Sales Soar, Profits Stall
## Unveiling the Hidden Costs of Growth at UNICORN

BACKGROUND
Family-owned e-commerce platform Unicorn's performance data analyzed from 2015 to 2018 to find growth areas for their diverse product range.

PROJECT OBJECTIVES
➢ **Analyze Sales Data**
➢ **Identify Strengths and Weaknesses**
➢ **Highlight Growth Opportunities**

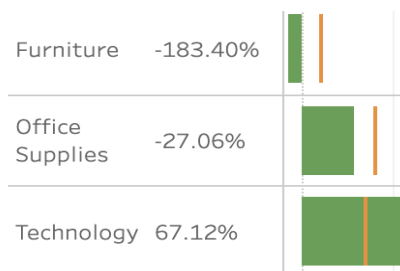## KEY INSIGHTS

1. **Sales continue to grow, yet profits dropped from 2017 to 2018**
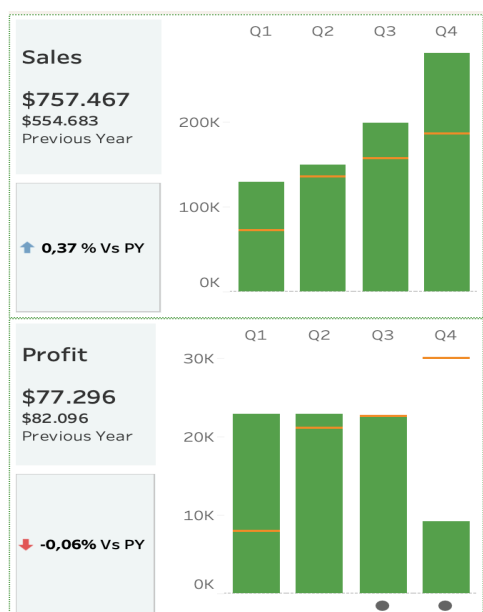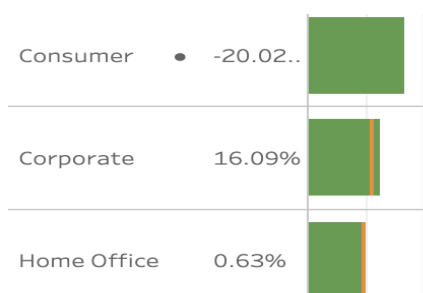

2. **Profits changes by category and segment:**
   ➢ **Technology** increased profits, while furniture and office supplies declined in profits.

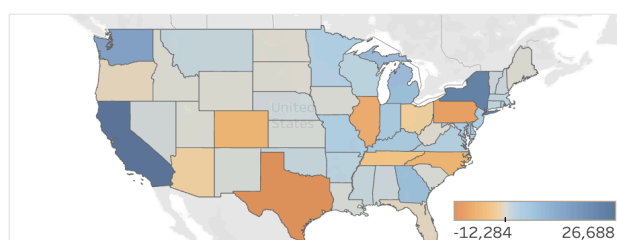
Furniture	-183.40%
Office Supplies	-27.06%
Technology	67.12%

   ➢ Profits from consumers declined 20% from 2017 - 2018

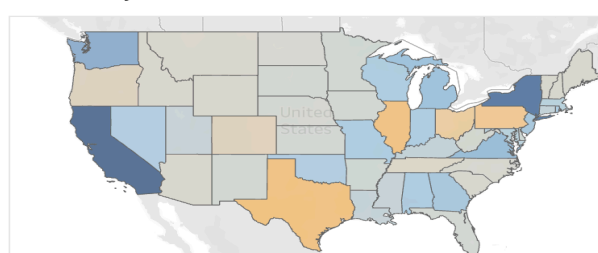| Consumer | -20.02.. |
| Corporate | 16.09% |
| Home Office | 0.63% |

3. **A potential correlation between high discounts and negative profits in certain states, such as Texas, Ohio, and Pennsylvania,. which can be easily seen on the maps:**

PROFIT by State for 2018

PROFIT by State for 2017

RECOMMENDATIONS
- Further analyze the **profitability** in furniture and office supplies, refine product selections in the two categories.
- Identify the root cause of profit drop in the consumers segment by conducting market research.
- Strengthen **customer engagement initiatives**, particularly for the Corporate and Home Office segments, to boost repeat purchases and customer loyalty.
- Implementing **targeted marketing campaigns**, introducing new products or enhancing existing ones.
- Leverage data analytics to continually monitor performance, identify trends, and make informed decisions to support business growth.

Project Links: SQL   Spreadsheet   Tableau1 Tableau2   Presentation Executive Summary

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