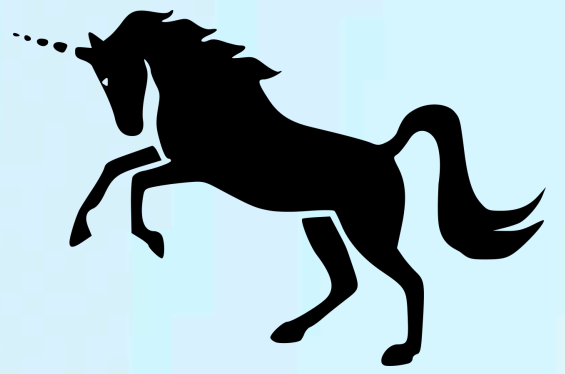


Business Analysis 2015 - 2018

Overview of Key Performance Indicators of Unicorn Corp.

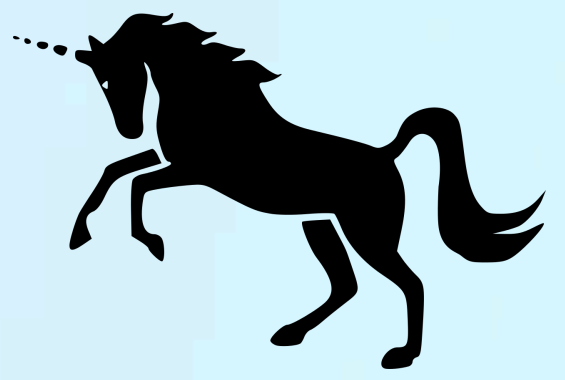
Group 2: Maike Gorsboth, Natalya Syrychenko, Stephan Welzel, Mark Sommerfeld

Today's Agenda

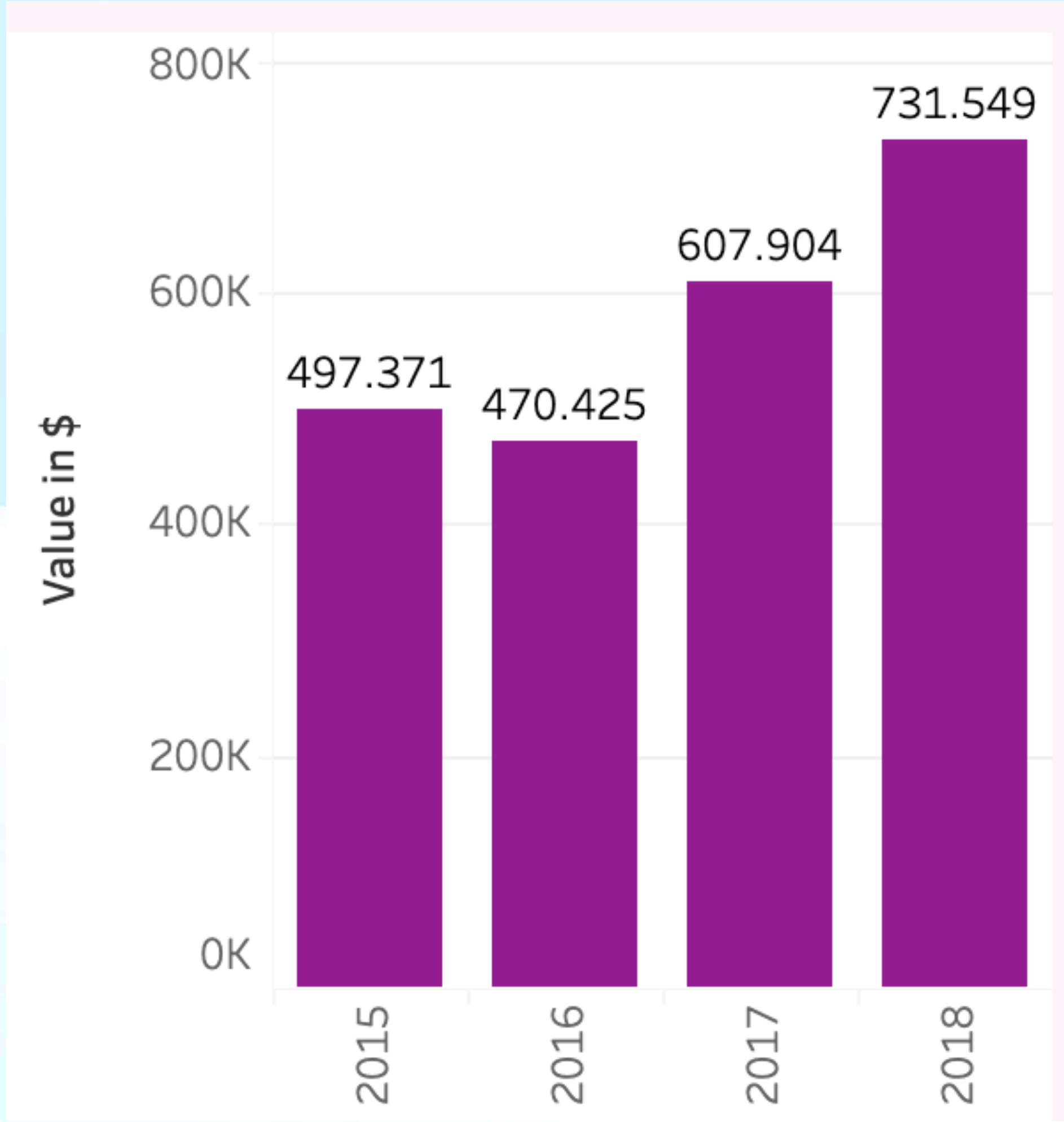


Are we going to the moon? Let's have a closer look at our Data:

1. Revenue and Profit Trends
2. Product Category Performances
3. Key Regional Insights and Implications
4. Future Analysis and Actionable Recommendations

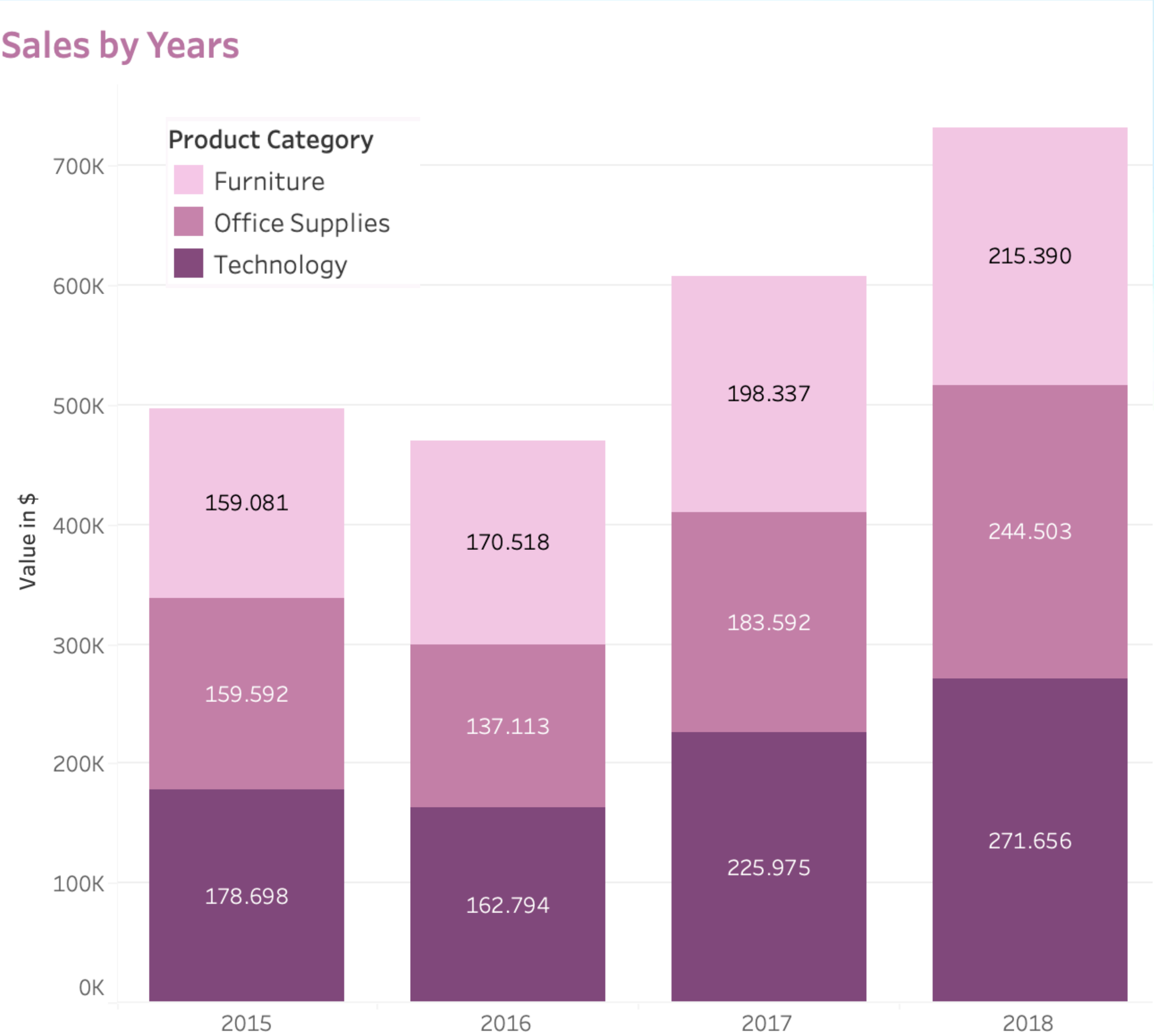
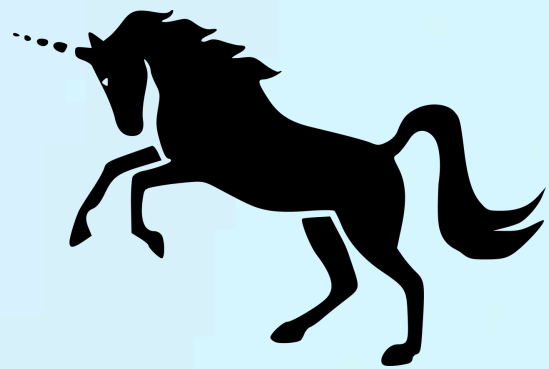


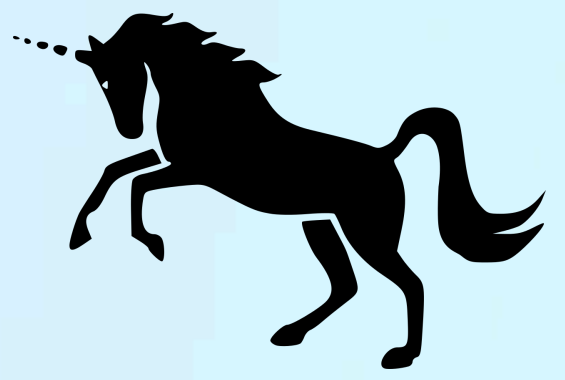
Revenue Development 2015 - 2018



Annual growth in percentage:
2016: -5,42%
2017: 29,22%
2018: 20,34%

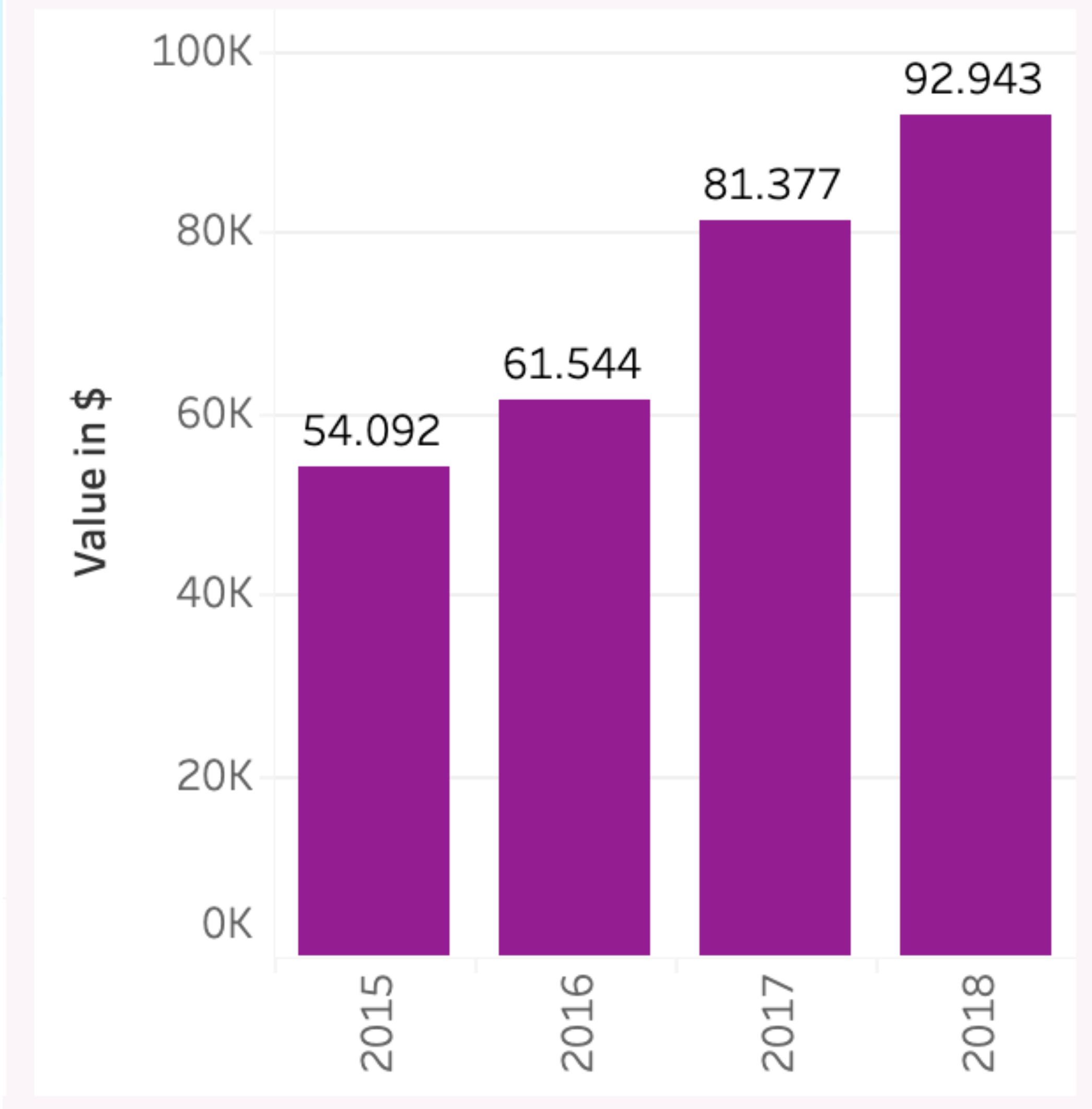
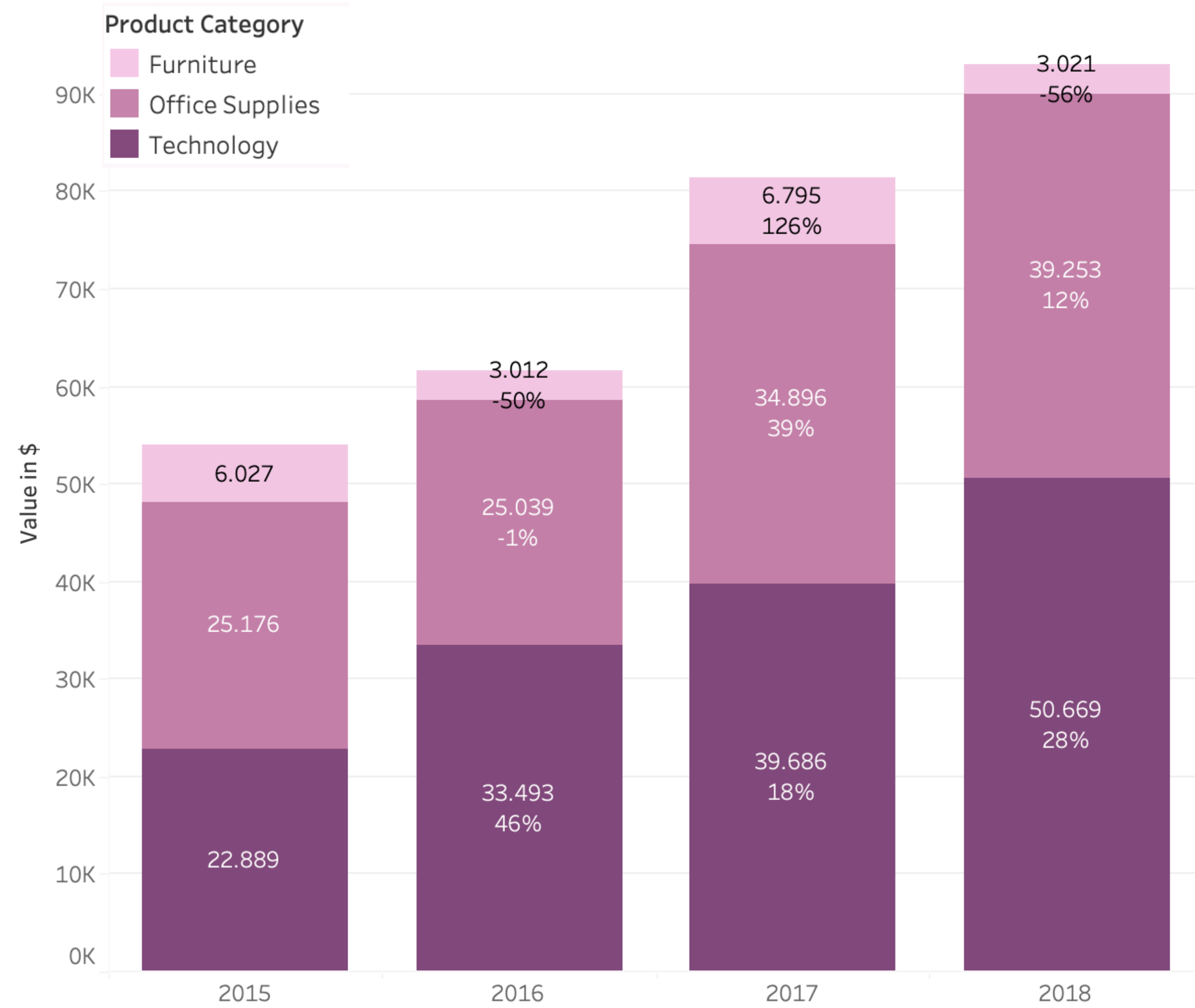
Revenue by Product Category

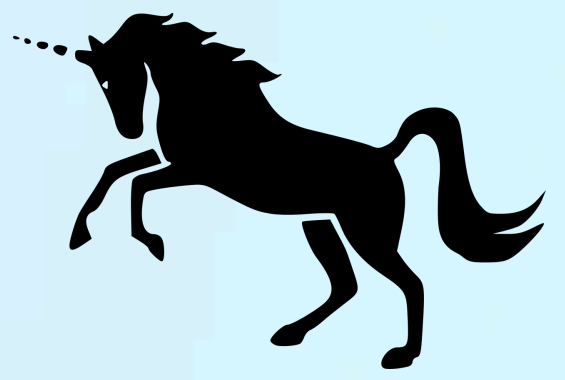




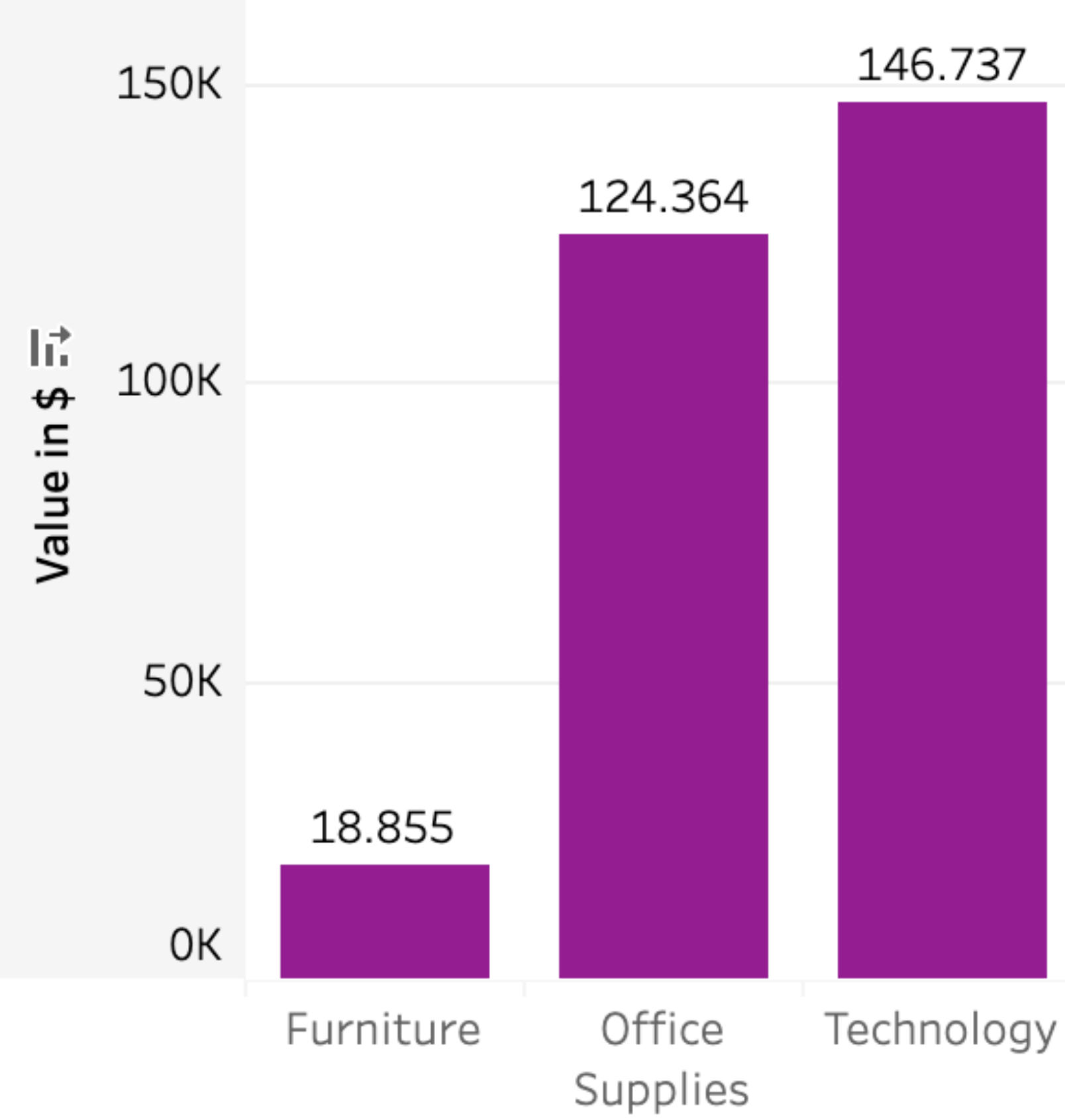
But what is the profit?

Profits by Years





Profits by Product Categories



Total profits :

\$289.956

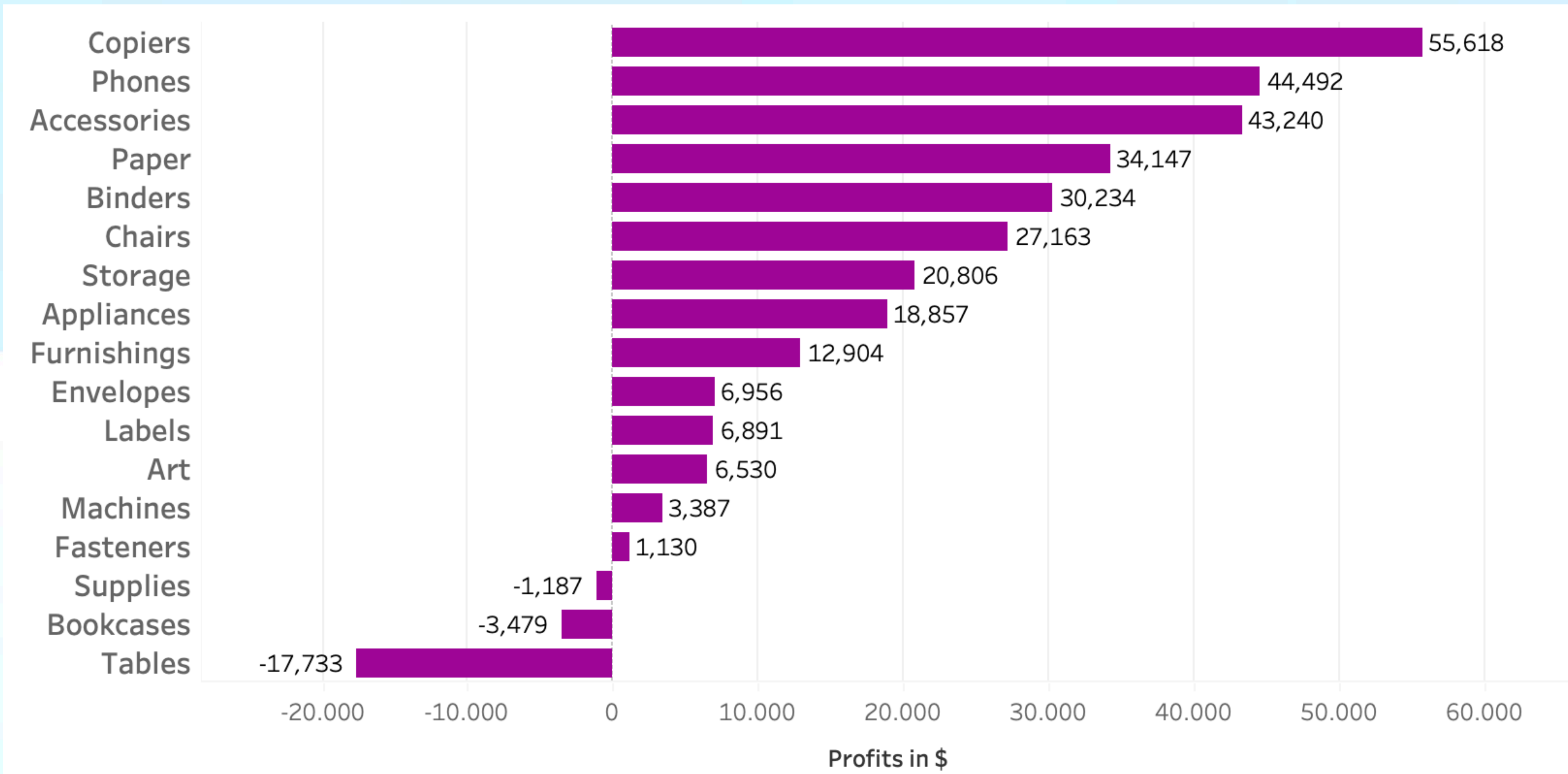
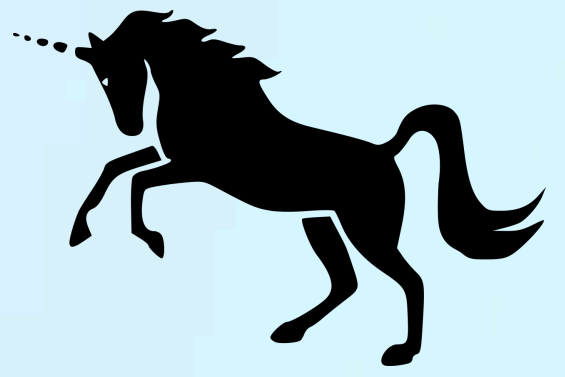
Average Share in Profits 2015 -2018:

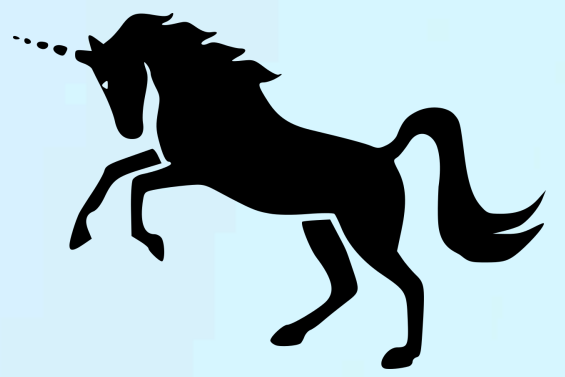
Furniture: 6.5%

Office Supplies: 42.88%

Technology: 50,61%

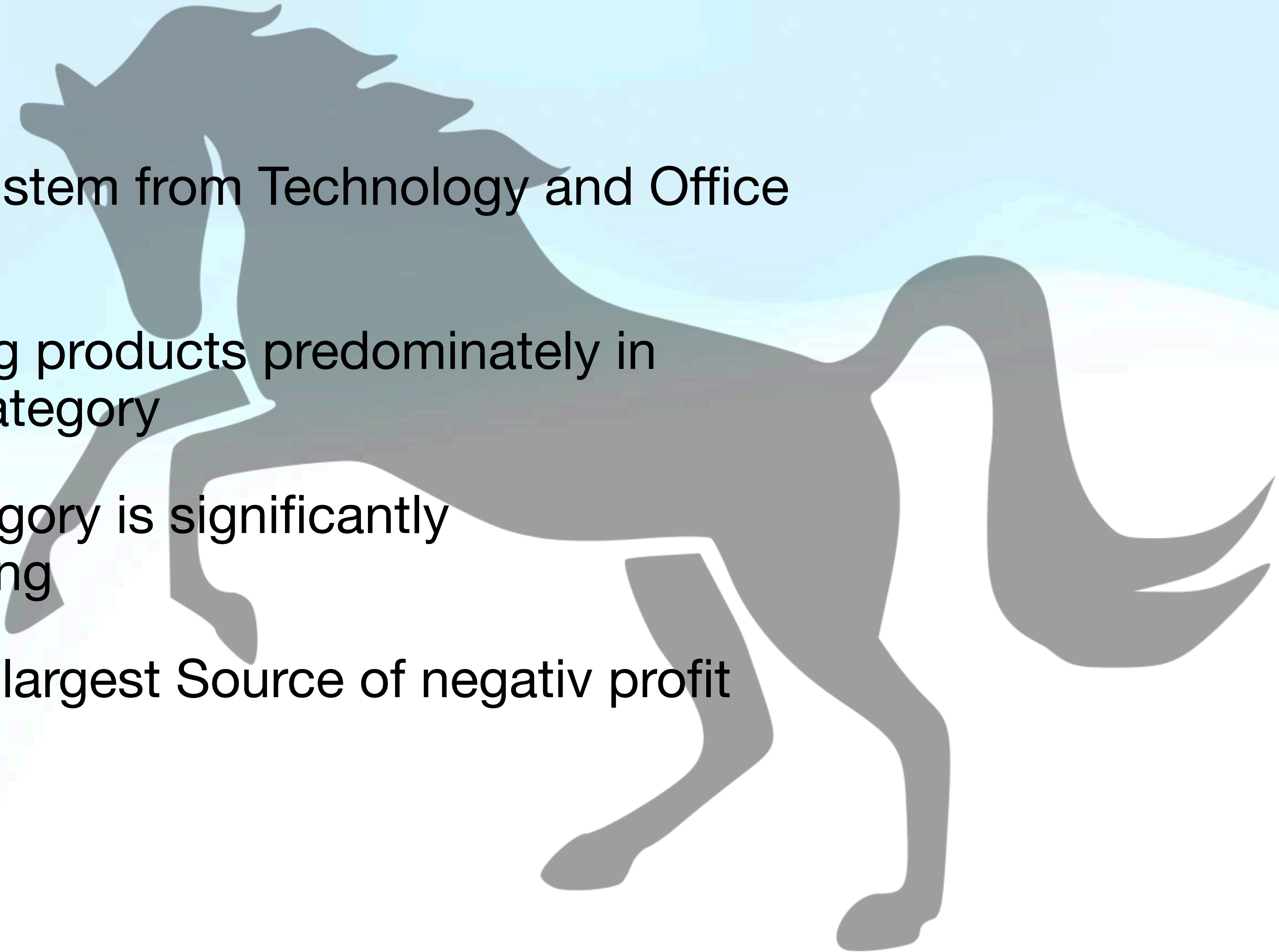
Profits by Subcategory

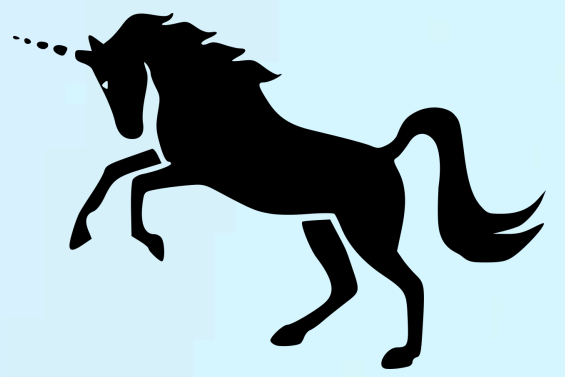




What does it mean?

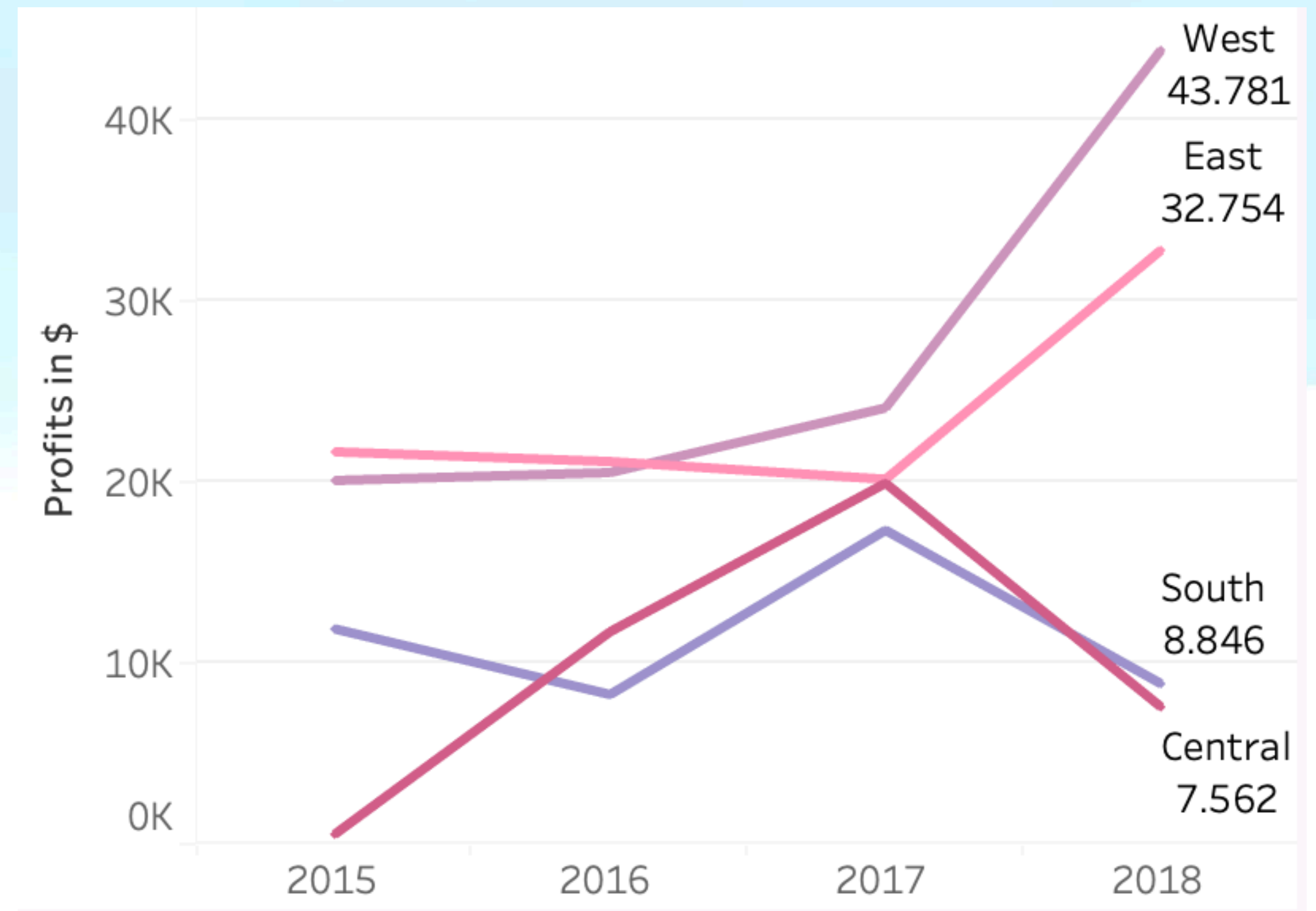
- Bulk of profits stem from Technology and Office Supplies
- Top Performing products predominately in Technology Category
- Furniture Category is significantly underperforming
- Tables are the largest Source of negativ profit

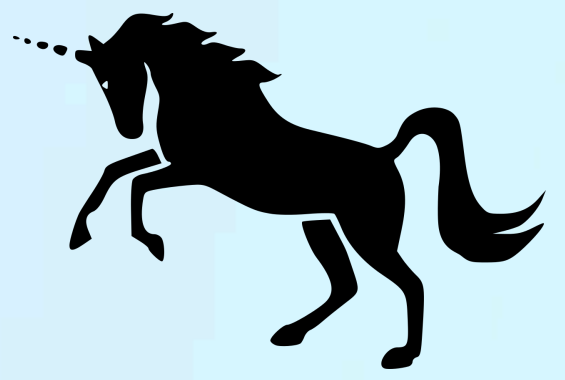




Profits by Regions

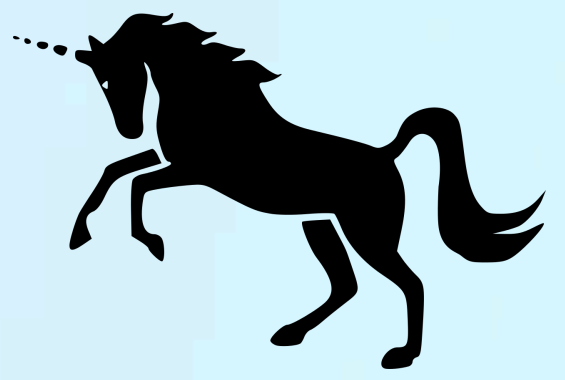
- West & East Coast are Top performers
- West & East were able to double profits from 2017 to 2018
- South & Central region profits more than halved in the same timeframe
- New York, Los Angeles and Seattle generated 51,6% of profit in 2018





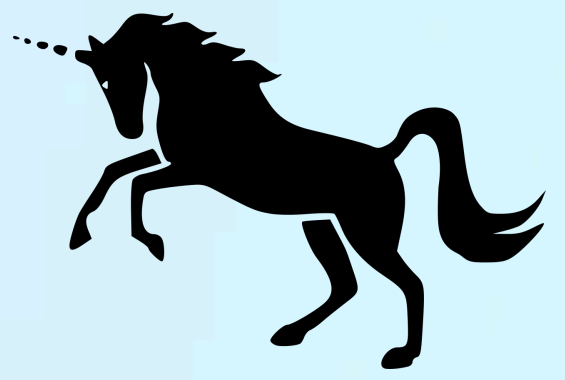
Data Quality and further Data Needs

- Data quality has no „NULLS“ or other missing Values
- Just Two Customer ID's missing connected Order Information
- Some Products exhibited positive Profits but a negative Profitratio
- Absence of information regarding:
 - Online Platform
 - Sales channels
 - Digital Marketing efforts



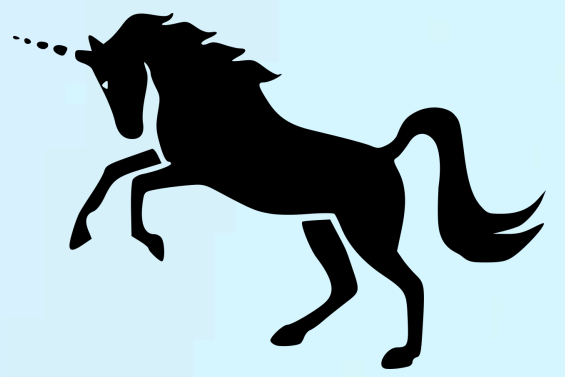
Recommendations - Part I

- **Enhance regional strategies:**
 - Investigate factors which are responsible for the difference in regions
 - Develop strategies to boost performance in those regions
- **Focus on urban markets:**
 - Consider targeting audiences in large cities
- **Include online and marketing data:**
 - Collect and analyze data to gain a holistic overview
 - Identify areas for digital grow



Recommendations - Part II

- **Further analyzes regarding low performing products:**
 - Identify reasons of why furniture (in particular tables and binders) are unprofitable
 - Consider an exit strategy
 - Reconsider discount policy on those products
- **Consider adding products supporting technology category:**
 - I.e. cartridges



May implementing our growth strategies make us some profit



Thank you for your attention!