

Global Store Sale Analysis Report

By Faizan Bokhari

Table of Contents

Introduction
Methodology
Key Findings
Recommendations
Conclusion
Glossary

1. Introduction

The dataset used for this analysis contains a wealth of information that can be utilized to analyze various aspects of Global Superstore's operations. For this report, the focus was on creating a financial analysis by year, by categories and subcategories, and by geographic locations. This analysis aims to provide insights into the factors driving sales and profitability for Global Superstore, which can then be used to optimize business strategies and enhance overall performance.

Global Superstore operates in a highly competitive retail environment, where understanding customer behavior and market trends is crucial for success. By analyzing sales data by year, by categories and subcategories, and by geographic locations, Global Superstore can gain valuable insights into consumer preferences, market demand, and profitability trends. This information can be used to make informed decisions regarding product offerings, pricing strategies, and marketing campaigns, ultimately leading to increased sales and profitability.

2. Methodology

The analysis began with exploring and cleaning the data in Python using Jupyter Notebook. The cleaned data was then used in Tableau to create interactive dashboards for visualizing sales trends and patterns. data visualization techniques were used to identify trends and relationships between variables such as product categories, financial trends, and geographical markets.

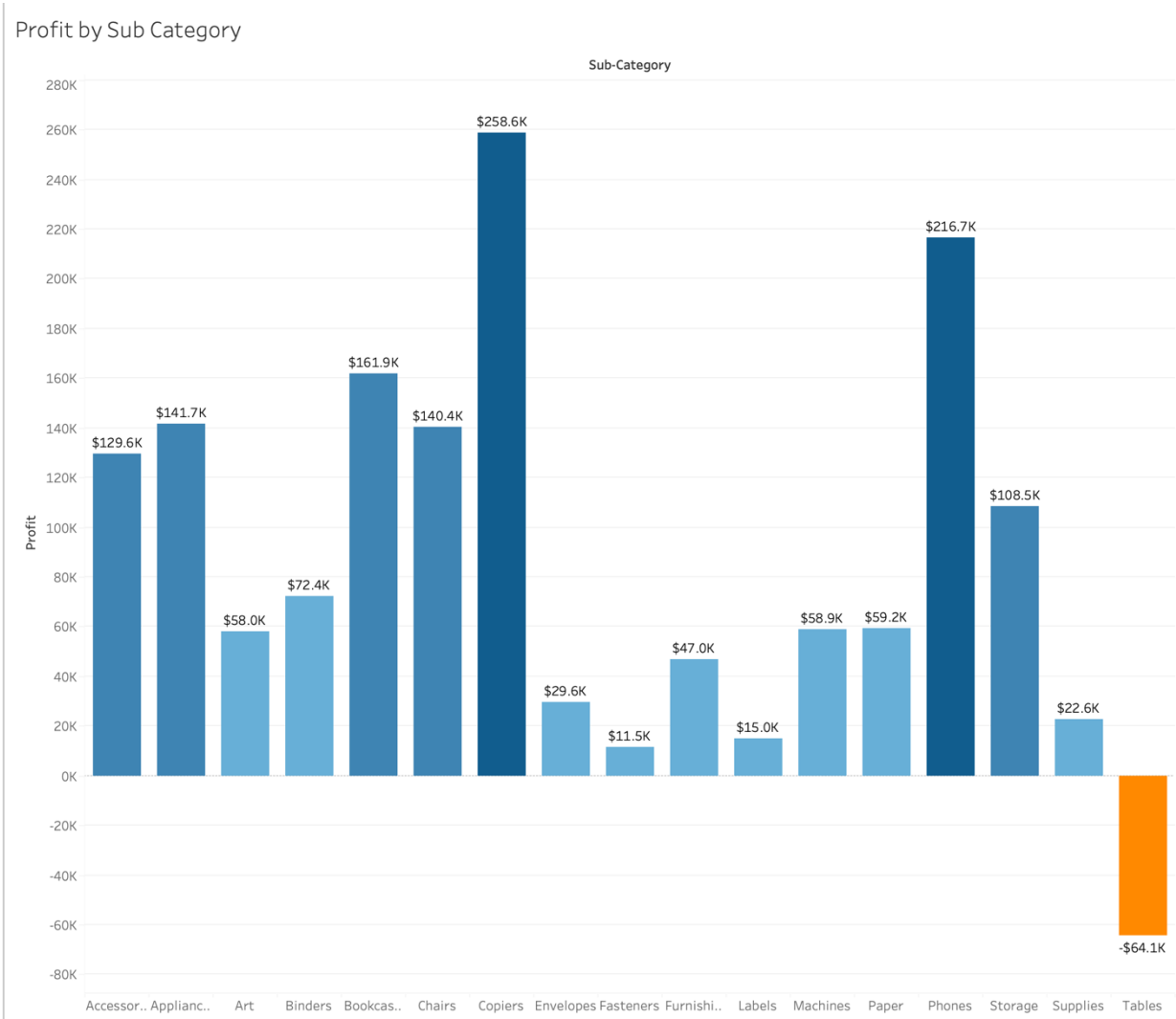
3. Key Findings

Product Categories:

Technology is the most profitable category, accounting for 37.5% of sales and 45.2% of total profits. The Technology segment performed exceptionally well, despite offering the least discount across all categories. Copiers stood out with profits increasing from \$30,000 to \$105,000 over four years. This indicates that the Technology segment, especially Copiers, has been a star performer for Global Superstore, showcasing strong growth.

Office Supplies Sector has shown healthy growth, with appliances leading in profits. This indicates that Global Superstore's focus on this sector, particularly on appliances, has been successful in driving profitability and growth within the office supplies category.

Furniture, despite accounting for 32.5% of sales, has the lowest profit margin at 19.4%. Tables sub-category is the least profitable, with a -8.5% profit margin, indicating a significant loss-making segment. This sub-category was offered almost at a 30% discount, which significantly impacted profitability. Despite the heavy discounts, the Tables sub-category did not experience a significant increase in sales volume, suggesting that the discount strategy may not have been effective in driving sales.

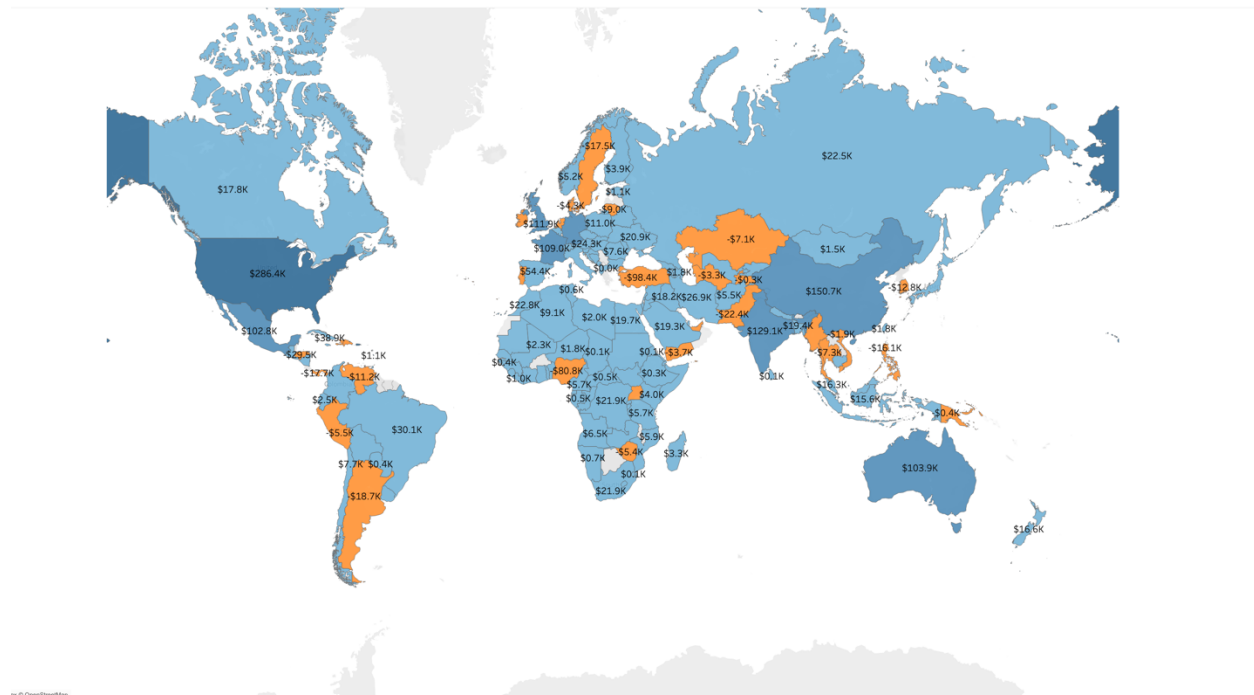


Geographical Markets:

Global Superstore has experienced gradual growth in sales and profits from 2011 to 2014, indicating a positive trend for the business.

The United States, China, India, UK, France, and Australia were the top-performing markets in terms of profits. These countries showed strong sales performance and contributed significantly to Global Superstore's overall profitability.

Turkey was identified as the least profitable market, incurring a loss. This indicates challenges or inefficiencies in the Turkish market that are impacting profitability.



4. Recommendations

Product Sub-Category Adjustment:

Discontinue the least profitable sub-categories, especially tables, to improve overall profitability.

Market Analysis:

Conduct a detailed analysis of the Turkish market to understand the factors contributing to the loss. Identify areas for improvement and develop strategies to enhance profitability.

Market Expansion:

Consider expanding operations in the top-performing markets to further capitalize on their profitability. This could involve increasing product offerings, marketing efforts, or distribution channels.

Competitor Analysis:

Analyze competitors in the top-performing markets to identify best practices and areas where Global Superstore can improve its competitive position.5. Conclusion

The analysis provides valuable insights into the factors influencing sales at Global Superstore, highlighting the importance of product categories, geographical markets, and financial trends. By implementing the recommendations, Global Superstore can optimize its sales strategies and enhance profitability, ultimately leading to a more successful business operation.

6. Glossary

Row ID: A unique identifier assigned to each row in a dataset, typically used for referencing and organization purposes.

Order ID: A unique identifier assigned to each order placed by a customer, used for tracking and management purposes.

Order Date: The date on which an order was placed by a customer.

Ship Date: The date on which an order was shipped to the customer.

Ship Mode: The method or mode of shipment used to deliver an order to the customer (e.g., standard shipping, express shipping).

Customer ID: A unique identifier assigned to each customer, used for tracking and management purposes.

Customer Name: The name of the customer who placed the order.

Segment: The customer segment to which the customer belongs (e.g., consumer, corporate, home office).

City: The city where the customer is located.

State: The state or province where the customer is located.

Country: The country where the customer is located.

Postal Code: The postal code or ZIP code of the customer's location.

Market: The market or industry segment to which the product belongs (e.g., consumer electronics, office supplies).

Region: The geographical region where the customer is located (e.g., North America, Europe, Asia).

Product ID: A unique identifier assigned to each product, used for tracking and management purposes.

Category: The broad category to which the product belongs (e.g., furniture, technology, office supplies).

Sub-Category: The sub-category to which the product belongs (e.g., chairs, tables, copiers).

Product Name: The name or description of the product.

Sales: The total sales revenue generated from the sale of the product.

Quantity: The quantity of the product sold in the order.

Discount: The discount applied to the product in the order.

Profit: The profit generated from the sale of the product, calculated as the difference between sales revenue and the cost of goods sold.

Shipping Cost: The cost of shipping the product to the customer.

Order Priority: The priority assigned to the order (e.g., low, medium, high) based on factors such as delivery time and customer importance.

