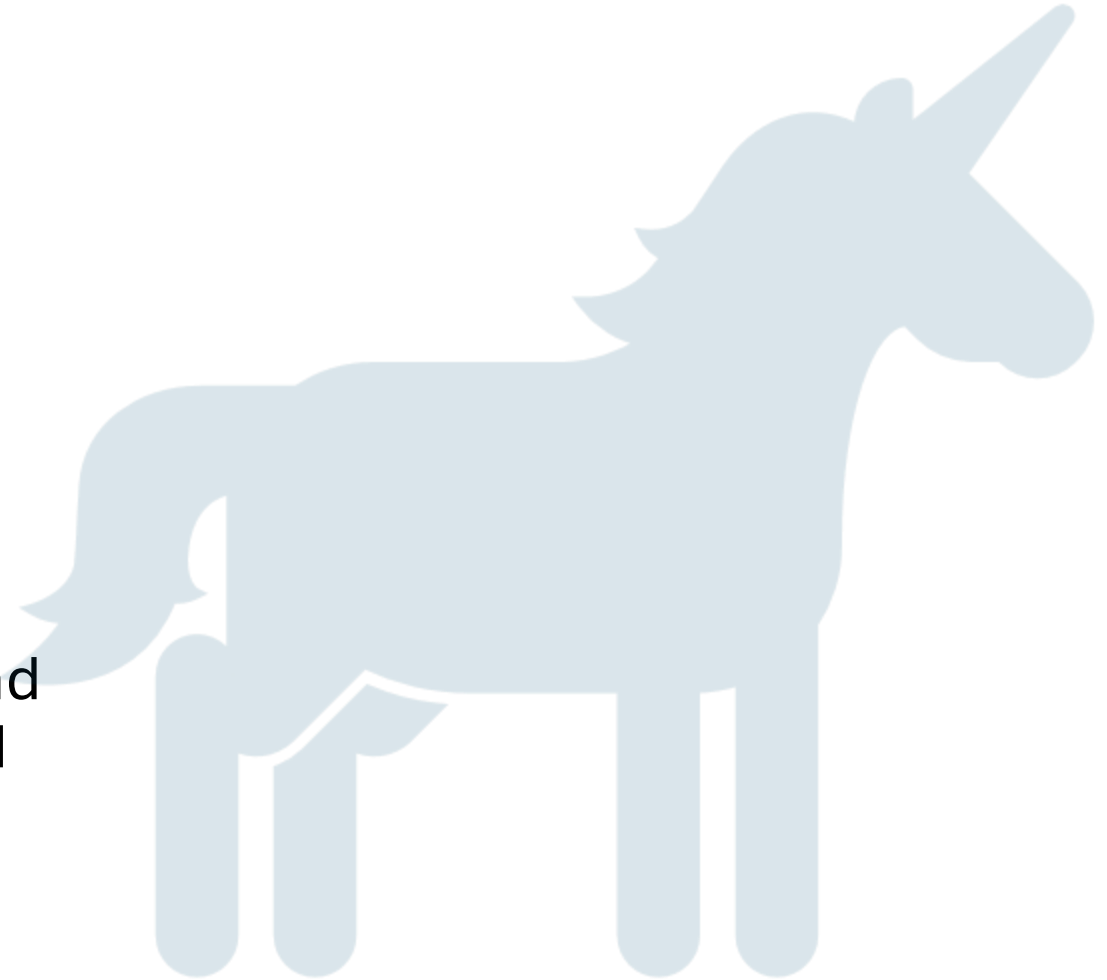# Unicorn Performance

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
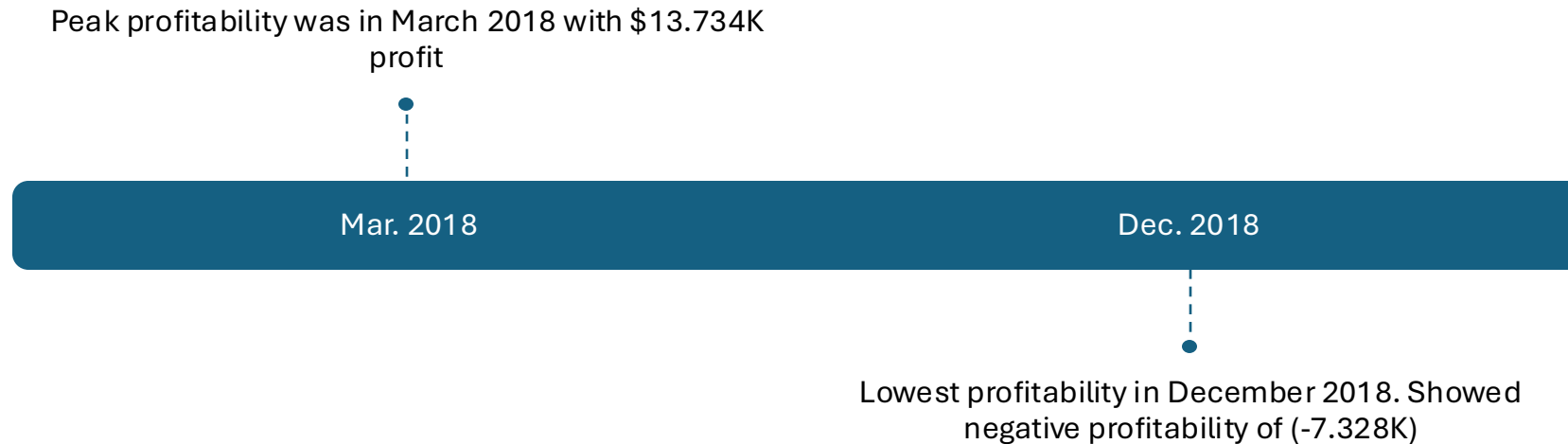- Popular product categories

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
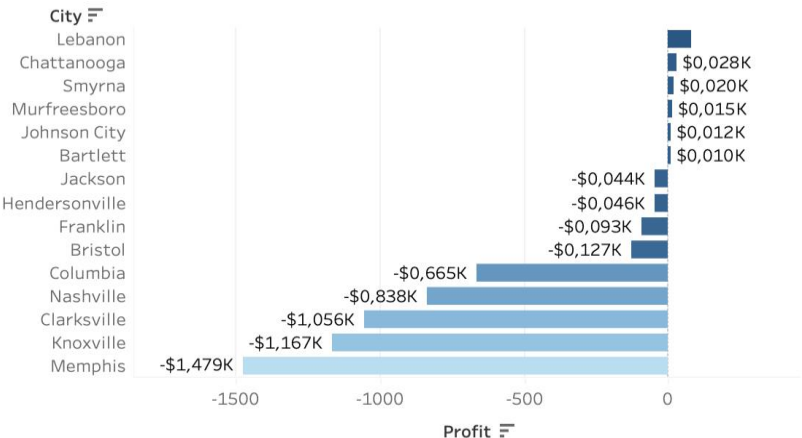
Most profitable month in 2018
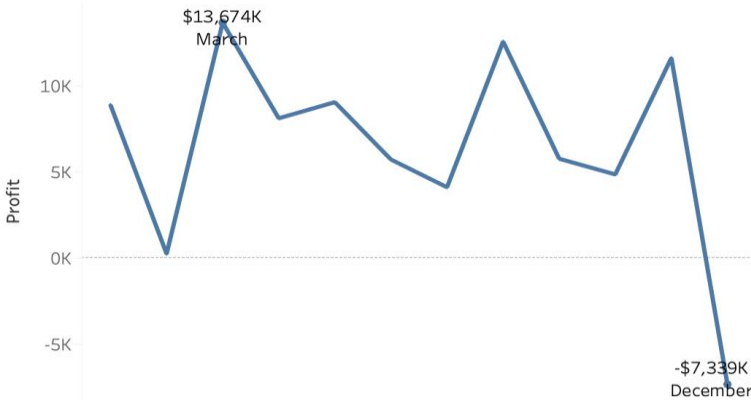
Peak profitability was in March 2018 with $13.734K profit

| Mar. 2018 | Dec. 2018 |

Lowest profitability in December 2018. Showed negative profitability of (-7.328K)
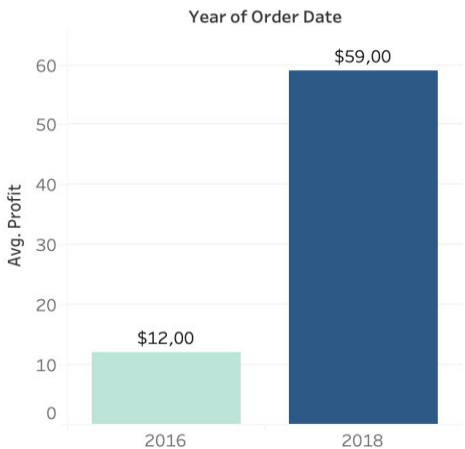
Popular Product Categories in 2016
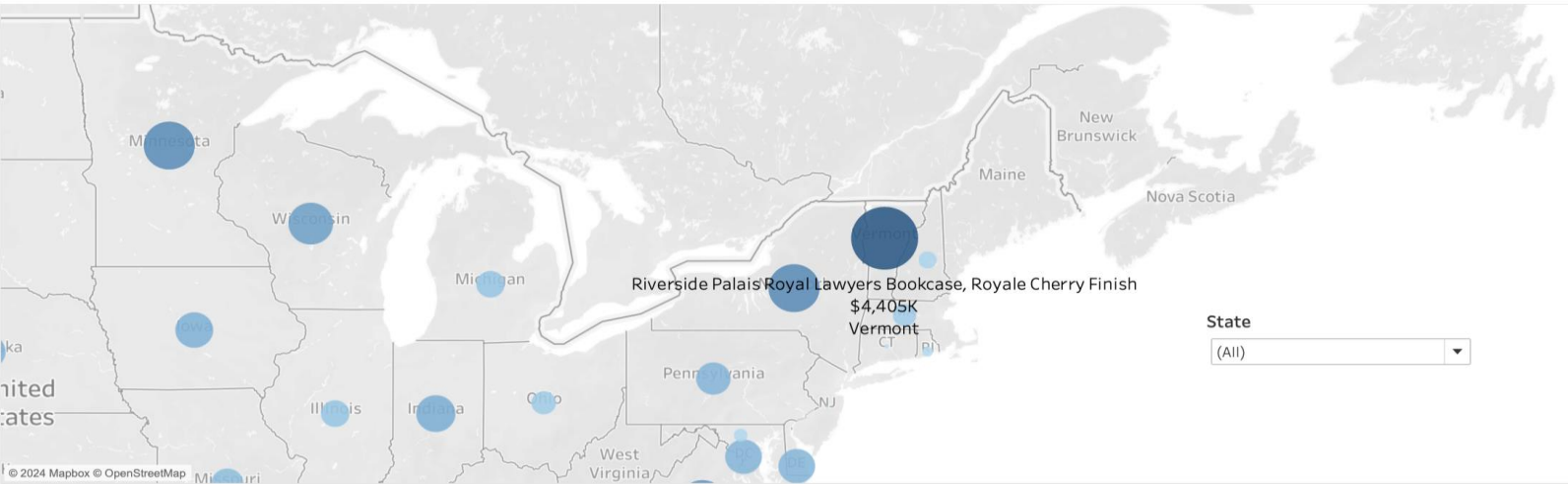
- Furniture was the most profitable product category in IOWA state with a share of 43.93%.

- Office supplies contributed to 29.17%, followed by technology with 26.9%.

Tableau Dashboard

Thank You!