**CAPSTONE PROJECT 1: GLOBAL STORES**

### Analysis Results:

**Question 1a**: The three countries that generated the highest total profit for Global Superstore in 2014 are:

1. **United States**: $93,507.51
2. **India**: $48,807.68
3. **China**: $46,793.99

**Question 1b:** The three products with the highest total profit for each of the top three countries in 2014 are:

**United States**

1. **Canon imageCLASS 2200 Advanced Copier**: $15,679.96
2. **Hewlett Packard LaserJet 3310 Copier**: $3,623.94
3. **GBC DocuBind TL300 Electric Binding System**: $1,910.59

**India**

1. **Sauder Classic Bookcase, Traditional**: $2,419.65
2. **Cisco Smart Phone, with Caller ID**: $1,609.38
3. **Hamilton Beach Refrigerator, Red**: $1,440.24

**China**

1. **Sauder Classic Bookcase, Metal**: $1,463.07
2. **Bush Classic Bookcase, Mobile**: $1,220.52
3. **HP Copy Machine, Color**: $1,196.13

**Question 2:** The 3 subcategories with the highest average shipping cost in the United States are:

1. **Copiers**: $165.29 (average shipping cost)
2. **Machines**: $132.25
3. **Tables**: $69.95

**Question 3:**

1. Nigeria's total profit in 2014 was **-23,285.19**, indicating a loss. Compared to other African countries, Nigeria had the worst performance, with several countries like Egypt (**6,493.05**) and South Africa (**9,363.24**) showing positive profits.
2. Factors contributing to Nigeria's poor performance in 2014:

* **Average Shipping Cost:** 5.50 (relatively high, suggesting logistics expenses could be an issue).
* **Average Discount:** 70%, which is unusually high and likely eroded profit margins significantly.

**Question 4**

1. The least profitable product subcategory in Southeast Asia is **Tables**, which has the lowest total profit.
2. The specific country in Southeast Asia where Global Superstore should stop offering **Tables** is **Indonesia**, as it had the most significant loss for this subcategory.

**Question 5**

1. The least profitable city in the United States, considering cities with at least 10 orders, is **Philadelphia**.
2. Factors for low profitability in Philadelphia:

* **Average Shipping Cost:** 22.50 (relatively high).
* **Average Discount:** 32.68%, indicating significant markdowns that reduced profits.

**Question 6**

The product subcategory with the highest average profit in Australia is **Appliances**.

**Question 7**

**a)** The most valuable customers and what they purchase:

1. **Tamara Chand** - Purchased high-value items like **Canon imageCLASS 2200 Advanced Copier**.
2. **Raymond Buch** - Focused on office supplies such as **Acme Box Cutter, Serrated**.
3. **Sanjit Chand** - Acquired items like **Ibico EPK-21 Electric Binding System**.
4. **Hunter Lopez** - Frequently bought equipment like **Brother Fax Machine, Digital**.
5. **Bill Eplett** - Purchased items such as **Hoover Stove, White**.