Global Super Store

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:

Portugal- Netherlands- Ireland- Denmark(2 years)- Sweden

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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?

- Which products should the company drop?

* Bevis conference table fully assembled
* Bevis computer table
* Lesro conference table
* Bevis round table with bottom storage
* Bevis round table adjustable height

- Which products should the company increase it's price?

* Barricks conference table
* Chromo-craft round table
* Lesro round table

Limit Your Analysis to one category and one subcategory.

Answer: **in furniture category- tables subcategory**

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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 thinks we should focus on corporate segment to achieve more sales from them. We already achieving good sales to the consumer segment**

**We can offer free shipping on the office supplies to the corporate segment**