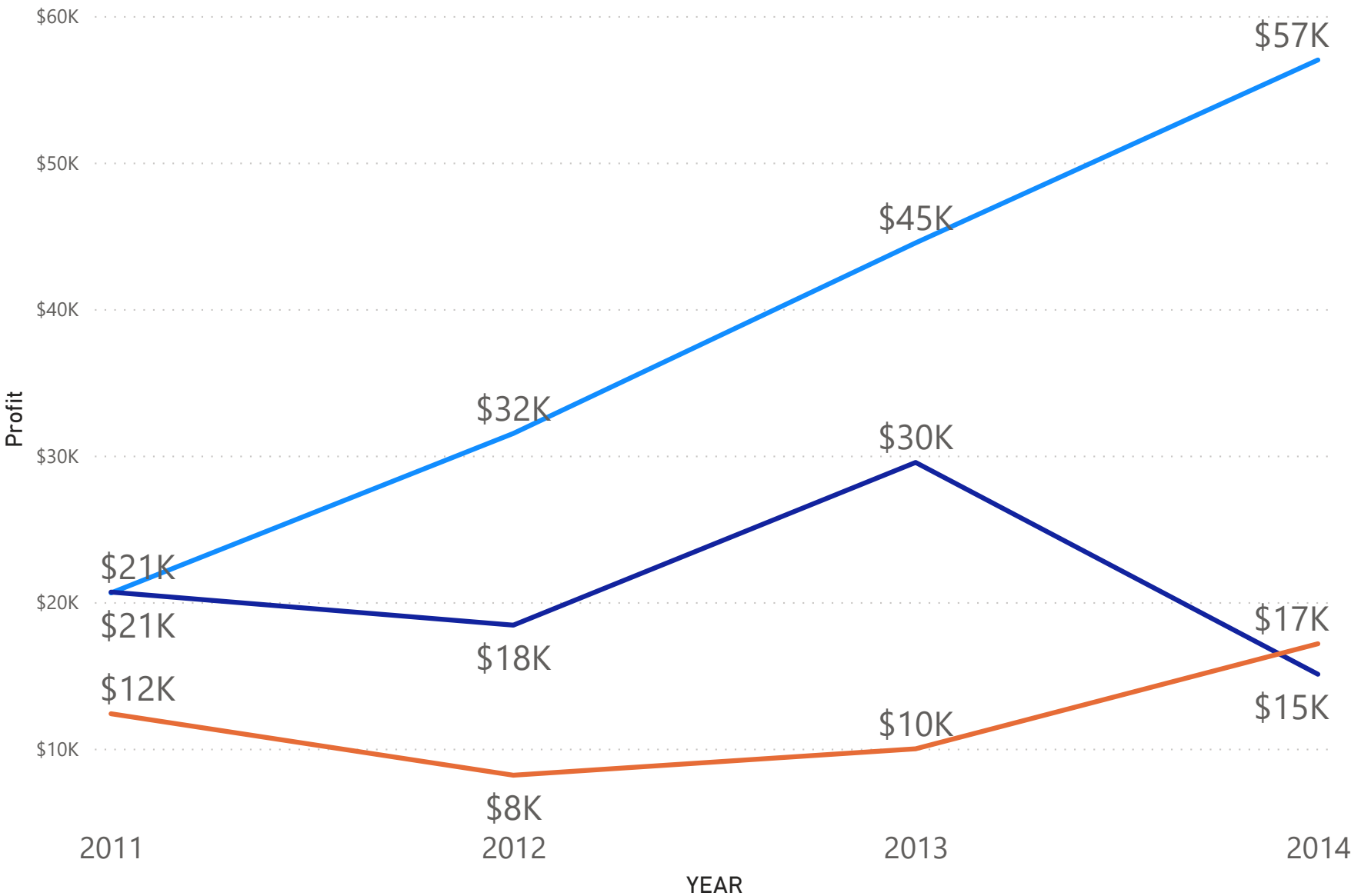
Profit by Frequency per month (bins) 4

Customer ID

Which customer segment is most profitable in each year?

Profit by YEAR and Segment

Segment ● Consumer ● Corporate ● Home Office



Category	
Furniture	Technology
Office Supplies	

*For each year the **Consumer Segment** is most profitable among three segments

*The overall profit for each segment is increasing from 2011 to 2014

*The profit for furniture in Corporate segment has decreased in 2014

CATEGORY OF PURCHASE FOR THE MOST PROFITABLE CUSTOMERS

Customer ID	Count of Order ID	Sum of Revenue	Profit
TC-20980	28	\$34,218.3	\$8,787.47
RB-19360	25	\$29,197.6	\$8,523.95
SC-20095	28	\$25,602.6	\$8,106.22
BE-11335	37	\$27,158.0	\$7,790.70
HL-15040	20	\$29,664.2	\$7,657.50
AB-10105	33	\$22,966.8	\$6,912.61
SP-20920	28	\$28,124.2	\$6,649.63
HM-14860	37	\$27,434.2	\$6,544.89
TA-21385	25	\$35,668.1	\$6,274.99
SE-20110	36	\$29,532.6	\$5,863.62
BS-11365	26	\$22,551.0	\$5,680.73
DR-12940	33	\$25,641.5	\$5,505.92
EB-13840	25	\$20,188.2	\$5,466.50
GT-14710	30	\$34,471.9	\$5,164.85
KD-16495	36	\$24,996.5	\$5,152.96
NM-18445	32	\$20,223.2	\$5,095.16
PJ-18835	19	\$13,639.5	\$4,889.27
JH-15820	31	\$23,586.7	\$4,829.67
Total	25027	\$12,639,336.3	\$1,468,247.00

Do the frequent buyers contribute more revenue and profit?

PROFIT MADE BY CUSTOMERS

*Profit made by customers who purchased more than mean number of purchases is 89.7% of total profit and revenue is 86.8% of total revenue

*Profit made by customers who made more than 75% of total number of purchases is 55% of total profit and revenue is 52.8% of total revenue

*Frequent customers contribute more profit and revenue

CATEGORY OF PURCHASE FOR THE MOST PROFITABLE CUSTOMERS

Category	Furniture		Office Supplies		Technology		Total	
Customer ID	Count	Profit	Count	Profit	Count	Profit	Count	Profit
TC-20980	12	(\$836.68)	33	\$610.36	14	\$9,013.79	59	\$8,787.47
RB-19360	9	(\$847.90)	42	\$1,700.79	14	\$7,671.06	65	\$8,523.95
SC-20095	13	\$470.39	34	\$6,413.20	6	\$1,222.62	53	\$8,106.22
BE-11335	18	\$462.96	61	\$2,545.34	15	\$4,782.39	94	\$7,790.70
HL-15040	8	\$504.07	26	\$287.36	13	\$6,866.07	47	\$7,657.50
AB-10105	9	(\$225.36)	38	\$5,508.28	15	\$1,629.68	62	\$6,912.61
SP-20920	13	\$1,191.74	33	\$2,915.14	14	\$2,542.75	60	\$6,649.63
HM-14860	19	\$912.77	41	\$369.35	19	\$5,262.77	79	\$6,544.89
TA-21385	10	\$184.72	39	\$141.65	16	\$5,948.62	65	\$6,274.99
SE-20110	17	\$1,473.75	41	\$447.75	17	\$3,942.12	75	\$5,863.62
BS-11365	17	\$844.94	32	\$580.49	11	\$4,255.29	60	\$5,680.73
DR-12940	12	\$274.65	46	\$2,036.67	13	\$3,194.60	71	\$5,505.92
EB-13840	9	\$1,558.81	23	\$2,795.15	12	\$1,112.54	44	\$5,466.50
GT-14710	12	\$1,897.36	49	\$1,704.67	13	\$1,562.81	74	\$5,164.85
KD-16495	15	\$1,217.86	42	\$633.06	11	\$3,302.04	68	\$5,152.96
NM-18445	13	\$1,141.67	30	\$938.40	17	\$3,015.09	60	\$5,095.16
PJ-18835	6	(\$46.03)	18	\$4,711.96	7	\$223.34	31	\$4,889.27
Total	9874	\$285,121.50	31260	\$519,692.62	10139	\$663,432.88	51273	\$1,468,247.00

CATEGORY OF PURCHASE FOR THE MOST PROFITABLE CUSTOMERS

Sub-Category	Accessories		Appliances		Art		Binders		Bookcases		Chairs
Customer ID	Count of Order ID	Profit	Count of Order ID	Profit	Count of Order ID	Profit	Count of Order ID	Profit	Count of Order ID	Profit	Count of Order ID
+ TC-20980	5	\$207.37	2	\$43.64	4	\$48.36	8	\$268.21	1	\$25.38	
+ RB-19360	4	\$300.81	5	\$1,112.06	9	\$133.77	9	\$180.58	3	(\$1,112.77)	
+ SC-20095	3	\$47.91	3	\$254.78	6	\$133.56	8	\$5,563.14	2	\$395.78	
+ BE-11335	4	\$1,524.68	4	\$1,155.18	9	\$232.38	13	\$150.51	2	\$55.99	
+ HL-15040	1	(\$51.98)	1	(\$122.40)	4	\$33.21	6	\$106.93			
+ AB-10105	7	\$248.34	1	\$27.48	7	(\$74.80)	6	\$5,394.42			
+ SP-20920	2	\$248.90	5	\$2,610.03	3	\$48.10	6	\$73.07	3	\$794.90	
+ HM-14860	5	\$1,484.94	2	(\$57.92)	9	\$121.78	4	(\$34.54)	3	(\$264.77)	
+ TA-21385	1	\$10.91	2	(\$435.56)	6	\$10.35	8	\$297.25	3	\$108.56	
+ SE-20110	6	\$231.25	3	\$190.03	8	\$158.52	11	\$165.32	4	\$1,090.66	
+ BS-11365	3	\$371.95	1	\$19.03	2	\$44.22	7	\$43.30	5	\$344.98	
+ DR-12940	2	\$129.48	3	\$1,664.30	7	\$19.01	11	\$316.72	3	\$592.83	
+ EB-13840	2	\$144.70	2	\$2,237.14	3	\$111.54	3	(\$0.83)	2	\$325.13	
+ GT-14710	1	(\$66.06)	4	\$462.31	4	(\$72.64)	8	\$797.67	3	\$75.92	
+ KD-16495	3	\$335.71	5	(\$70.81)	3	(\$3.27)	12	\$232.59	6	\$696.88	
+ NM-18445	6	\$402.50	3	\$240.48	3	\$56.82	4	\$173.74	2	\$107.10	
+ PJ-18835	3	\$28.42	2	\$4,301.26	3	\$55.89	1	\$14.77	2	\$11.74	

TOP FIVE PROFIT MAKING PRODUCTS

Product Name	Profit	Sum of Revenue	Quantity
Canon imageCLASS 2200 Advanced Copier	\$25,199.93	\$61,599.8	20
Cisco Smart Phone, Full Size	\$17,238.52	\$76,441.5	139
Motorola Smart Phone, Full Size	\$17,027.11	\$73,156.3	134
Hoover Stove, Red	\$11,807.97	\$31,663.8	62
Sauder Classic Bookcase, Traditional	\$10,672.07	\$39,108.3	113
Total	\$81,945.60	\$281,969.7	468

YEAR

☐ 2011

☐ 2012

☐ 2013

☐ 2014

\$1.47M

Profit

BOTTOM FIVE NON PROFIT MAKING PRODUCTS

Product Name	Profit	Sum of Revenue	Quantity
Cubify CubeX 3D Printer Double Head Print	(\$8,879.97)	\$11,100.0	9
Lexmark MX611dhe Monochrome Laser Printer	(\$4,589.97)	\$16,829.9	18
Motorola Smart Phone, Cordless	(\$4,447.04)	\$38,931.0	74
Cubify CubeX 3D Printer Triple Head Print	(\$3,839.99)	\$8,000.0	4
Bevis Round Table, Adjustable Height	(\$3,649.89)	\$5,654.8	22
Total	(\$25,406.87)	\$80,515.7	127

\$12.6M

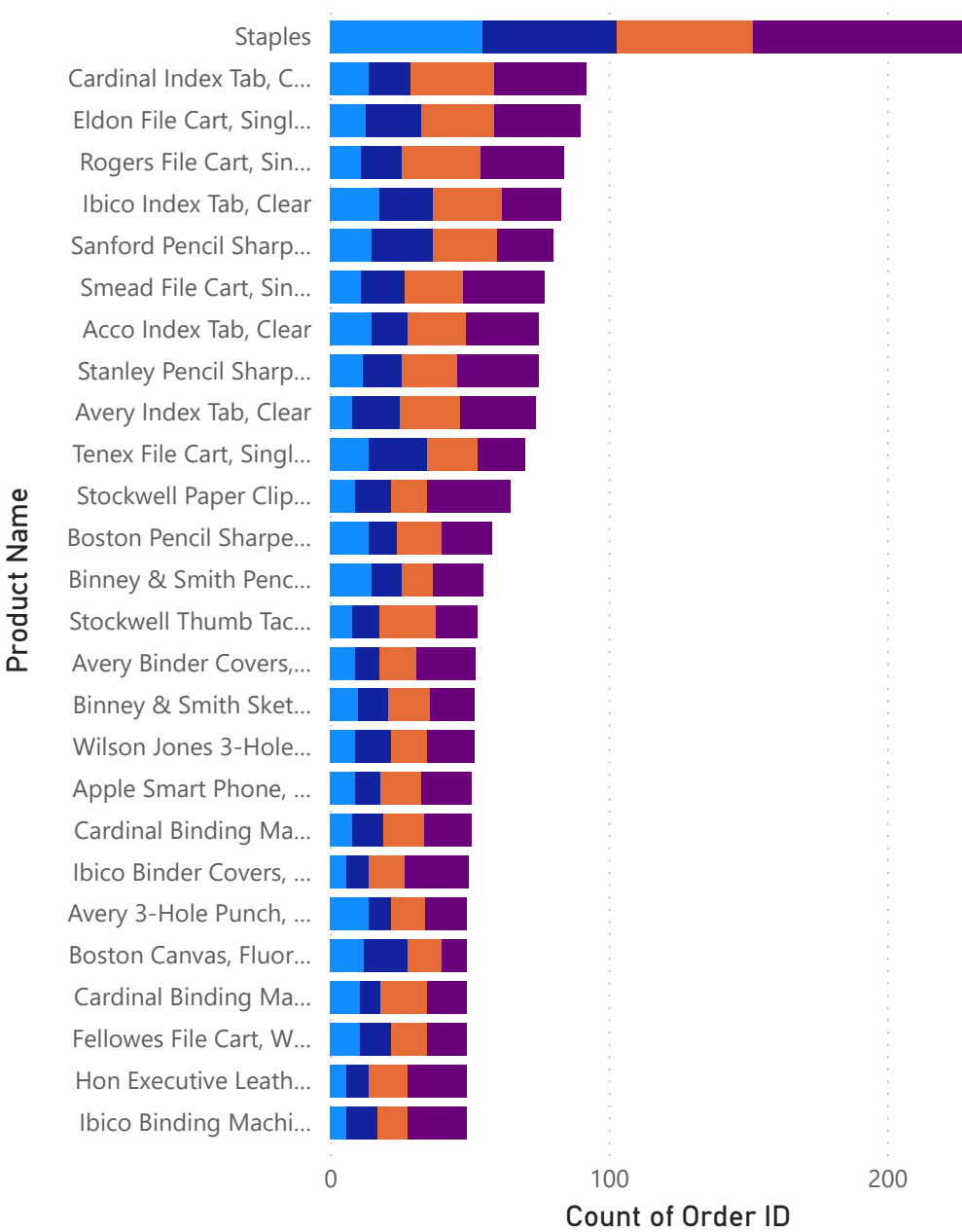
Sum of Revenue

RECURRING ITEM

Product Name	2011	2012	2013	2014	Total
Staples	55	48	49	75	227
Cardinal Index Tab, Clear	14	15	30	33	92
Eldon File Cart, Single Width	13	20	26	31	90
Rogers File Cart, Single Width	11	15	28	30	84
Ibico Index Tab, Clear	18	19	25	21	83
Sanford Pencil Sharpener, Water Color	15	22	23	20	80
Smead File Cart, Single Width	11	16	21	29	77
Acco Index Tab, Clear	15	13	21	26	75
Stanley Pencil Sharpener, Water Color	12	14	20	29	75
Avery Index Tab, Clear	8	17	22	27	74
Total	8997	10959	13793	17524	51273

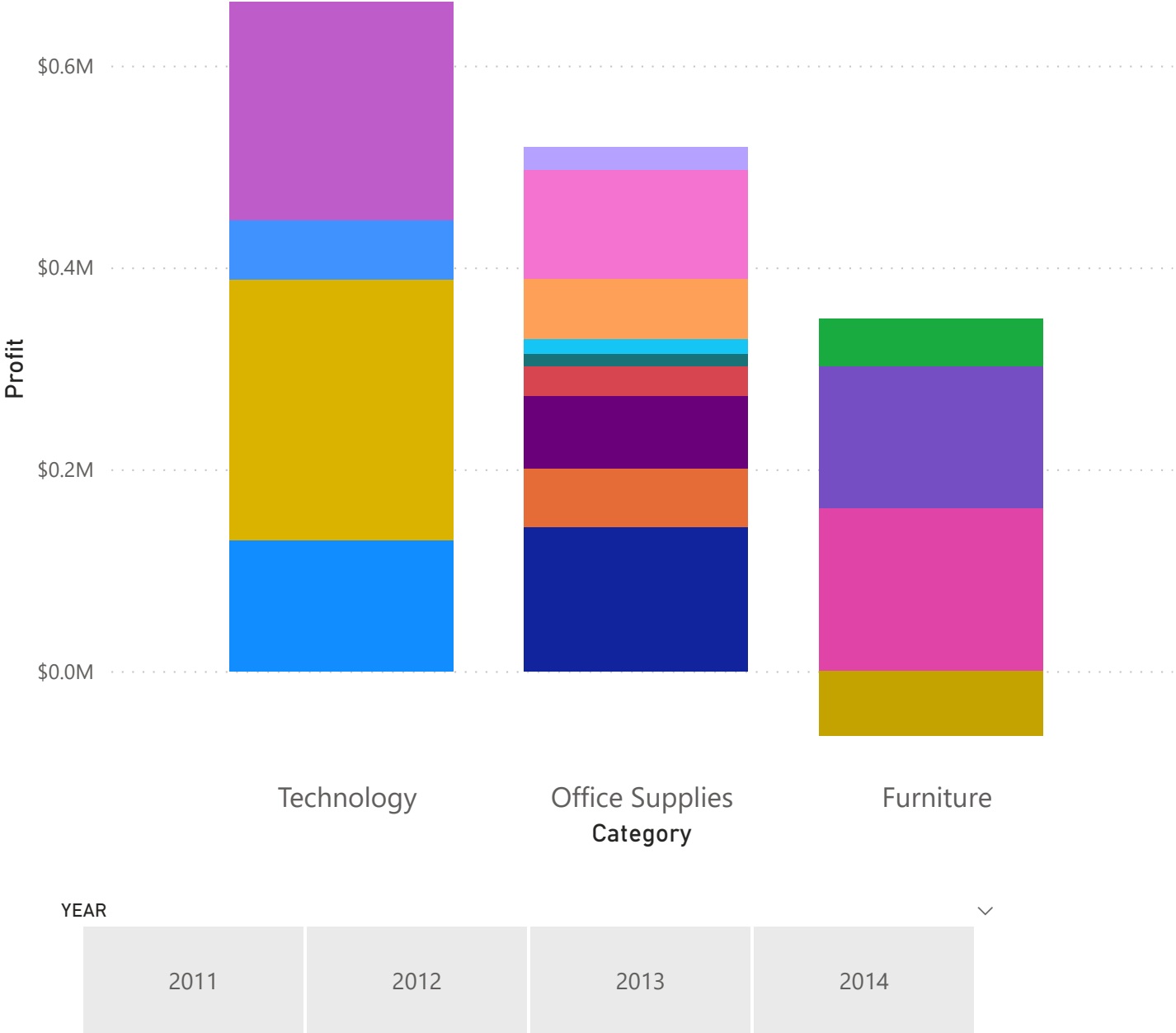
Count of Order ID by Product Name and YEAR

YEAR 2011 2012 2013 2014



Profit by Category and Sub-Category

Sub-Category Accessories Appliances Art Binders Bookcases Chairs Copiers Envelopes



Which is the most profitable category of product?

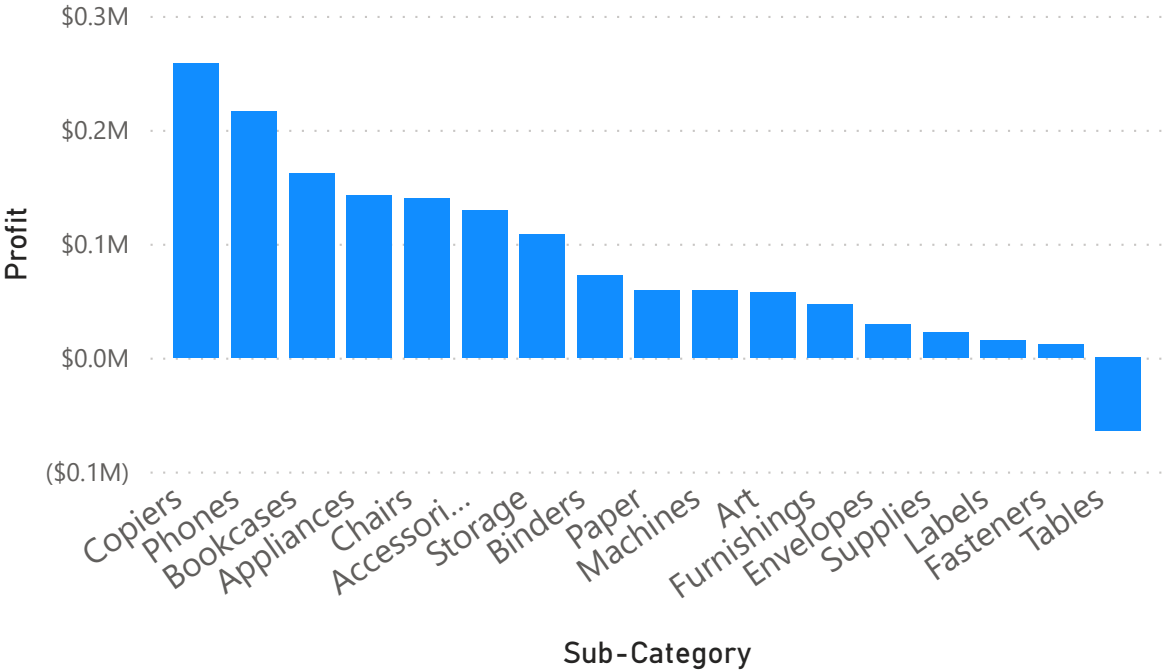
*Technology is the most profitable category

*Copiers is the most profitable subcategory

*97% of the items sold is of category office supplies and subcategory paper

*Table subcategory has negative profit for all years

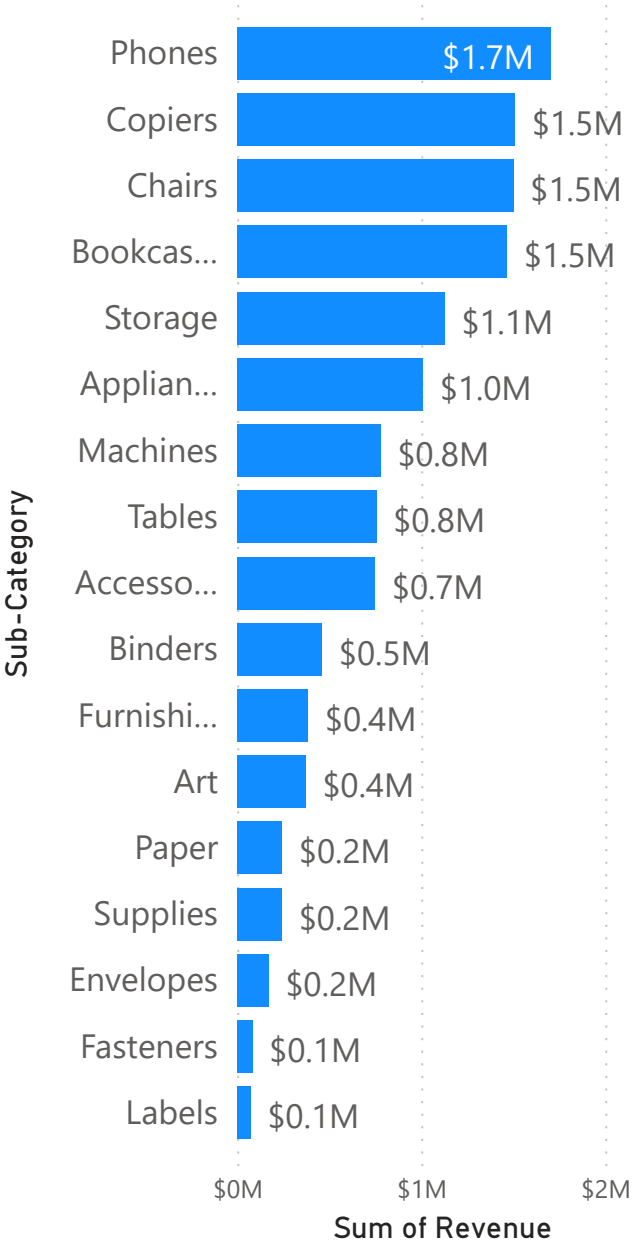
Profit by Sub-Category



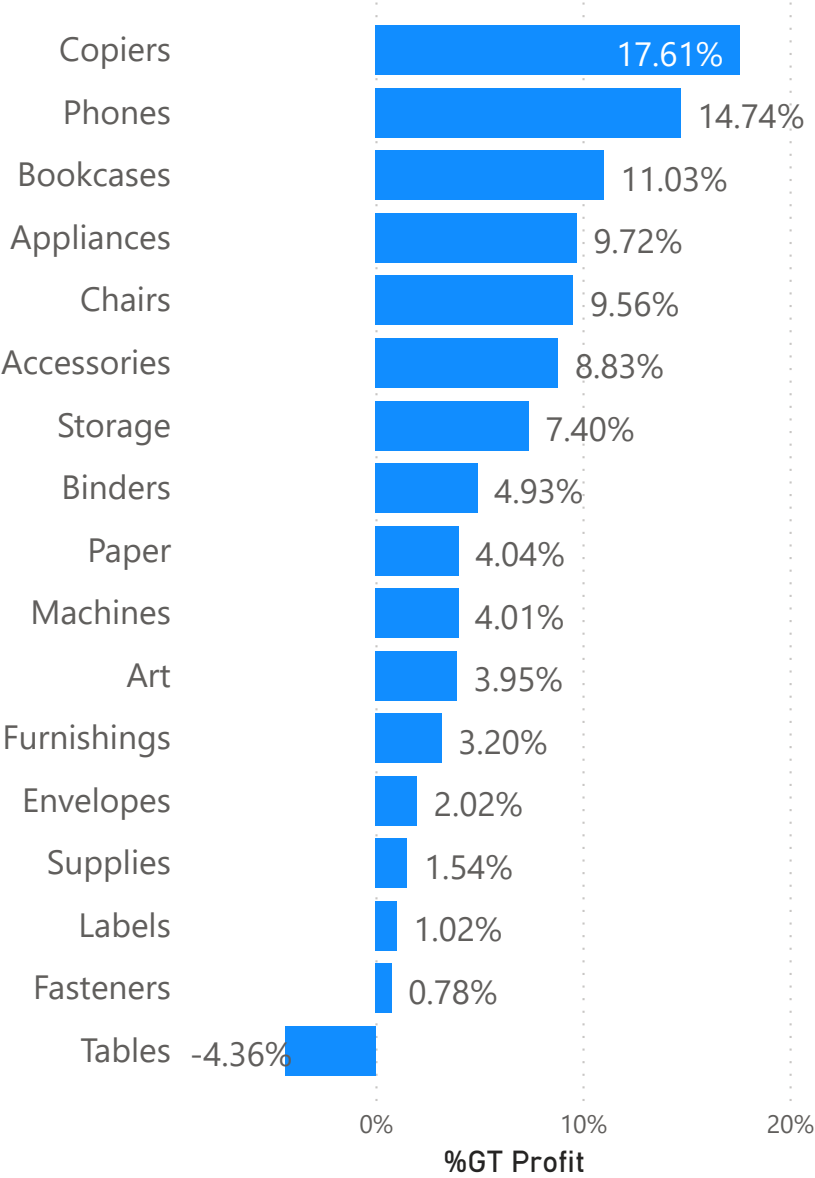
PRODUCT ANALYSIS

YEAR			
2011	2012	2013	2014

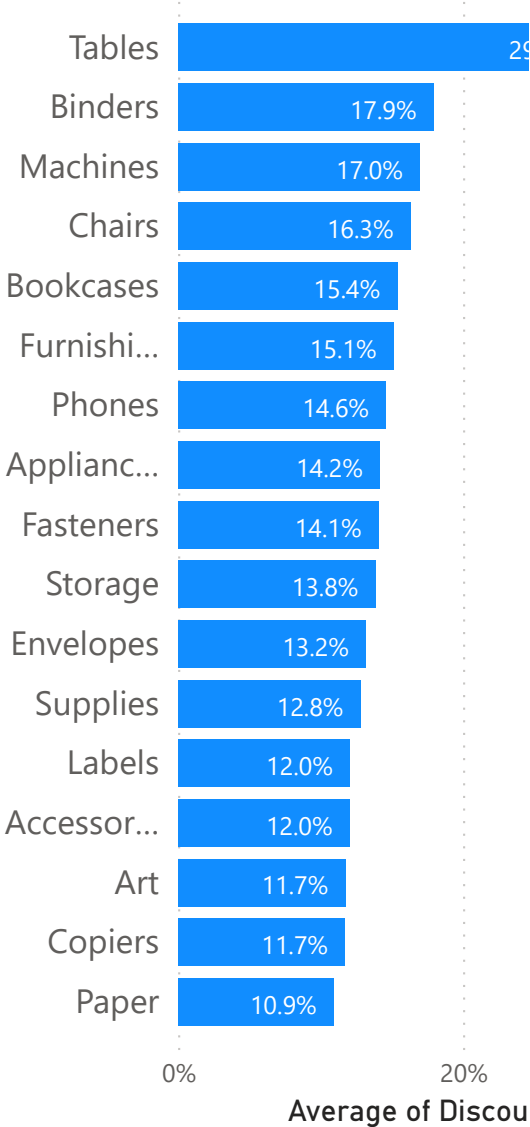
Sum of Revenue by Sub-Category



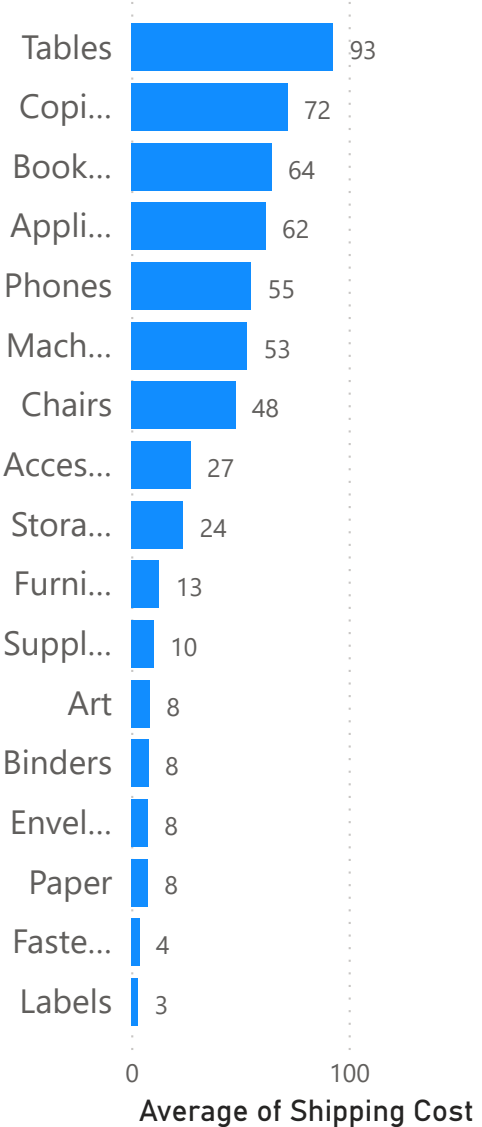
%GT Profit by Sub-Category



Average of Discount by Sub-Category

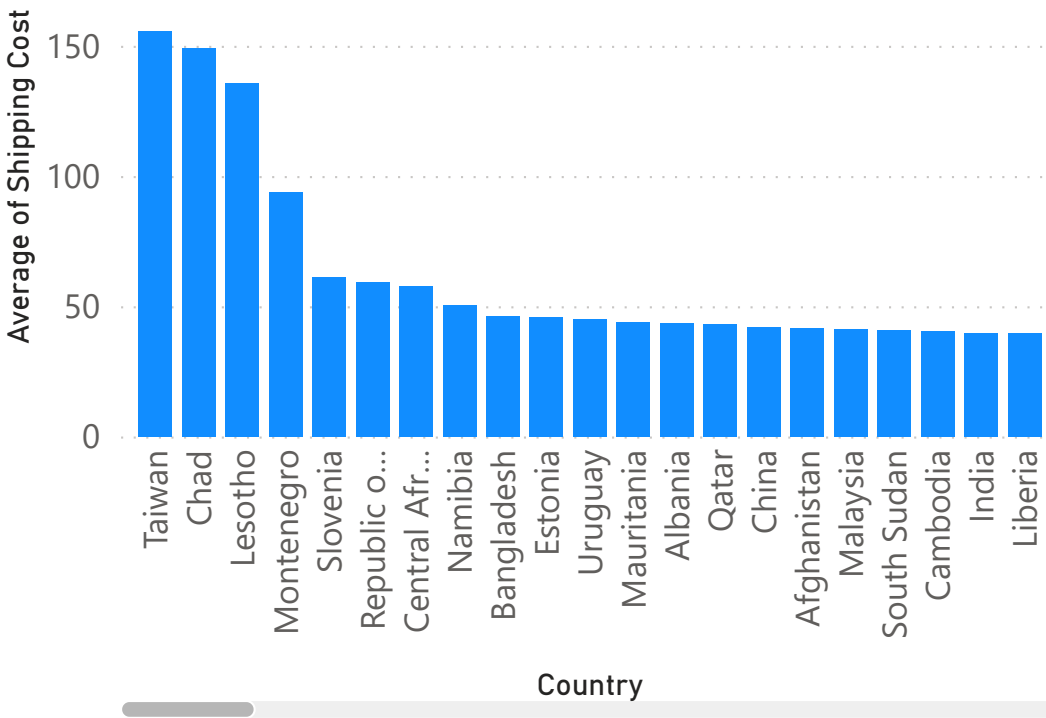


Average of Shipping Cost by Sub-Category

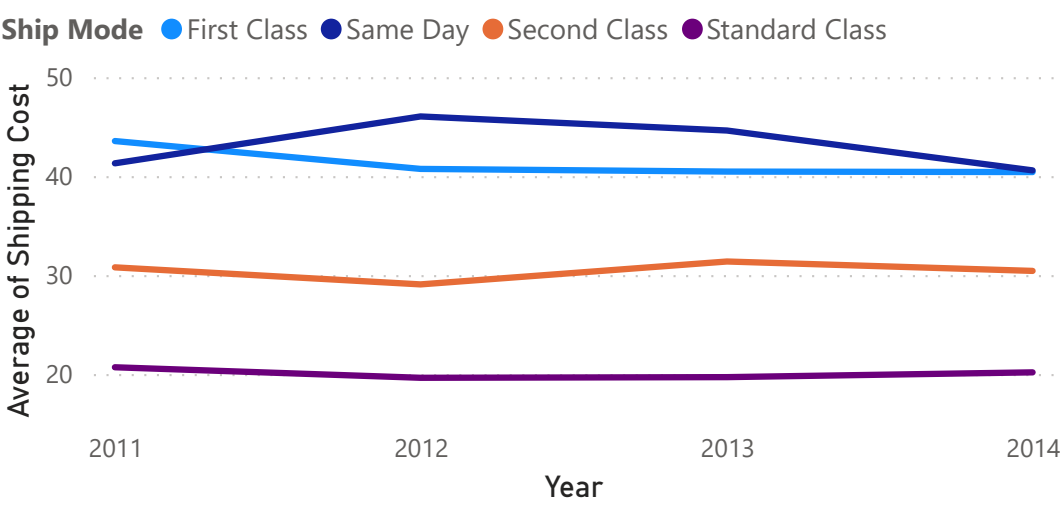




Shipping Cost by Country

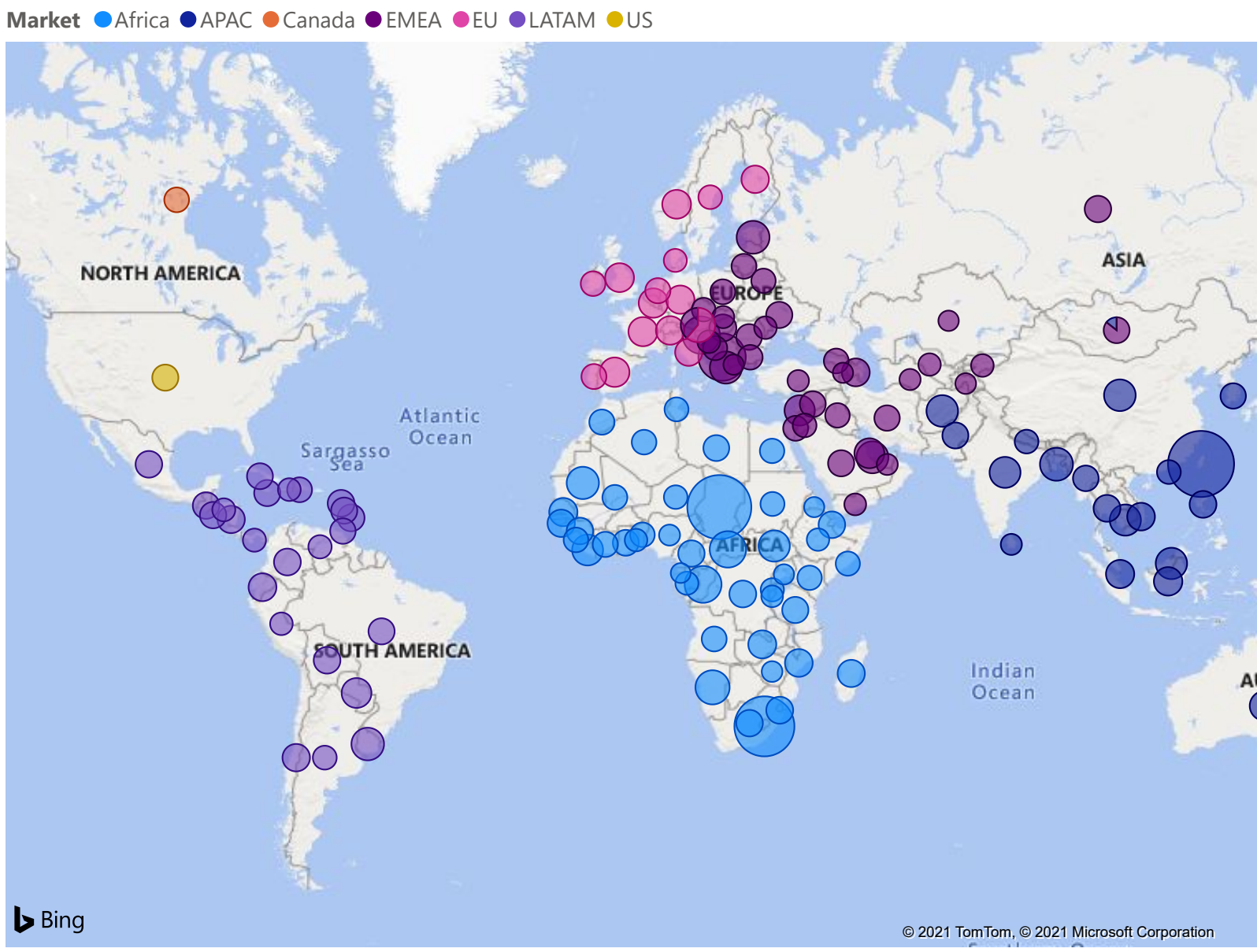


Average of Shipping Cost by Year and Ship Mode



The average shipping cost across the counties

Average of Shipping Cost by Country and Market

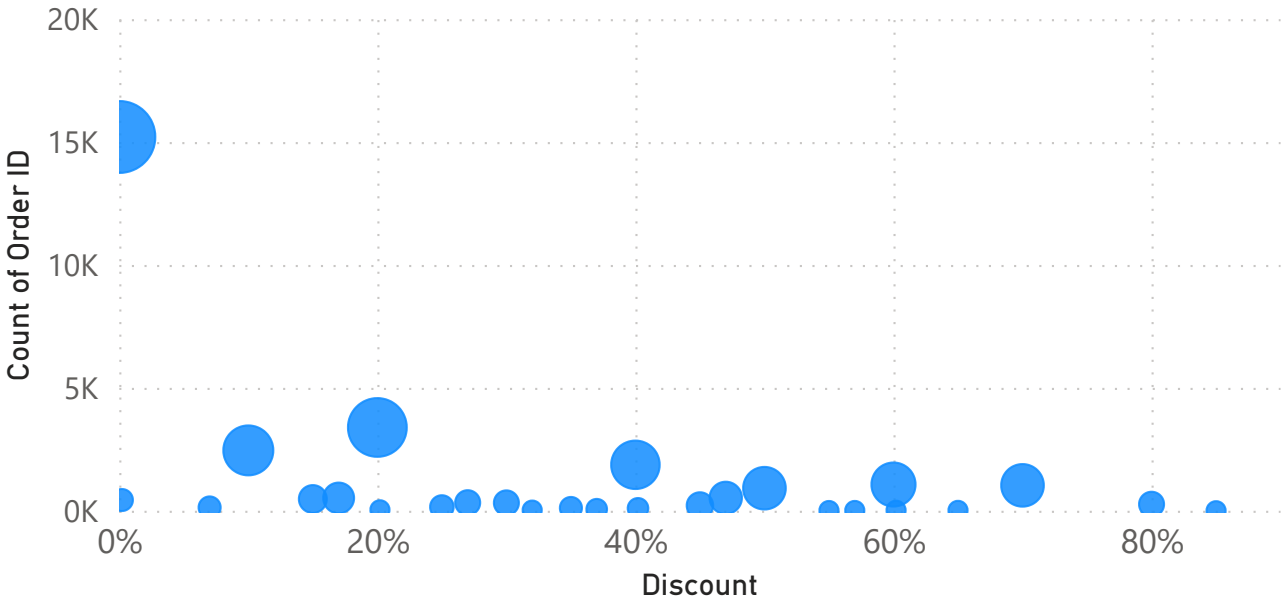


HOW PRODUCT PRICE CHANGES WITH SALES

Discount	Count of Order ID	%GT Count of Order ID	Unit Price	Discounted unit price
0.0%	15207	60.76%	\$2,122,615.30	2,122,615.30
0.2%	437	1.75%	\$72,365.14	72,220.41
7.0%	135	0.54%	\$35,404.74	32,926.41
10.0%	2456	9.81%	\$460,476.92	414,429.23
15.0%	477	1.91%	\$98,565.06	83,780.30
17.0%	519	2.07%	\$78,437.46	65,103.09
20.0%	3389	13.54%	\$412,306.56	329,845.25
20.2%	39	0.16%	\$6,187.66	4,937.75
25.0%	154	0.62%	\$29,792.55	22,344.41
27.0%	329	1.31%	\$35,163.00	25,668.99
30.0%	334	1.300%	\$74,146.84	51,900.34

- Product Name
- ☐ Acco Index Tab, Clear
 - ☐ Apple Smart Phone, Full Size
 - ☐ Avery Binder Covers, Recycled
 - ☐ Avery Index Tab, Clear
 - ☐ Binney & Smith Pencil Sharpener, Water Color
 - ☐ Binney & Smith Sketch Pad, Blue
 - ☐ Boston Pencil Sharpener, Water Color
 - ☐ Cardinal Binding Machine, Economy
 - ☐ Cardinal Index Tab, Clear
 - ☐ Eldon File Cart, Single Width
 - ☐ Ibico Index Tab, Clear
 - ☐ Rogers File Cart, Single Width
 - ☐ Sanford Pencil Sharpener, Water Color
 - ☐ Smead File Cart, Single Width
 - ☐ Stanlev Pencil Sharpener, Water Color

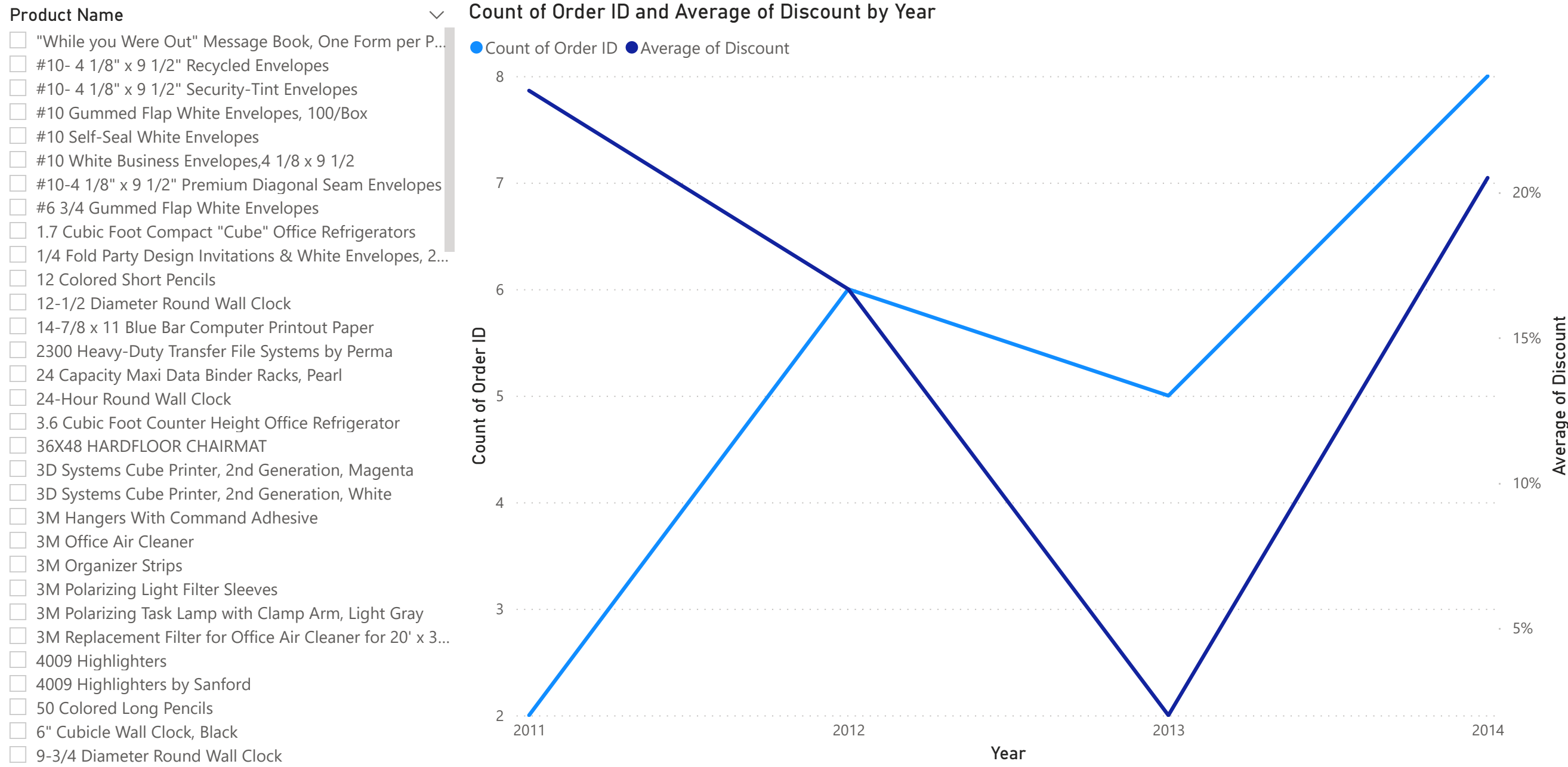
Count of Order ID and Count of Product Name by Discount



Count of Order ID and Count of Product Name by Discounted unit price



IS THERE AN INCREASE IN SALES WITH REDUCTION IN PRICE ON A DAILY BASIS



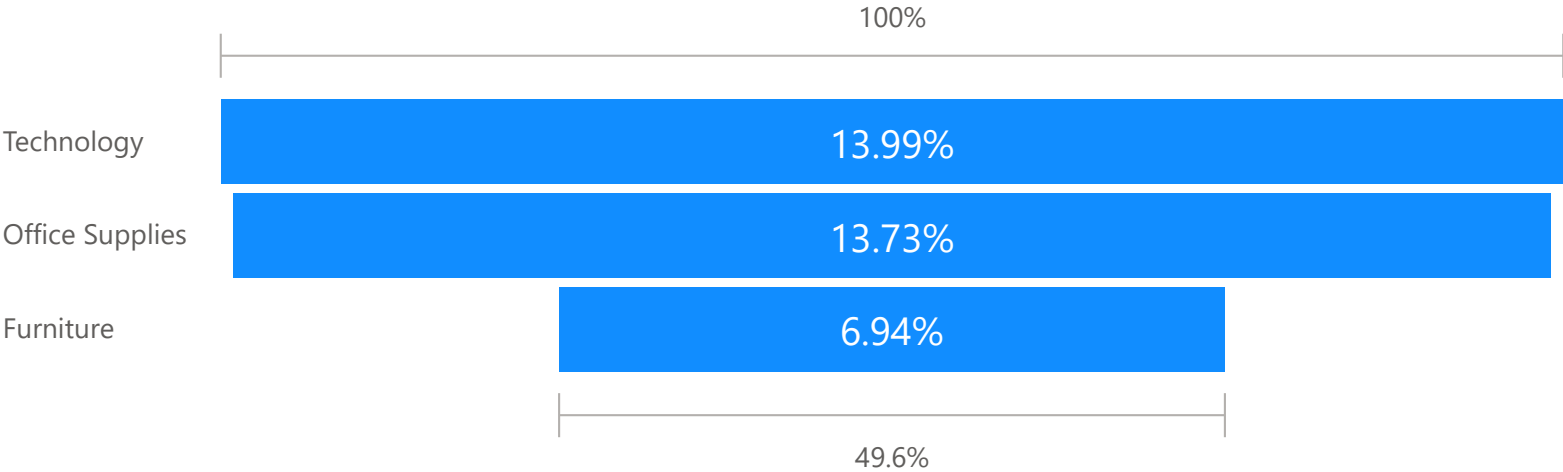
RFM ANALYSIS

Customer ID	REGENCY	NO OF PURCHASES	MONETARY ▼
TA-21385	18	25	\$35,668.1
GT-14710	8	30	\$34,471.9
TC-20980	27	28	\$34,218.3
SM-20320	21	21	\$31,125.3
BW-11110	54	35	\$30,613.6
HL-15040	30	20	\$29,664.2
SE-20110	9	36	\$29,532.6
PS-19045	20	26	\$29,252.3
RB-19360	20	25	\$29,197.6
ZC-21910	3	37	\$28,472.8
CC-12370	43	30	\$28,229.9
SP-20920	6	28	\$28,124.2
NF-18385	7	32	\$28,044.4
PF-19120	84	28	\$27,993.0
FH-14365	1	30	\$27,649.3

RFM	Count of Row Labels
111	2
112	17
113	44
114	15
121	5
122	32
123	164
124	208
125	4
131	2
132	1
133	47
134	203
135	35
144	11
145	150
154	7
155	468
244	1
245	7
255	113
345	1
355	31
455	11
555	2

Customer ID	Customer Name	Sum of Revenue	Profit	PROFIT MARGIN▼
RW-9630	Rob Williams	\$560.0	\$252.60	45.11%
JO-5280	Jas O'Carroll	\$1,694.9	\$702.69	41.46%
HM-4860	Harry Marie	\$1,042.8	\$413.40	39.64%
TT-11070	Ted Trevino	\$1,572.3	\$621.96	39.56%
GZ-4545	George Zrebassa	\$3,698.4	\$1,460.30	39.48%
AM-705	Anne McFarland	\$1,303.8	\$509.94	39.11%
PC-8745	Pamela Coakley	\$1,246.6	\$484.23	38.85%
CC-2685	Craig Carroll	\$4,019.4	\$1,556.23	38.72%
KM-6720	Kunst Miller	\$2,928.7	\$1,122.02	38.31%
AR-10540	Andy Reiter	\$7,984.0	\$3,050.91	38.21%
SS-10590	Sonia Sunley	\$940.4	\$354.18	37.66%
BW-1065	Barrv Weirich	\$9,027.5	\$3,341.34	37.01%

PROFIT MARGIN by Category



PROFIT MARGIN

Sub-Category	PROFIT MARGIN▲
Tables	-8.46%
Machines	7.56%
Supplies	9.29%
Chairs	9.35%
Storage	9.64%
Bookcases	11.04%
Furnishings	12.18%
Phones	12.68%
Fasteners	13.85%
Appliances	14.13%
Art	15.57%
Binders	15.68%
Copiers	17.13%
Accessories	17.30%
Envelopes	17.32%
Labels	20.46%
Paper	24.28%
Total	11.62%