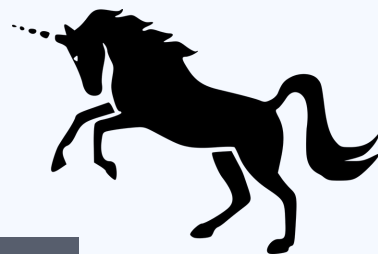


Executive Summary

Unicorn Data Analysis

2015 - 2018



Recommendations

- **Enhance Regional Strategies:** Investigate the factors contributing to the disparity in regional performance and develop tailored strategies to boost profits in underperforming regions.
- **Focus on Key Urban Markets:** Given the significant contribution of New York, Los Angeles, and Seattle to total profits, consider targeted initiatives to strengthen market presence in these and other large cities.
- **Include Online and Marketing Data:** Collect and analyze data on the use of the online platform, sales channels, and digital marketing to gain a holistic view of business performance and identify areas for digital growth.
- **Address Underperforming Products:** Conduct a thorough analysis on why furniture, particularly tables and binders, are unprofitable. Consider exit strategy for these products or rethink discount policy.
- **Expand Copier Product Range:** Explore the addition of more copier-related products such as cartridges.

Links:

- Presentation of project findings: [Recording & slides](#)
- [Interactive dashboard](#)
- Spreadsheet files: [Primary dataset](#) & [additional visualizations](#)
- [SQL queries](#) (please select 'Google Colab')

Contact:

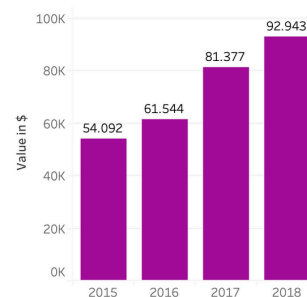
theawesomefour(at)imagine.com

Overall Business Development

The analysis of Unicorn's financial performance from 2015 to 2018 indicates a positive trajectory in total profits. The company's profits have grown steadily year-on-year.

In 2018, the profit ratio stood at an average of 11.6%, suggesting a healthy profitability margin for the year.

Profits 2015-2018



Profits by Product Categories

The bulk of profits stem from the "technology" and "office supplies" sectors, with top-performing products predominantly in the technology category. Conversely, the "furniture" category, particularly tables, underperformed significantly and emerged as the largest source of negative profit.

Profits by Regions

Regional analysis post-2017 exhibits a stark divergence in performance:

- The East and West regions experienced a doubling of profits from 2017 to 2018.
- The South and Central regions saw their profits halved during the same period.

This regional disparity might be linked to the decreased profitability within the "corporate" customer segment, warranting further investigation.

Notably, three cities—New York, Los Angeles, and Seattle—were responsible for generating half of the company's total profits in 2018. This concentration of profit suggests these urban markets are critical to the company's financial success.

Data Quality and Additional Data Needs

The data quality is commendable, with no NULL values, except for two customer IDs lacking order information. An anomaly was noted where some product categories showed positive profits but a negative profit ratio.

A significant gap is the lack of data on the online platform, sales channels, and digital marketing. As Unicorn is an online retailer, this information is crucial for deeper insights and more informed business recommendations.