# Unicorn Project

**Team**

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# Unicorn Company Sales Performance Analysis

**Introduction**

This report provides a comprehensive analysis of Unicorn sales performance, highlighting key insights into regional trends, product category performance, and profitability. By examining sales patterns and identifying areas for improvement, we can make data-driven decisions to enhance revenue growth and operational efficiency.

**1. Sales Trend Over Time**

* Sales exhibit **Upward** trends, with noticeable peaks during **Q4**.
* Declines in **Q1** suggest potential areas for promotional strategies to maintain steady sales. These declines may be influenced by factors such as reduced consumer spending, off-peak seasons or increased competition. To counteract these downturns, businesses should implement targeted marketing campaigns, special discounts, and bundled offers during these periods.

**2. Sales by Region**

* Highest sales are observed in the **West** region, while the lowest **South** shows the least performance.
* Regional sales variations highlight opportunities for market expansion.

**3. Sales by Product Category & Subcategory**

* The **technology** contributes the most to total sales, while **Office Supplies** underperforms.
* Subcategories like **phones** drive sales, whereas **fasteners** require improvement.
* Prioritizing high-performing categories while strategizing for weaker ones will enhance sales growth.

**4. Profit vs. Discount Impact**

* Higher discounts tend to increase sales volume, but excessive discounting can negatively impact profitability.
* Certain **categories like technologies with sub-category Iphones** show strong sales even at lower discount rates, indicating strong demand.
* Some products rely heavily on discounts to drive sales, which may not be sustainable in the long term.
* Analyzing the discount threshold where sales peak without eroding profit margins is essential.

**Conclusions**

* Focus on high-performing regions and replicate success strategies in weaker areas.
* Optimize discount and pricing strategies to maximize both sales volume and profitability.
* Increase marketing efforts during low-sales periods to maintain steady growth.
* Strengthen inventory planning based on sales seasonality.
* Evaluate product profitability to refine pricing structure and improve cost efficiencies.

By implementing these insights, we can drive sustainable sales growth and profitability while optimizing sales strategies. This data-driven approach will ensure strategic decision-making for future business expansion and success.

**References**

[Exploration with SQL](https://colab.research.google.com/drive/1lHr5JsWd50af66cyiQfjS84QmmjbjrWU?usp=sharing)

[Data Analysis in Spreadsheets](https://docs.google.com/spreadsheets/d/1AnRAXzhPppdhBSbcO8aBqe5RuwytKXW2-HfdROv0--A/edit?usp=sharing)

[Getting Insights with Tableau](https://public.tableau.com/app/profile/meenakshi.subramaniam/viz/UnicornProjectGroup4_17428962882060/FinalPresentationDashboard?publish=yes)