

# DATA ANALYTICS CAPSTONE PROJECT 1

**Project Code – DATG67/45B (do not share your project topic with anyone)**

**NOTE:** (Work on your projects alone, your project is at risk of cancelation should any plagiarism be detected.)

Global Superstore is a global online retailer based in New York, boasting a broad product catalogue and aiming to be a one-stop-shop for its customers. Global The superstore's clientele, hailing from 147 different countries, can browse through an endless offering with more than 10,000 products. This large selection comprises three main categories: office supplies (e.g., staples), furniture (e.g., chairs), and technology (e.g., smartphones).

You are contracted as a Data Analyst to help Global Superstore analyze and draw out meaningful insight from the Superstore dataset which would aid management in making informed decisions to improve performance and profitability.

Using skills learnt from Vephla University, apply your knowledge of

- Data cleaning
- Power Query
- Data Modeling
- PivotTable
- Data Visualization
- Knowledge of generating actionable insights

Etc.

To analyze the dataset and provide answers to the questions listed below.

## **Question 1.**

- a) What are the three countries that generated the highest total profit for Global Superstore in 2014?
- b) For each of these three countries, find the three products with the highest total profit. Specifically, what are the products' names and the total profit for each product?

## **Question 2.**

Identify the 3 subcategories with the highest average shipping cost in the United States.

**Question 3.**

- a) Assess Nigeria's profitability (i.e., total profit) for 2014. How does it compare to other African countries?
- b) What factors might be responsible for Nigeria's poor performance? You might want to investigate shipping costs and the average discount as potential root causes.

**Question 4.**

- a) Identify the product subcategory that is the least profitable in Southeast Asia.  
Note: For this question, assume that Southeast Asia comprises Cambodia, Indonesia, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, and Vietnam.
- b) Is there a specific country in Southeast Asia where Global Superstore should stop offering the subcategory identified in 4a?

**Question 5.**

- a) Which city is the least profitable (in terms of average profit) in the United States? For this analysis, discard the cities with less than 10 Orders.
- b) Why is this city's average profit so low?

**Question 6.**

- a) Which product subcategory has the highest average profit in Australia?

**Question 7.**

- a) Which customer returned items and what segment do they belong
- b) Who are the most valuable customers and what do they purchase?

**NB: After completing your analysis, you would make a 15 MINUTES recorded video presentation of you speaking and explaining your results, upload the video on your google drive and submit the link to the video via [vephlagroup@gmail.com](mailto:vephlagroup@gmail.com). When submitting your project, kindly attach the following**

**1) a farecard that will be used for the institute's graduation album. 2) YOUR FULL NAME. 3) ALL**

## **DOCUMENTS USED FOR YOUR ANALYSIS AND VISUALIZATIONS.**

*You will find the sales data in alongside this project description*

**SUBMISSION DEADLINE: MAY. 21ST, 2023**

**GRADUATION DATE: 25<sup>TH</sup> MAY 2023, (Students who don't meet up with this deadline may be deferred till the next graduation trench.)**

*When you are done with this capstone project ensure to share your project on LinkedIn/Instagram/Facebook/ ensure to tag us on the post*



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