



Global Superstore Analysis Report

This report provides a comprehensive analysis of Global Superstore's operational performance, aiming to identify areas of strength and improvement. By delving into sales, inventory management, and customer segmentation, we have uncovered valuable insights for strategic development.

Vishal Shinde





12.64M

Total Revenue

1.47M

Total Profit

25.73K

Total Orders

1%

Return Rate

178.31K

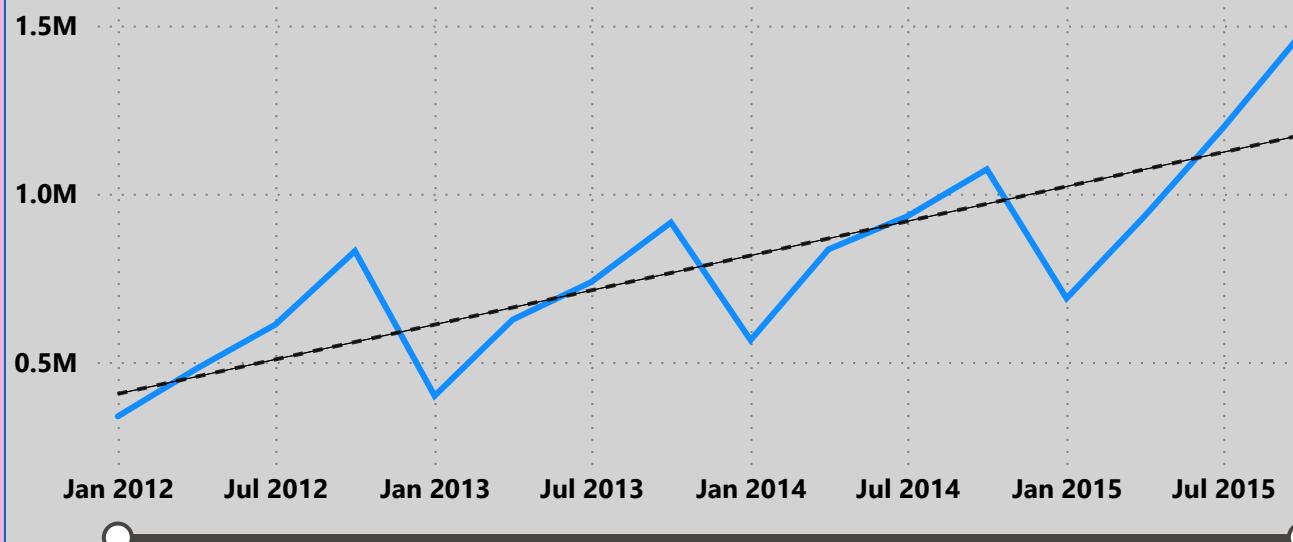
Quantity Sold

1079

Quantity Returned



Revenue Trending



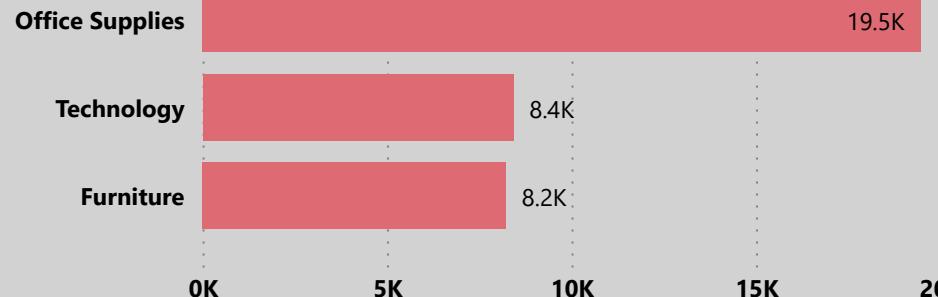
Total Revenue trended up, resulting in a **90.31%** increase between Sunday, January 1, 2012 and Thursday, January 1, 2015.

Total Revenue started trending up on Sunday, January 1, 2012, rising by 90.31% (2,040,414.98) in **3 years**.

Total Revenue jumped from 2,259,450.90 to 4,299,865.87 during its steepest incline between Sunday, January 1, 2012 and Thursday, January 1, 2015.



Total Orders by Category



At 19,464, Office Supplies had the highest Total Orders and was 136.73% higher than Furniture, which had the lowest Total Orders at 8,222.

Office Supplies had the highest Total Orders at 19,464, followed by Technology at 8,428 and Furniture at 8,222.

Office Supplies had 19,464 Total Orders, Furniture had 8,222, and Technology had 8,428.

Most Ordered Product Type

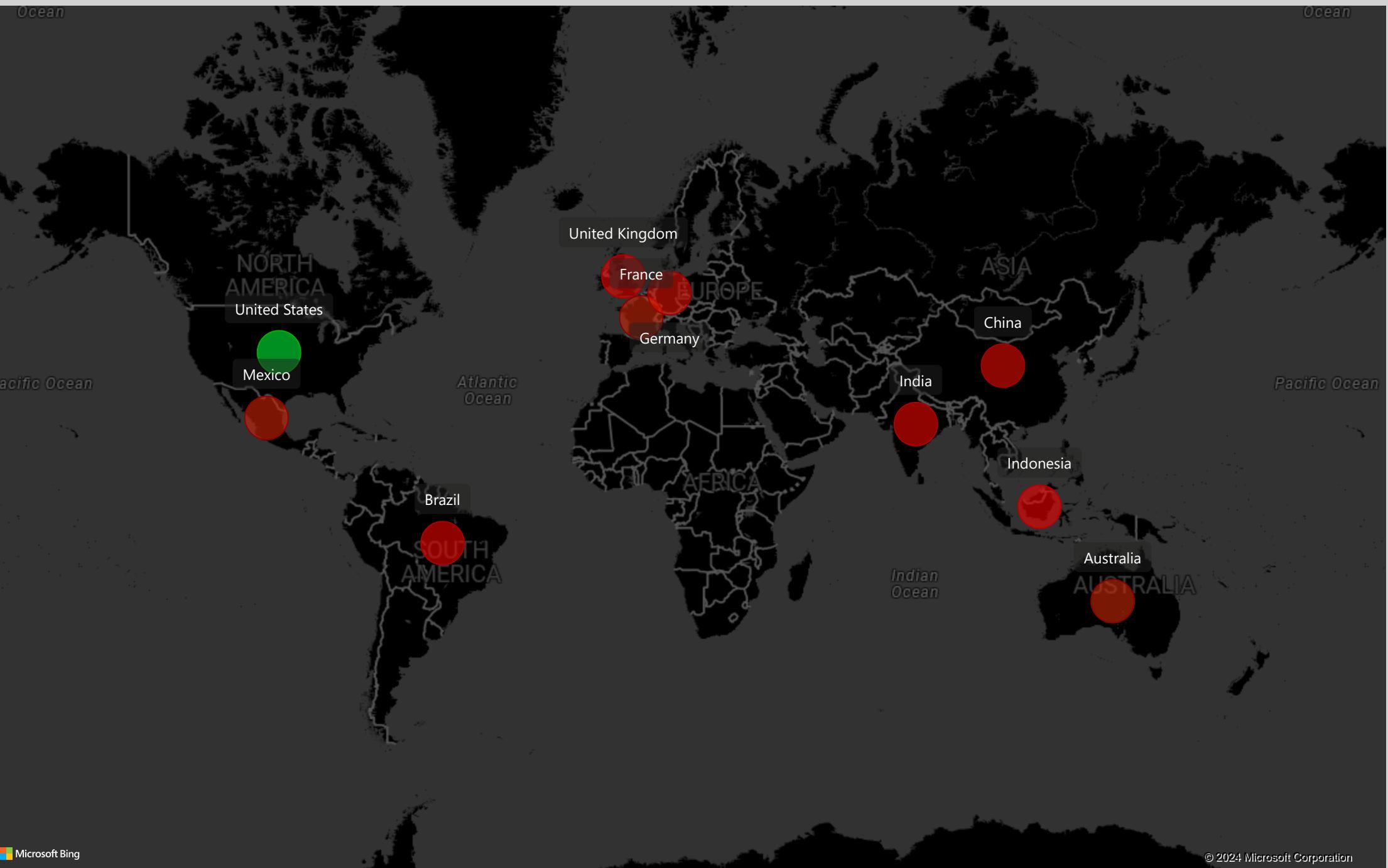
Binders

Most Return Product Type

Labels

Top 10 Products	Total Orders	Total Revenue	Quantity Returned	Quantity Sold	Return Rate
Staples	222	7,008.20	12	876	1%
Cardinal Index Tab, Clear	92	1,922.83	3	337	1%
Eldon File Cart, Single Width	90	34,387.73	2	321	1%
Rogers File Cart, Single Width	84	29,466.31	5	262	2%
Ibico Index Tab, Clear	83	1,807.18	3	251	1%
Sanford Pencil Sharpener, Water Color	80	5,581.97	3	259	1%
Smead File Cart, Single Width	77	25,397.17	9	250	4%
Acco Index Tab, Clear	75	1,461.81	3	228	1%
Stanley Pencil Sharpener, Water Color	75	5,537.23	3	242	1%
Avery Index Tab, Clear	74	1,312.95	2	252	1%
Total	942	113,883.37	45	3278	1%

Country





Selected Product:



Cisco Smart Phone, Full Size

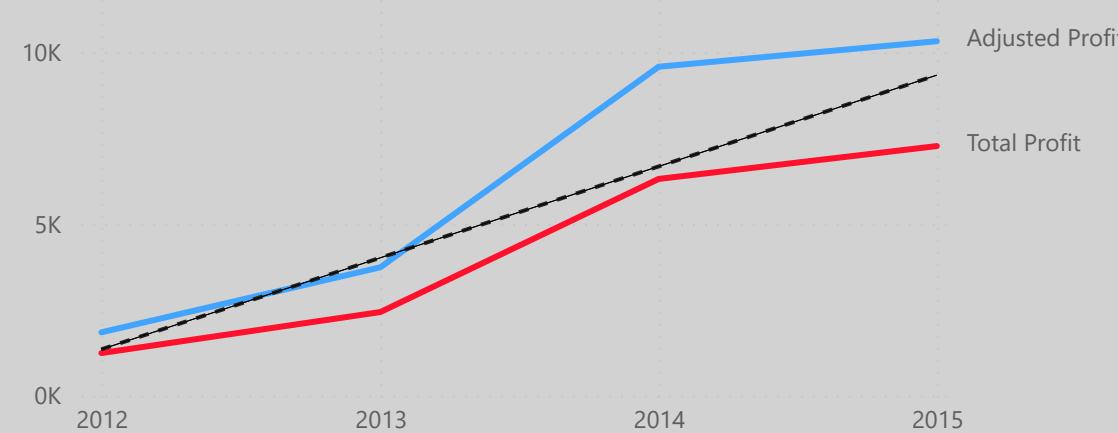
Price Adjustment...

0.20



Total Profit and Adjusted Profit by Year

● Total Profit ● Adjusted Profit



Adjusted Profit (459.89% increase) and **Total Profit** (486.43% increase) both trended up between 2012 and 2015.

Across all metrics, **Adjusted Profit** had the most interesting recent trend and started trending up on 2012, rising by 459.89% (8,471.79) in 3 years.

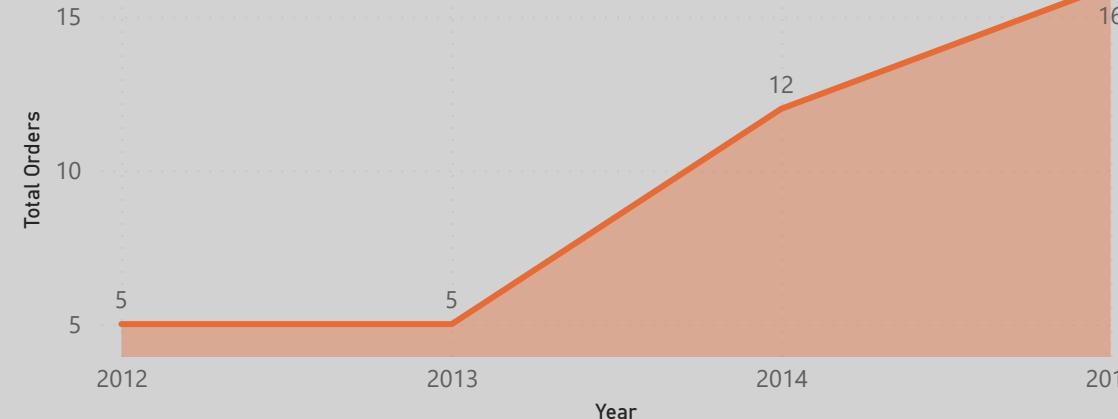
Adjusted Profit jumped from 1,842.13 to 10,313.92 during its steepest incline between 2012 and 2015.

Total Orders experienced the longest period of growth (+11) between 2012 and 2015.

Product Metric Selection

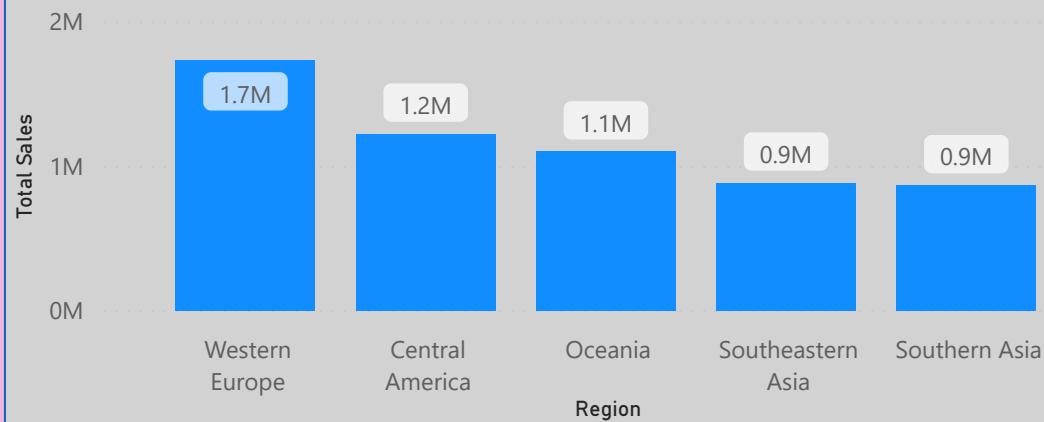
- Total Orders
- Total Profit
- Total Returns
- Return Rate
- Total Revenue

Total Orders by Year

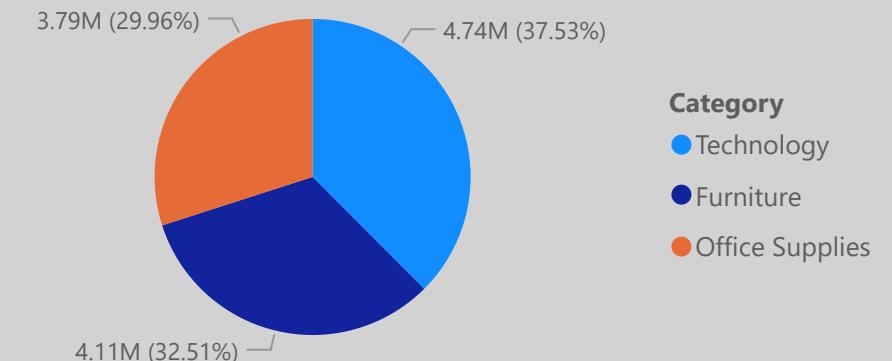




Top 5 Region by Sales

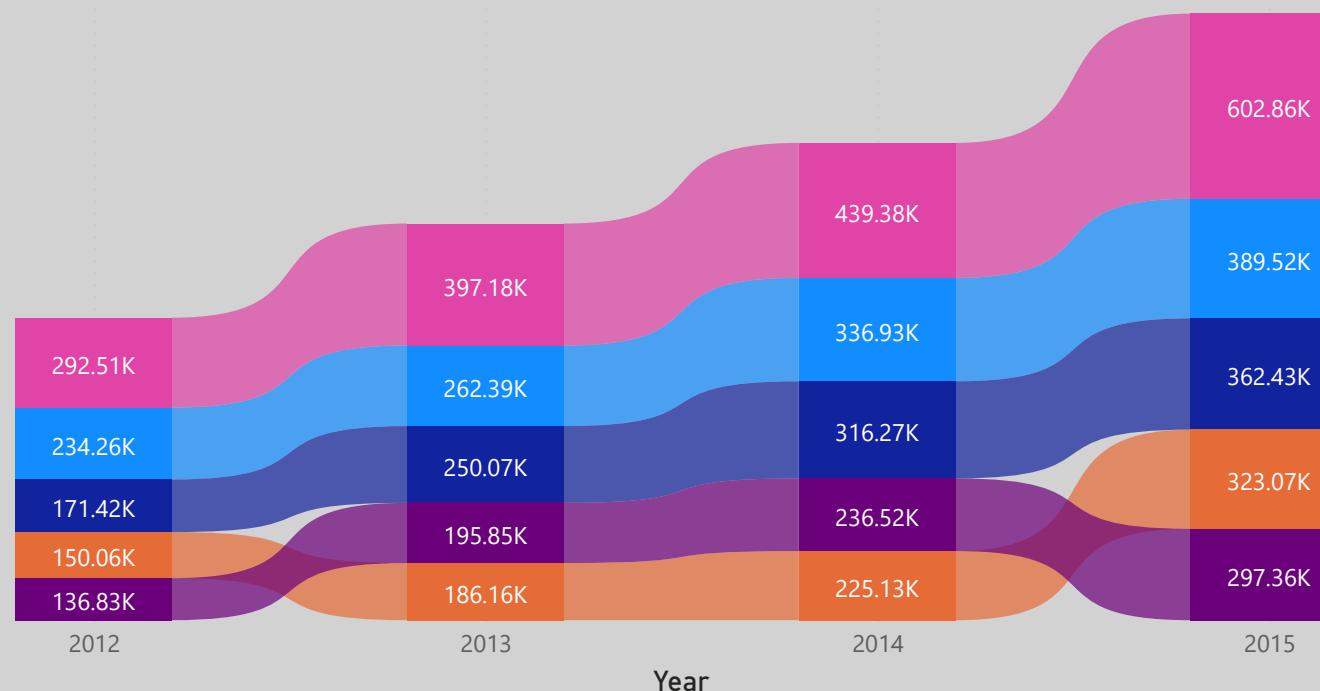


Total Sales by Category



Total Sales by Year and Region

Region ● Central America ● Oceania ● Southeastern Asia ● Southern Asia ● Western Europe



At 1,731,929.67, Western Europe had the highest Total Sales and was 99.86% higher than Southern Asia, which had the lowest Total Sales at 866,572.68.

Western Europe accounted for 29.83% of Total Sales.

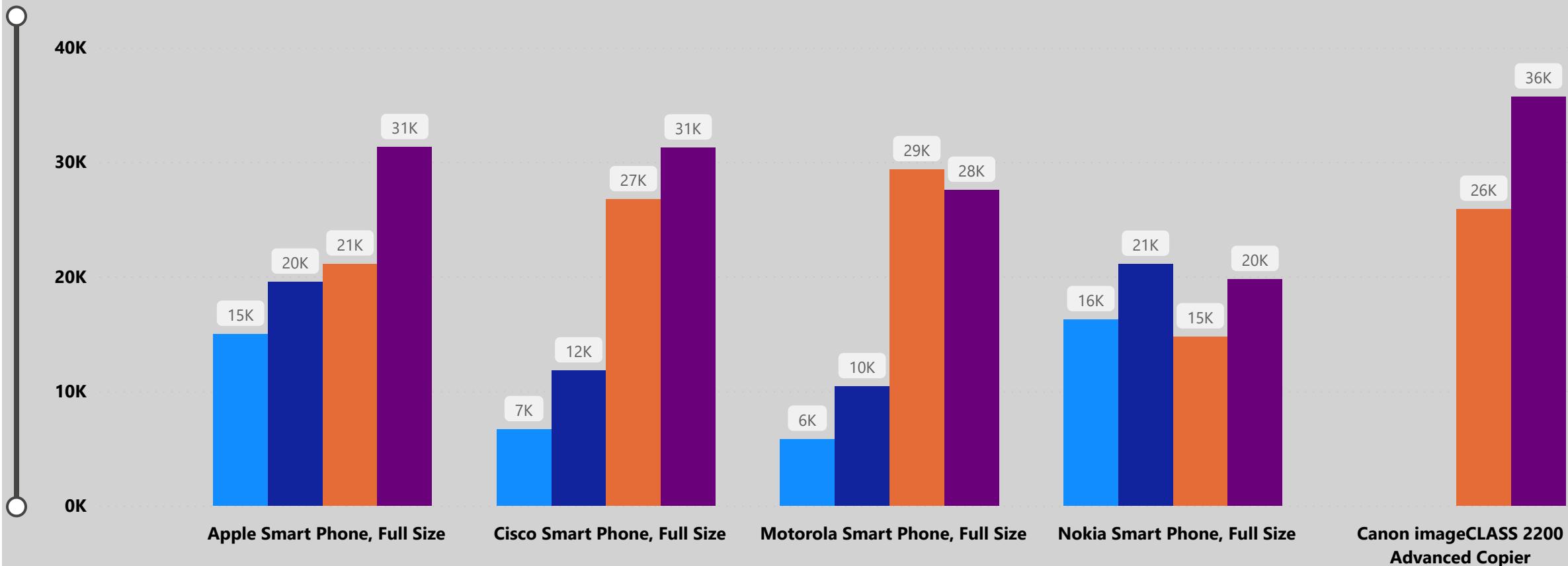
Across all 5 Region, Total Sales ranged from 866,572.68 to 1,731,929.67.

2015 in Region Western Europe made up 6.47% of Sum of Sales.



Total Sales by Product Name and Year

Year ● 2012 ● 2013 ● 2014 ● 2015



2015 had the highest total Sum of Sales at 145,566.46, followed by 2014, 2013, and 2012.

Canon imageCLASS 2200 Advanced Copier in Year 2015 made up 9.65% of Sum of Sales.

2015 had the highest average Sum of Sales at 29,113.29, followed by 2014, 2013, and 2012.



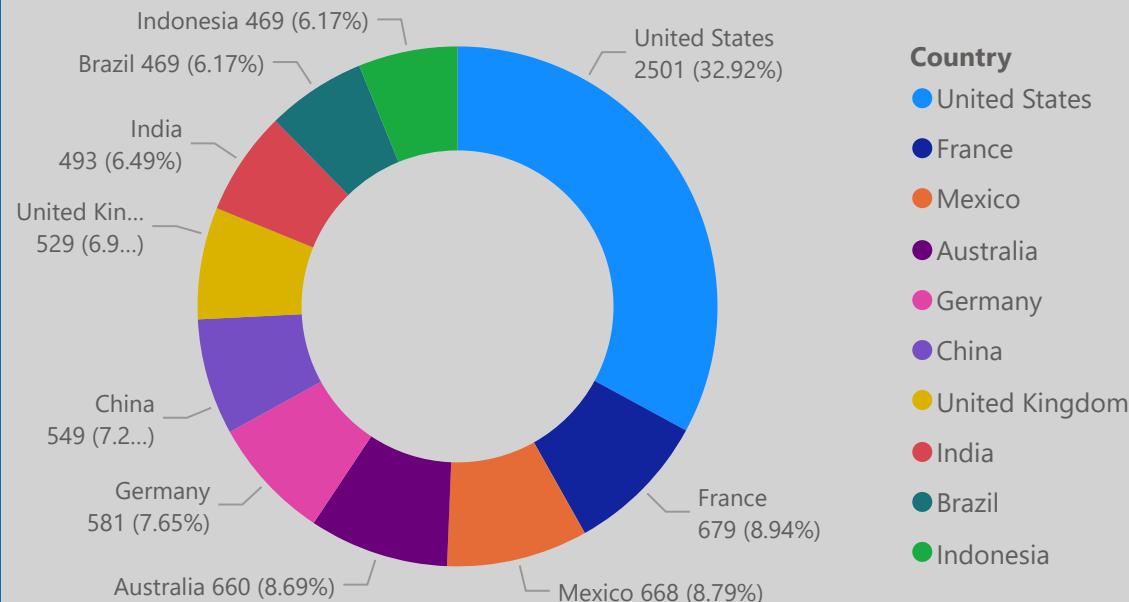
17K

Unique Customers

725.95

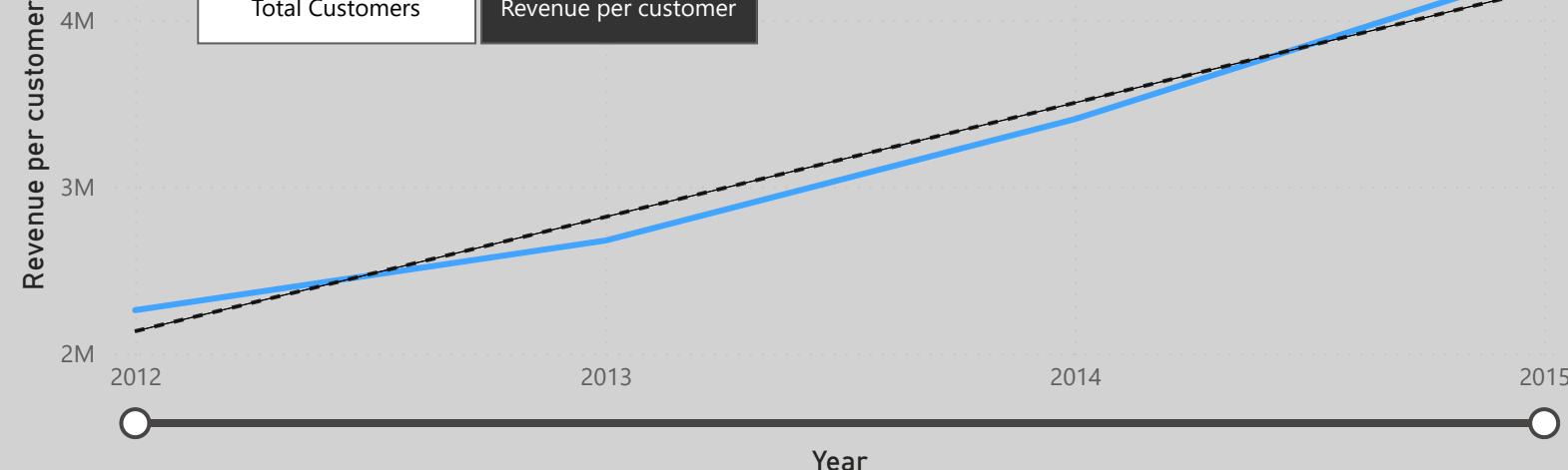
Average Revenue per customer

Total Customers by Top 10 Countries



Total Customers

Revenue per customer



Year

2012	2014
2013	2015

Revenue per customer trended up, resulting in a 90.31% increase between 2012 and 2015.

Revenue per customer started trending up on 2012, rising by 90.31% (2,040,414.98) in 3 years.

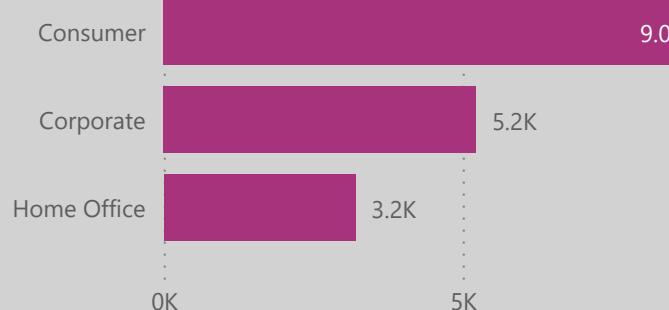
Revenue per customer jumped from 2,259,450.90 to 4,299,865.87 during its steepest incline between 2012 and 2015.

Total Customers was highest for United States at 2501, followed by France and Mexico.





Total Customers by Segment



Orders:

2.00

At 8987, Consumer had the highest Total Customers and was 180.23% higher than Home Office, which had the lowest Total Customers at 3207.

Consumer had the highest Total Customers at 8987, followed by Corporate at 5221 and Home Office at 3207.

Corporate had 5221 Total Customers, Consumer had 8987, and Home Office had 3207.

Standard Class in Segment Consumer made up 28.57% of Total Customers.

Consumer had the highest average Total Customers at 2785, followed by Corporate at 1,612.50 and Home Office at 994.50.

Top Customer(By Revenue):

Sean Miller

Year

2012

2013

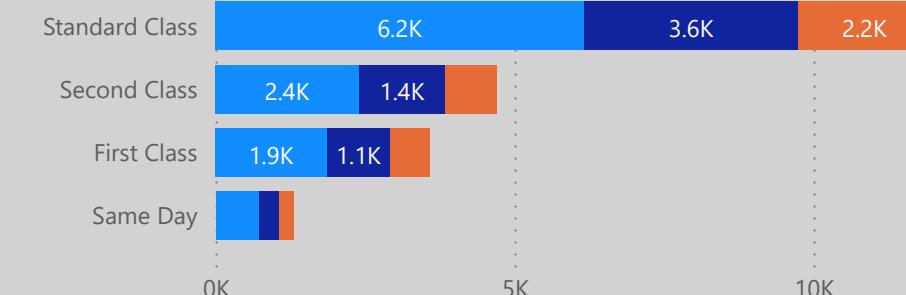
2014

2015



Total Customers by Ship Mode and Segment

Segment ● Consumer ● Corporate ● Home Office



TOP 100 CUSTOMERS BY ORDERS

Customer ID	Customer Name	Total Orders	Total Revenue
AR-1082545	Anthony Rawles	7	3,559.89
CK-122051406	Chloris Kastensmidt	7	1,133.95
RP-193901406	Resi Pölking	7	773.54
SC-206951402	Steve Chapman	7	1,937.61
SE-201101404	Sanjit Engle	7	2,269.11
AB-101057	Adrian Barton	6	2,960.58
AM-1036045	Alice McCarthy	6	3,673.48
CK-122057	Chloris Kastensmidt	6	3,053.30
HG-149651404	Henry Goldwyn	6	982.48
Total		4460	2,198,562.34

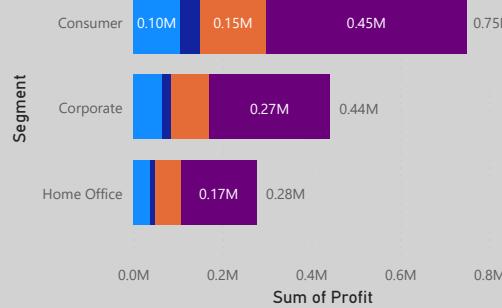


Among Customers in segment consumer in 2015,Raymond Buch drove the most revenue 14.05K



Total Profit by Segment and Ship Mode

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



Min of Shipping Cost by Ship Mode and Region

Region ● Western Asia



Min of Delivered Duration by Ship Mode



Standard Class had the highest total Sum of Profit at 890,596.02, followed by Second Class, First Class, and Same Day.

Consumer in Ship Mode Standard Class made up 30.70% of Sum of Profit.

Standard Class had the highest average Sum of Profit at 296,865.34, followed by Second Class, First Class, and Same Day.

At 4, Standard Class had the highest Min of Delivered Duration and was Infinity higher than Same Day, which had the lowest Min of Delivered Duration at 0.

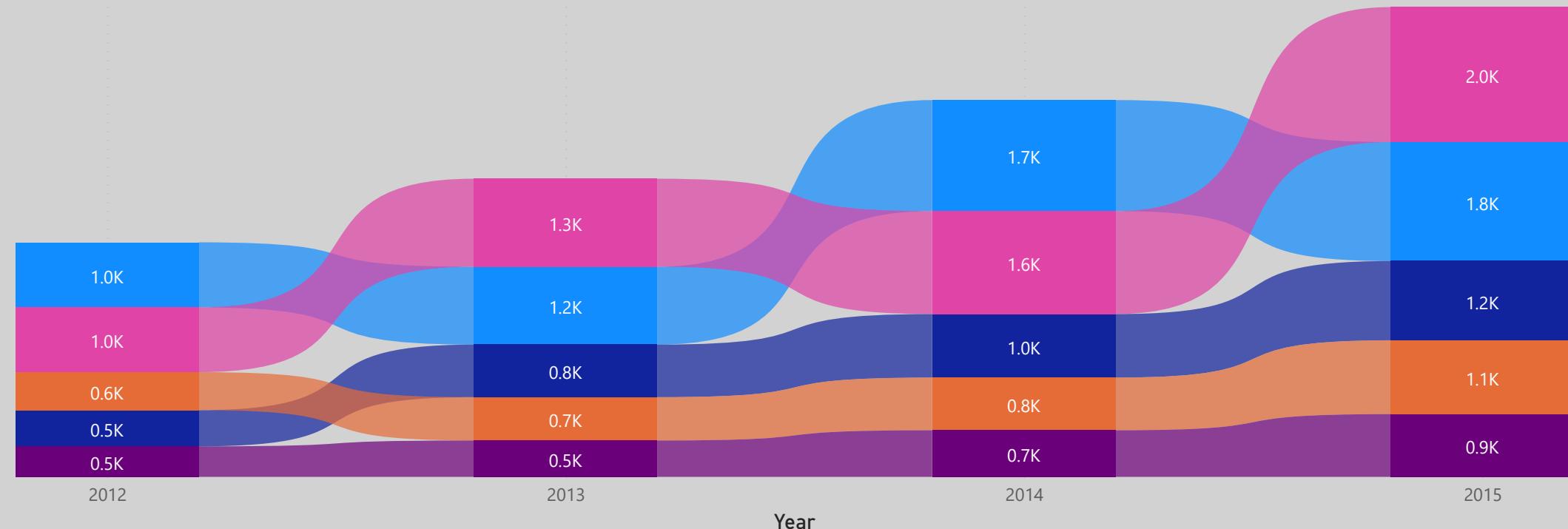
Standard Class had the highest Min of Delivered Duration at 4, followed by Second Class, First Class, and Same Day.

Across all 4 Ship Mode, Min of Delivered Duration ranged from 0 to 4.

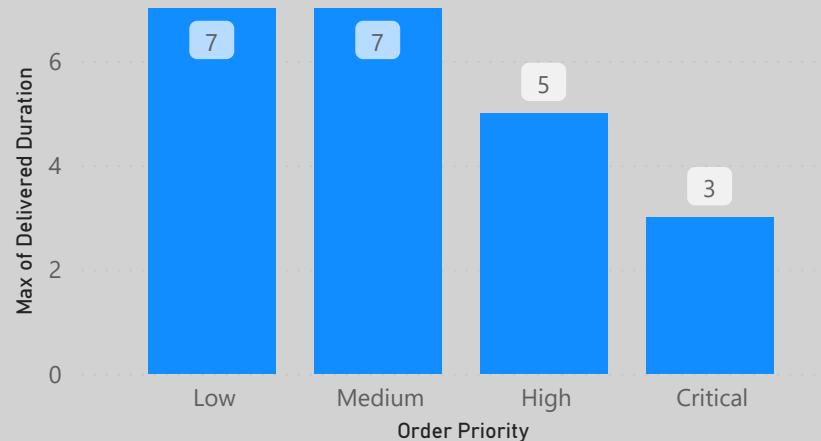


Total Order by Year and Region

Region ● Central America ● Oceania ● Southeastern Asia ● Southern Asia ● Western Europe



Max of Delivered Duration by Order Priority



Medium and Low tied for highest Max of Delivered Duration at 7.

Across all 4 Order Priority, Max of Delivered Duration ranged from 3 to 7.

2015 in Region Western Europe made up 9.78% of Count of Order ID.



Conclusion and next steps:

Summarization

Consolidating key findings and insights, emphasizing areas of success and potential improvement.

Strategic Roadmap

Detailing action plans to address identified gaps and leverage opportunities for growth.

Continuous Monitoring

Emphasizing the importance of ongoing evaluation and adaptability in achieving sustainable success.



THANK YOU...

