

Unicorn Performance

Insights into Sales, Profitability and Trends across different states and years.

Overview

Analysis of sales performance across cities, states, and product categories. Key metrics include:

- Most profitable cities and months
- Average annual profits
- Popular product categories



Most Profitable Cities in Tennessee

- Lebanon is the most profitable city with a profit of \$0.083K.
- Memphis has the least profitability.
- Most cities show low or negative profitability

Most profitable month in 2018



Popular Product Categories in 2016

- Furniture was the most profitable product category in IOWA state with a share of 43.93%.
- Office supplies contributed to 29.17%, followed by technology with 26.9%.

Tableau Dashboard

Q.1 Q.2 Q.3 Q.4 Q.5 Q.6 H Unicorn

Tableau Desktop Public Edition Buy Tableau Unicorn Performance Dashboard (2015-2018) Country: United States (Key insights into Sales, Profitability and Trends) Average annual profit of Lebanon city Most profitable cities in Tennessee Most profitable month in 2018 Year of Order Date City = \$59,00 \$13,674K Lebanon \$0,028K Chattanooga \$0,020K Smyrna 10K \$0,015K Murfreesboro Johnson City \$0,012K \$0,010K Bartlett Avg. Profit 40 -\$0,044K Jackson -\$0,046K Hendersonville -\$0,093K Franklin -\$0,127K Bristol Columbia -\$0,665K OK 20 -\$0,838K Nashville \$12,00 -\$1,056K Clarksville -\$1,167K 10 Knoxville -5K Memphis -\$1,479K -\$7,339K -1500 -1000 -500 December 2016 2018 Profit = Most Popular Product in Furniture Category Across All States in 2016 Profitable product category in IOWA state 26,90% Technology \$0,32K Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish \$4,405K State Vermont (AII) • nited ates 29,17% Office Supplies \$0,35K © 2024 Mapbox © OpenStreetMap

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Thank You!

