

Masterschool OCT2024



# PROJECT *UNICORN*

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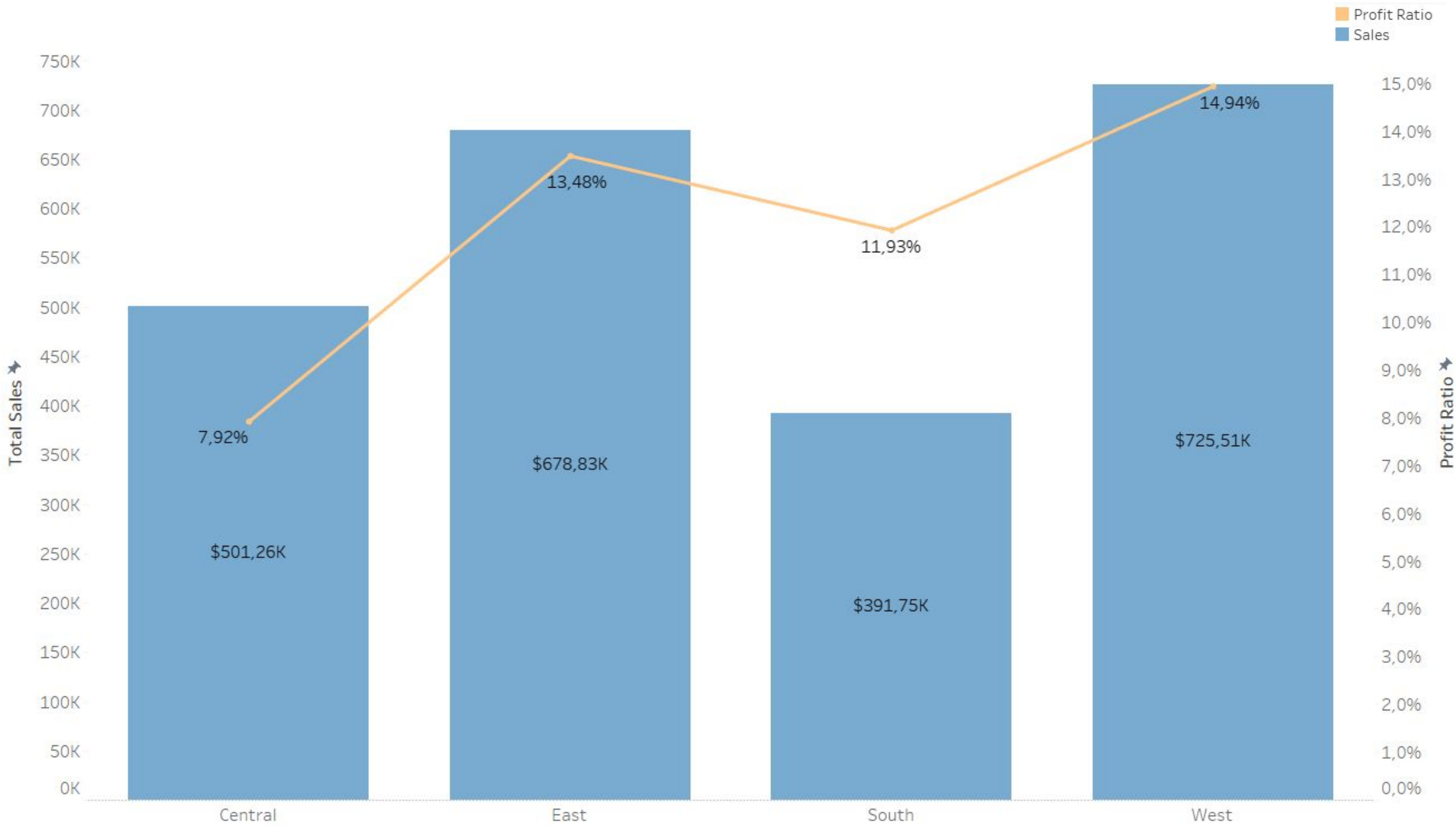
Victoria Cobbah



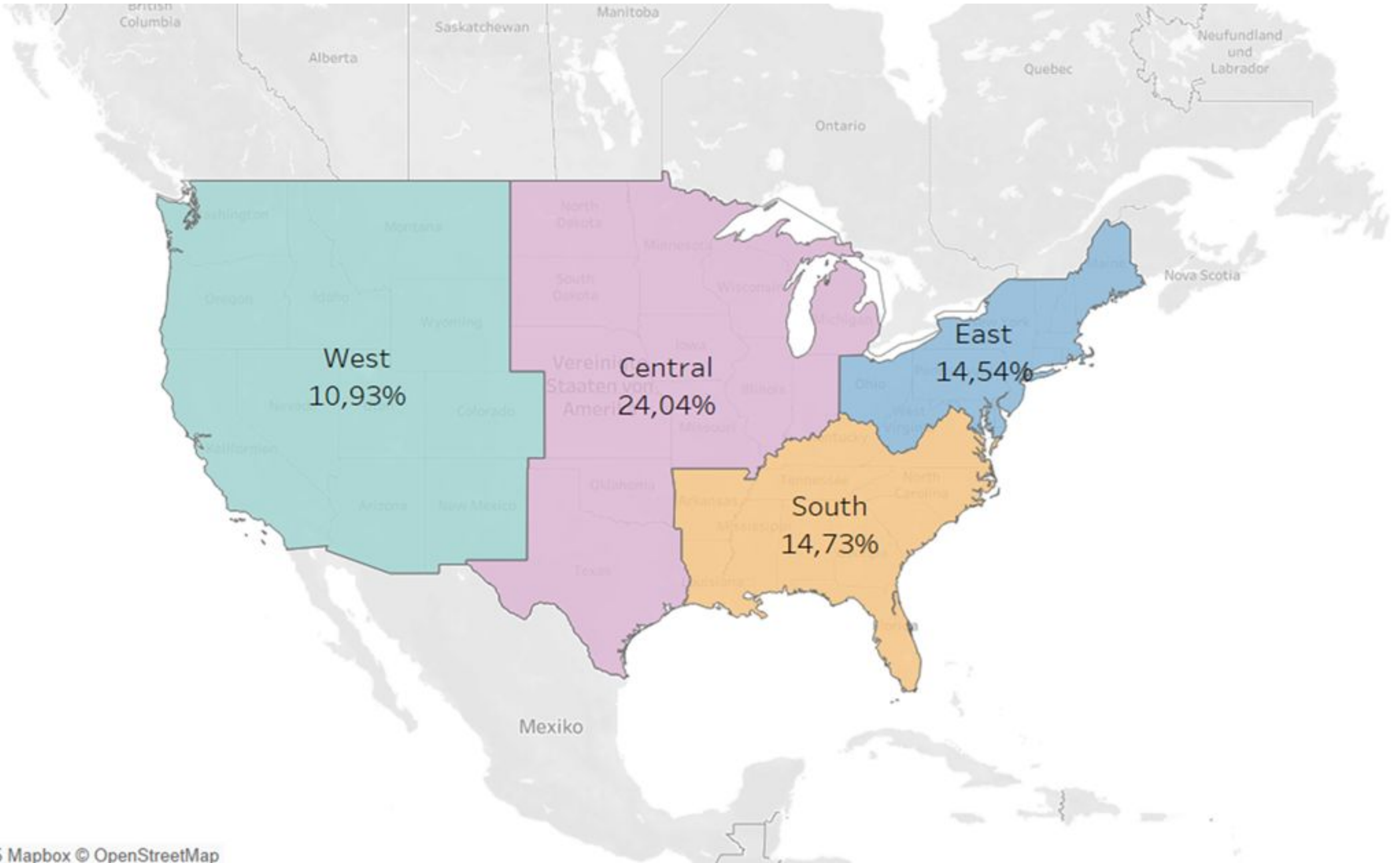
# Introduction

There is a clear correlation between negative profits (loss) and discounts in States from the Central Region of the United States.

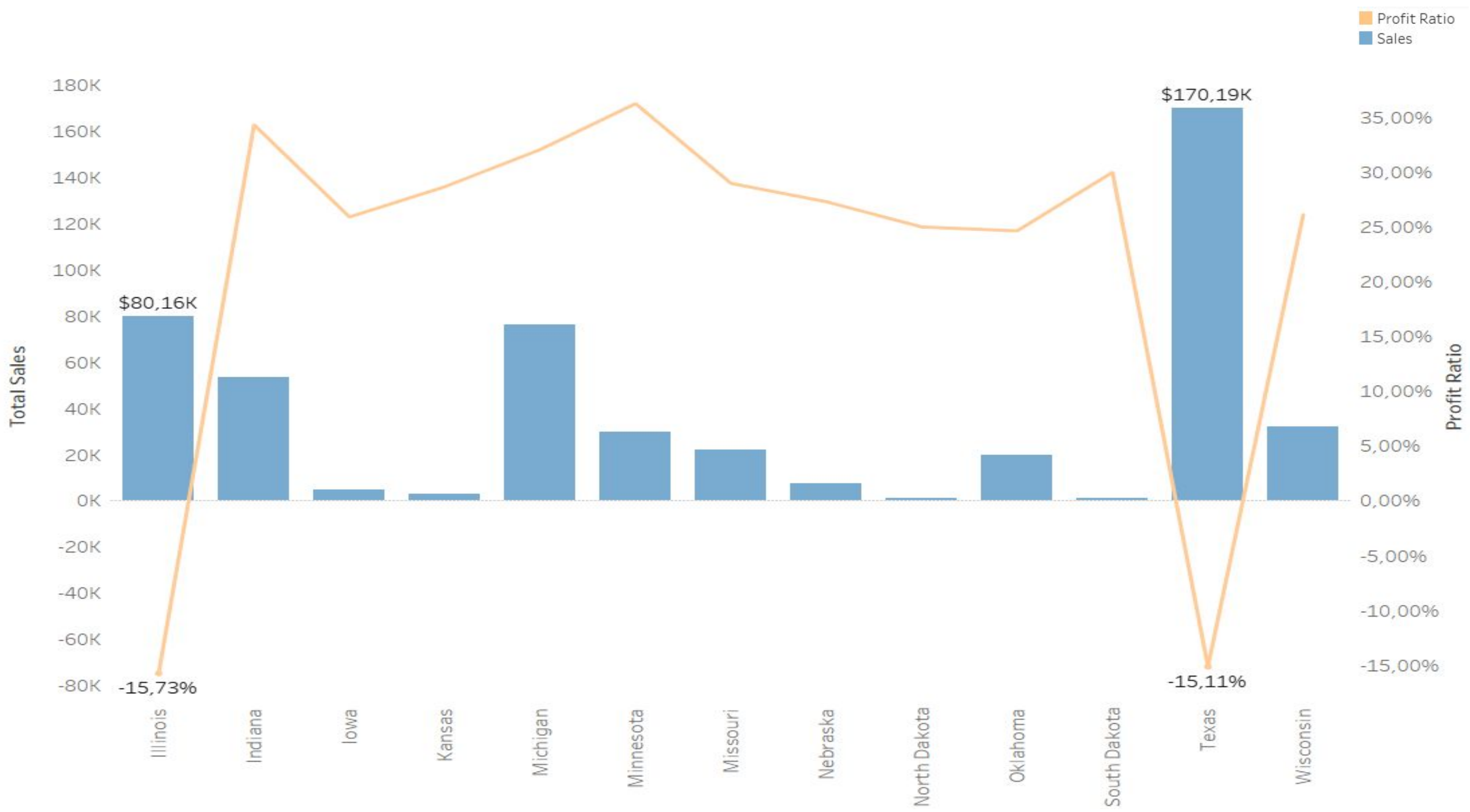
# Sales by Region



# Average Discount by Region



# Sales & Profit Ratio by State





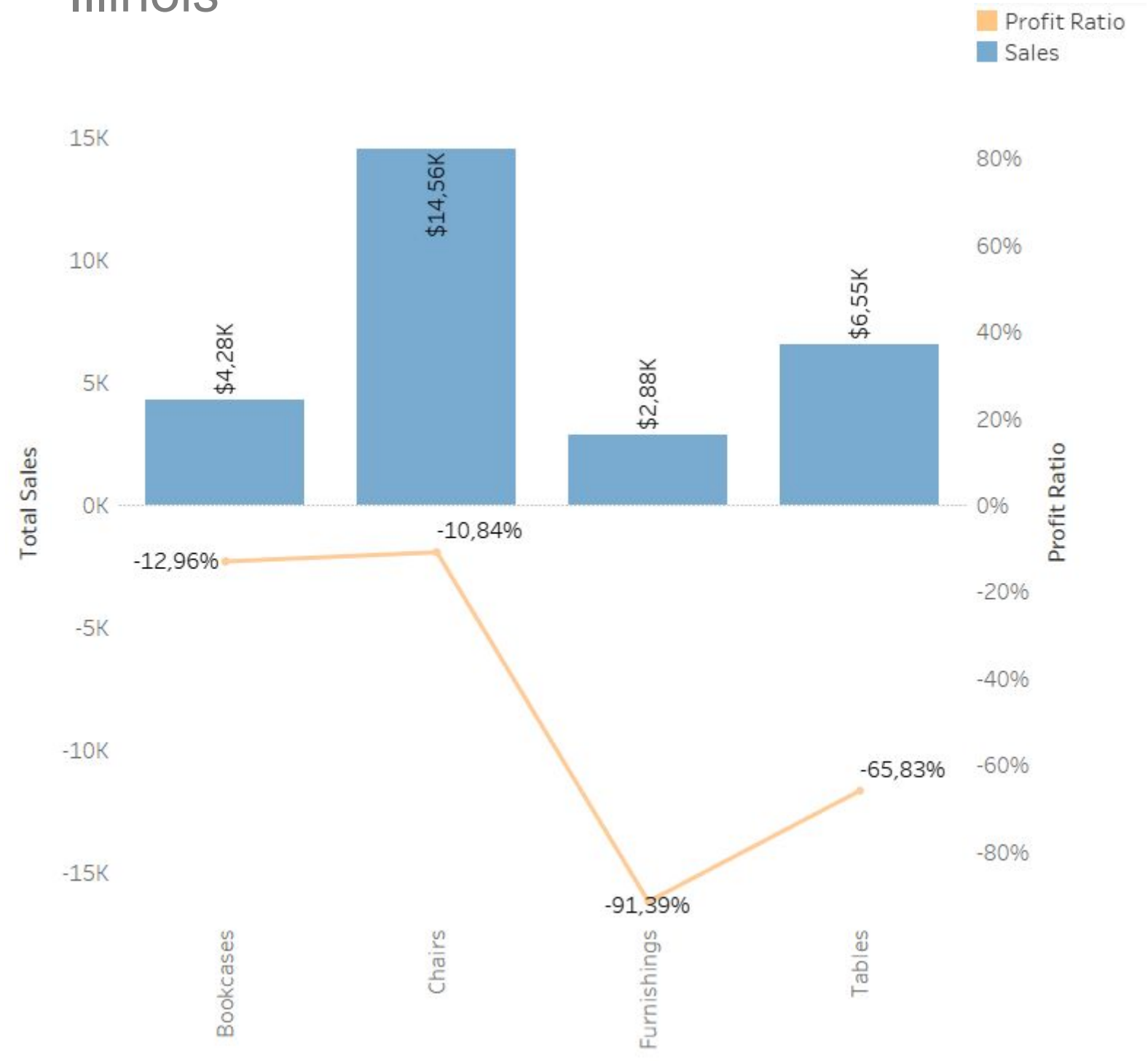
# Discount by State in the Central Region



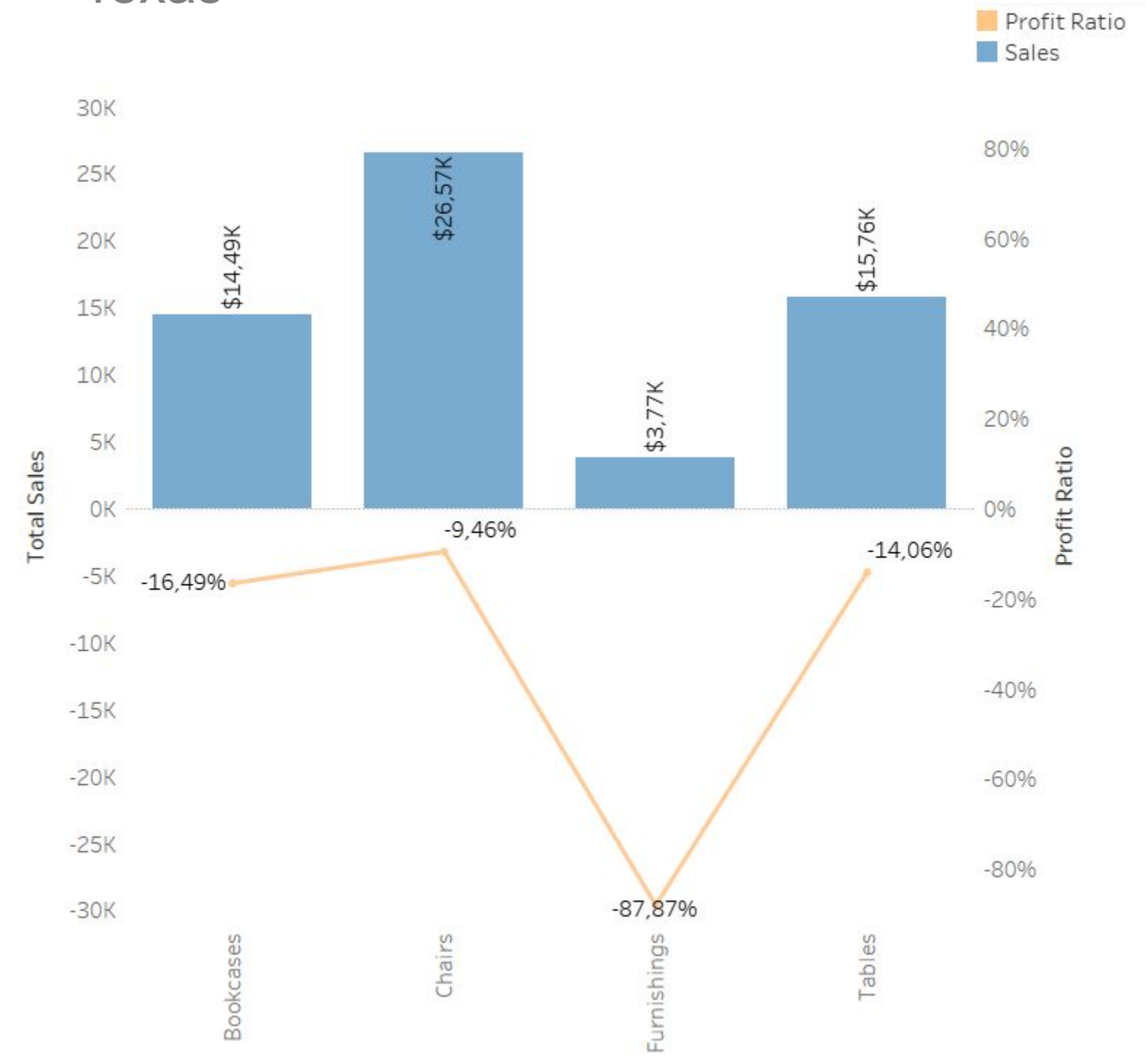
Sales & Profit Ratio per Subcategory in the Furniture Category



Illinois



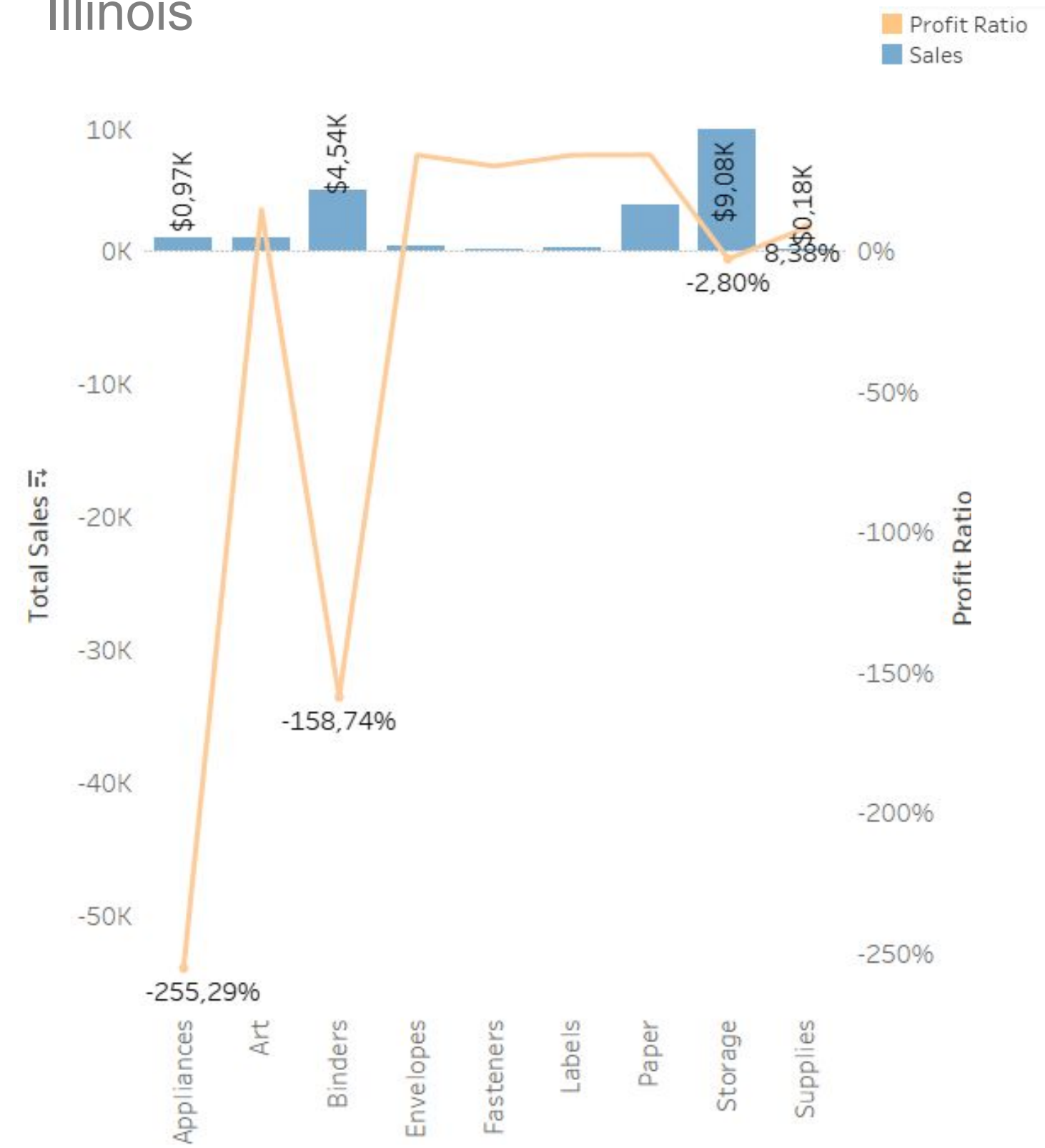
Texas



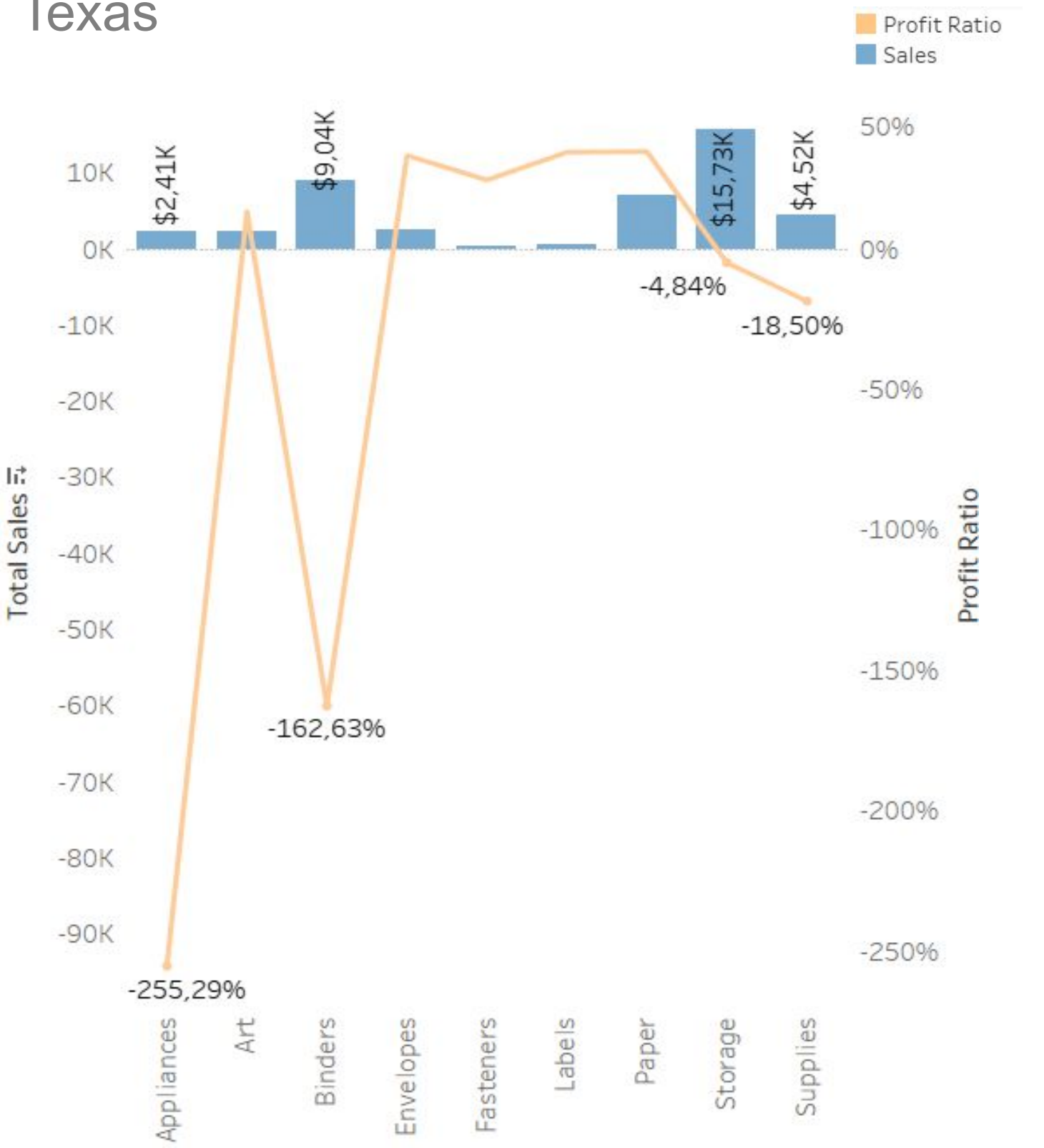


Sales & Profit Ratio per Subcategory in the Office Supplies Category

Illinois



Texas

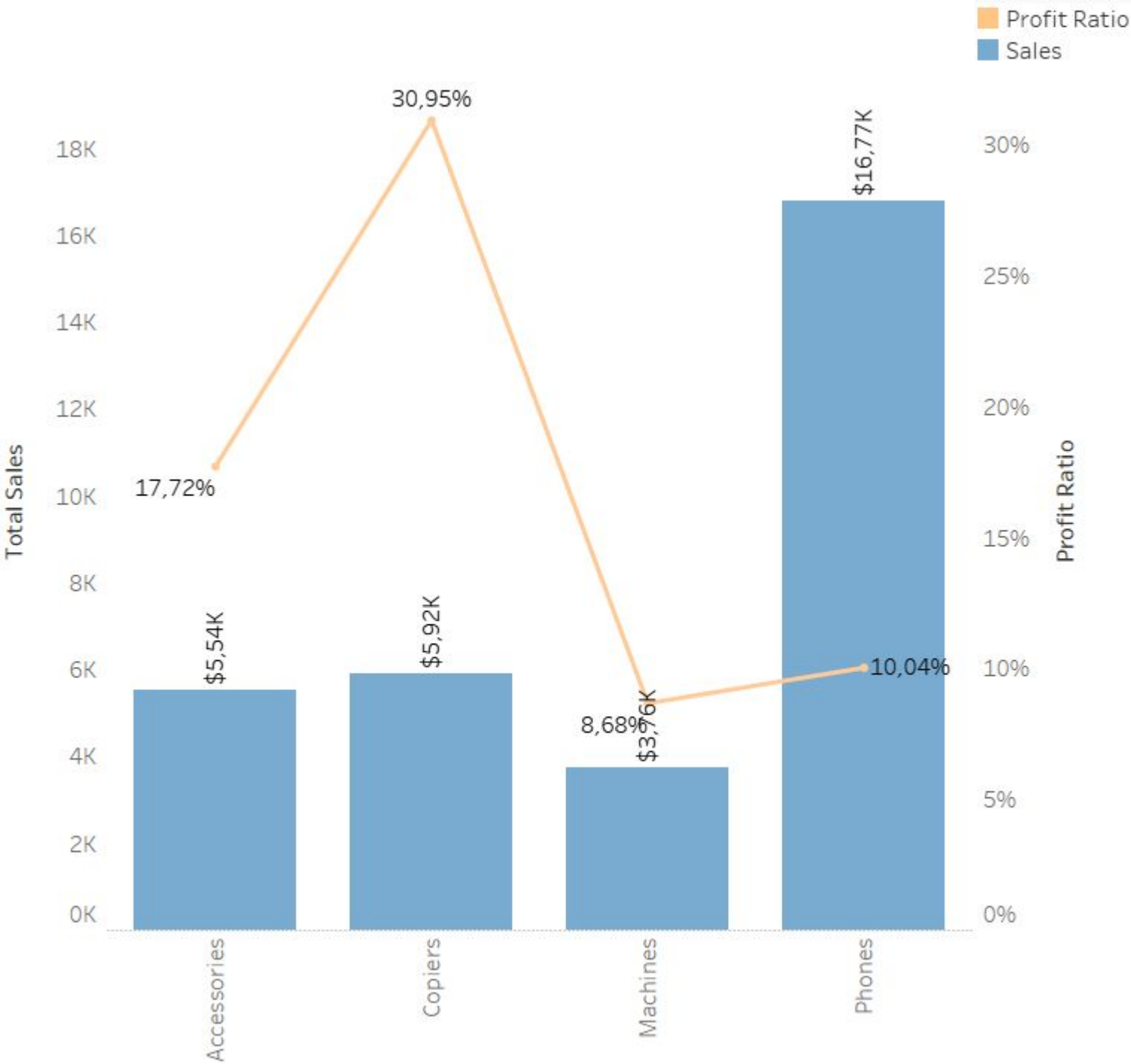




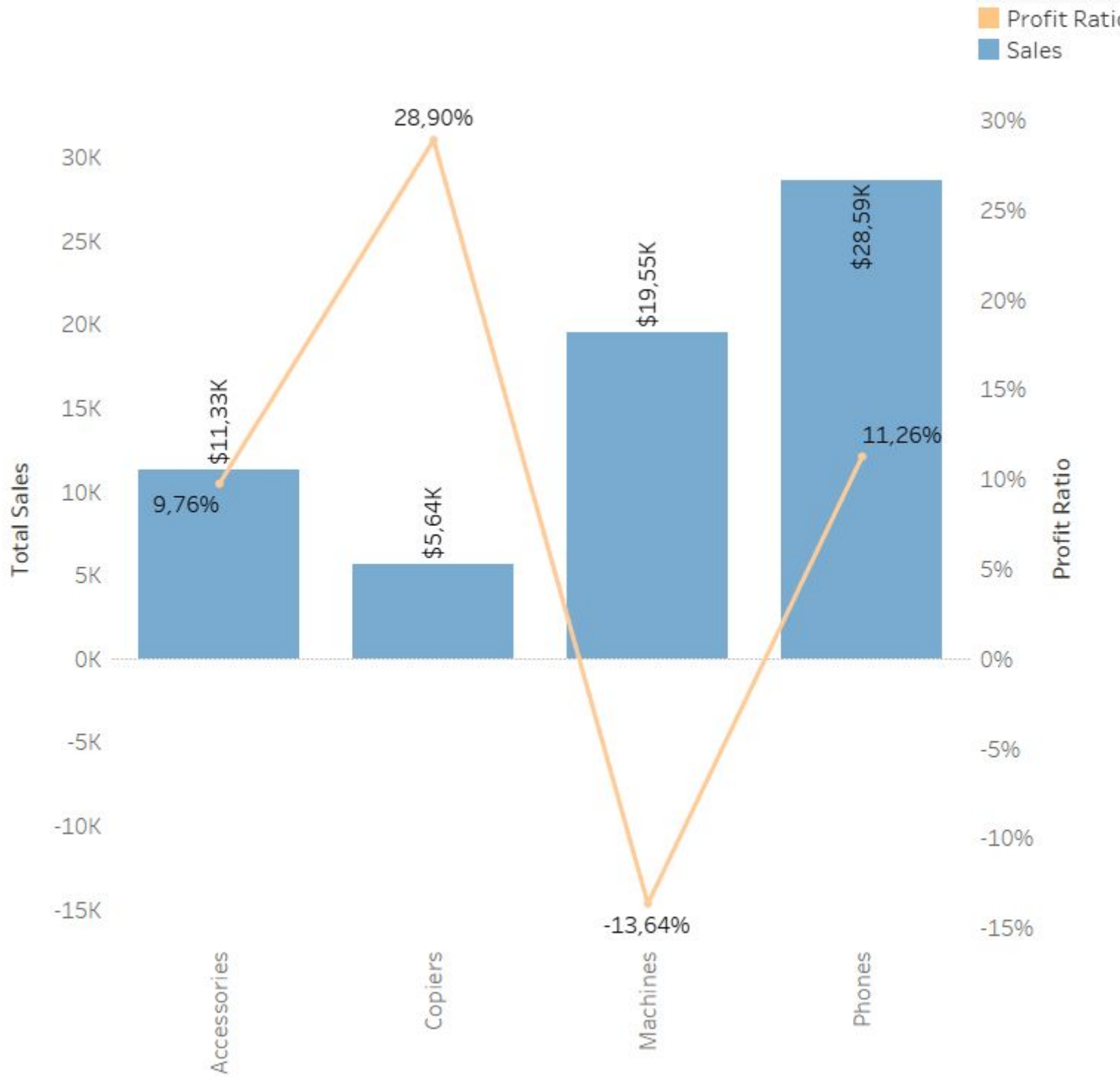


Sales & Profit Ratio per Subcategory in the Technology Category

Illinois



Texas



Discount & Profit Ratio per Subcategory

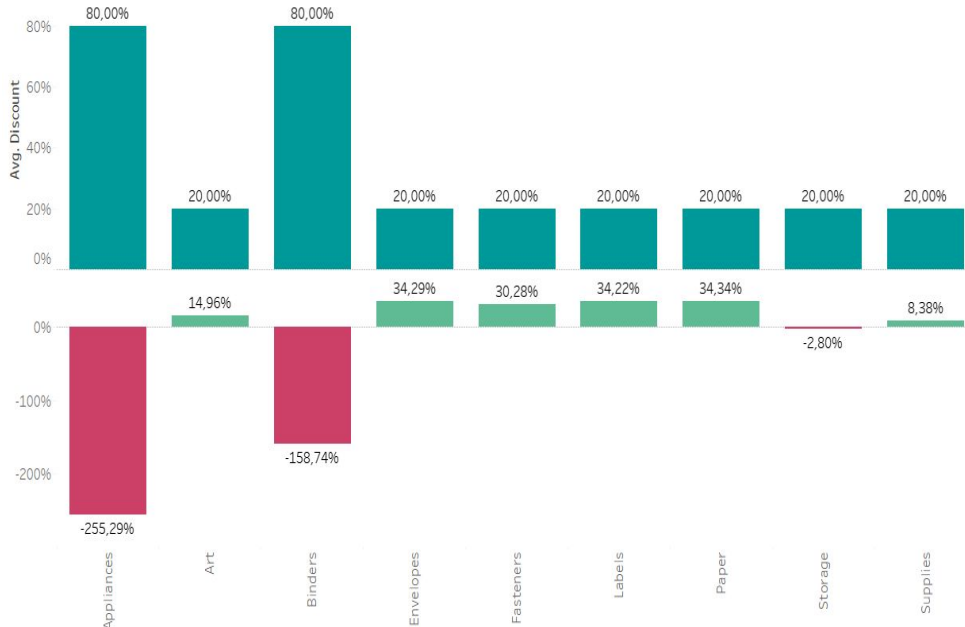


Illinois

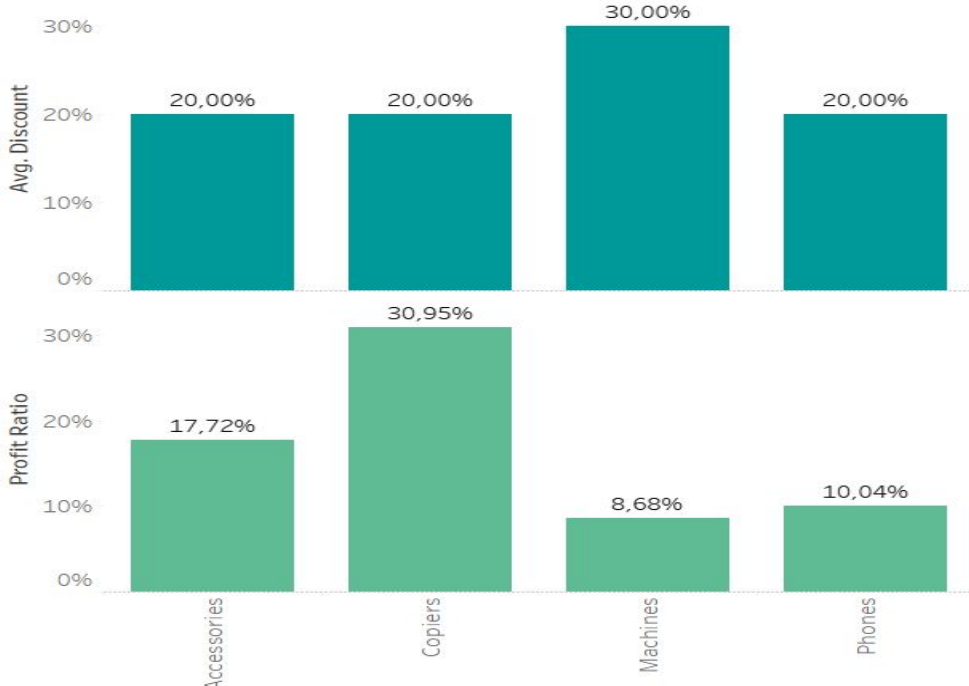
Furniture



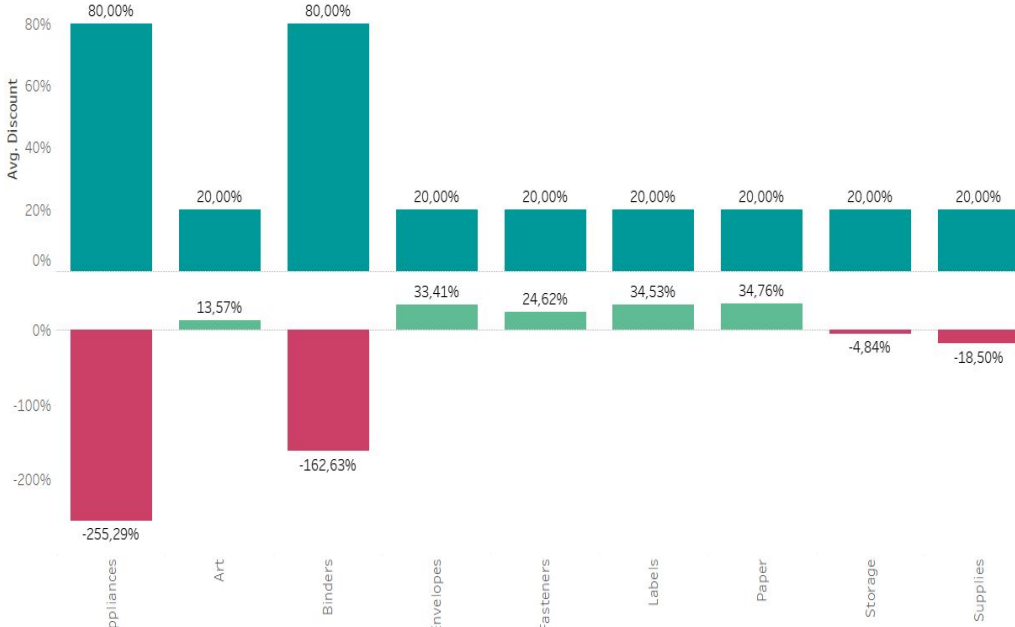
Office Supplies



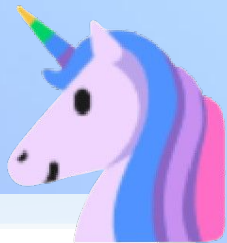
Technology



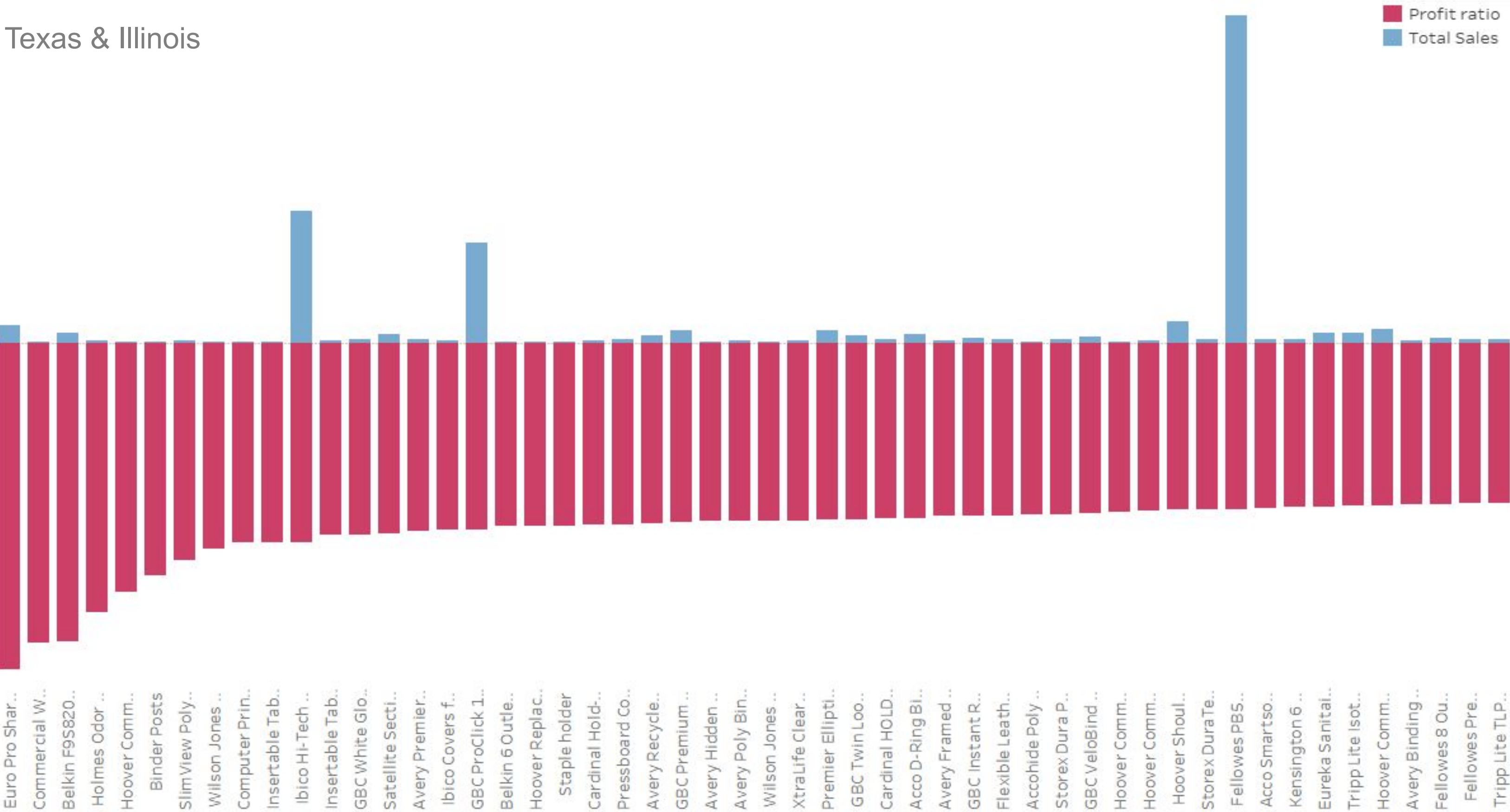
Texas

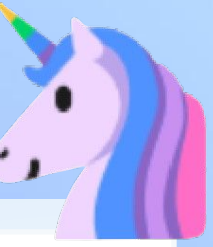


Sales & Profit Ratio at Zero Discount



Texas & Illinois



**Key findings:**

- High discounts are a major contributor to negative profit ratios.
- Office Supplies and Furniture categories require urgent attention.
- Illinois and Texas show significant profitability issues across several subcategories.

**Recommendations:**

- **Discontinue products with low sales and persistent negative profit ratios.**
- **Review and revise discount policies**—understand if they are market-driven or internally driven by aggressive targets.
- **Consider alternative strategies for promotions and product pricing.**
- Expand this analysis to other regions to identify broader patterns.





THANK  
you