



Global Superstore Dashboard | 2011–2014

Objective:

To analyze sales and profit trends across global markets, segments, and product categories, enabling stakeholders to identify growth opportunities and unprofitable areas.

Key Insights:

- **APAC (28.5%) and Europe (28.5%)** are the top contributing markets by sales, while **USCA** remains strong with 19.5%.
- **Consumer segment** accounts for the majority of sales (51.6%), followed by Corporate (30.7%).
- **United States** leads in total sales (\$1.79M) with steady profit ratio (12%), while **China (21%) and UK (22%)** show strong profitability despite smaller sales.
- **Tables sub-category** is unprofitable (−\$46.5K), highlighting a need to review pricing and discount strategies.
- **Top 5 cities** (New York, Los Angeles, Seattle, Manila, Philadelphia) drive significant revenue concentration.
- Profit ratios fluctuate across sub-categories, showing areas for operational improvements.

Value

to

Business:

This dashboard equips managers with a **comprehensive view of sales & profit performance**, supports **strategic decision-making** by identifying high-profit regions & segments, and flags **loss-making categories** that require corrective action.