# Question 3: More Insights

**Nigeria's Profitability**

Nigeria: -23,285.19

## Comparison with Other African Countries:

Countries with Positive Profits:

- Algeria: 3,429.18

- Angola: 2,304.51

- Benin: 516.27

- Cameroon: 1,288.02

- Central African Republic: 135.81

- Cote d'Ivoire: 2,537.67

- Democratic Republic of the Congo: 5,833.8

- Egypt: 6,493.05

- Ethiopia: 63.54

- Gabon: 64.14

- Ghana: 2,775.06

- Guinea: 194.1

- Guinea-Bissau: 372.96

- Kenya: 1,238.07

- Liberia: 696.3

- Libya: 550.68

- Madagascar: 1,331.37

- Mali: 672.75

- Mauritania: 1,033.62

- Morocco: 8,444.43

- Mozambique: 2,440.8

- Namibia: 680.7

- Niger: 589.08

- Republic of the Congo: 112.98

- Rwanda: 533.16

- Senegal: 3,661.86

- Sierra Leone: 87.69

- Somalia: 479.16

- South Africa: 9,363.24

- South Sudan: 166.44

- Sudan: 2,771.73

- Swaziland: 27.6

- Tanzania: 2,915.961

- Togo: 405.78

- Tunisia: 51.06

- Zambia: 1,665.78

## Countries with Negative Profits:

- Uganda: -1,093.113

- Zimbabwe: -2,218.578

-Nigeria: -23,285.19 (largest negative profit)

# My Analysis:

Nigeria's profitability for 2014 shows a significant negative profit of -23,285.19. This is the largest negative profit among all the African countries listed in the dataset, indicating severe financial challenges or inefficiencies in Nigeria's operations. In contrast, the highest positive profits were observed in South Africa (9,363.24), Morocco (8,444.43), and Egypt (6,493.05), highlighting the successful performance of Global Superstore in these markets.

# Summary:

Nigeria's substantial negative profit stands out starkly compared to the performance of other African countries, reflecting considerable operational losses. This contrasts with the positive profitability seen in several other African markets, suggesting that Global Superstore's strategies or market conditions in Nigeria may need significant reassessment and improvement. Addressing these issues could involve investigating the product categories—office supplies, furniture, and technology—that are underperforming, and implementing tailored strategies to enhance profitability in Nigeria.