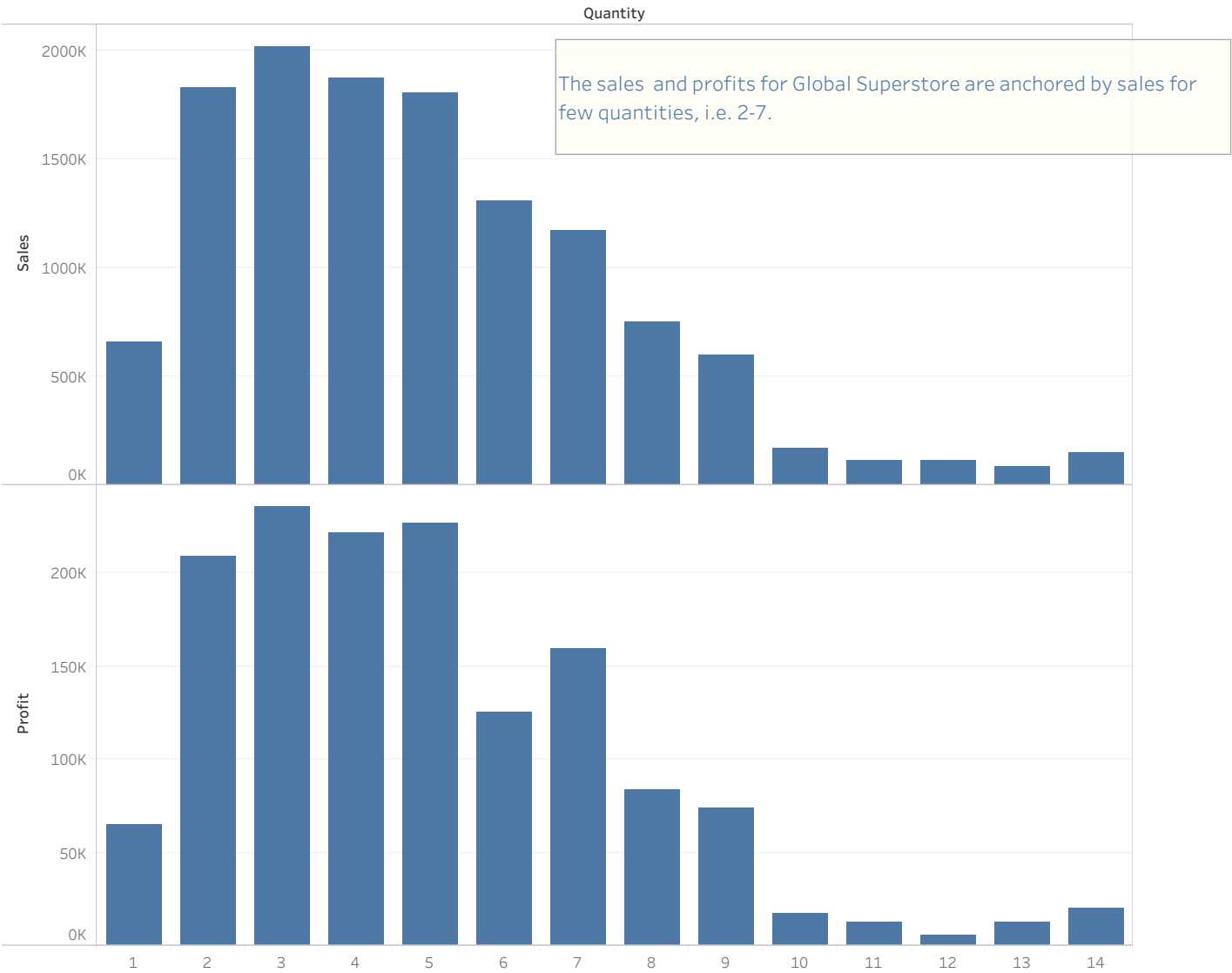# Global Superstore Project

Global Superstore sales across the world. It want to understand the performance of its global market with respect to sales and profit by year, country, region, quantity and product category.

Global Superstore Analysis Project
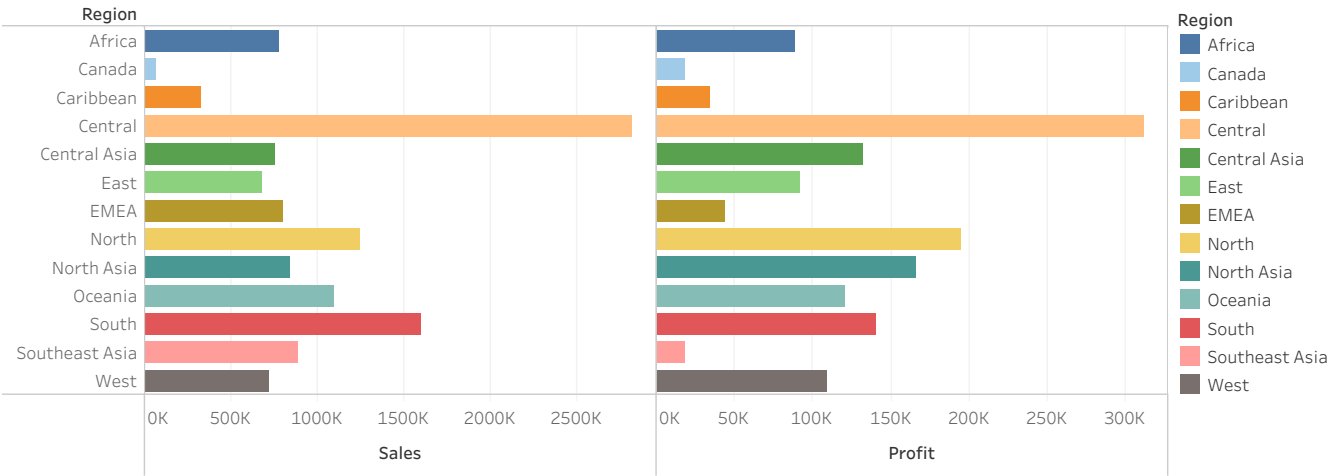
Innocent Bayai

Global Superstore Project

Quantity

The sales and profits for Global Superstore are anchored by sales for few quantities, i.e. 2-7.

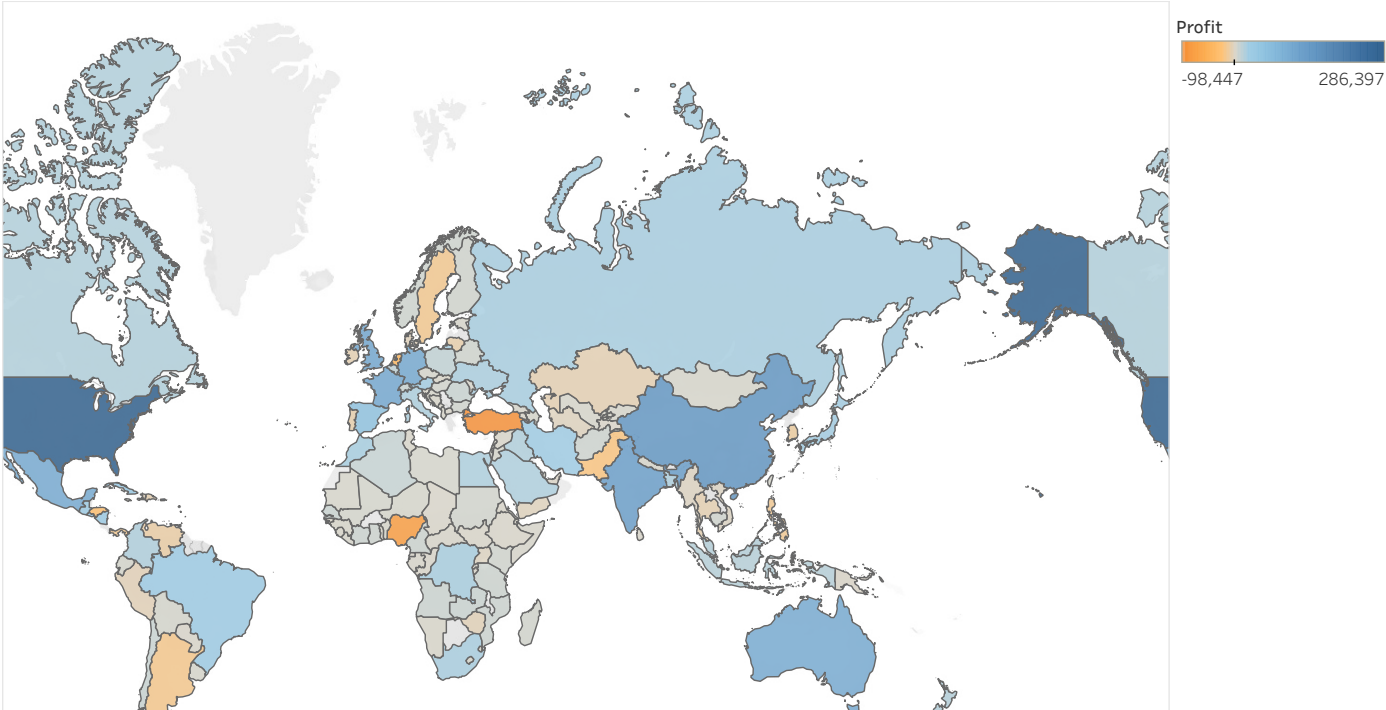# Global Superstore Project

Region

The top markets by profits are Central, North, North Asia, South, and Central Asia.

The best sales for Global Superstore are from Central, South, North, North Asia and Central Asia.

Global Superstore Project

Profit

-98,447   286,397
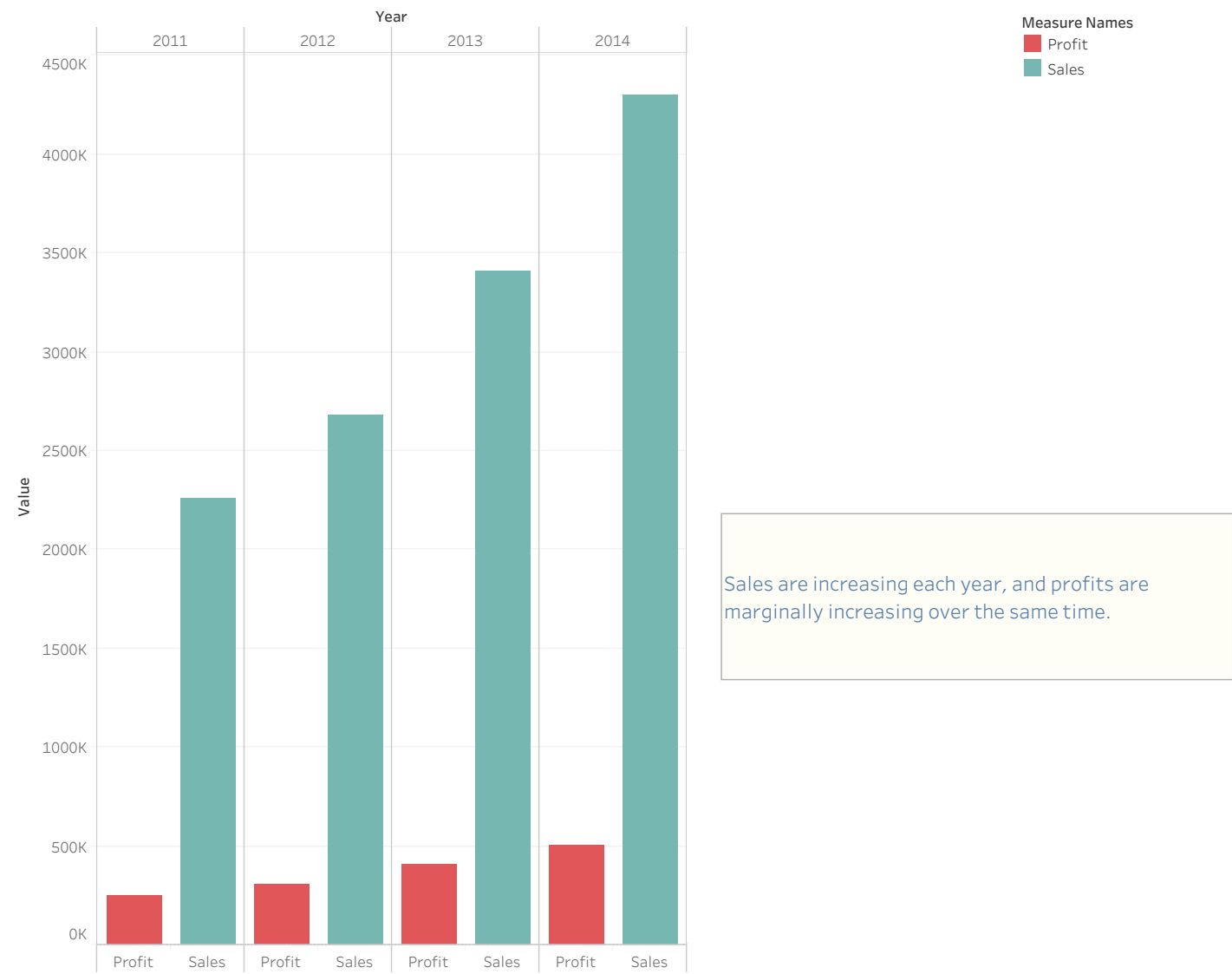
This top global markets are United States, China, India and Australia and the least sales are recorded in Turkey, Nigeria, Argentin, Pakistan, and Sweden.

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Global Superstore Project

Year

| | 2011 | 2012 | 2013 | 2014 |

Measure Names
- Profit
- Sales

Value

Sales are increasing each year, and profits are marginally increasing over the same time.

Global Superstore Project

Sub.Catego..

The highest sales are recorded for sub category: bookcases, chairs, and copiers.

Products contributing the highest profits are: copiers, bookcases, chairs, and appliances.

Global Superstore Project

Sub.Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

The scatter plot (sales vs profit) shows a weak relationship between sales and profit. This implies that sales only cannot explain the level of profits for Global Superstore. Other variables must be added to fully explain how profits fold out. This requires further analysis, maybe a multiple regression.

Global Superstore Project

Recommendations

Target Marketing: Develop targeted marketing campaigns specifically for Central, North, North Asia, South, and Central Asia to capitalize on their profit potential.

Quantity Bundling: Since sales are anchored by quantities of 2-7, consider creating bundled offers or discounts for purchasing in this range to encourage higher volume sales.

Diversification: Introduce new products that align with the preferences of customers in high-performing markets. Consider seasonal or region-specific items that might attract attention.

Market Research: Conduct thorough market research in Turkey, Nigeria, Argentina, Sweden, and Afghanistan to understand barriers to sales and identify potential customer segments.

Loyalty Programs: Create loyalty programs that reward frequent shoppers, especially in high-sales regions, to increase repeat purchases.

Limitation: The analysis is about sales against profit, but the line of best fit shows a weak relationship. Another analaysis must be done considering mutlitple regression.