

Global Superstore Report

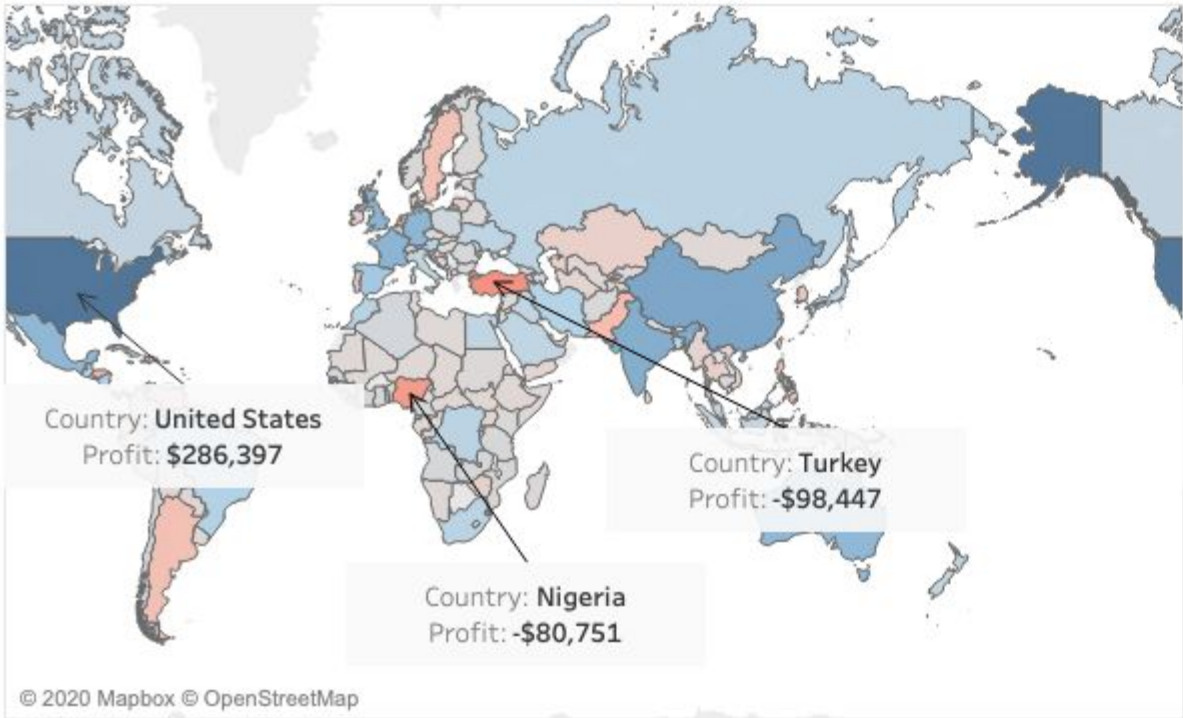
A look into the performance of worldwide stores.	Is Nigeria & Turkey still worth investing?	How does the US and India perform differently?	Is there a trend in US customers shopping behaviour?	Is sales seasonal?
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Overall Performance

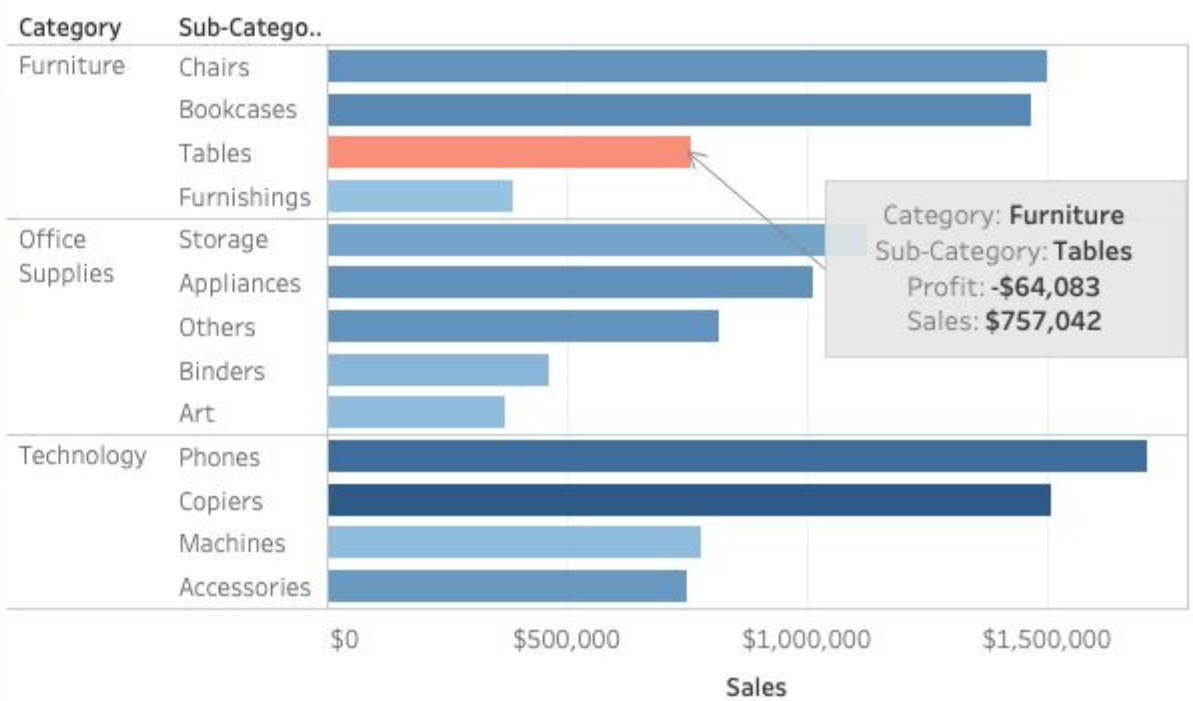
Executive Overview

Sales	Profit	Profit Ratio	Profit per Order	Sales per Customer	Avg. Discount	Quantity
\$12,642,502	\$1,467,457	11.61%	\$58.62	\$15,902.52	14.29%	178,312

Profits by Country



Sales by Sub-Category

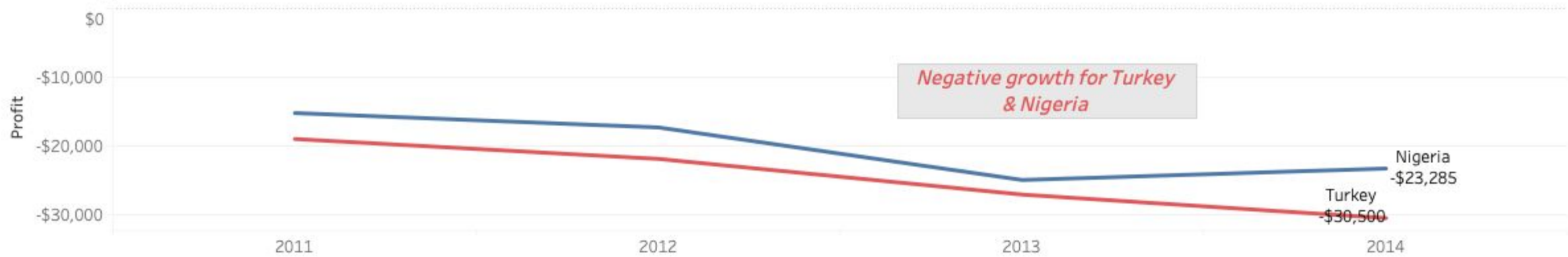


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Analysis of Nigeria & Turkey

Profits by Year



Profits by Sub-Category

Category	Sub-Catego..	Nigeria	Turkey
Furniture	Bookcases	-\$10,785	-\$10,937
	Chairs	-\$8,265	-\$12,385
	Furnishings	-\$2,161	-\$3,415
	Tables	-\$4,021	-\$3,586
Office Supplies	Appliances	-\$8,300	-\$9,077
	Art	-\$3,892	-\$4,508
	Binders	-\$2,329	-\$2,435
	Others	-\$4,735	-\$4,904
	Storage	-\$7,832	-\$12,627
Technology	Accessories	-\$3,192	-\$4,456
	Copiers	-\$7,457	-\$6,500
	Machines	-\$7,383	-\$6,950
	Phones	-\$10,399	-\$16,665

Average Discount by Sub-Category

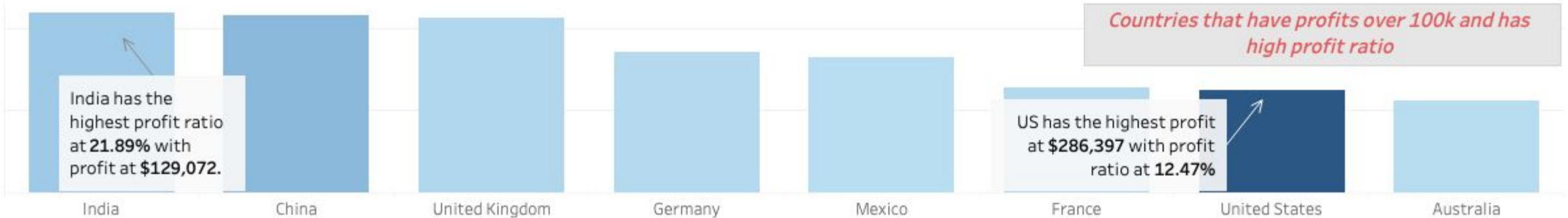
Category	Sub-Catego..	Nigeria		Turkey	
Furniture	Bookcases	70.00%		60.00%	
	Chairs	70.00%		60.00%	
	Furnishings	70.00%		60.00%	
	Tables	70.00%		60.00%	
Office Supplies	Appliances	70.00%		60.00%	
	Art	70.00%		60.00%	
	Binders	70.00%		60.00%	
	Others	70.00%		60.00%	
	Storage	70.00%		60.00%	
Technology	Accessories	70.00%		60.00%	
	Copiers	70.00%		60.00%	
	Machines	70.00%		60.00%	
	Phones	70.00%		60.00%	

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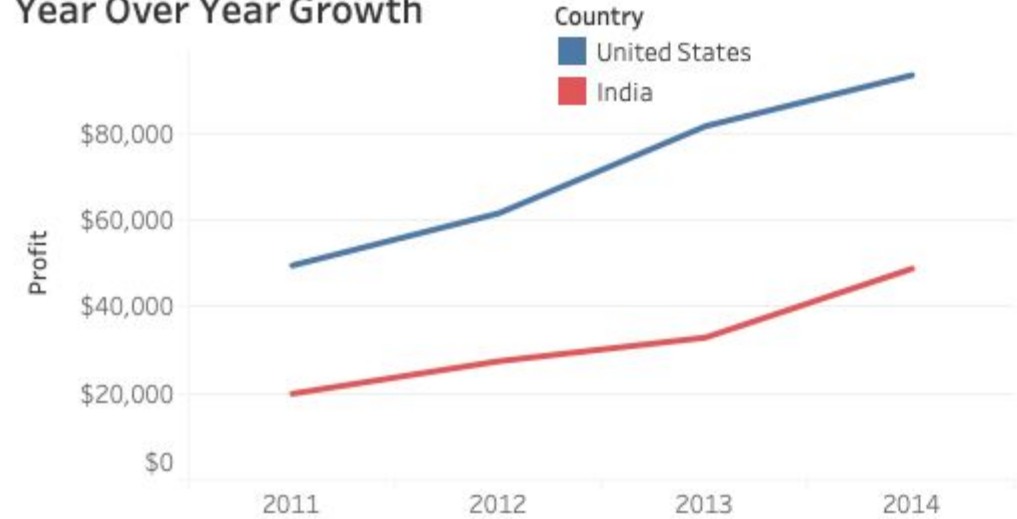
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Analysis of the US & India

Profit Ratio by Country



Year Over Year Growth



Breakdown of Sub-Category

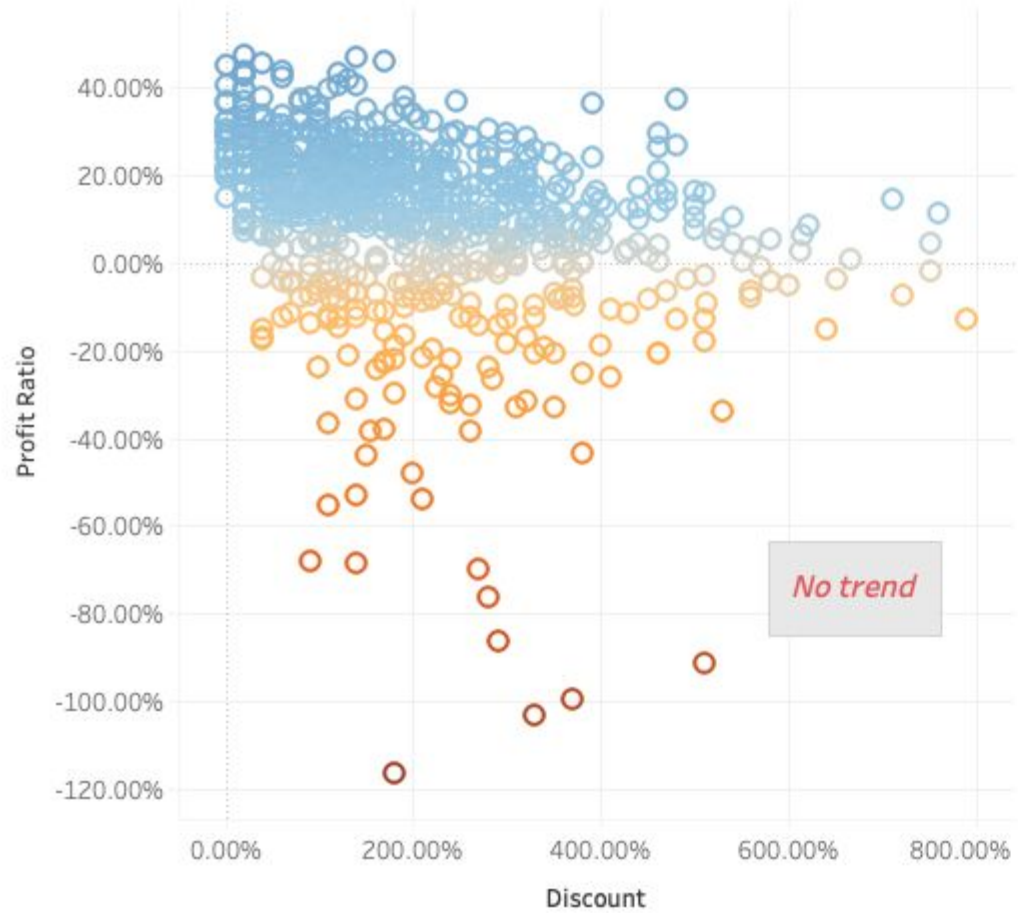
		Profit		Avg. Discount		Sales	
Category	Sub-Catego..	India	United States	India	United States	India	United States
Furniture	Bookcases	\$15,937	-\$3,473	2.55%	21.11%	\$88,983	\$114,880
	Chairs	\$13,904	\$26,590	2.52%	17.02%	\$68,874	\$328,449
	Furnishings	\$4,340	\$13,059	0.51%	13.83%	\$16,215	\$91,705
	Tables	\$8,254	-\$17,725	4.17%	26.13%	\$41,983	\$206,966
Office Supplies	Appliances	\$10,252	\$18,138	0.00%	16.65%	\$45,209	\$107,532
	Art	\$1,913	\$6,528	2.63%	7.49%	\$7,878	\$27,119
	Binders	\$2,488	\$30,222	1.03%	37.23%	\$9,794	\$203,413
	Others	\$9,510	\$46,324	1.60%	7.53%	\$40,815	\$157,140
Technology	Storage	\$6,381	\$21,279	3.24%	7.47%	\$27,638	\$223,844
	Accessories	\$7,856	\$41,937	0.98%	7.85%	\$33,645	\$167,380
	Copiers	\$18,079	\$55,618	2.38%	16.18%	\$70,386	\$149,528
	Machines	\$6,878	\$3,385	1.02%	30.61%	\$33,600	\$189,239
	Phones	\$23,279	\$44,516	1.68%	15.46%	\$104,627	\$330,007

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Customer Breakdown in US

Profit Ratio vs Discount



Profit Ratio vs Shipping Mode & Order Priority



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Sales Seasonality by Category

Sales by Category (Overall)



Sales by Category (US)



Sales Seasonality by Category

