

Unicorn Data Analysis

Jayanthi Rao HR





Agenda

- Introduction
- Data analysis
 - Insights
- Recommendations



Introduction

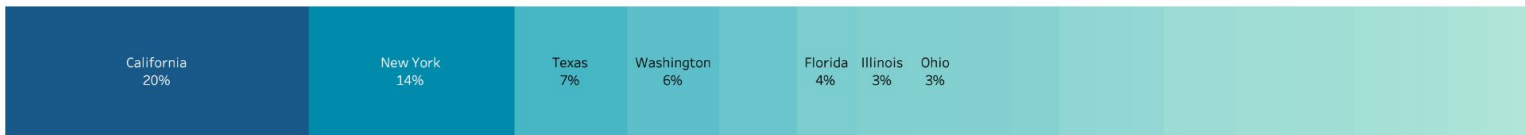
- Unicorn sales data from the year 2015-2018 is provided.
- Unicorn is an E-commerce platform which allows people to buy products online across various category such as office supplies, technology etc.,
- The data has the order details such as when was the order placed, shipping date, profit and sales for each order, city, state etc., to mention a few.
- Business problem: Find interesting insights and identify weak areas and opportunities for Unicorn to boost its business growth.



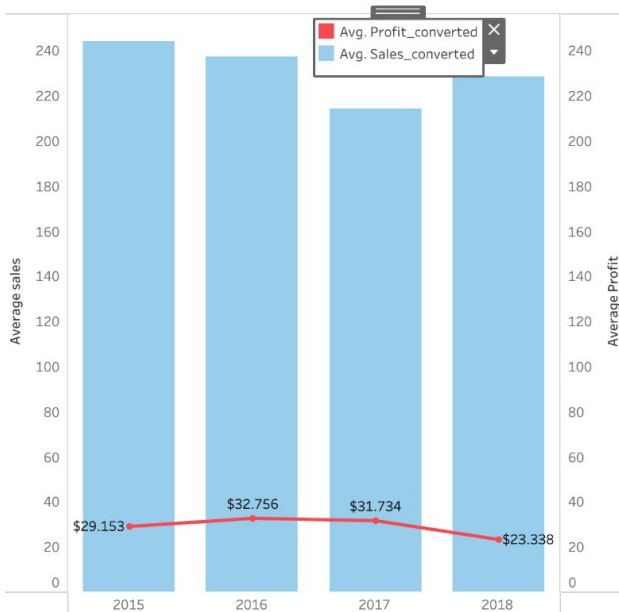
Data Analysis

Insight no. 1

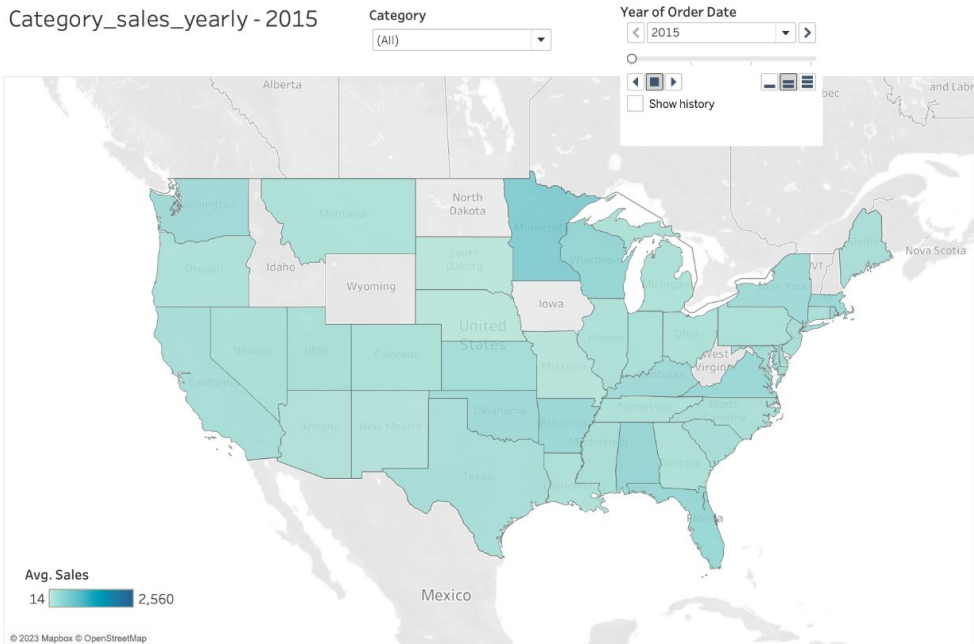
California and New York contribute to 34% of sales in the US



Sales & Profit -All



Category_sales_yearly - 2015





Summary: States California and New York contribute to **34%** of sales all over US.

In the years 2016 & 2017 the profit was high with profit percentage of **14.7%** and **15.6%** respectively than 2015 and 2018 and the sales were high in 2015 and 2016.

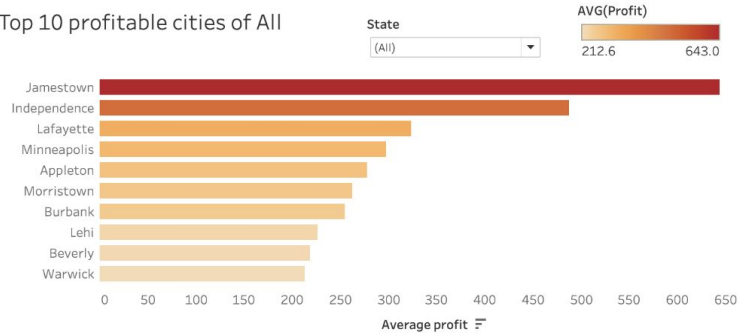
The highest sales is in the technology category.

Insight No. 2

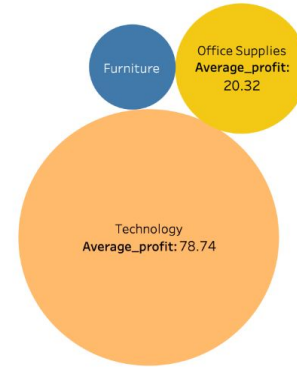
Tableau Public - Unicorn_data_sales_analysis

Show Me

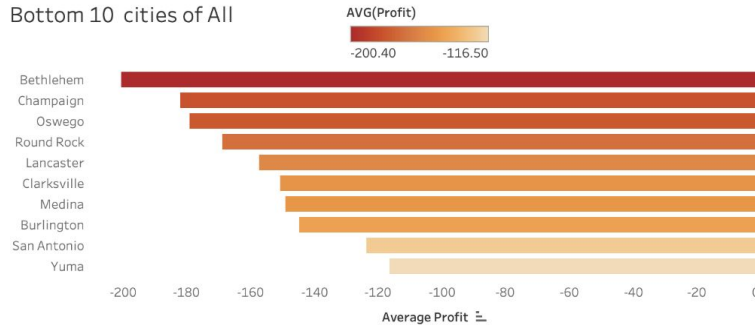
Top 10 profitable cities of All



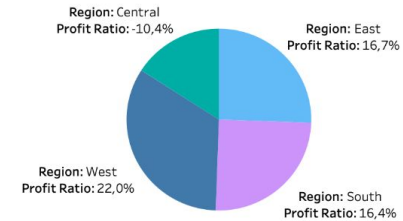
state_category_profit



Bottom 10 cities of All



profit_ratio_region



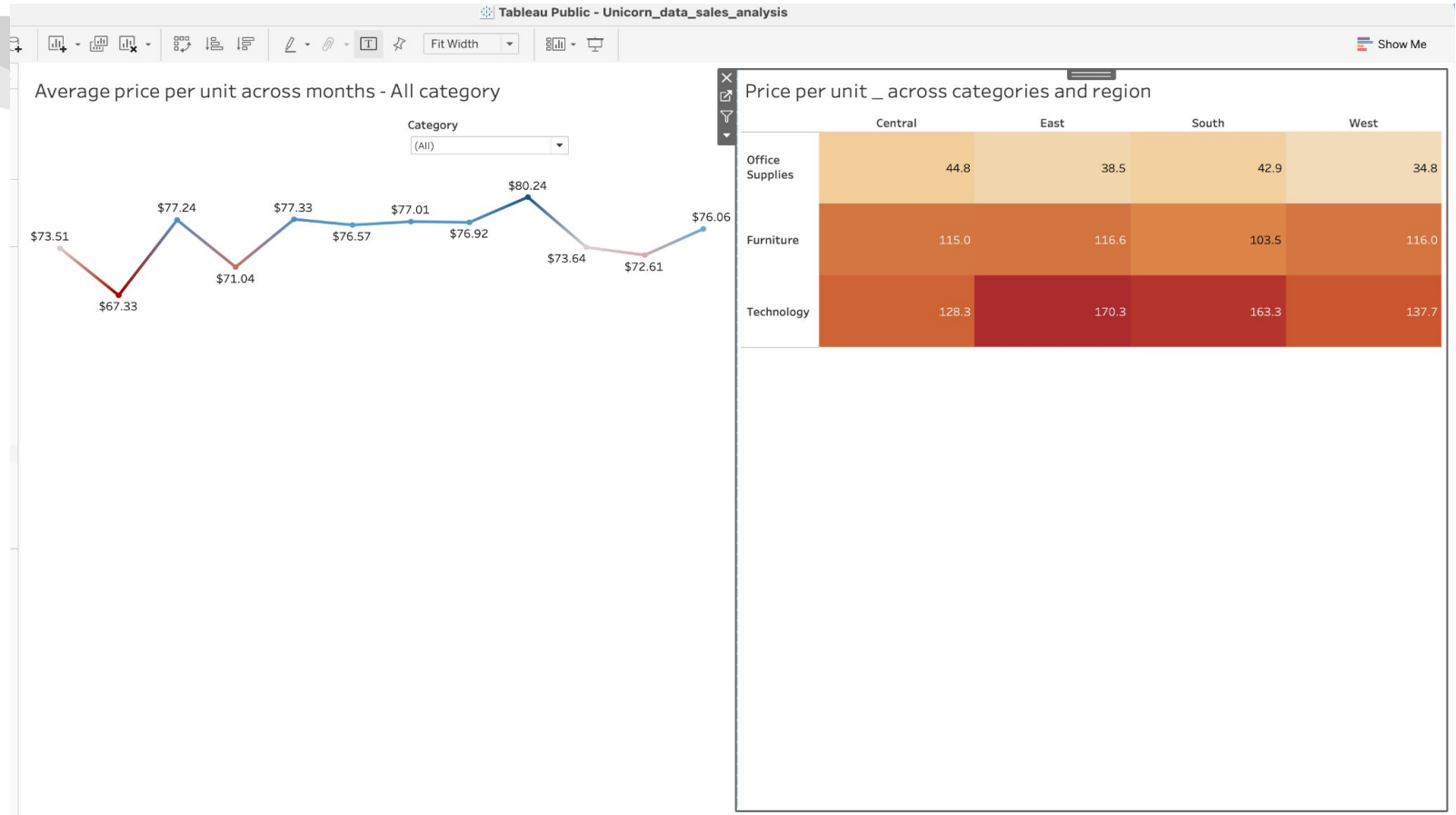


Summary: **Jamestown** is the highest profitable city with average profit of **\$643** and **Bethlehem** is the least profitable city with average profit **-\$200.4**.

The technology category has highest average profit compared to furniture and office supplies category.

The west region in the US has highest profit percentage with profit percentage of 22% and central region has least profit of -10.4%.

Insight no 3.





Summary: The average price per unit for technology category is high compared to other two categories and it is high in East region with **\$170.3** and in South region with **\$163.3**.

The overall price per unit is highest in September and lowest in february.

The technology category has the highest average price per unit in the month of September with **\$185.36** and lowest in April with **\$117.22**.

Similarly in the furniture category the highest average price per unit is in the month of November with \$124.67 and lowest in february and april with **\$100.2** and **\$100.47**.

And the office supplies category has highest average price per unit in the month of March and May. Lowest in the month of August and September with approximately **\$35**.



Recommendations

- In 2015 & 2018, the profit was slightly less compared to 2016 & 2017, So we have to see if there was any different strategies applied in those two years. And to improve sales we can see what strategies were applied in the year 2015 & 2016.
- First of all we can adapt some methods from other regions to improve the profit ratio in the central region of the US.
- We need to focus on the bottom 10 profitable cities and make sure that we use some strategies to improve the sales and profit in those cities.
- We can look further into the price per unit across regions as why some regions have high average price per unit compared to others and also across various months.