**Capstone narration draft:**

**<start><Slide1>**

“20 years ago, a man was a baker with big dreams. He always wanted to make his mark in business. It all started in his garden. He began selling his work and 2 years later, he began supplying some small household items. Then, he never turned his back and his shop grew big. Coming to the present time, his children want to continue the family legacy. They all put their efforts to make their business enter E-commerce.

Ladies and gentlemen, presenting UNICORN.”

**<slide2>**

“We are going to see how business has changed after entering e-commerce. Let’s dive into why to invest in this business, how are we improving profit and the recommendations of the DA team”

**<slide3>**

“As you know, it all started with selling food. UNICORN expanded its business to sell many products from almost 10 categories like Books, Toys, Clothes, Shoes, Furniture and many more.

After entering E-commerce in 2015, UNICORN has made a profit of 54thousand dollars. In 2016, it was 61 thousand and in 2017 it was 81 thousand. Last year, ie., in 2018, I proudly say that UNICORN grabbed a profit of 93 thousand dollars.”

**<slide4>**

“If you see the company’s chart, it is always moving up. The company sold most of its products in Copiers, Phones, Accessories, Papers, and Binders.”

**<slide5>**

“Our customers are increasing every year. Most of the customers are in New York City, Los Angeles, Seattle, San Francisco and Detroit.”

**<slide6>**

“We are still improving and getting ahold of some things. Our DA team suggested profit improvement by improving categories and the number of customers. In the chart, we can see the loss of negative categories.”

**<slide7>**

“Seeing this chart, we can say that solely removing the Tables category from products improves our company’s profit.”

**<slide8>**

“If the company stop making business with customers who are giving loss (for example, selling certain manufactured goods that make a loss), the profit percentage would greatly improve. Also installing a ‘loss brake’ at $1000, $2000 or $3000 would give a positive effect.”

**<slide9>**

“Recommendations from the DA team :

1. Attract more customers through introductory offers, holiday discounts and refer friends and family.
2. Increasing warehouses in cities that contribute a large percentage of profit and vice-versa.
3. Introducing affiliation program.”

**<slide10>**

“We have almost reached the end. We want to show you how we approached data, what challenges we faced and what efforts were put in by the team.

1. We had difficulties processing data as there were some unusual formats
2. We used database technologies to get the most out of the data
3. We have to process outliers(like unbelievable positives or negatives).”

**<slide11>**

“So... we have reached the end. This is our DA team. If you want to know more, we are happy to help.”

“This is <name> from the UNICORN DA team. Thank you.”