

# Unicorn Sales Report

## About Company:

Unicorn, a family-owned e-commerce business.

This report analyze the Unicorn Sales from 2015-2018

## Summary

### Sales Performance Metrics

\$2,297,355

### Profit Performance Metrics

\$286,347

## Sales and Profit Trends:

**Yearly Growth:** Significant sales growth observed each year

**Seasonal Peaks:** Notable sales spikes during holiday seasons

**California and New York** contributing over 50% of the total profit and 34% of sales. Meanwhile **Texas** ranks 3 in sales with negative profitability

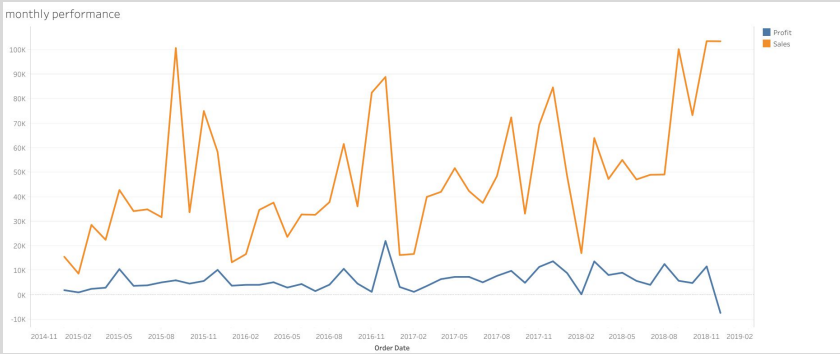
**Furniture:** Only contributes 6.4% of profits despite even sales distribution among categories.

## Recommendations:

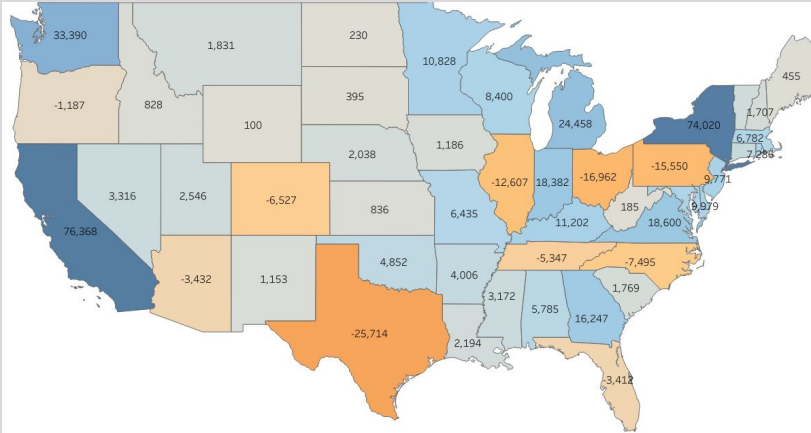
**Address Low Profit Categories:** Increase prices and reduce discounts on Furniture or consider discontinuing this category.

**Optimize Discount Strategy:** Reevaluate discount strategies, especially during high sales periods like December, to prevent negative profitability.

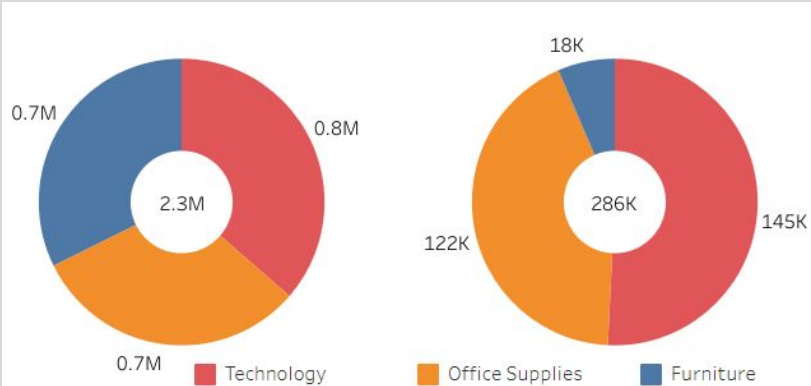
## Monthly performance



## Geo performance



## Category Performance:



## Appendix:

For detailed **SQL queries**, refer to the [SQL google colab](#).  
For detailed **spreadsheet**, refer to the [google unicorn dataset](#).  
For detailed **visualizations**, refer to the [Tableau public dashboard](#)