Global Super Store

- 1- Due to continuous loss in some of our branches, the management decided to take action by shutting down some branches if it caused continuous loss over the years.
- -In the EU, what are the countries that had continuous loss in all of its branches over the years?

Answer:

- 1-we have only six countries that had a loss in profit over the years (Sweden Denmark
 - Ireland Italy Portugal Netherlands), but in order to find the countries that had a continuous loss in all of its branches over the years, we find that all of them achieve this except Italy.
- **2-so for** (Sweden Denmark Ireland Portugal Netherlands), we recommend to close all of their branches.
- **3-for** Italy:
- we have seven states that had a loss in profit over the years (Campania Lombardy Lazio Piedmont Sicily Clabria Trentino-Alto Adige), but there is no branch that
 had a loss in profit over the years and some of them is already closed.
- we should have a look at Naples branch in campania state had the highest loss in profit
 over the whole country, although it gain in 2014.

2- The company wants to track which products are causing the highest loss, what you suggest in order to avoid the loss in future purchases?	
- Which products should the company drop?	
- Which products should the company increase it's price?	
Limit Your Analysis to one category and one subcategory.	
Answer:	
4 Technology category:	
- Phones Sub-Category:	
1- raise the price:	
cisco smart phone.	
Aastra 6757ict.	
Nokia Headset.	
2- drop the product:	
Apple Signal Booster.	
Motorola Office Telephone.	
Nokia Speaker Phone.	
# furniture category:	
- Tables Sub-Category:	
1- raise the price:	
Office Star Excutive leather.	

Office Star Swivel Stool.
Fellowes Lockers.
2- drop the product:
Apple Signal Booster.
Canon Fax Machine, Digital.
Safco Library With Doors.
↓ office supplies:
- Fasteners Sub-Category:
1- raise the price:
Bevis Conference Table.
Rogers File Cart, Blue.
2- drop the product:
Lesro Conference Table.
Statech Printer, Red.
3- The company wants to offer free shipping to a segment of customers to drive up sales in that segment, which segment should it be?
-Would it be better if the offer was specified on some product categories or shipping modes?
Answer:
- I suggest that we should offer a free shipping to consumer segment which have the highest sales and profit percentage, we also should target the standard ship mode which have the lowest shipping cost percentage and office supply category because it have the the lowest shipping cost percentage.