

CPDA- Batch 2

# GLOBAL SUPERSTORE COMMAND CENTER

Interactive Power BI Dashboard for Sales & Profit Intelligence

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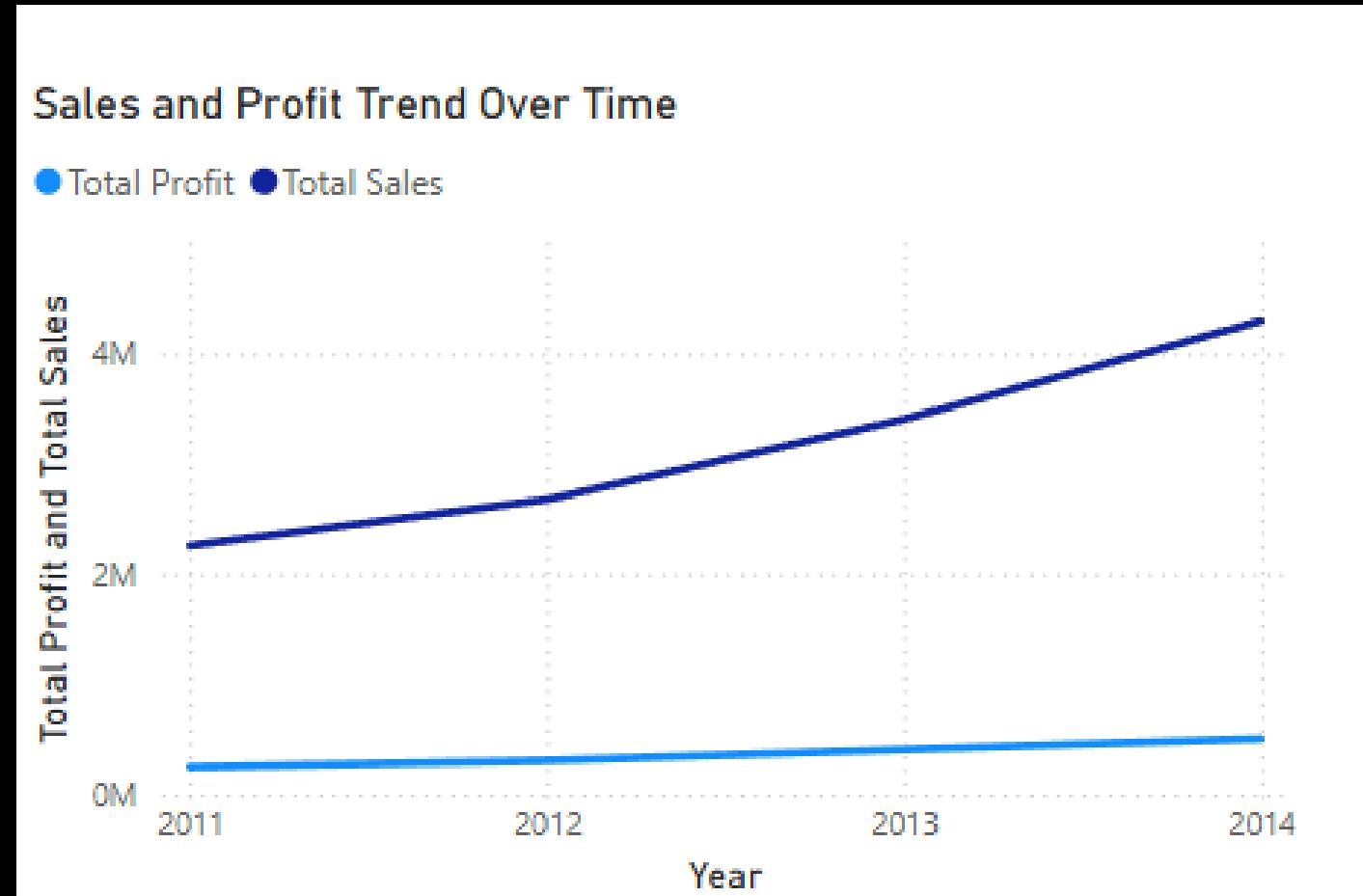
# GLOBAL PERFORMANCE AT A GLANCE

## Sales, Profit, and Margin Trends Across Countries (2011–2014)

1.47M	12.64M	11.61%	0.14
Total Profit	Total Sales	Profit Margin (%)	Average Discount
991.29K	8.58M	48.03%	47.28%
Profit LY	Sales LY	YoY Profit Growth %	YoY Sales Growth %

### Key Insights:

- Sales and profit are on an upward trend, with a compound annual growth rate (CAGR) of 23.15% for sales and 26.23% for profit from 2011 to 2015.
- Top-performing countries:
  - United States leads both in total sales (\$2.3M) and profit (\$297K).
  - Australia and France also show strong performance.
- Underperformers:
  - Turkey, Nigeria and Netherlands have Negative profits, primarily due to higher discounting and logistics inefficiencies.
- Overall Profit Margin:
  - Current overall margin stands at 11.61%, but several markets and categories are below average.



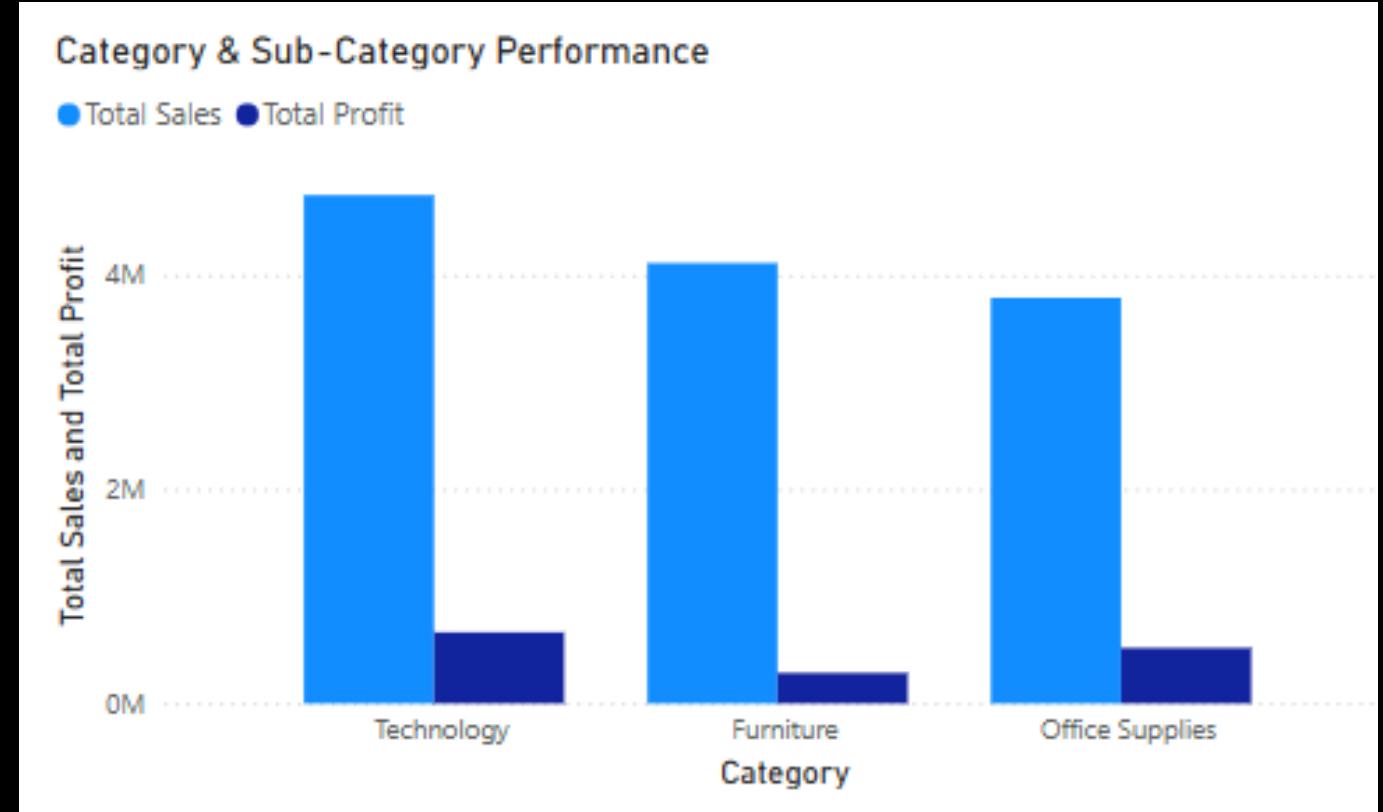
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# PROFITABILITY & DISCOUNT DYNAMICS

## Where Margins Leak — Product and Category Analysis



Furniture Lowest Profit Margin Category	10K Total Unique Products Sold	80.37% % of Products Discounted	Technology Category contributing highest Total Profit
Furniture Highest Avg Discount Category	45.23% % of total profit from top category	2892 Products with Negative Profit	28.61 Average profit per order across all transactions



### Key Insights:

- Technology category delivers the highest profit margin at 14%, while office supplies closely follow at 13.69%. Furniture lags behind at 6.94%.
- Discounting is a major margin killer:
  - 85% of Furniture sales involve a discount, compared to 80% for Technology.
- Product-level analysis:
  - The Highest-margin product, "Canon imageCLASS MF7460 Monochrome Digital Laser Multifunctional Copier", operates at a Profit of 50% margin, but still accounts for insignificant % of sales(less than 0.01%)
- Recommendation:
  - Reassess discounting strategy and product mix in low-margin categories.
  - Focus on products that makes significant margin but is not making sales

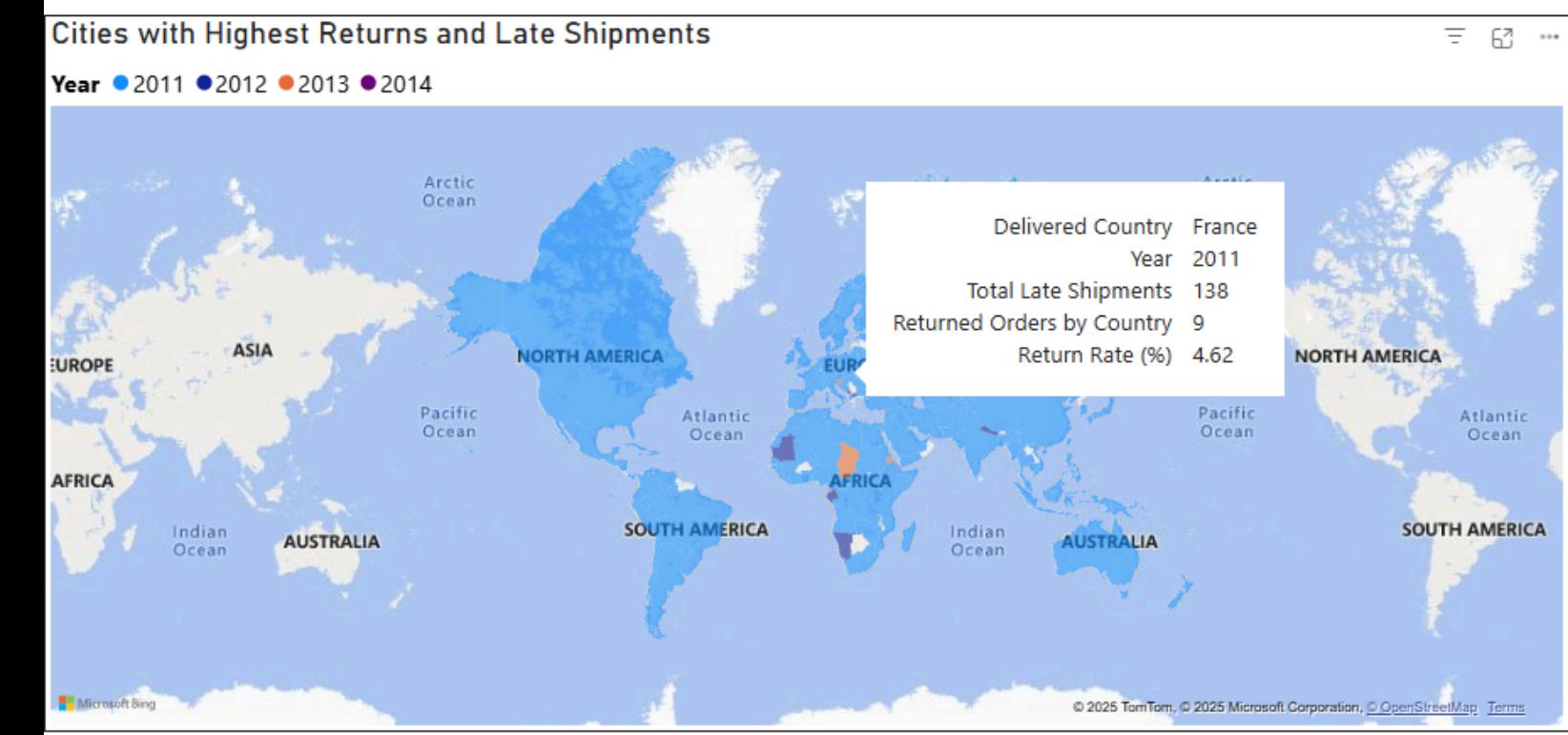
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# OPERATIONS & LOGISTICS – WHERE EFFICIENCY BLEEDS



## Returns and Late Shipments by Geography

3.97	1172	40.03%	21K	4.68	
Average Lead Time		Returned Orders		Return Rate (%)	
Late Shipment %		Total Late Shipments		Return Rate (%)	



### Key Insights:

- Returns are NOT evenly spread:
  - Hong Kong, Japan, Taiwan have the highest return rates, exceeding 20% of orders—Quadruple the global average.
- Standard Class shipping has the highest average lead time:
  - Standard shipping is slowing down deliveries and may require process reengineering, vendor negotiations, or network optimization.
- Late shipments cluster:
  - Mexico and France have higher late shipments than other cities, correlating directly with higher returns.
- Operational inefficiencies are local, not global:
  - Broad-based fixes waste resources.

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# CUSTOMER SEGMENTS – PROFILING THE OPPORTUNITY

## Segment-Level Analysis for Growth & Risk

1590 <small>Customer Count</small>	Home Office <small>Lowest Profit Margin Segment</small>	Home Office <small>Highest Return Rate Segment</small>	Consumer <small>Highest Profit Segment</small>
7.95K <small>Customer Lifetime Value (CLV)</small>	11.61% <small>Lowest Profit Margin Segment (%)</small>	12.54% <small>Highest Return Rate Value</small>	

### Key Insights

- Home Office Weak Point:
  - Lowest profit margin (11.61%) and highest return rate (12.54%)—signals urgent need for segment/product review.
- Return Rate Hotspots:
  - Hong Kong, Japan, Taiwan have return rates far above the 4.68% global average—clear markets for immediate action.
- Returns ≠ Always Late Shipments:
  - Many high-return countries (e.g., HK, Japan, Taiwan) do not have high late shipments, indicating other root causes such as product fit or customer expectations.
- Consumer Segment is Profitable:
  - Highest overall profit—protect and retain these customers.
- Healthy Base, Untapped Upsell:
  - 1,590 customers, \$7.95K CLV—segment/region analysis shows major opportunities for upsell and retention.

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# STRATEGIC ACTION PLAN & NEXT STEPS



## Key Next Steps

- **Discount & Portfolio Audit:** Enforce controls and audit all negative-profit products for repricing, bundling, or discontinuation.
- **Operational Overhaul:** Reengineer Standard Class shipping, attack root causes of late shipments, especially for key segments.
- **Customer-Centric Returns Strategy:** Target research and post-sale interventions in high-return countries and Home Office segment.
- **Smart Resource Allocation:** In markets where late shipments do not drive returns, optimize logistics spend and redirect resources toward higher-impact areas.
- **Automate Monitoring:** Set up dashboard alerts for sudden drops in margin, profit, or sales, as well as spikes in discounting or returns.
- **Launch Data-Driven Price Optimization:** Develop and deploy dynamic pricing models to continuously identify and capture “willingness to pay” for top-selling and high-discount products.
- **Build Category Diversification Initiatives:** Reduce profit concentration risk by creating specific growth plans for underperforming categories (e.g., Furniture) through new product launches, bundled offers, or partnerships.

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See You Next

# THANK YOU

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