



Unicorn Financial Analysis

2015 - 2018

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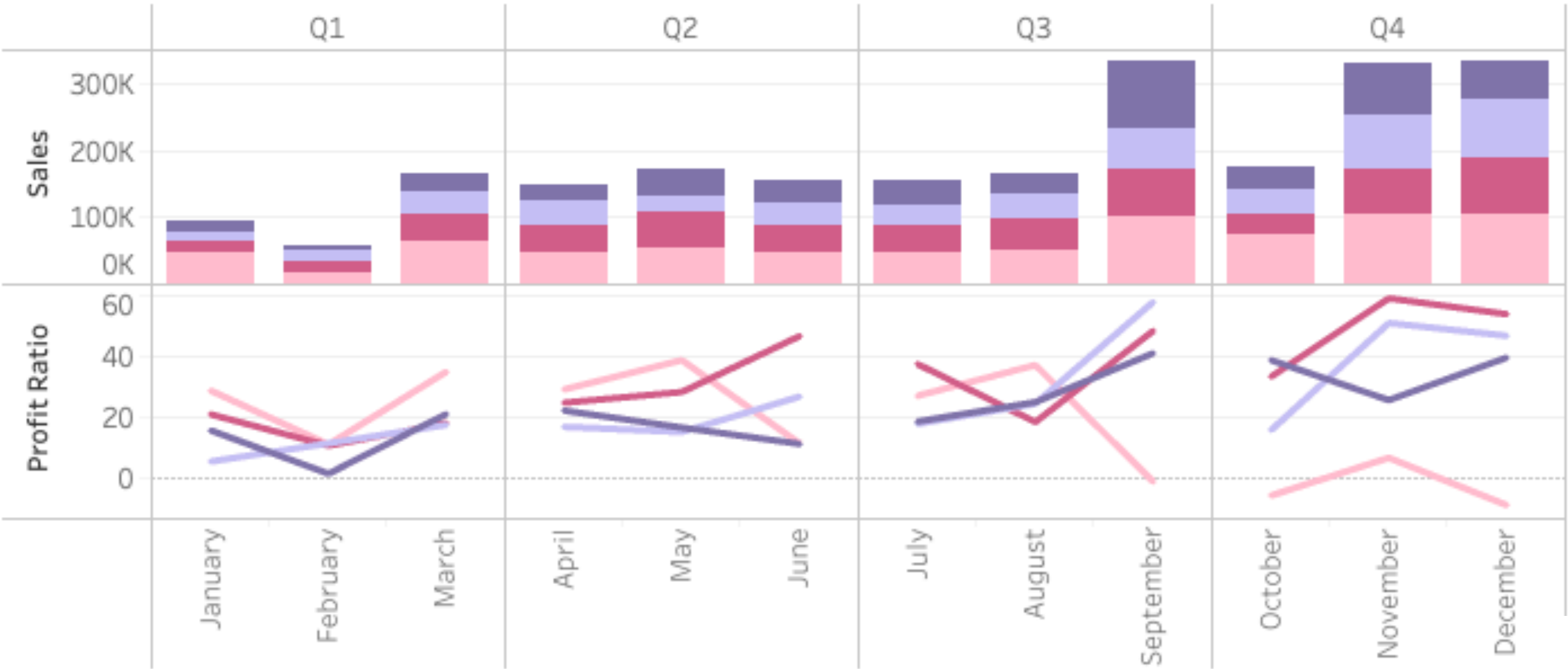
Financial overview



- 5,009 distinct orders
- Sales \$2.3M
- Profit ratio 12%
- Profit of \$286K
- Profit \$442K positive profit - \$156K negative profit



Financial overview

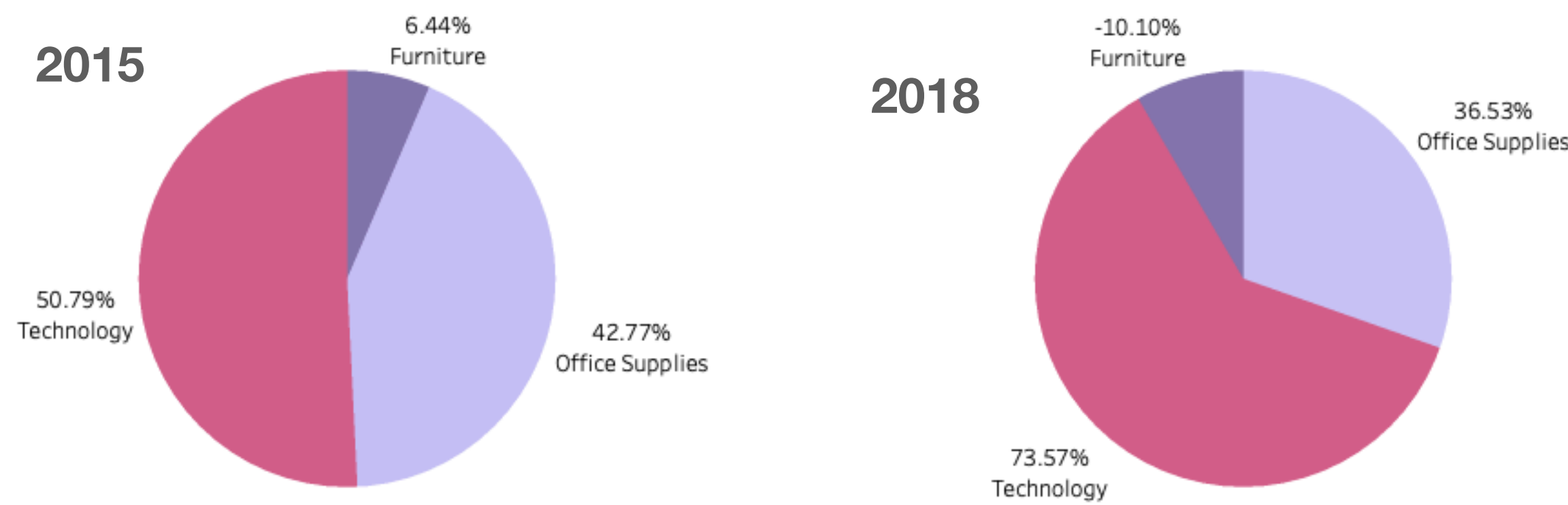


Sales highest: September, November, December

Seasonal trends negatively impacts the bottom line in 2018

September - December had negative profit ratios

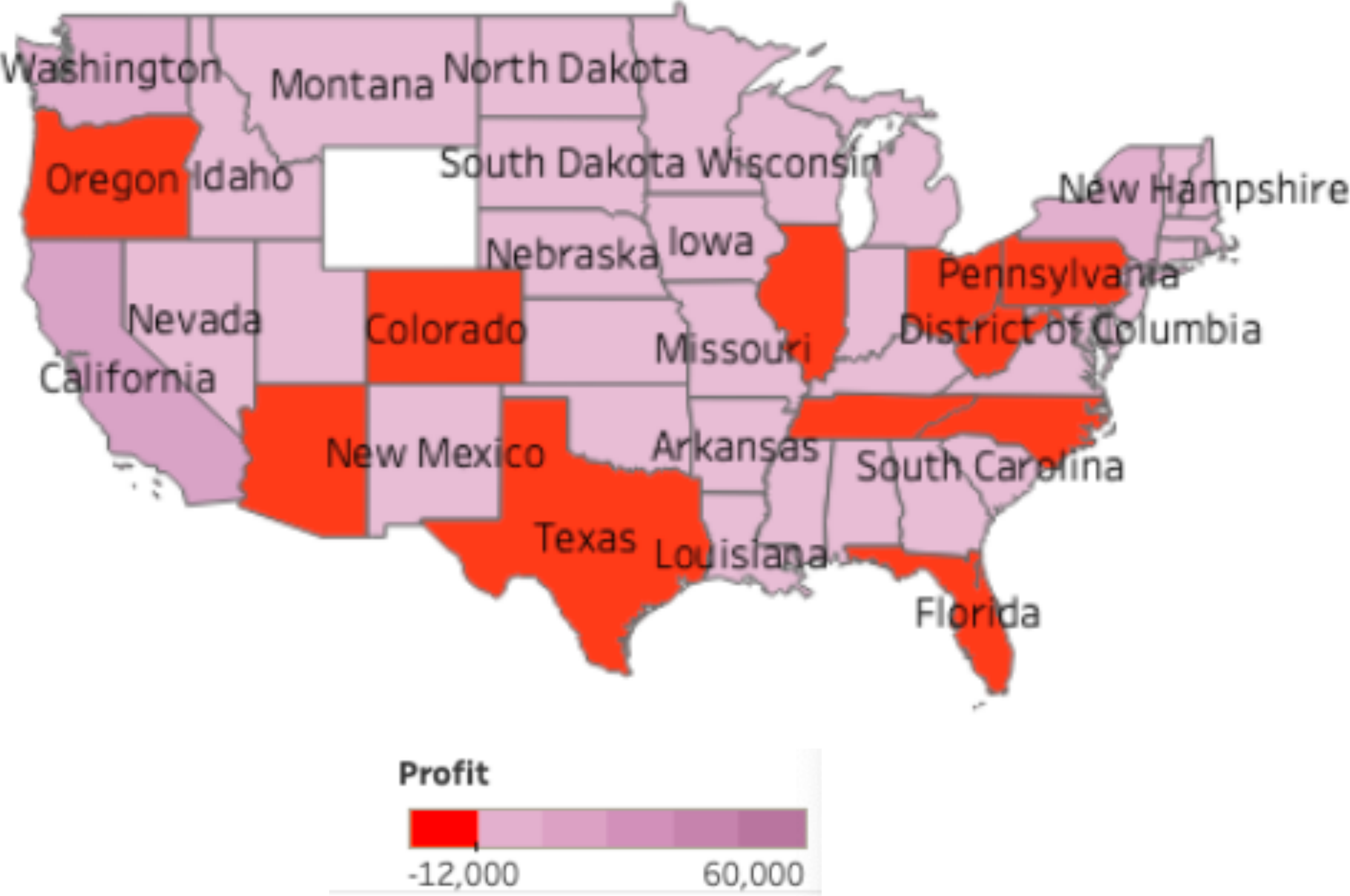
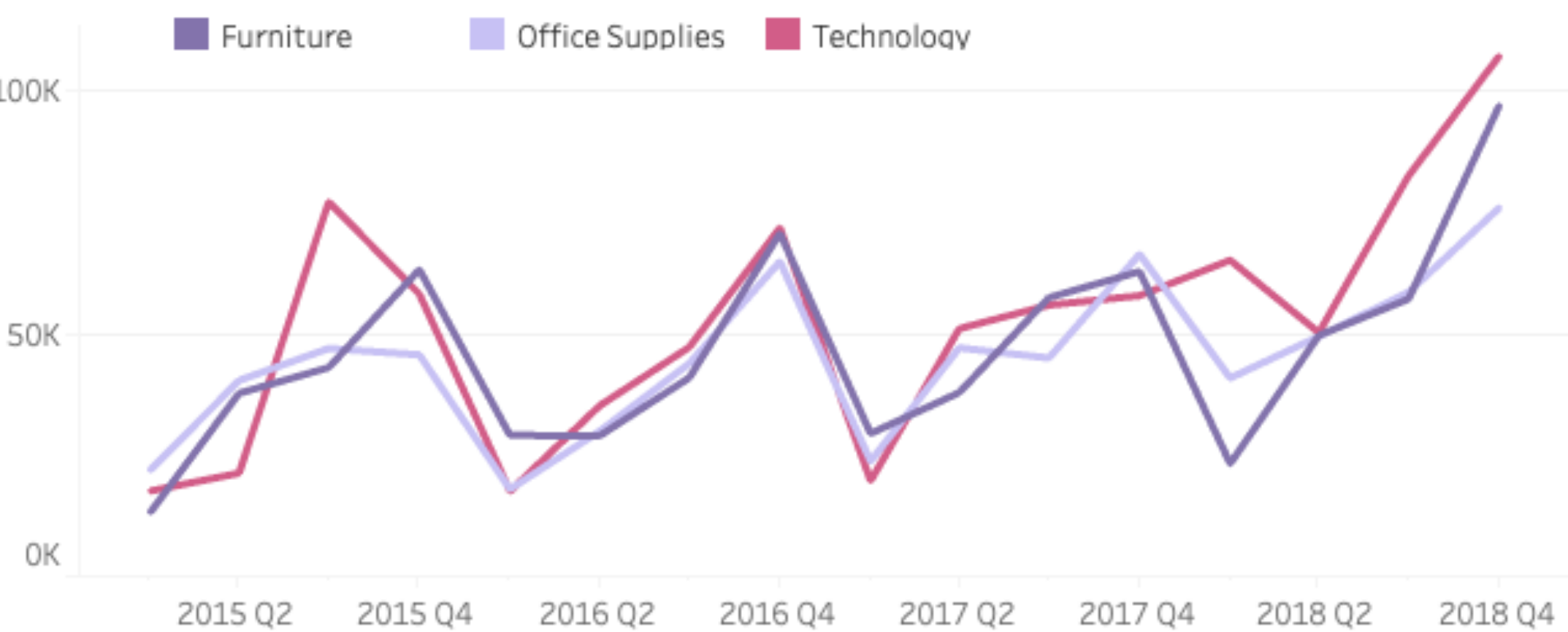
Profit



Regional

Sales and profit by state

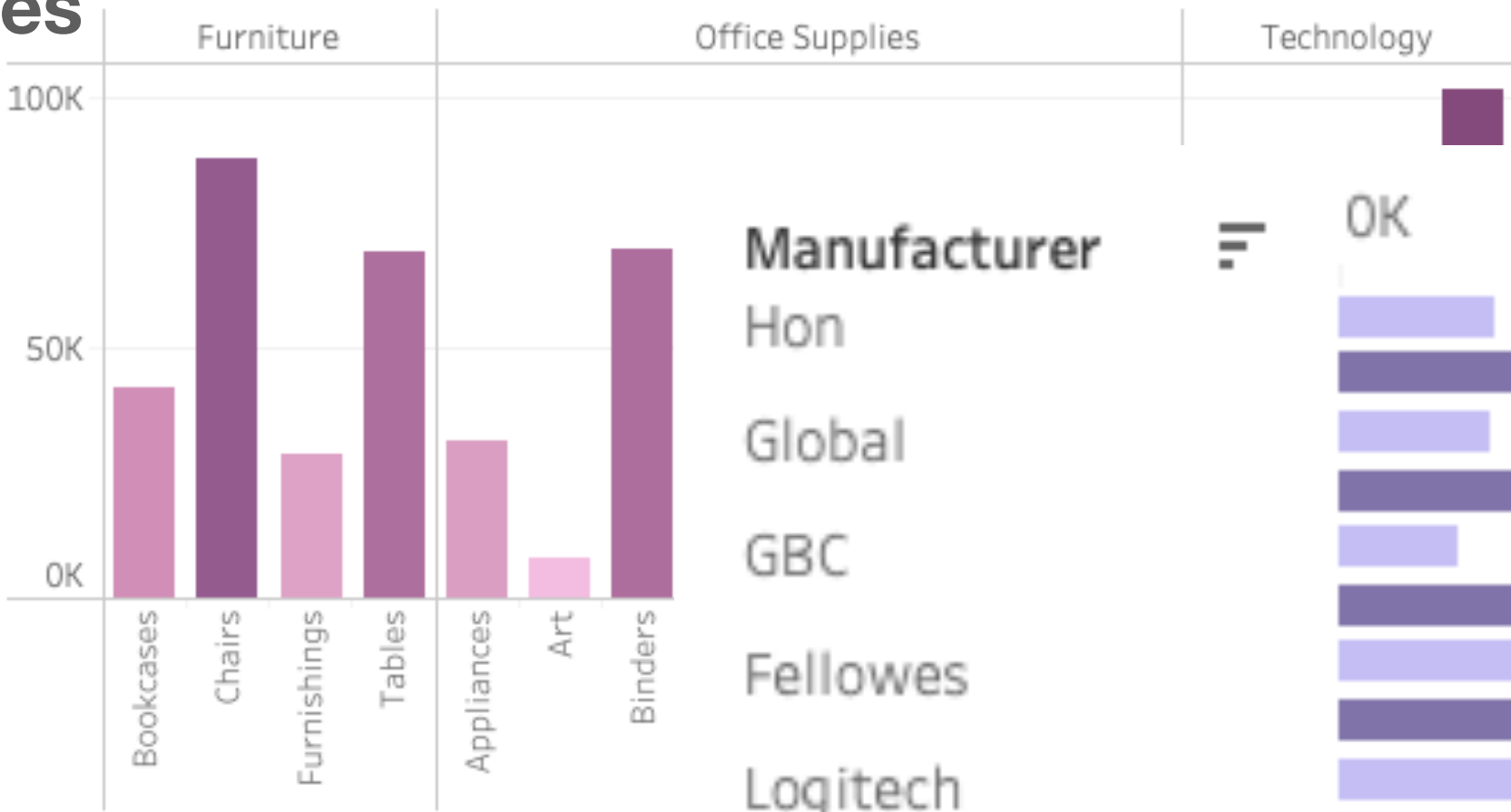
Quarterly Sales by Product Category



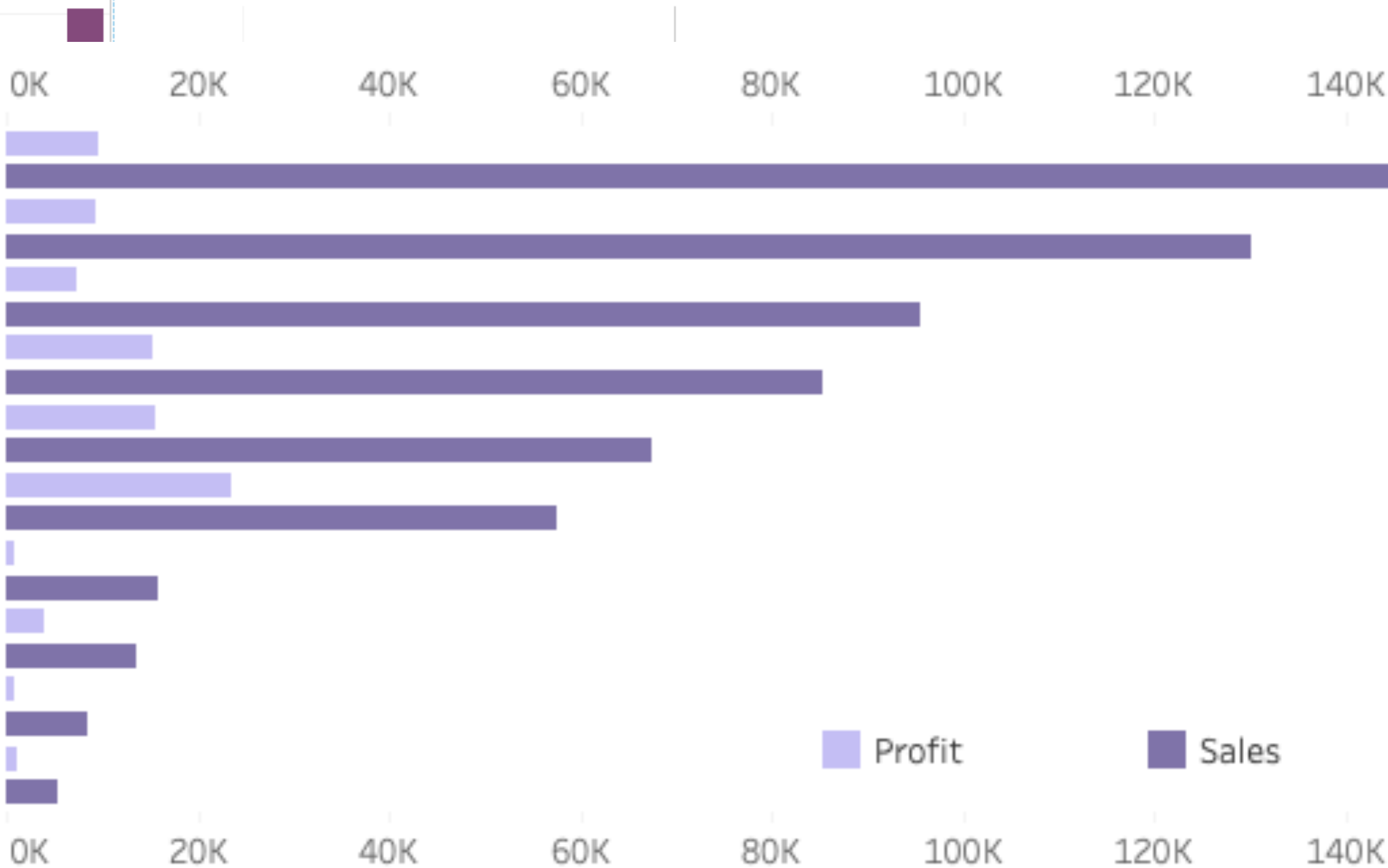
Effect of discount on profit



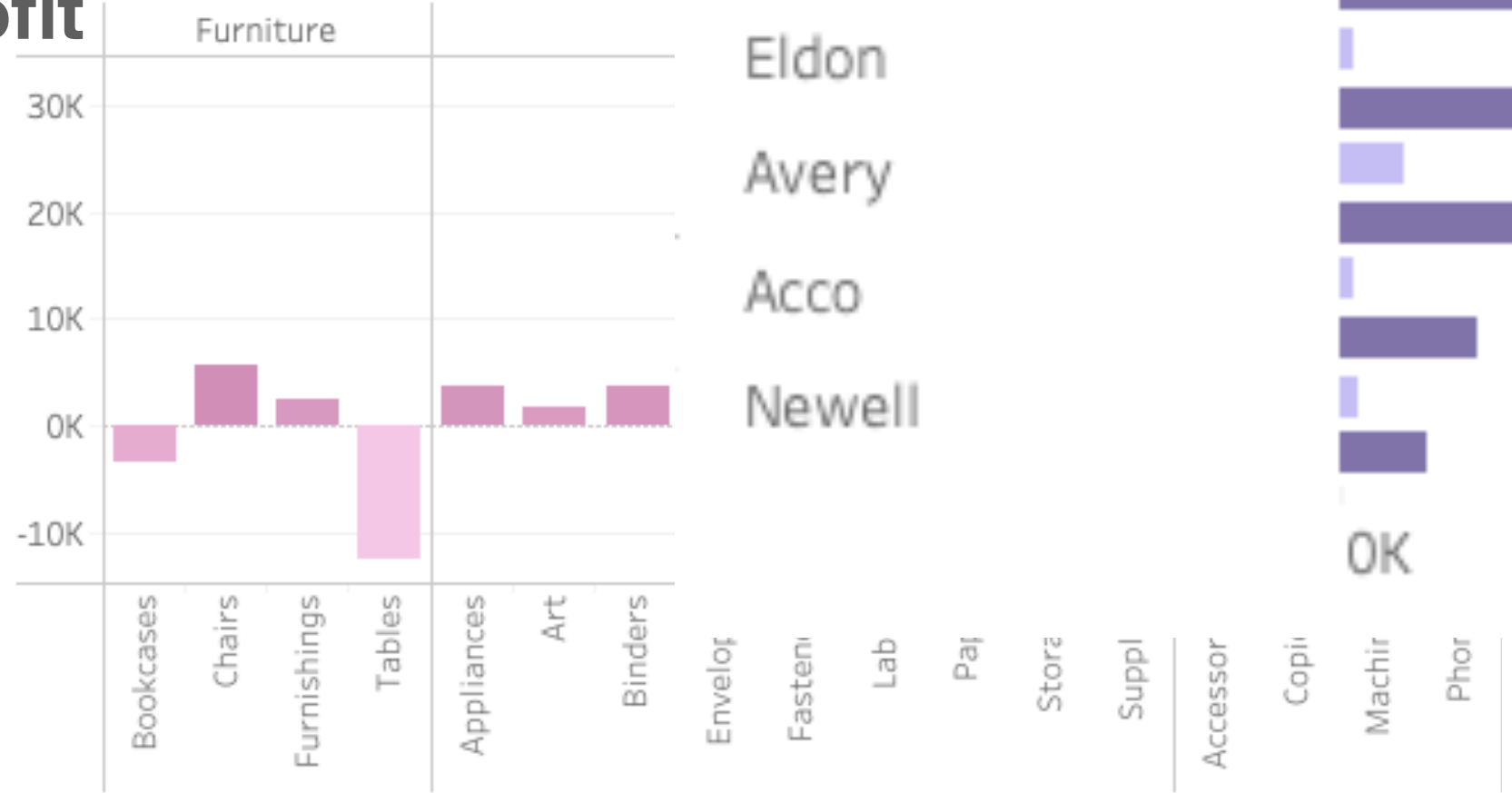
Sales



Effect of Discount on Profit Ratio



Profit



Profit Ratio

Recommendations



1. Adjust discounts to improve future profit.
2. Focus on high-margin products
3. Promote office supplies more aggressively, and invest in market research.
4. Reduce product catalogue - remove items that do not bring a profit lose money
5. Focus attention on losing states - Develop targeted strategies like localised marketing and improved supply chain management to bring positive profit.
6. Negotiate better terms with less profitable suppliers or drop those suppliers/products.
7. Plan and optimise sales during September, November-December.

UNICORN FINANCIAL ANALYSIS



Financial Overview



Finance by Region, Segment, Category

Customer and Manufacturer Profit ratio and discount



FINANCIAL OVERVIEW

Select Year to view

(All)

Select Category to view

Profit

Sales

2,297,355

Profit

286,347

Positive Profit

442,485

Negative Profit

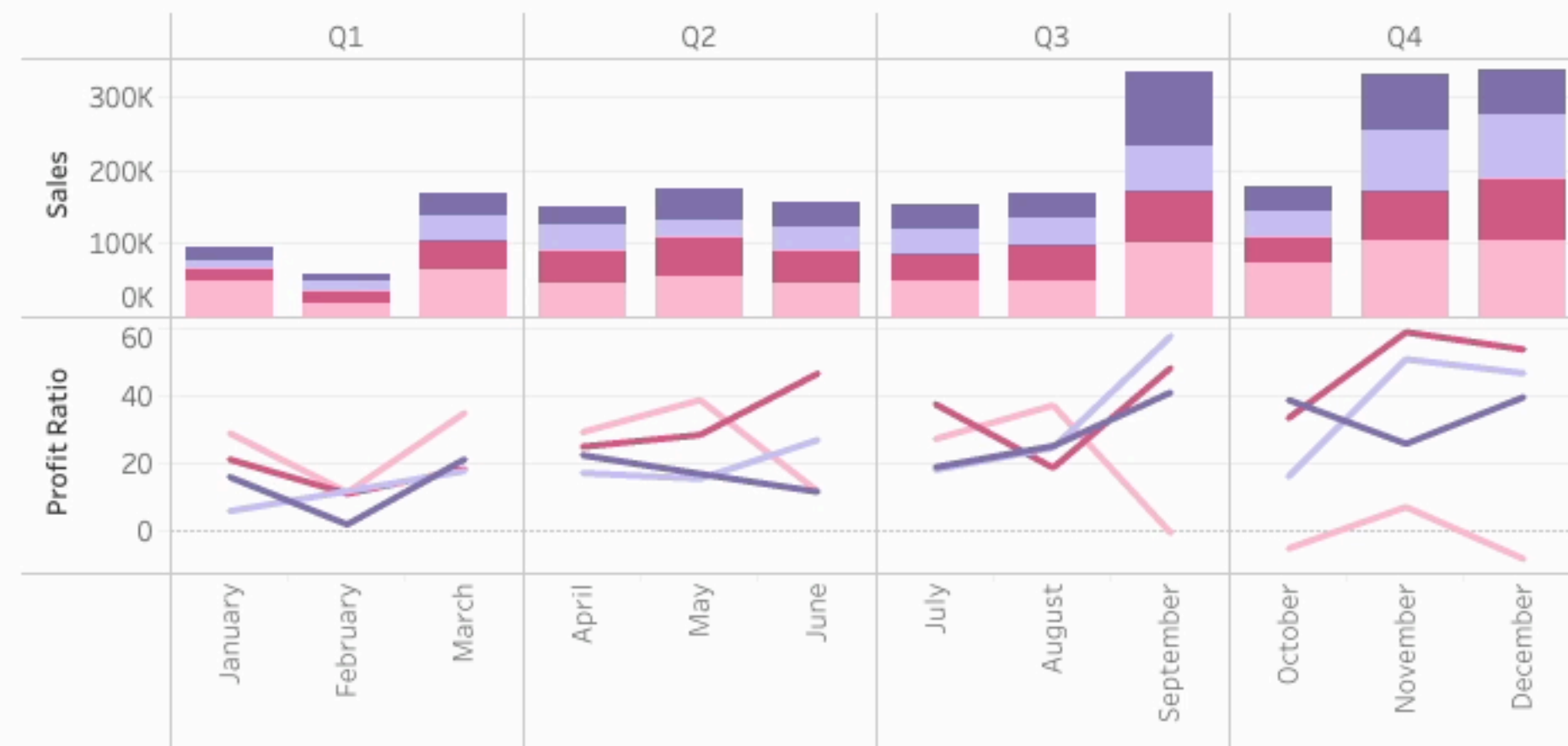
-156,138

Avg. Profit Ratio

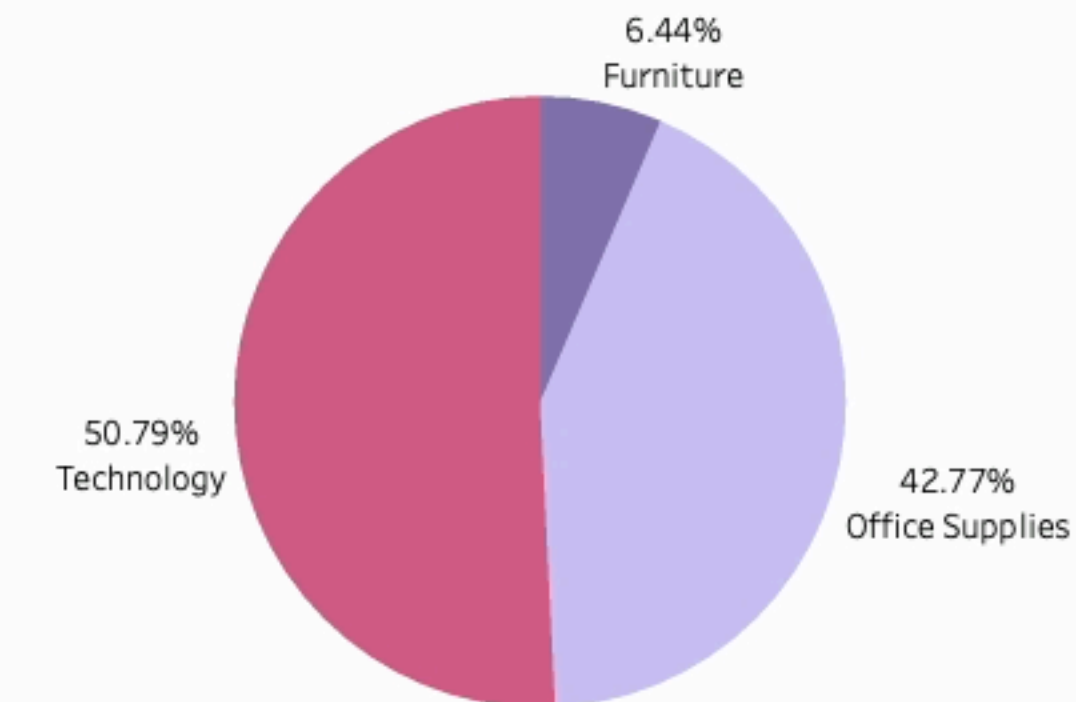
12.05%

Distinct Orders

5,009



Category Segmentation



Sales & Profit by Category

Category		2015	2016	2017	2018
Furniture	Profit	18,444			
	Sales	742,006			
Office Supplies	Profit	122,474			
	Sales	719,128			
Technology	Profit	145,429			
	Sales	836,221			