



UNICORN DATA INSIGHTS 2015-2018

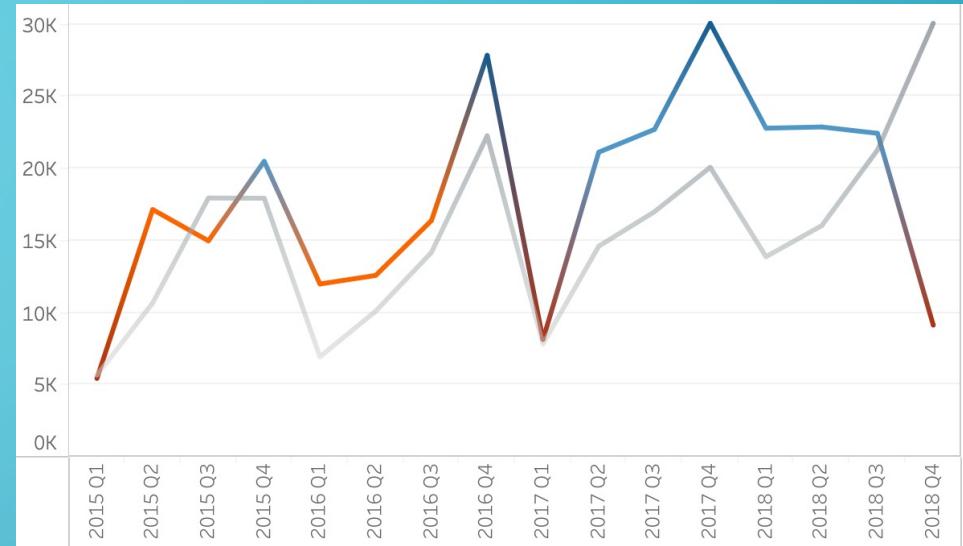
BY CRYSTALYN MANTECA

WHAT ARE WE LOOKING FOR?

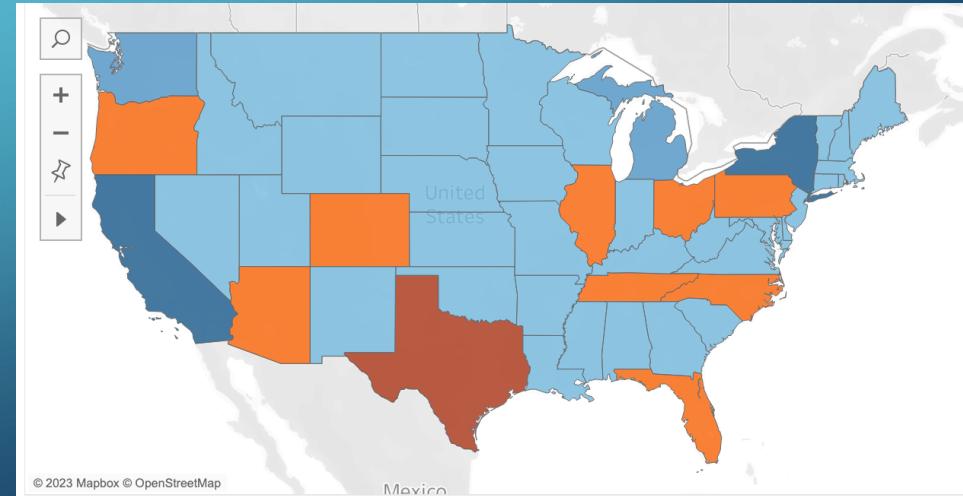
When first going through the dataset we asked some key questions to begin our analysis.

- How did profit and sales change through time? Do we see any patterns or spikes?
- What was the lowest and highest profitable state/region? What are they buying?

Profit VS Sales by Quarter



Profit by State

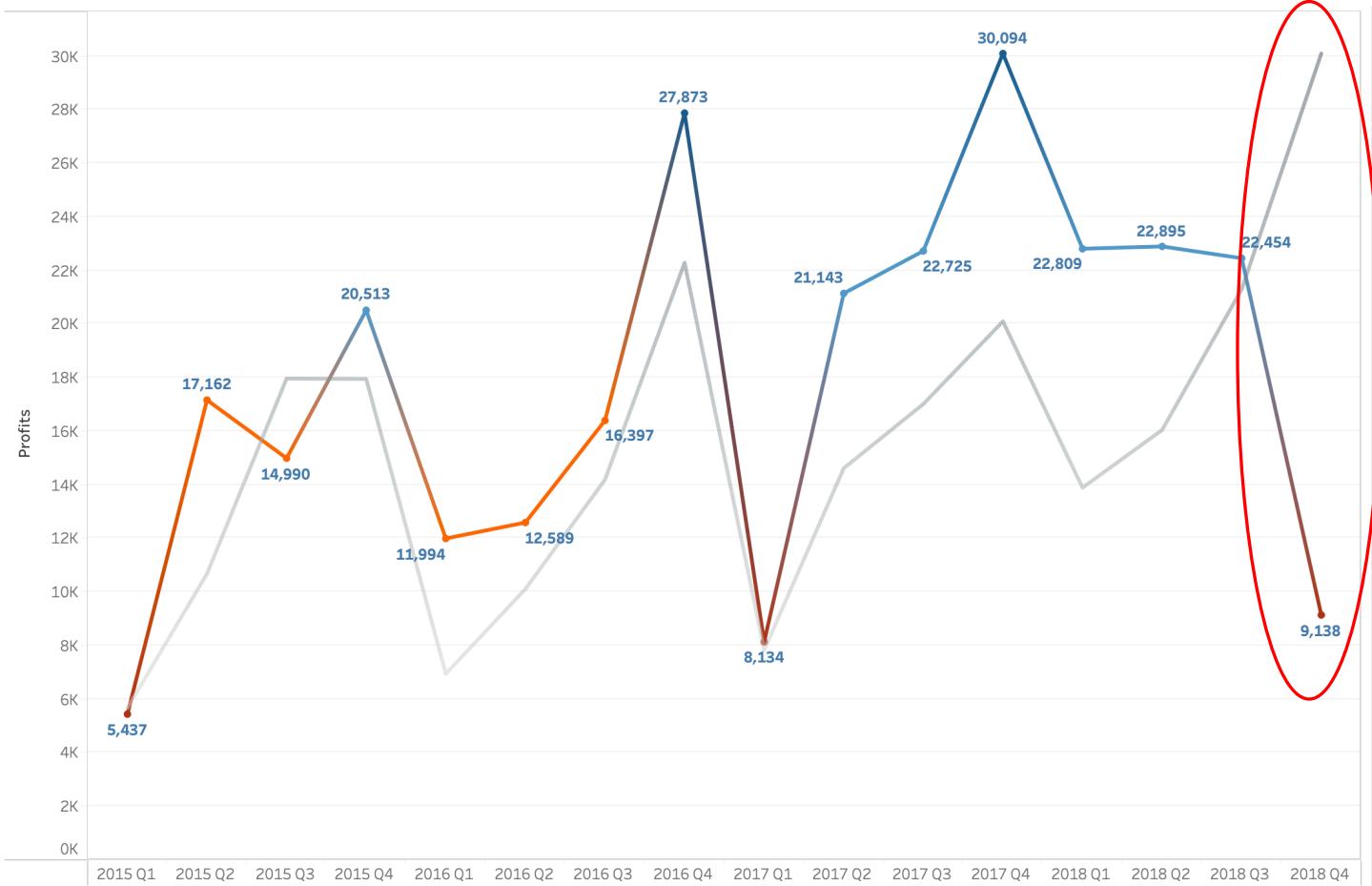


HIGHS VS LOWS

We notice that the highest profitable quarter was Q4 2017 with a total profit of \$30,094.

Since then we see a steady decline in profits, but increase in sales.

We then hit to Q4 2018 with the lowest profit margin since Q1 2015. What caused such a decline?

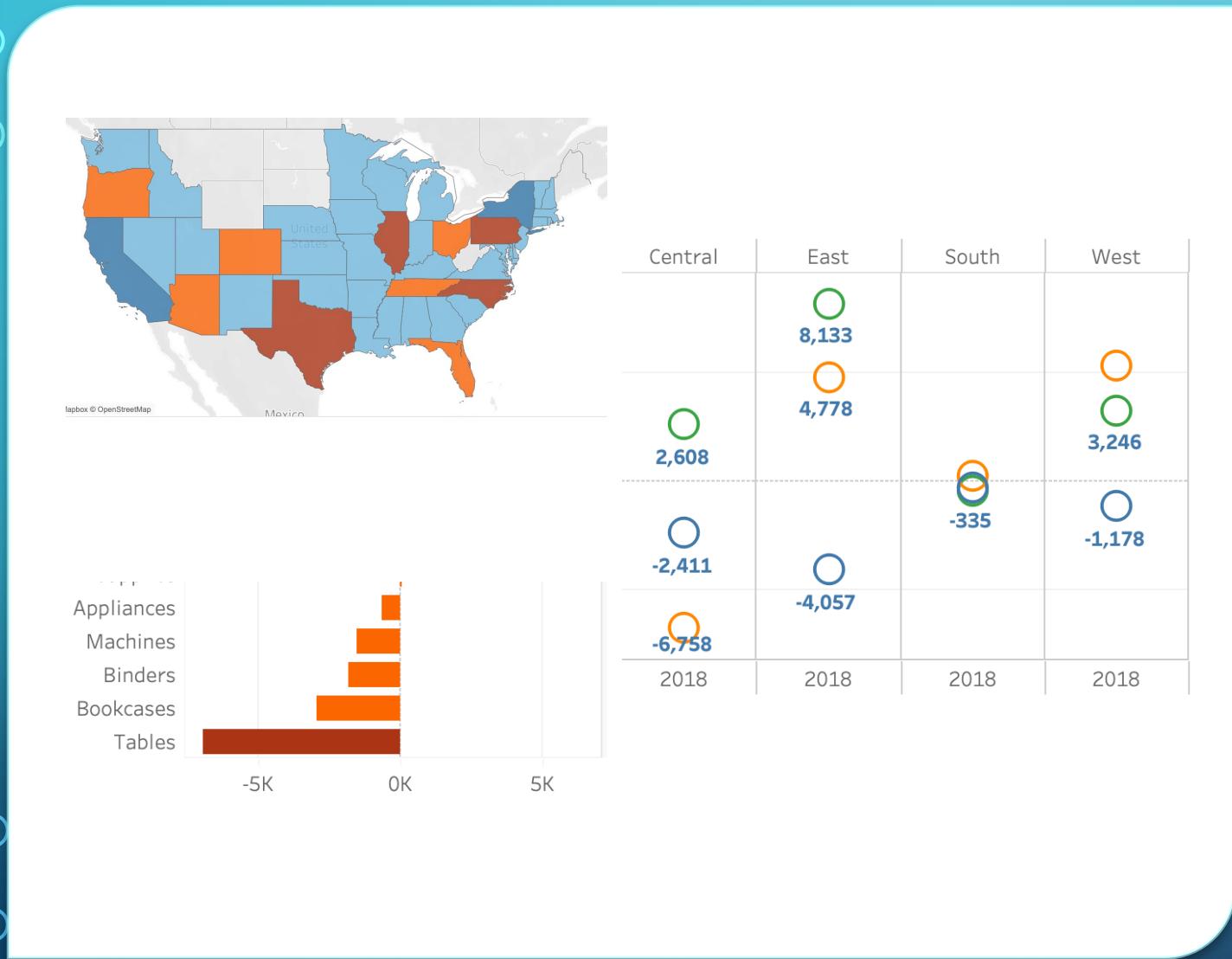


Q4 2018 DEEP DIVE

We notice the biggest negative margin is in the Central region followed by the East.

Most of this spending was on office supplies and furniture. Specifically, spending on binders, bookcases, and tables.

Which state is causing the most negative profit? Let's take a closer look.

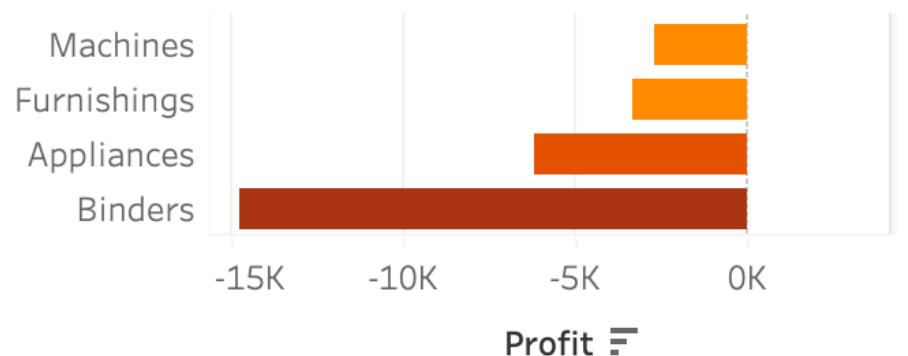


TEXAS

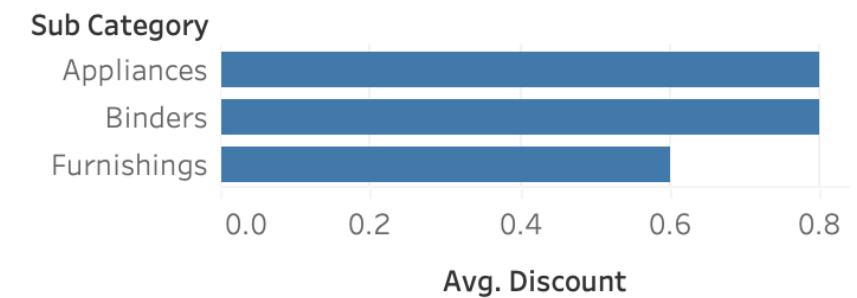
Texas contributed to the largest negative profit of \$25,714, and consistent in its trend downwards.

Looking into the subcategories, we notice binders have the largest loss. Deep diving further, discounts is the reason it is happening.

When ordered by discount, binders has an overall average order discount of 80% in Texas whereas all other states discount 32%.



Texas Discounts



CALIFORNIA

The highest profitable state was California with a total profit of \$76,368, and trending upwards.

We also noticed it had:

- Most sales throughout data
- Most quantity sold throughout, except for 2015
- Highest overall order to profit ratio

The highest sold category is office supplies, as opposed to technology in the other states. Pairing down to sub-category, we noticed accessories and binders are the top sellers.

In comparison to Texas, we notice their discounts for binders are 20% which is not only 60% less than Texas, but also lower than the 32% national average.



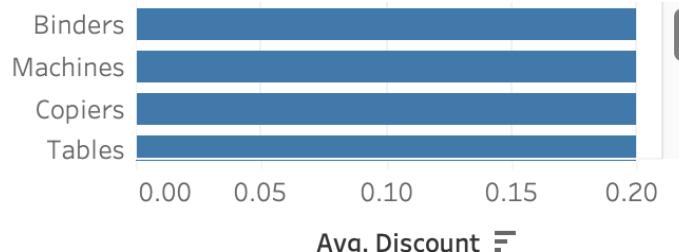
Sub Ca..

F
Accessories
Binders
Paper
Copiers



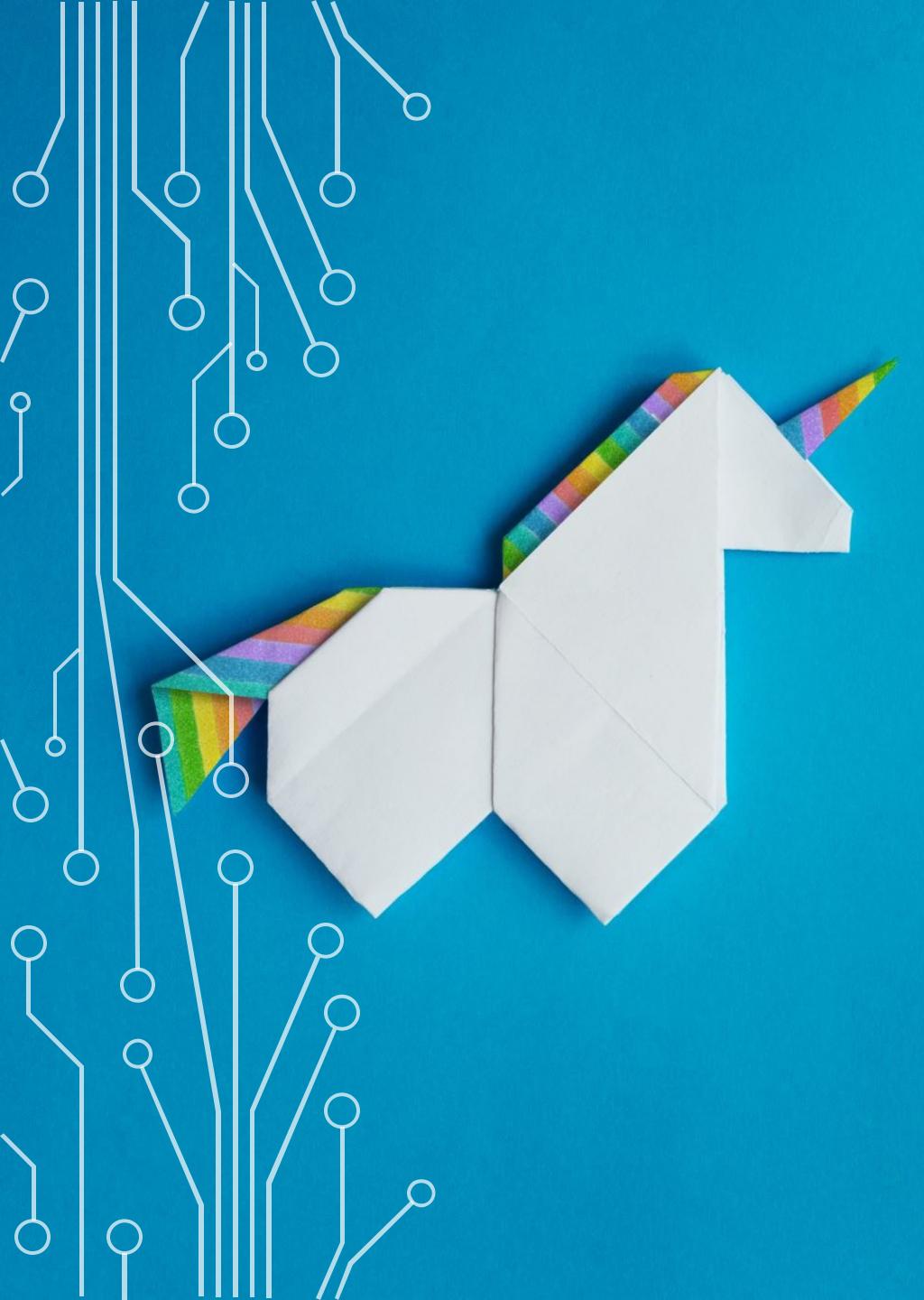
California Discounts

Sub Ca..



RECOMMENDATIONS

- Connect with sales team on how compensation is incentivized. Could we set a goal by region for a profit or discount percent target?
- Connect with the inventory and product team on sub-categories that appear to be underperforming.
- Focus on scaling back higher discounts in the Central region, specifically Texas.
- Provide this dashboard with filters for each regional lead so they can track on their own.



**THANK
YOU!**