

Unicorn Sales Performance Analysis Report



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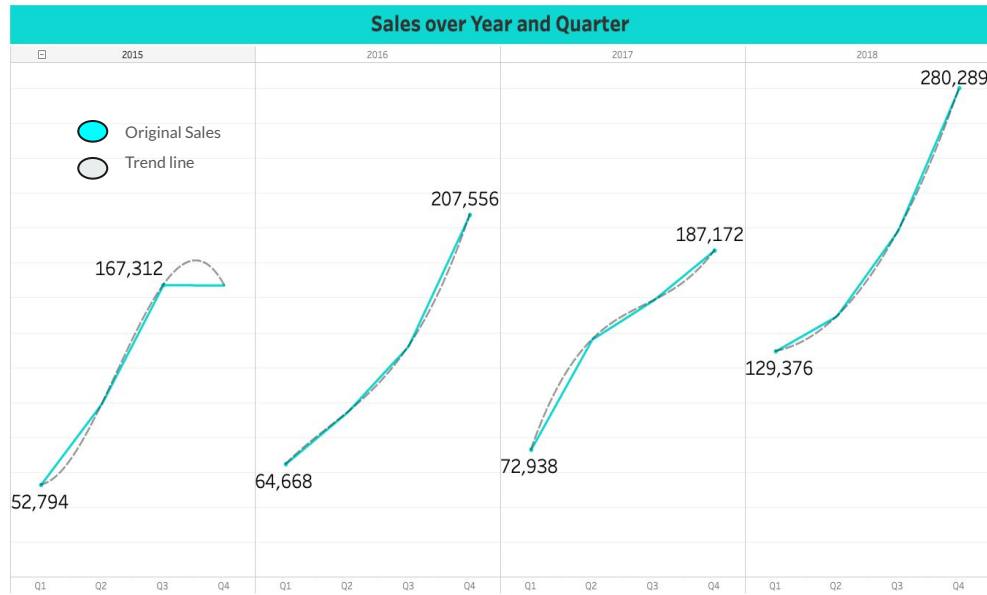
Eftychia Kolasi



Key Insights

- Sales Trend Over Time
- Regional Performance by Category
- Product Category and Subcategory
- Sales Vs Discount
- Conclusions

Sales trends Over Years per Quarter



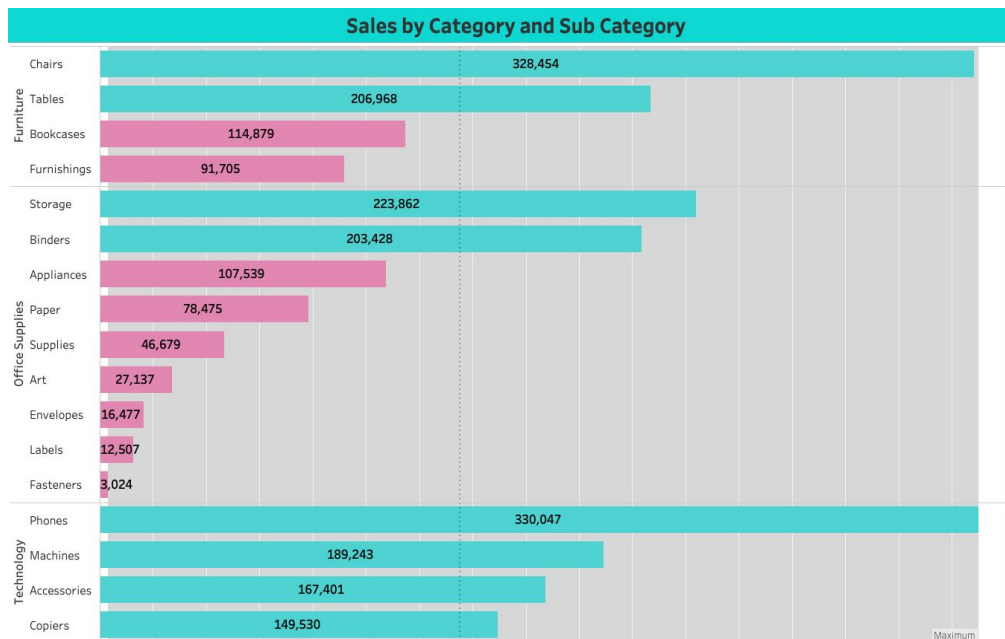
- Upward trend
- Sales peak during Q4
- Sales decline in Q1

Sales by Region and Category



- **West Region leads in total sales**
- **South Region lags behind**

Sales by Product Category and Subcategory

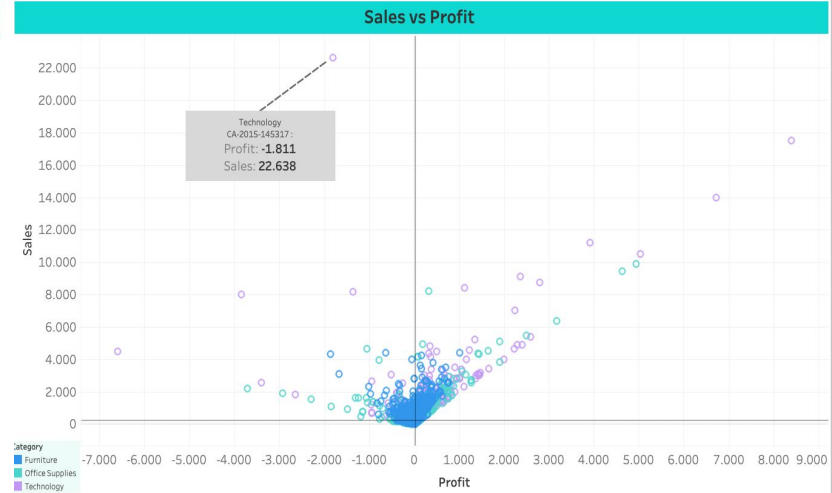


- Top-Performing category - Technology
- Low-Performing category - Office Supplies

Sales Vs Discount Impact



Sales Vs Profit Impact



- Higher discounts increase Sales volume
- High Sales low profit margin due to higher discounts



Summary

- Re-evaluate discount and pricing strategies to maximize both sales volume and profitably.
- Increase marketing efforts during low-sales periods to maintain steady growth.
- Focus on high-performing regions and replicate success strategies in weaker areas.
- Evaluate product profitability to refining pricing structures and improve cost efficiencies.