

# Global SuperStore

## First Scenario

- 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?

## Second Scenario

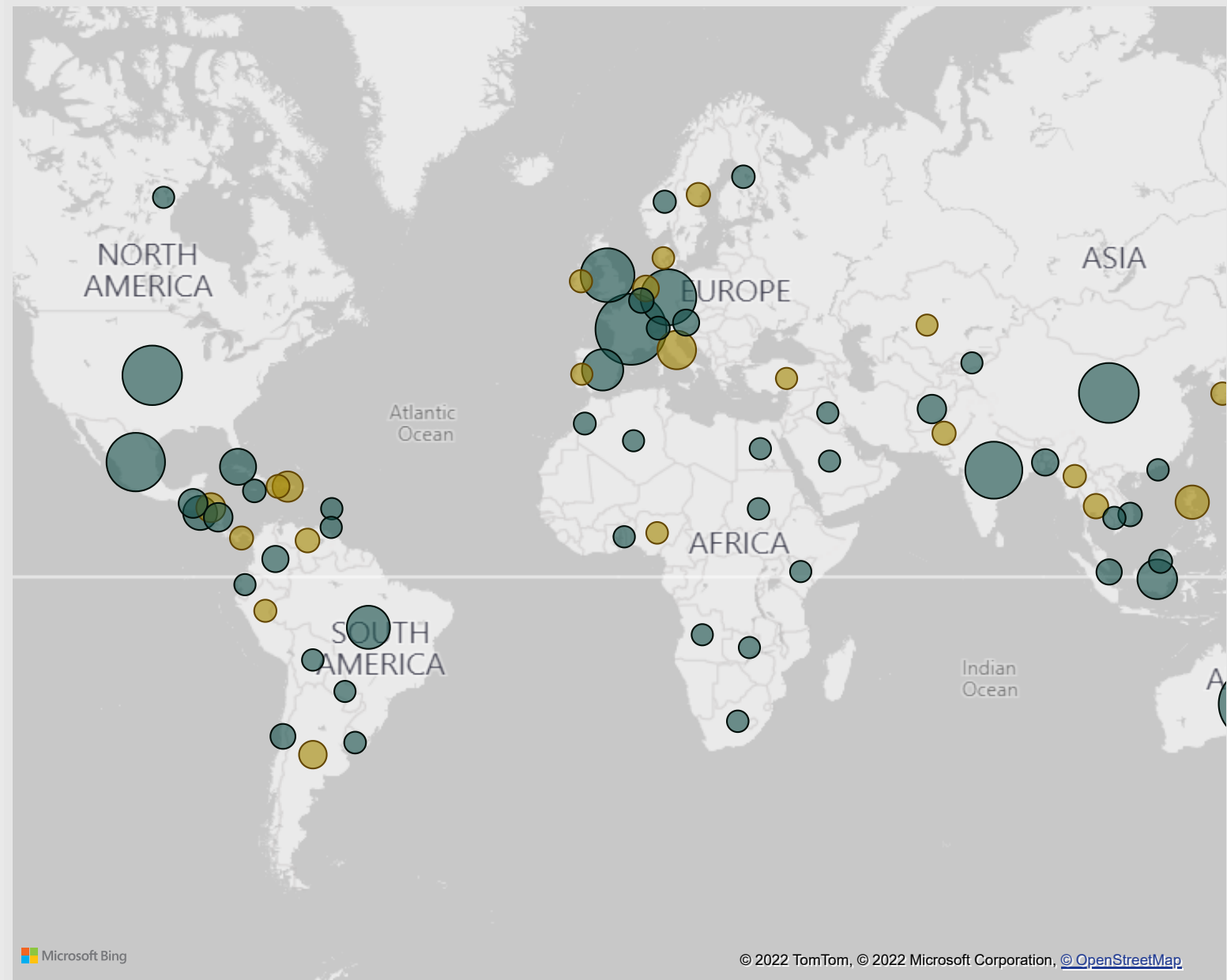
- The company wants to track **which products** are causing the **highest loss**, what do you suggest in order to avoid the loss in future purchases?

## Third Scenario

- The company wants to track **which products** are causing the **highest loss**, what do you suggest in order to avoid the loss in future purchases?

# Global SuperStore

Sales and profit by Country (Sales in bubble size)



year

2011

2012

2013

2014

Profit and Sales by Market

APAC

Profit  
29.29K  
Sales  
217.12K

EU

Profit  
21.96K  
Sales  
195.9K

LATAM

Profit  
12.11K  
Sales  
160.41K

US

Profit  
7.48K  
Sales  
42.68K

Canada

Profit  
0.06K  
Sales  
0.11K

EMEA

Profit  
0.04K  
Sales  
0.26K

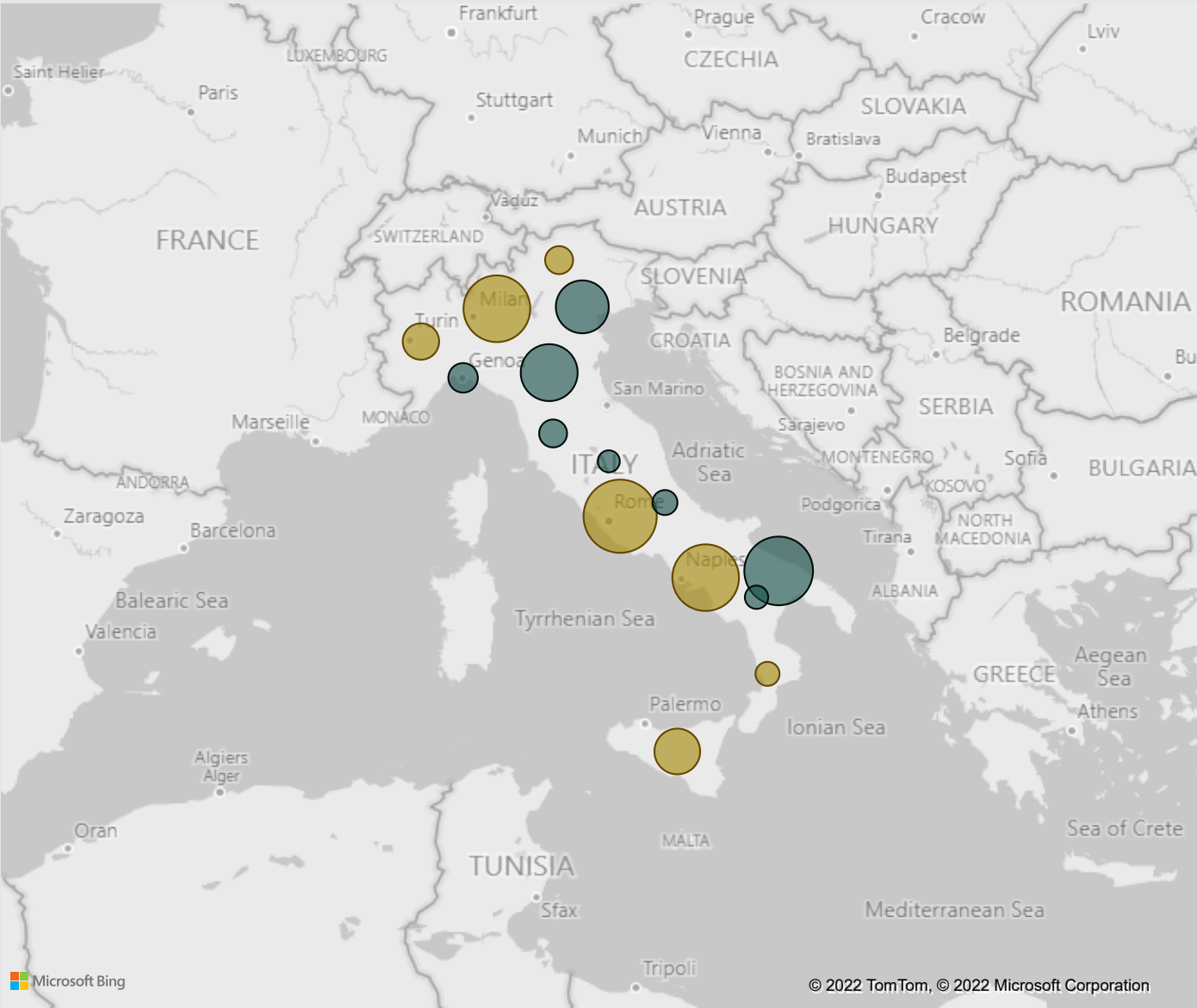
Italy

-849.68  
Profit

19,305.94  
Sales

78  
Count of Order ID

Sales and profit by Country (Sales in bubble size)



	year			
	2011	2012	2013	2014
State	Sales	Cost	Profit	
Campania	2,706.45	3,291.60	-585.15	
Naples	2,363.64	3,015.63	-651.99	
Capua	87.84	83.52	4.32	
Portici	20.70	13.26	7.44	
Afragola	43.29	22.95	20.34	
Pozzuoli	190.98	156.24	34.74	
Lombardy	2,714.51	3,035.58	-321.07	
Legnano	662.11	1,048.56	-386.45	
Milan	1,154.76	1,255.47	-100.71	
Monza	200.02	193.44	6.58	
Cremona	169.92	96.90	73.02	
Brescia	527.71	441.21	86.50	
Total	19,305.94	20,155.62	-849.68	

**In the EU, what are the countries that had continuous loss in all of its branches over the years?**

### **Analysis**

- 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**.

### **Recommendations**

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

# product analysis

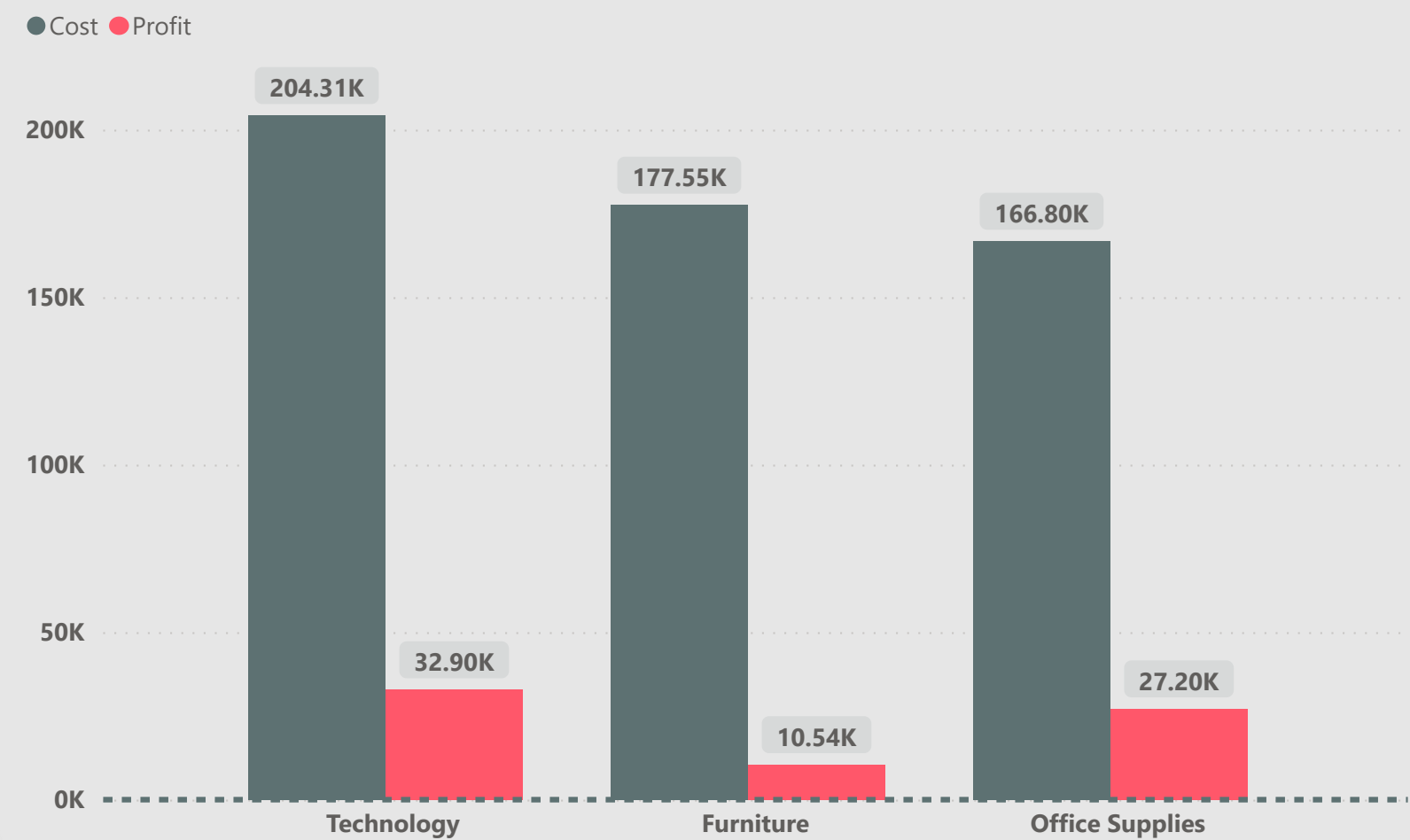
548,661.17  
Cost

619,296.10  
Sales

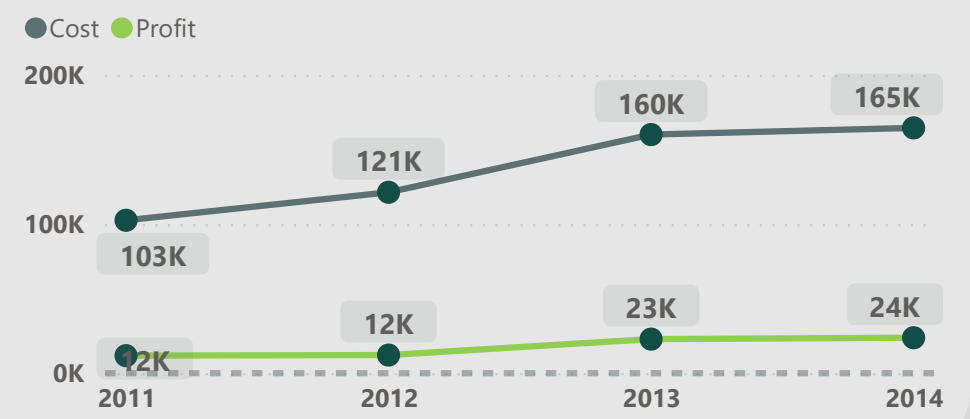
70,634.93  
Profit

Aastra 6757i CT Wireless VoIP phone  
First Product Name

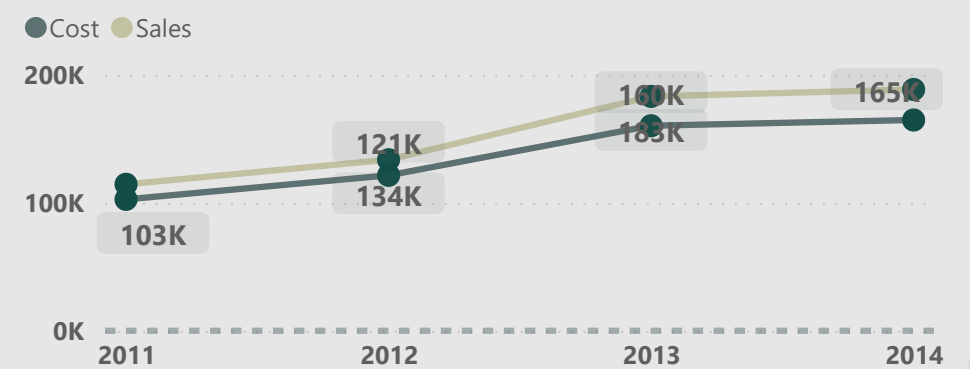
Cost and Profit by Category



Cost and Profit by Year



Cost and Sales by Year



**The company wants to track which products are causing the highest loss, what do you suggest in order to avoid the loss in future purchases? (Only one Sub-Category in every Category)**

- we have three categories (**Technology - Furniture - Office Supplies**).

### **Technology**

#### **- 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**

#### **- Tables Sub-Category:**

- 1- raise the price:  
Office Star Executive 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.

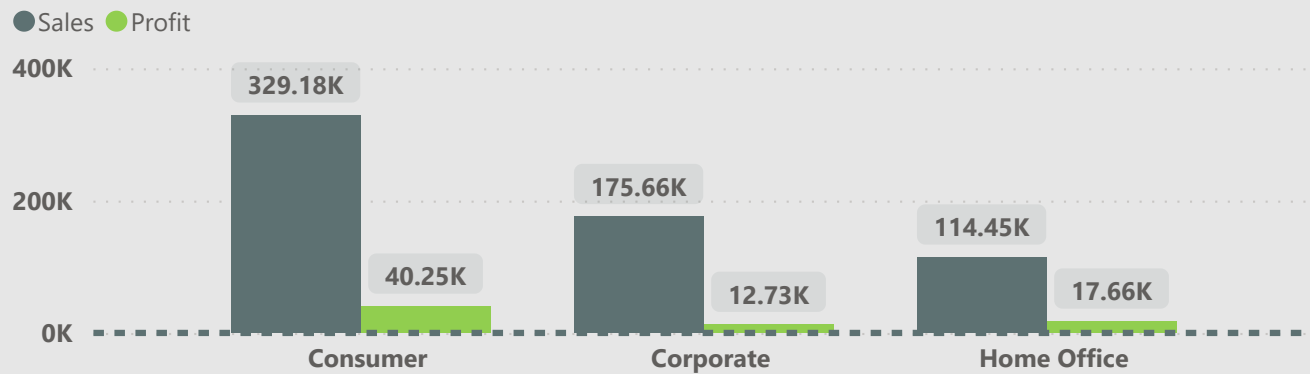
# product analysis

**619,296.10**  
**Sales**

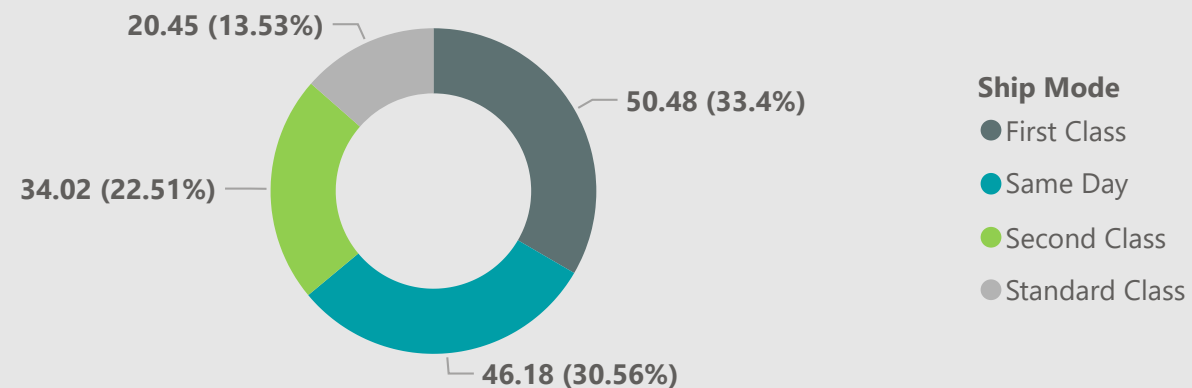
**548,661.17**  
**Cost**

**70,634.93**  
**Profit**

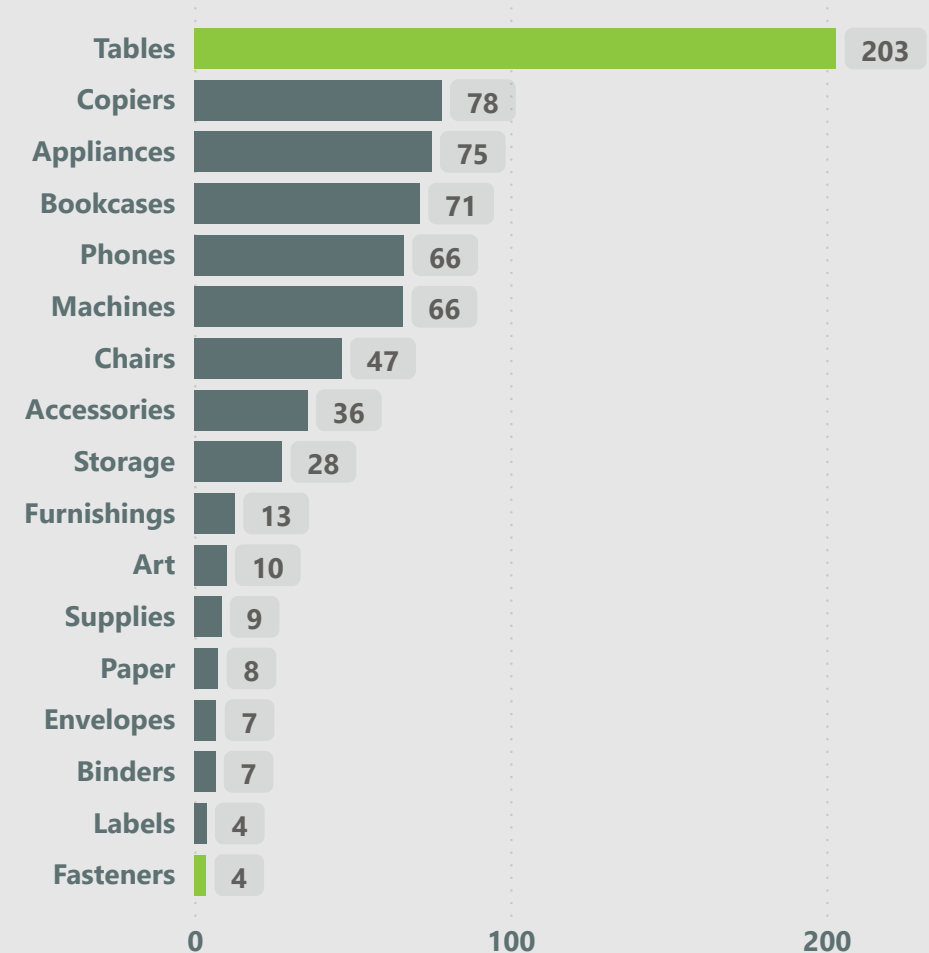
*Sales and Profit by Segment*



*Average of Shipping Cost by Ship Mode*



*Average of Shipping Cost by Category and Sub-Category*



The company wants to offer free shipping to a segment of customers to drive up sales in that segment, which segment should it be?

### Recommendation

- 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 .