

Global Superstore Analysis - Probing the Causes of Low Margins in Southeast Asia

APAC Overview - High Sales but low profit for Southeast Asia.

SEA Drilldown - 4 countries experiencing losses.

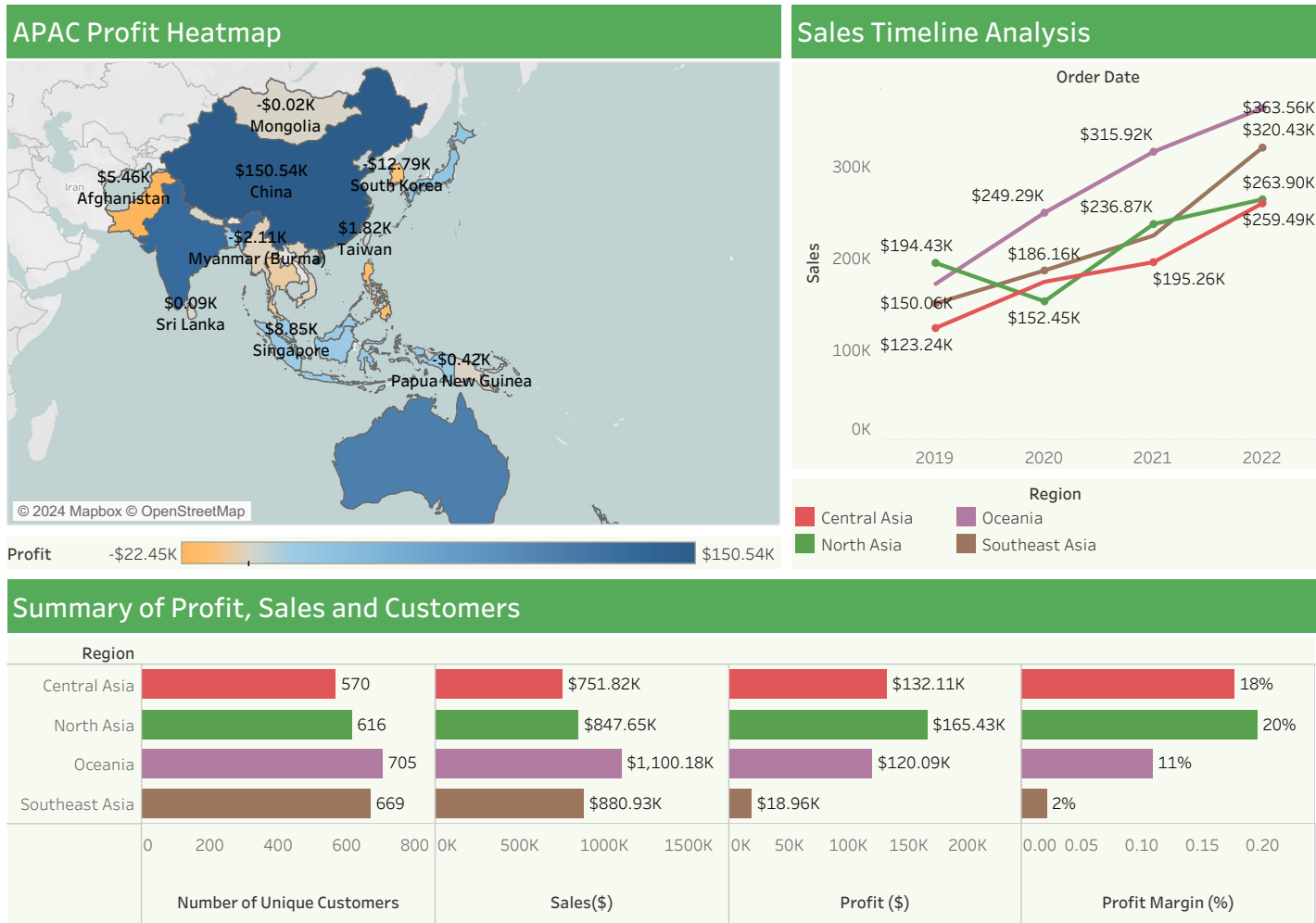
Discounts adversely impact Profit Margin.

Some products remain unprofitable even when discounts are excluded.

Anticipated improvement..

APAC Performance Overview

The dashboard reveals a rise in sales from 2019 to 2022. However, In Southeast Asia, the high sales do not translate to high profits.



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Southeast Asia Drilldown

While zooming into Southeast Asia, it's evident that 5 countries are struggling with profitability. Notably, Indonesia stands out with high sales but moderate profits.

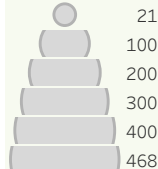
Cluster Analysis of Southeast Asia Countries - Profit Margin vs Sales



Clusters

- Profitable Countries
- Moderate Profitability Countries
- Non-Profitable Countries

Number of Unique Customers



Profit Margins by Product Categories and Customer Segments across Southeast Asia Countries

		Clusters / Country								
Category	Segment	Non-Profitable Countries				Moderate Prof..	Profitable Countries			Grand Total
		Philippines	Thailand	Myanmar (Bur..	Vietnam	Indonesia	Singapore	Cambodia	Malaysia	
Furniture	Consumer	-9.64%	-22.06%	-17.22%	-1.55%	-0.53%	19.69%	26.14%	19.03%	-0.91%
	Corporate	-4.59%	-0.25%	-21.68%	-37.71%	-2.32%	21.02%	25.67%	20.86%	-3.18%
	Home Office	3.78%	-40.17%	-10.88%	-12.62%	-0.22%	42.24%	23.10%	9.27%	-3.25%
Office Supplies	Corporate	-7.92%	-9.42%	8.70%	18.17%	3.35%	19.44%	21.30%	28.44%	3.16%
	Home Office	-23.51%	-27.39%	8.47%	13.17%	2.58%	17.94%	21.15%	38.13%	2.52%
	Consumer	-17.14%	-18.18%	16.46%	11.21%	-0.46%	24.26%	29.04%	27.82%	0.46%
Technology	Home Office	-3.79%	9.15%	-5.17%	-6.81%	10.66%	30.02%	33.00%	32.39%	7.70%
	Consumer	-8.47%	6.65%	-11.97%	-11.36%	9.81%	20.15%	25.91%	26.53%	6.20%
	Corporate	-14.64%	-2.48%	-1.90%	-12.75%	11.52%	45.99%	18.42%	34.93%	5.83%
Grand Total		-8.77%	-8.15%	-6.18%	-2.84%	3.83%	21.98%	25.62%	26.61%	2.15%

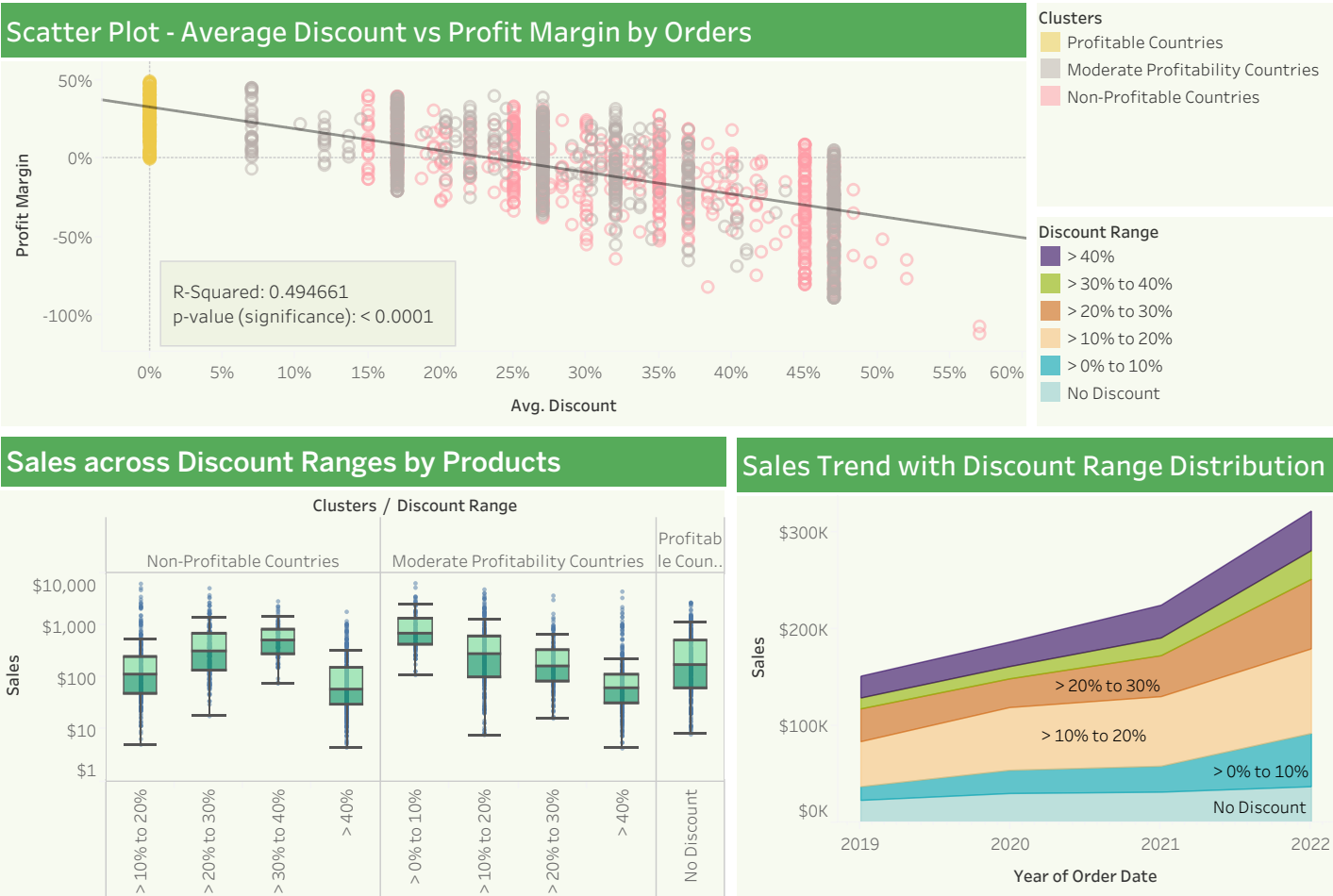
Profit Marg.. -40.17% 45.99%

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Analysis of the Relationship between Discounts and Profit Margin in Southeast Asia

Analysing the scatter plot, it is evident that profitable countries are not offering any discounts. Additionally, a negative correlation between average discount and profit margin is observed. The box plot and area chart further underscores that giving higher discounts does not translate to higher sales.



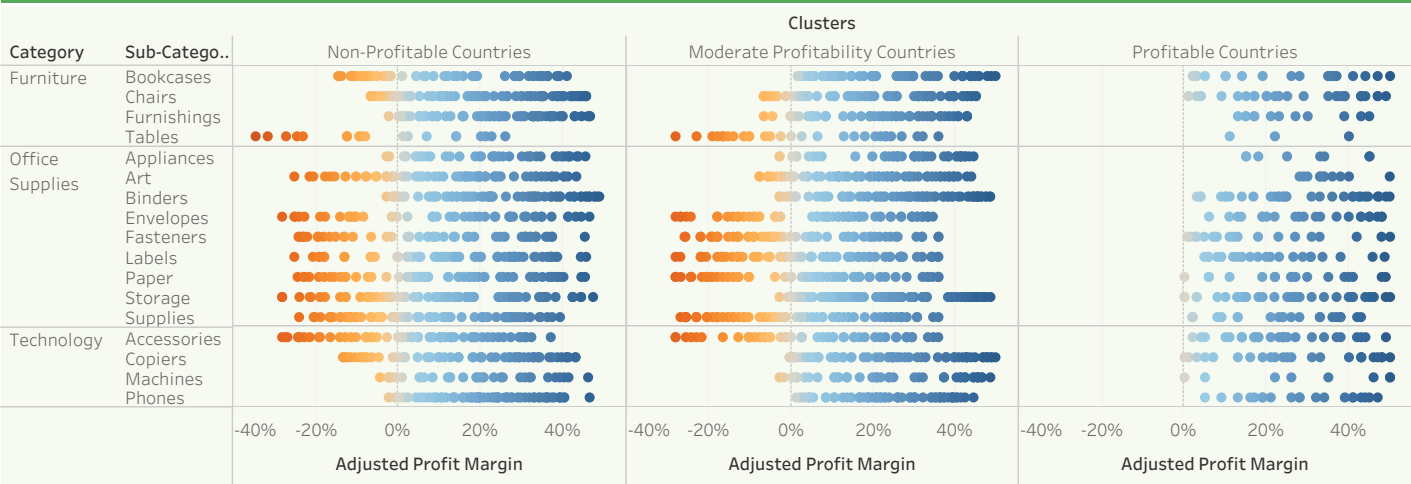
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APAC Overview - High Sales	SEA Drilldown - 4 countries experiencing losses.	Discounts adversely impact Profit Margin.	Some products remain unprofitable even when discounts are excluded.	Anticipated improvement to Profit Margin and Sales through Discount Removal and Cost Adjustments.
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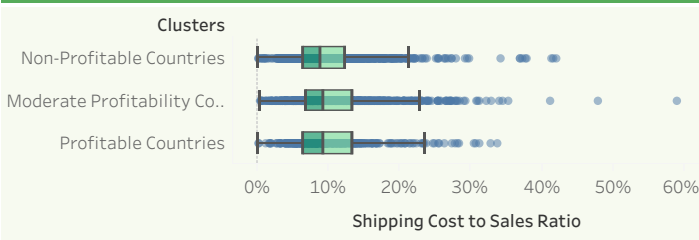
SEA Product Profitability and Shipping Cost Analysis (Discounts Removed)

Even after removing discounts, some products are still unprofitable in non-performing countries. The box plot suggests shipping cost may not be the main issue. Interestingly, a larger proportion of orders in these countries opt for the cheaper standard class shipping, yet the profit margin remains low even with reduced costs.

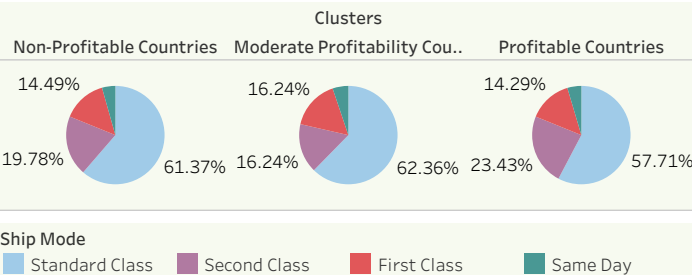
Profit Margin by Product across Category and Cluster (After Removing Discounts from Product)



Shipping Cost to Sales Ratio across Clusters by Products



Ship Mode Preferences across Clusters



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Southeast Asia What-If Forecast: Profit and Sales 2023 Projections

By removing discounts, with adjustments assuming a 10% Business Growth, and 3% Margin for Non-performing items, we anticipate an improvement in both profit margin and Sales.

Profit Margin Forecast - Current VS Adjusted

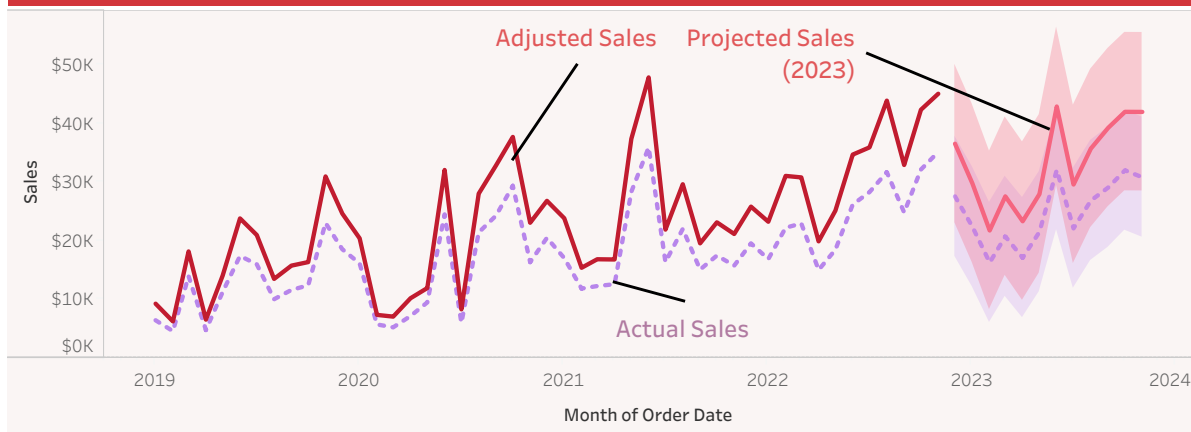


Southeast Asia Profit Margin Forecast Summary

Profit Margin (Current)
2.15%

Projected Margin for 2023 (Removing Discounts, with Adjustments Assuming a 10% Business Growth, and 3% Margin for Non-Performing Items)
28.45%

Sales Forecast Actual VS Adjusted



Southeast Asia Sales Forecast Summary

Projected Sales for 2023 (Actual)
\$298.51K

Projected Sales for 2023 (Removing Discounts, with Adjustments assuming a 10% Business Growth)
\$398.31K

Percentage Increase in Sales
33.43%