**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.

Shipping Cost: $6,183.11

Average Discount: $0.70

Nigeria’s shipping costs and the average discount is so high and this could be the possible reasons Nigeria is losing so much money rather than making profits.

**Question 4.**

1. The product subcategory that is the least profitable in Southeast Asia is Tables with a profit loss of -$20,163
2. In 4a, a country in Southeast Asia where Global Superstore should stop offering the subcategory is Indonesia.

**Question 5.**

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

**Question 6.**

1. Product subcategory has the highest average profit in Australia is Appliances with an average profit of $139

Question 7a & 7b have been visually represented using a Table and Column chart