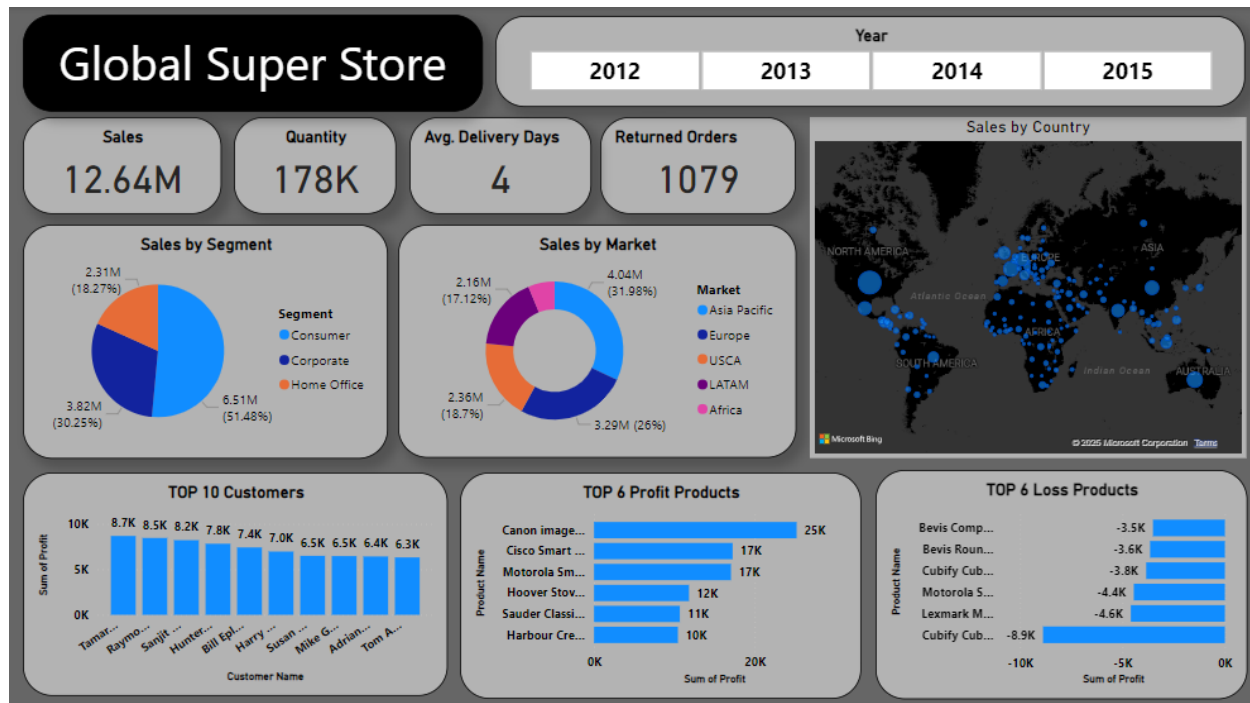


Global Super Store Sales and Financial Analysis



The Global Super Store Sales and Financial Analysis Dashboard provides a comprehensive overview of key sales, financial, and operational metrics for the organization. This dynamic dashboard aids in strategic decision-making by presenting critical insights into sales performance, customer profitability, product performance, and market segmentation trends from 2012 to 2015.

Key Performance Indicators (KPIs):

- **Total Sales:** \$12.64M
- **Total Quantity Sold:** 178K units
- **Average Delivery Days:** 4 days
- **Returned Orders:** 1,079

Sales Analysis:

- **Sales by Segment:**
 - Consumer: \$6.51M (51.48%)
 - Corporate: \$3.82M (30.25%)
 - Home Office: \$2.31M (18.27%)
- **Sales by Market:**
 - Asia Pacific: \$4.04M (31.98%)
 - Europe: \$3.29M (26%)
 - USCA: \$2.36M (18.78%)
 - LATAM: \$2.16M (17.12%)

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- Africa: \$1.79M (13.14%)

Customer Profitability:

- Top 10 Customers contributed significantly to profitability, with the highest individual contribution reaching \$10K.

Product Profitability:

- **Top 6 Profit Products:**
 - Canon Imaging: \$25K
 - Cisco Smart: \$17K
 - Hoover Stove: \$12K
- **Top 6 Loss Products:**
 - Bevis Compact: -\$3.5K
 - Cubify Cube: -\$8.9K

Geographical Insights:

- Sales distribution is visually represented on a global map, with significant activity in North America, Europe, and Asia Pacific markets.

Key Insights and Recommendations:

1. **High-Contributing Markets:** Asia Pacific and Europe show strong sales performance and should be further explored for market expansion opportunities.
2. **Segment Focus:** The Consumer segment dominates sales, suggesting potential for targeted marketing strategies to expand Corporate and Home Office segments.
3. **Profitability Management:** Identifying and investigating loss products (e.g., Cubify Cube) could lead to cost optimization strategies.
4. **Customer Retention:** The top 10 customers significantly contribute to profits, emphasizing the need for loyalty programs and personalized engagement strategies.
5. **Operational Efficiency:** With an average delivery time of 4 days, opportunities exist for supply chain optimization to further reduce lead times.

Conclusion:

The Global Super Store Sales and Financial Analysis Dashboard effectively provides a holistic view of the company's sales performance, market segmentation, customer profitability, and product analysis. Leveraging these insights can guide data-driven decision-making, enhance operational efficiency, and drive business growth across global markets.