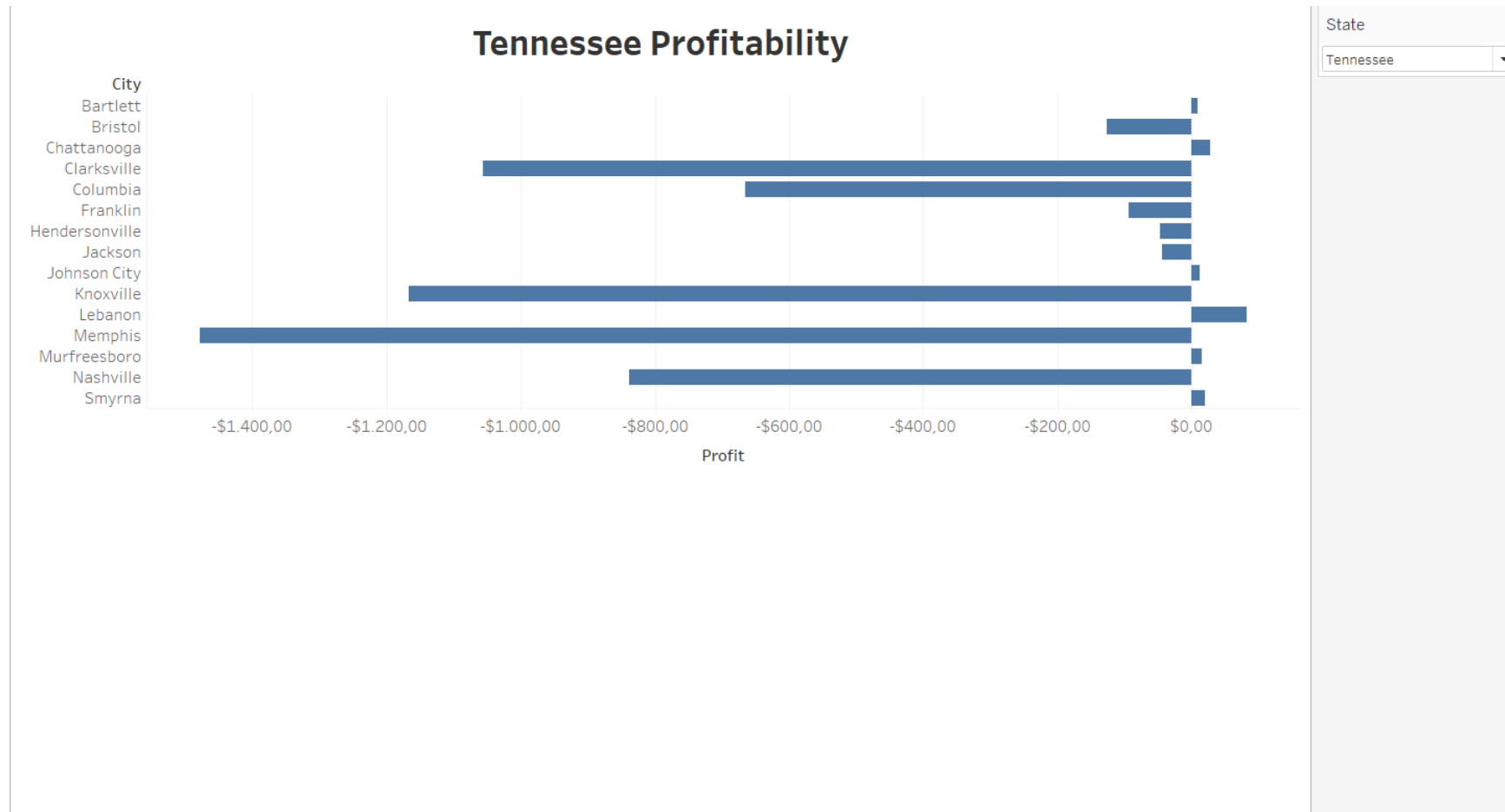


Profit and Loss; a business man's tale. (Unicorn Platform Growth team)

Tennessee Profitability

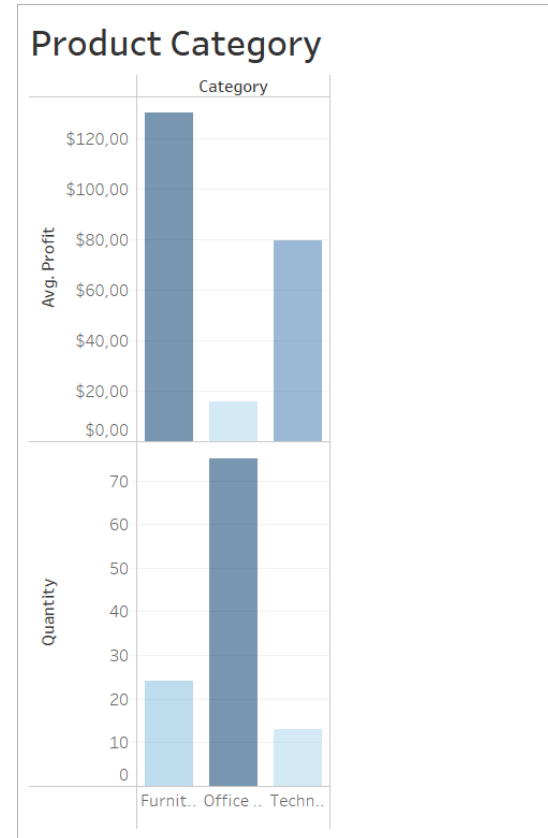
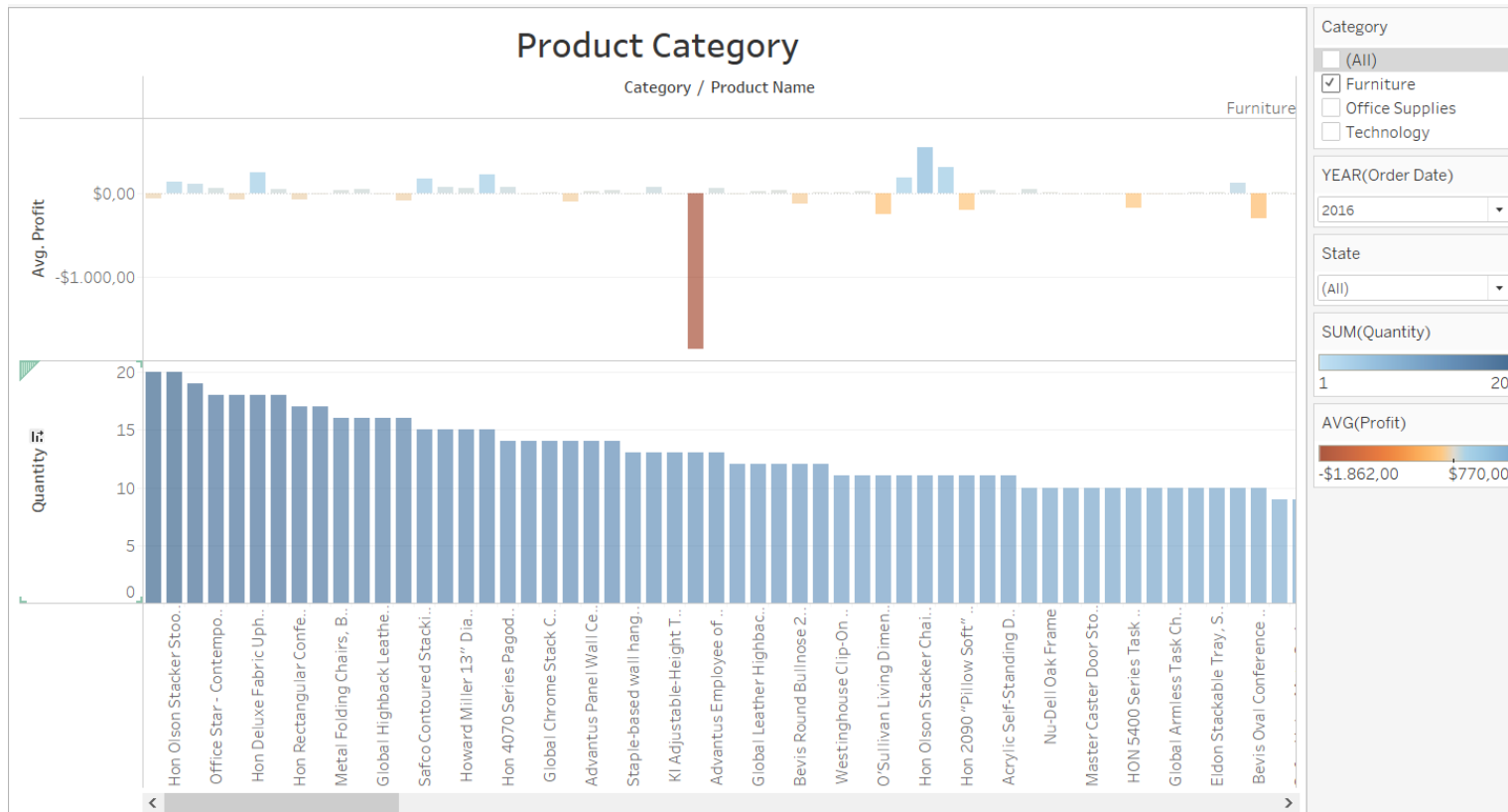


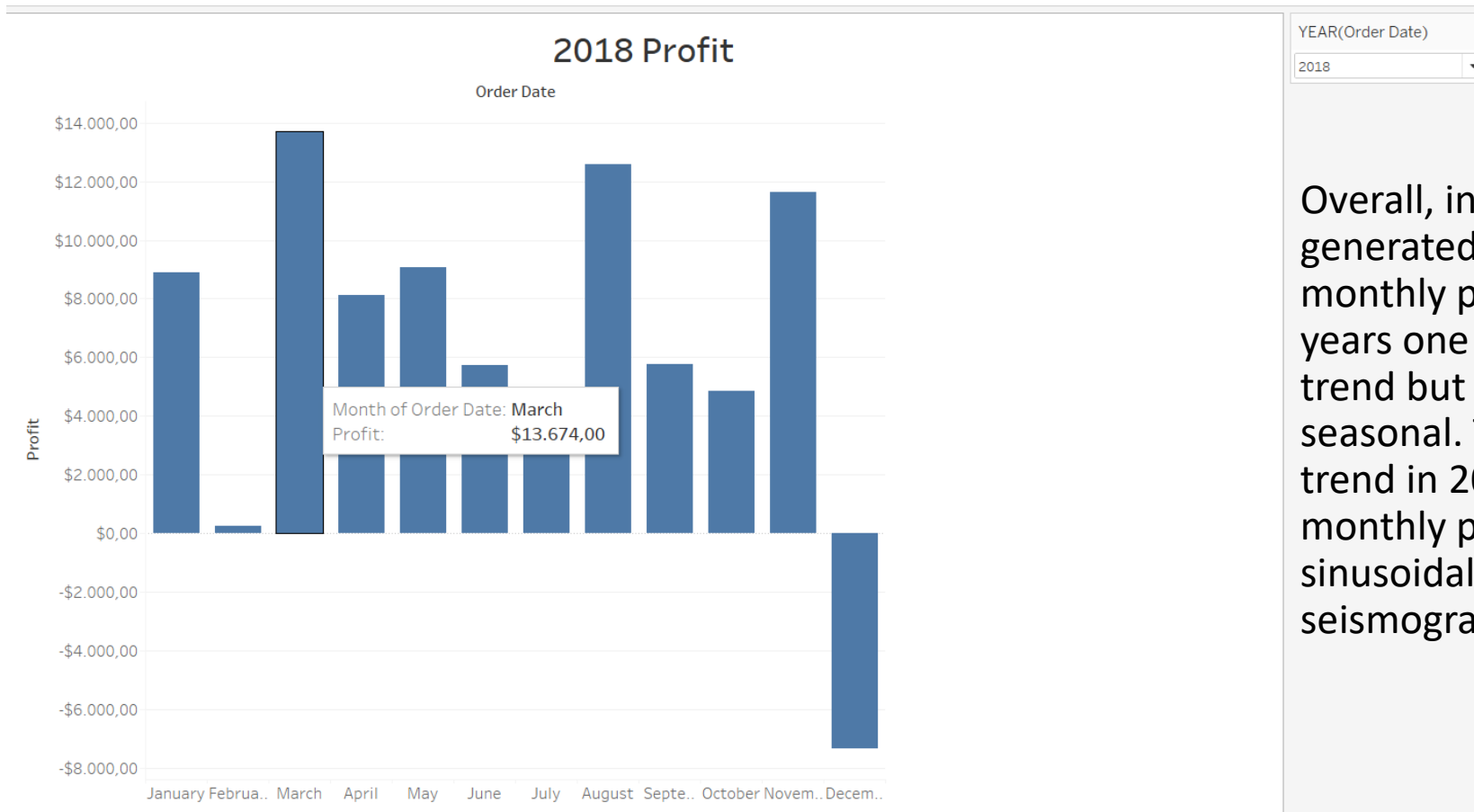
Lebanon Annual Profit

Taking a nosedive at the annual profit in the city of Lebanon, a total of 3 sales were made during the three years in record spanning an average of \$6 for 2016, \$18 in 2017 and \$59 in 2018. The only trace of sale in 2017 was the shipment of the order placed on the last working day of 2016, this might be a factor of advert placement, price tagging, market proximity or product concurrence.



Product Category...Furniture and all across all years.



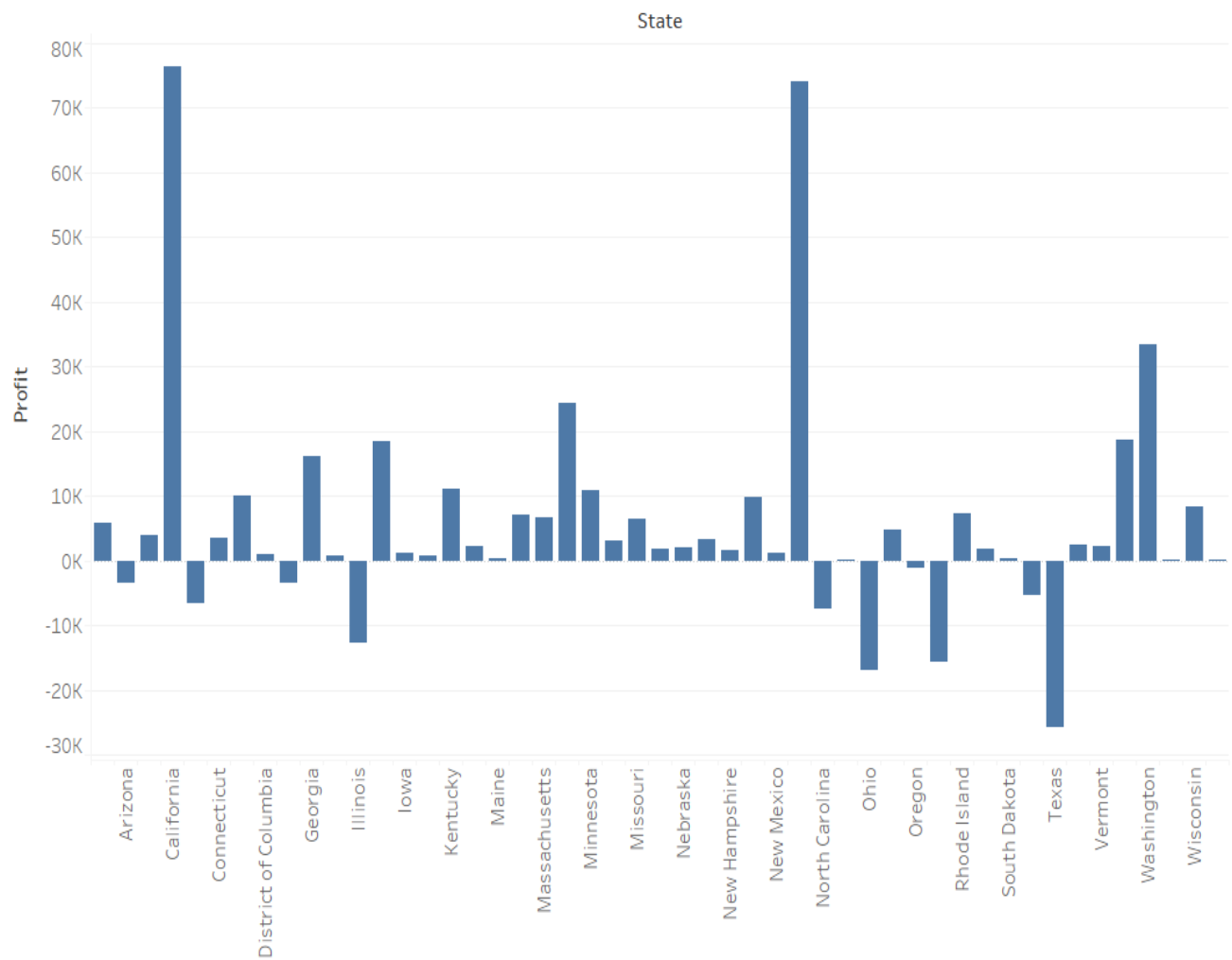


Overall, in 2018 the most profit was generated in March. Looking at the monthly profits across the other years one can hardly decipher the trend but it is obvious it is not seasonal. To be specific for the trend in 2018, the progressive monthly profit maintained a sinusoidal nature just like the seismogram of a seismograph.

2018 Profit....

Profitability a product of Popularity, Proximity or Necessity?

Profit Distribution



Summary

A balance must be maintained between shipping and sales, most of the revenue generated is lost in cost of shipping. Hence, driving the profit to a negative value. As the orders cumulate then the profit tends to maximum negative or positive infinity regarding the balance between sales and shipping. Freight, pricing, and modus of shipping must be reconsidered to rectify the tangential flyoff of the profit.