**Global Super Store**

Department of Business: St. Lawrence College, Kingston, ON

Course Code: COMP5003-SW23

Ms. Shannon MacNiven

May 26, 2023

**Global Super Store**

**What insights are you able to find using your dashboard?**

1. The company is losing $ 64108 in the category table.
2. The global average profit and delivery cost are 11.61% and 10.70%, respectively.
3. The United States had the highest profit of $ 286,338 and the Turkey has lowest profit of $ (98455).
4. The greatest sales were in the technology area $4,744,635) followed by furniture $4,110,847 and office supplies $3,787,169.
5. Product phones had the largest sales, totaling $1,706,859. Around 37.53% of total sales were accounted for by technology.
6. APAC had the highest shipping cost, while Canada had the lowest.

**What recommendations would you make to the Global Superstore?**

1. Determine which areas or items are causing the loss and take the required steps to increase profitability. The table can be deleted from the product list if it is losing money.
2. Evaluate the "phones" product category's performance. Because it has the most sales, examine the elements that contribute to its success and consider spending more in this area or expanding the product variety to meet client requests.
3. Examine and optimize delivery costs, particularly in high-cost region such as APAC. Identify potential cost-cutting strategies, better shipping contracts, or alternative delivery solutions to minimize overall costs.
4. Resurrect the loss-making business in nations such as Turkey, Nigeria, Pakistan, and the Netherlands.
5. While the Technology category has the most sales, consider the Furniture and Office Supplies segments as well to discover areas for development and future growth prospects.