

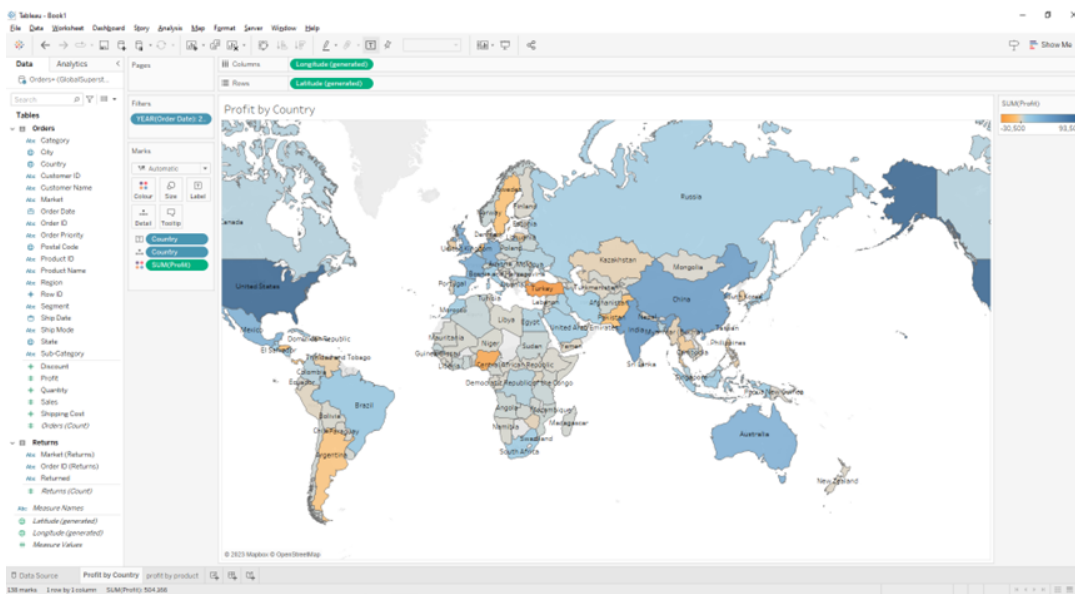
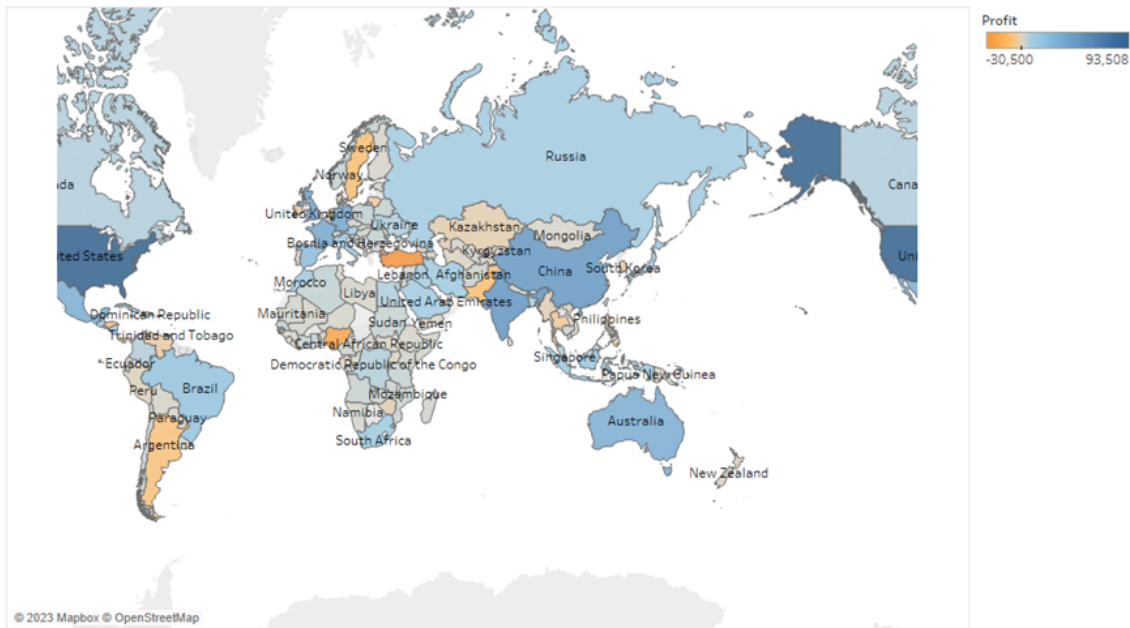
Jia Lin, Toni Minter, Buddha Satya Sriharsha

ACCT 5130 Case Study II

Tableau

1. Topic: Profit by Country

Profit by Country



The three countries that generated the highest total profit for Global Superstore in 2014 are the United States, India, and China.

The screenshot shows the Tableau Desktop interface. The main view is a horizontal bar chart titled "profit by product". The y-axis lists various products, and the x-axis represents profit, ranging from -6K to 17K. The bars are blue, and the profit values are displayed at the end of each bar. The highest profit is for "Canon ImageCLASS 2220" at 16,680. The lowest profit is for "Hoover Steam White" at 2,025.

The interface includes a sidebar on the left with the following sections:

- Columns:** SUM(Profit)
- Rows:** Product Name
- Filters:** Profit
- Tables:** Orders, Sales
- Order Priority:** Order Priority
- Product Name:** Product Name
- Ship Date:** Ship Date
- Ship Mode:** Ship Mode
- Profit:** Profit
- Shipping Cost:** Shipping Cost

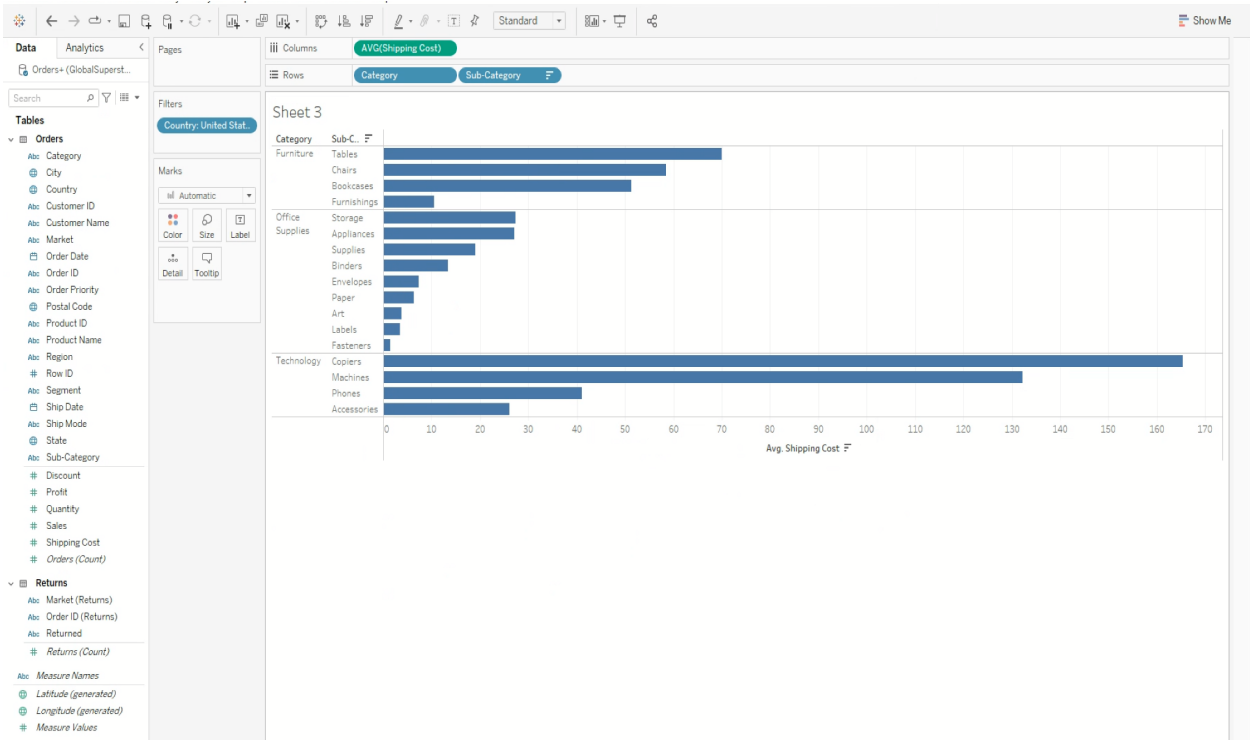
The bottom status bar shows: Data Source: Profit by Country, profit by product, 3428 marks, 3428 rows by 1 column, SUM(Profit): 504,106.

United States Product	Profit
Canon imageCLASS 2200 Advanced Copier	15680
Hewlett Packard LaserJet 3310 Copier	3624
GBC DocuBind TL300 Electric Binding System	1911

India Product	Profit
Sauder Classic Bookcase, Traditional	2420
Cisco Smart Phone, with Caller ID	1609
Hamilton Beach Refrigerator, Red	1440

China Product	Profit
Sauder Classic Bookcase, Metal	1463
Bush Classic Bookcase, Mobile	1221
HP Copy Machine, Color	1196

3. Topic: Product Shipping Costs



The three subcategories with the highest average shipping cost in the United States are Copiers (\$165.30), Machines (\$132.20) and Tables (\$70.00). Copiers and Machines are in the Technology category while tables are in the Furniture category.

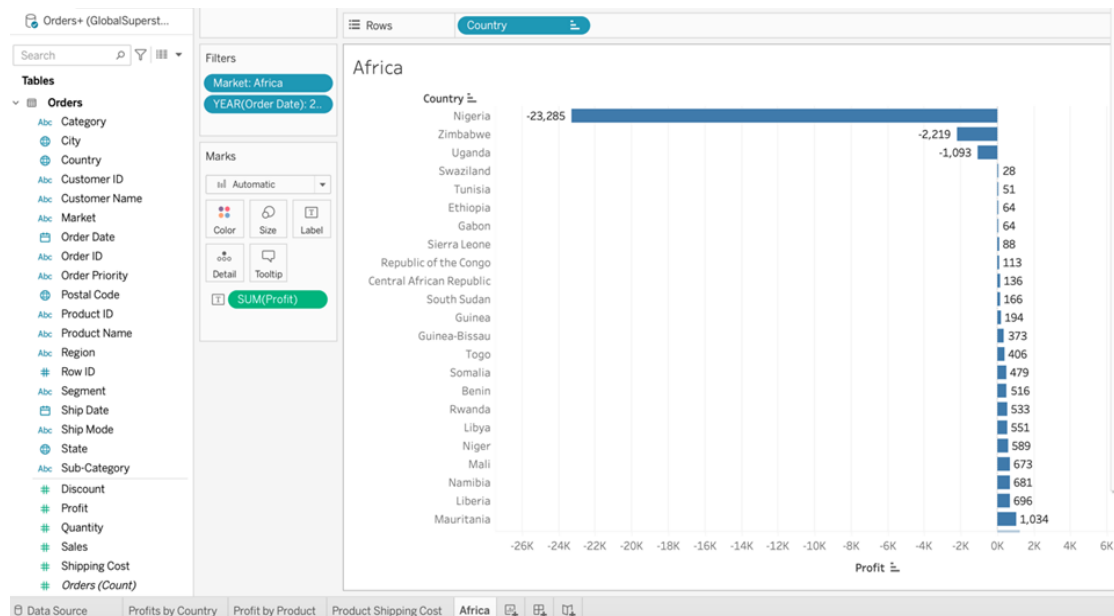
Tableau - Book1

Columns: Longitude (generated)
Rows: Latitude (generated)

Sheet 4

© 2023 Mapbox © OpenStreetMap

From the below, Nigeria is the country with lowest profitability in 2014 with -23,825.



4c. What is one possible explanation for the lower profitability in the country identified in 4b above? To answer this question, investigate shipping costs and the average discount as potential root causes.

Among the countries mentioned, Nigeria stands out with a combination of very high shipping costs, amounting to 1518, and a relatively high discount rate of 0.7. This combination may explain why Nigeria has the lowest profitability among the mentioned African countries. While other countries have significant discount rates, none of them have shipping costs as high as Nigeria's, which could significantly reduce the profit margins of the company operating in Nigeria. Therefore, the high shipping costs and the need for a relatively high discount rate in Nigeria could be the primary reasons behind the company's lower profitability in Nigeria compared to other African countries.

