

**12.64M**

**Total Sales**

**1.47M**

**Total Profit**

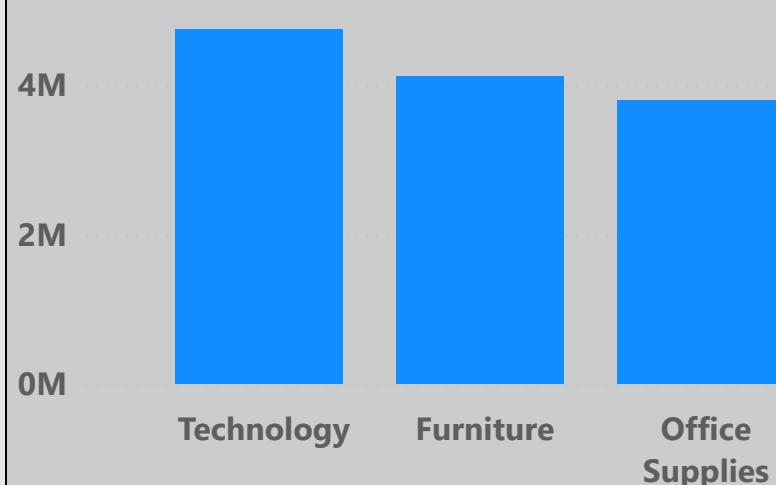
**26K**

**Total Orders**

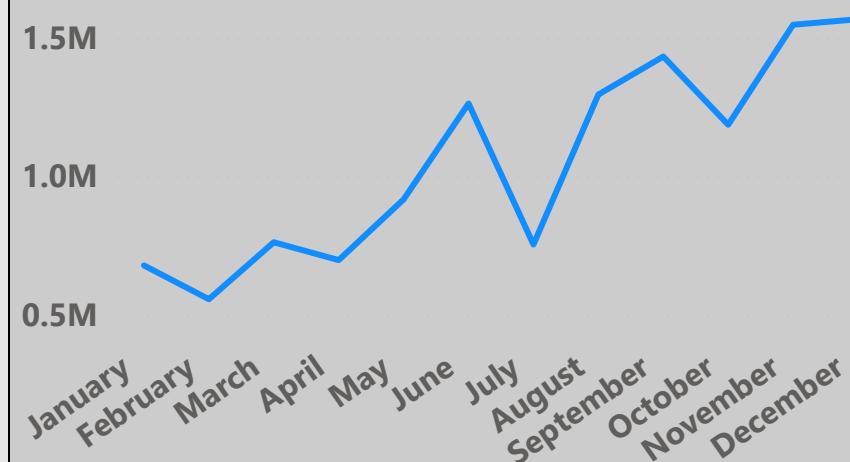
**0.12**

**Profit Margin**

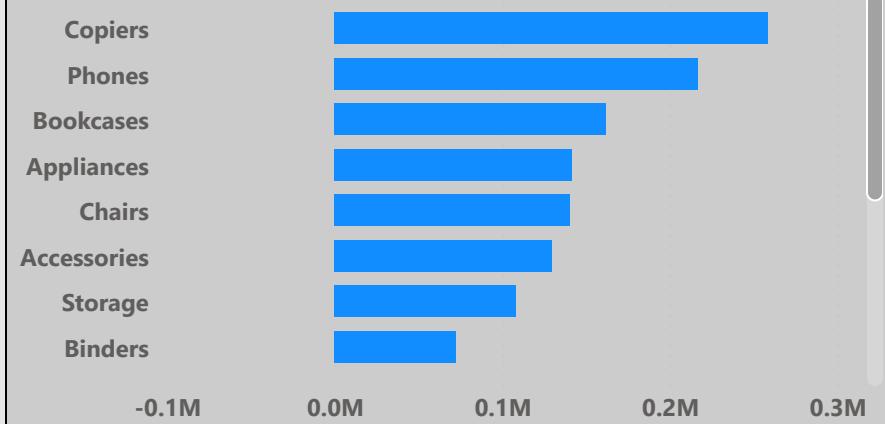
**Total Sales by Category**



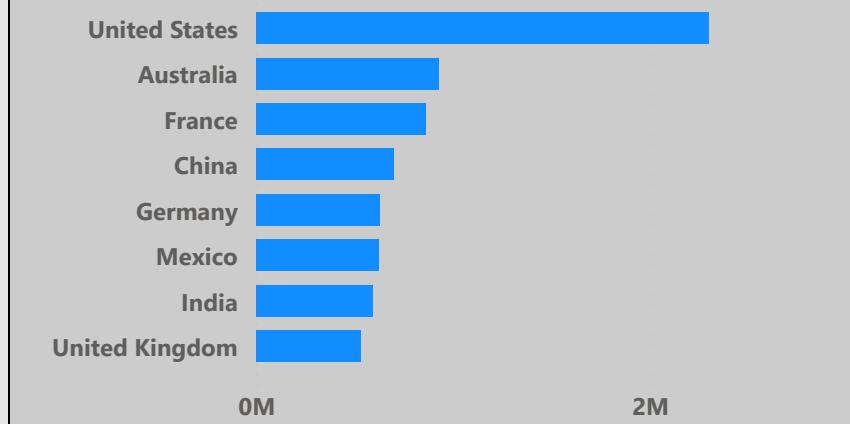
**Total Sales by Month**



**Total Profit by Sub-Category**



**Total Sales by Country**



**Filter By Year**

- 2012
- 2013
- 2014
- 2015

**Filter By Segment**

- Consumer
- Corporate
- Home Office

**Filter By Country**

- Afghanistan
- Albania
- Algeria
- Angola

# Global Superstore – Sales Performance Summary (2012–2015)

## Key Insights

- The company generated \$12.64M in total sales across 4 years, with a total profit of \$1.47M and a profit margin of 12%.
- Technology is the highest revenue-generating category, followed by Furniture, making these two the major revenue pillars.
- Copiers, Phones and Bookcases are the most profitable sub-categories, contributing strongly to business growth.
- United States leads sales by a very large margin, far ahead of other countries like Australia, France and China.
- A clear seasonal pattern exists—sales peak during October to December, showing strong year-end demand.
- Certain sub-categories like Binders and Storage show low or negative profit, indicating pricing or discount issues.

## Business Summary

The Global Superstore dataset shows strong sales performance over the years, especially in the Technology and Furniture segments. Profitability is healthy with a 12% margin, driven mainly by high-margin items like Copiers and Phones. The United States dominates the revenue share, making it the primary market. Seasonal demand spikes during Q4 suggest consumer behavior patterns aligned with holiday shopping and year-end purchases. However, some product categories consistently underperform and may require optimization in pricing, discounting, or supply chain operations.

## Recommendations

- Increase focus on high-profit items like Copiers and Phones to maximize revenue and profitability.
- Review pricing and discount strategies for loss-making or low-performing sub-categories such as Binders and Storage.
- Strengthen marketing efforts in countries outside the US to reduce over-dependence on a single market.
- Leverage the Q4 demand spike by planning inventory and promotional campaigns ahead of October.
- Optimize shipping and operational costs in low-profit countries to improve overall margin.