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**2023 Vephla University capstone project on Global Superstore. ©**

**NB: All answers and insights have their respective charts on Power BI**

**Question 1.**

a) In 2014, the 3 countries that generated the highest total profit for Global Superstore are:

1. United States with \$93,508
2. India with \$48,808
3. China with \$46,794

b) The 3 products with the highest total profit, the products' names and the total profit for each product are:

The 3 products in United States:

- Canon Image Class 2200 Advanced Copier with \$14,560
- Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind with \$7,626
- Hewlett Packard LaserJet 3310 Copier with \$6,984

The 3 products in India:

- Apple Smart Phone, with Caller ID with \$2,818
- Sauder Classic Bookcase, Traditional \$2,420
- Hewlett Wireless Fax, Color with \$1,465

The 3 products in China:

- Office Star Executive Leather Armchair, Black with \$2,636
- Sharp Wireless Fax, Digital with \$2,368
- Bush Classic Bookcase, Mobile with \$2,267

### **Question 2.**

The 3 subcategories with the highest average shipping cost in the United States are:

Copiers with \$165

Machines with \$132

Tables with \$70

### **Question 3.**

a) Nigeria's profitability/total profit for 2014 and how it compares to other African countries.

In 2014, Nigeria made a profit of -\$9,753. Nigeria lost the most money in the African region in that same year just after Zimbabwe who made a loss of \$1,404. On the other hand, South Africa, Morocco, Egypt and Republic of Congo made the most profit with \$7,242, \$6,274, \$4,774 and \$4,228 respectively in that same year.

b) Factors that might be responsible for Nigeria's poor performance could be its shipping cost and average discount.

1. Shipping Cost: \$6,183.11

2. Average Discount: \$0.70

Nigeria's shipping costs is way too high and this could be the possible reason Nigeria is losing so much money rather than making profits. Also, the average discount is relatively high compared to other countries.

### **Question 4.**

a) The product subcategory that is the least profitable in Southeast Asia is Tables with a loss of -\$20,163

b) In 4a, a country in Southeast Asia where Global Superstore should stop offering the subcategory is Indonesia.

### **Question 5.**

- a) City with is the least profitable (in terms of average profit) in the United States is Lancaster City with an average of -\$169
- b) Lancaster City's average profit is low because they make so much loss in profit when they purchase technology products. They had a loss of -\$6,880

### **Question 6.**

- a) Product subcategory has the highest average profit in Australia is Appliances with an average profit of \$139

### **Question 7.**

Question 7a has been visually represented using a Table and Column chart.

7b. The total profit generated from customers amounts to \$1.47M across 1.59K customers. The top 10 valuable customers based on total profit generated and products purchased are:

1. Tamara Chand with \$8,400 and purchased a Canon imageCLASS 2200 Advanced Copier.
2. Raymond Buch with \$6,720 and purchased an Ikea Library with Doors, Traditional.
3. Hunter Lopez with \$5,040 and purchased a Brother Fax Machine, Digital.
4. Adrian Barton with \$4,946 and purchased a GBC Ibimaster 500 Manual ProClick Binding System.
5. Sanjit Chand with \$4,630 and purchased an Ibico EPK-21 Electric Binding System.
6. Patrick Jones with \$3,979 and purchased a Hoover Stove, Red.
7. Tom Ashbrook with \$3,920 and purchased a Polycom CX600 IP Phone VoIP phone.
8. Christopher Martinez with \$3,177 and purchased a Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind.

9. Carol Adams with \$2,939 and purchased a Samsung Smart Phone, VoIP.
10. Cynthia Arntzen with \$2,818 and purchased an Apple Smart Phone, with Caller ID.

From the overall profit generated, these are the to 10 customers who had the most significant impact based on total revenue generated.