

GlobalMart

3 Minute Story



Introduction

- We must use our data to inform strategic choices that will optimize profitability and spur growth in light of the market's growing level of competition.
- To find areas for improvement, we examined sales, profit, product performance, regional trends, seasonal sales, and the effect of discounts on profitability.

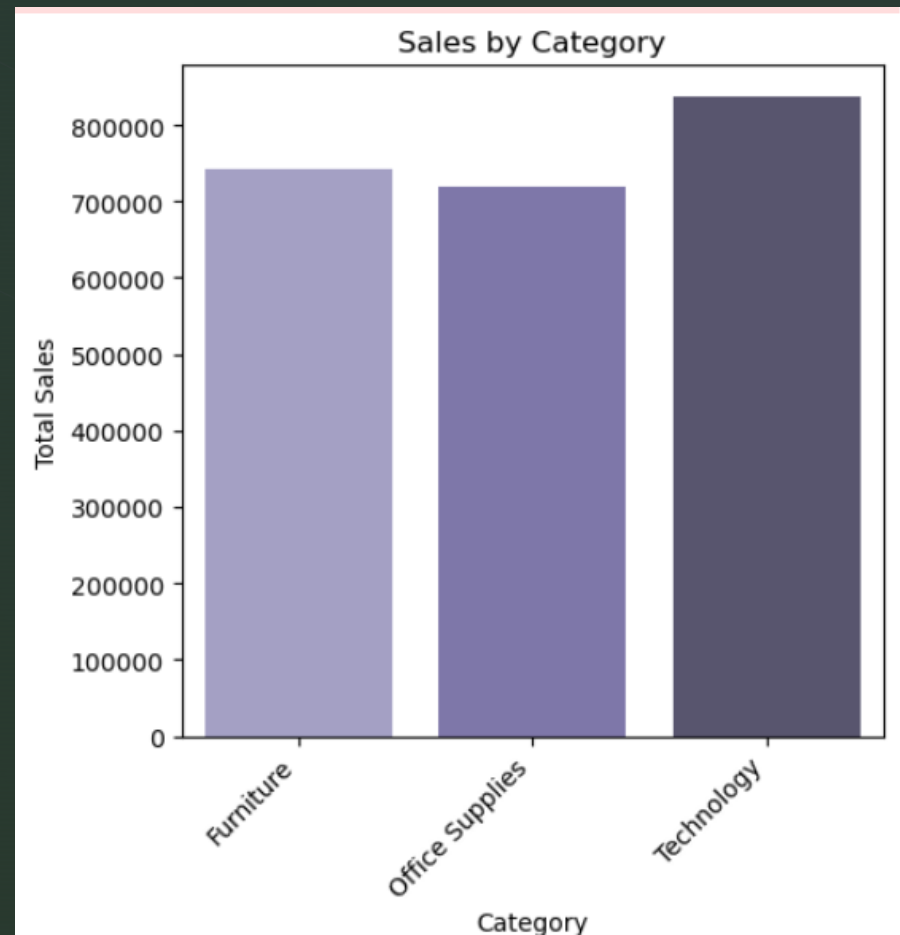


Key Insights



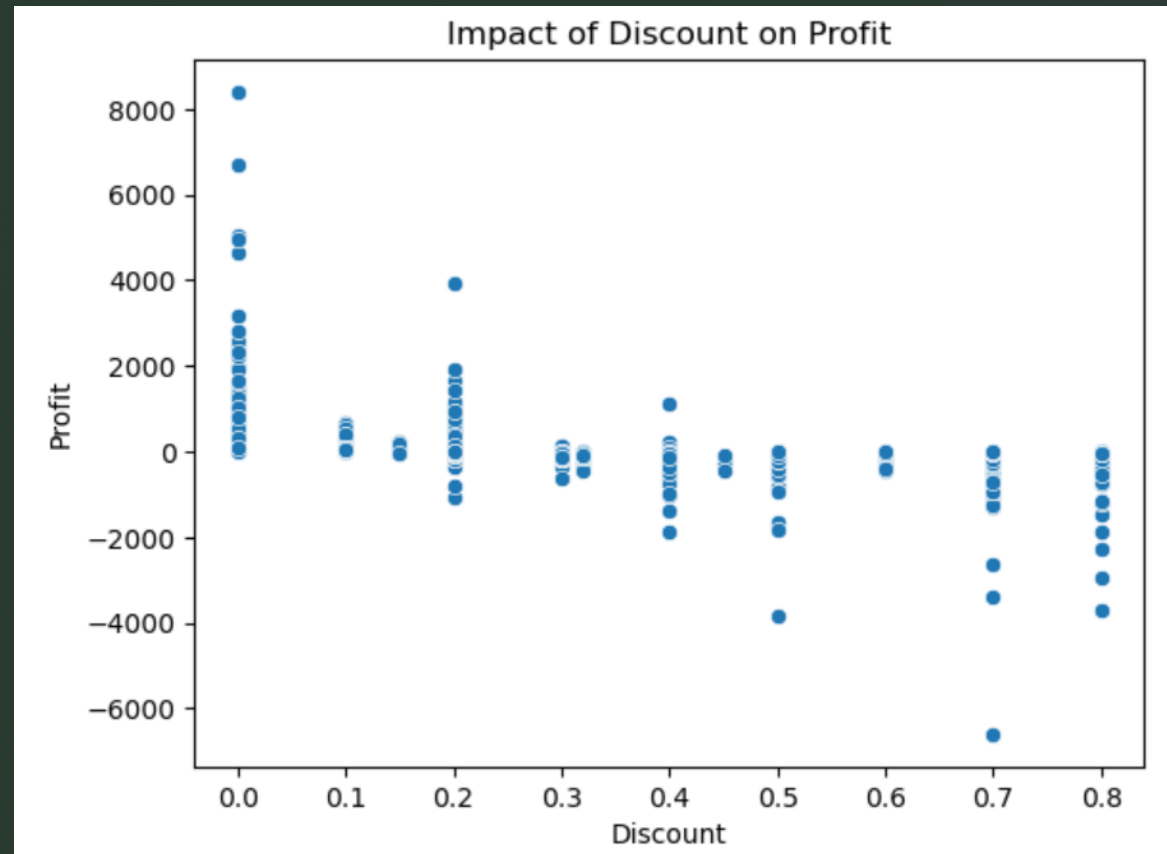
Category Performance

Of our product categories, Technology brings in the most money, followed by Office Supplies and Furniture. While investing in high-performing categories like Technology may yield higher returns, we may need to reconsider our strategy in other categories, especially those where sales are stagnating.



Seasonal and Discount Trends

■ We can infer seasonal demand from our monthly sales trend, which shows peak sales periods near the end of the year. Discounts do increase sales, but if they are not properly managed, they can drastically lower profit margins according to the analysis. A more calculated approach to discounting might aid in striking a balance between profitability and customer attraction.



Conclusion



GlobalMart can increase profitability and bolster its position as a market leader by utilizing data-driven insights to strategically manage discounts, invest in high-performing categories, and optimize regional strategies.