

PROJECT OVERVIEW:

THIS PROJECT INVOLVES A COMPREHENSIVE ANALYSIS OF UNICORN'S ECOMMERCE DATA, FOCUSING ON SALES TRENDS, PROFITABILITY, AND CUSTOMER SEGMENTATION. THE GOAL IS TO DERIVE KEY INSIGHTS TO INFORM STRATEGIC DECISIONS FOR THE BUSINESS.

TEAM MEMBERS:

- AUDREY
- SHIFANA
- SUSHMA
- VANSHIKA

UNICORN ECOMMERCE DASHBOARD

A grayscale photograph of a unicorn standing in a field, facing left. The unicorn has a single horn and a flowing mane. The background is a soft-focus landscape with some vegetation.

Unicorn Ecommerce Dashboard



Year of Order Date
(All)

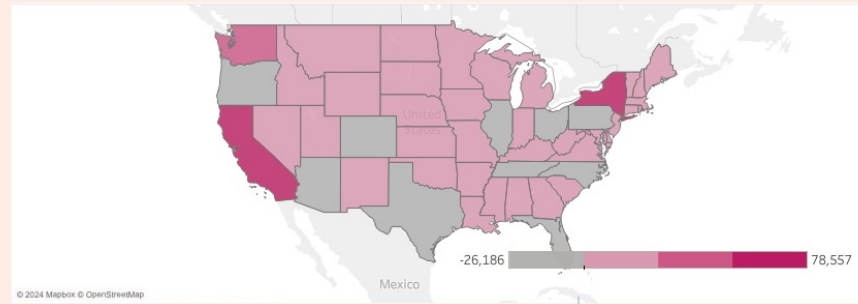
Shipping State
(All)

Top N Customers
6

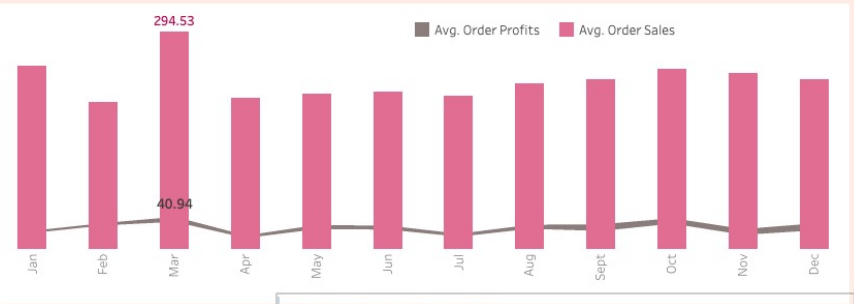
Bottom N Customers
6

Sales	Profit	Total Customer	Total Orders
2,307,249	289,956	793	5,013

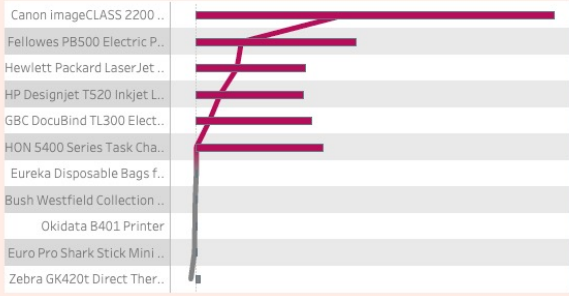
Profit by State



Order Sales and Profits by year : All



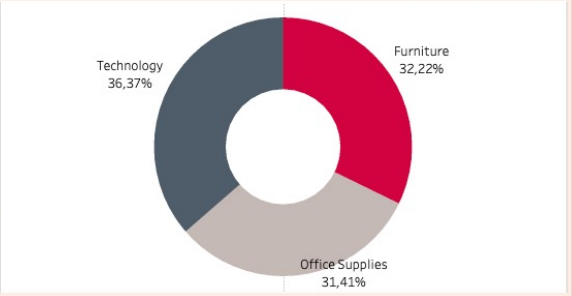
Top 6 and Bottom 6 Products by Profit + Sales

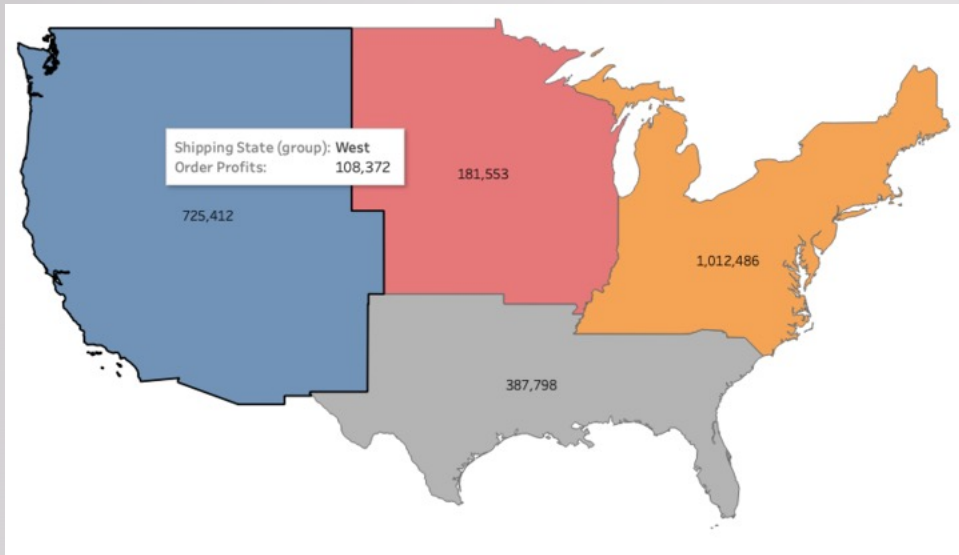


Variation of Profit by Month in year:All



Percentage Sales by Product Category



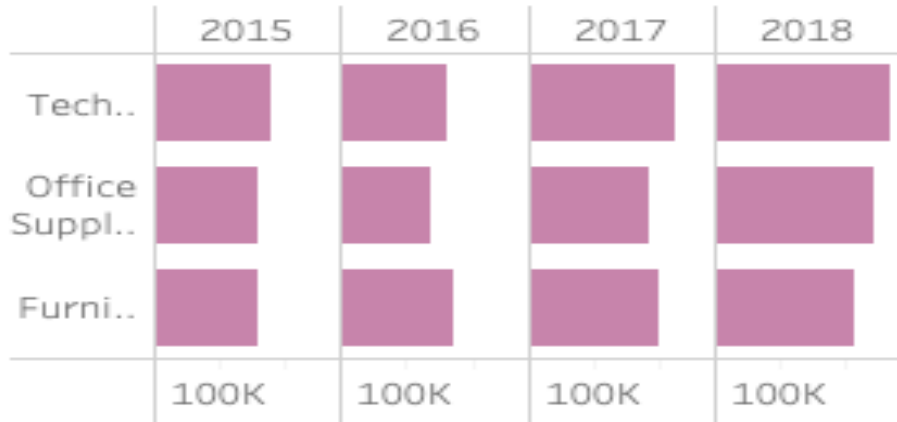


Profit by State (2016)

•**Insight:** The profit distribution across different states for the year 2016 shows significant variances.

- The West region has a notable profit of 108,372.
- The East region leads with the highest profit of 1,012,486.
- This highlights where our marketing and sales efforts are most effective and where there might be opportunities for growth.

Yearly Category Sales Comparison



Yearly Category Sales Comparison (2015-2018)

• **Insight:** The comparison of sales across different product categories from 2015 to 2018.

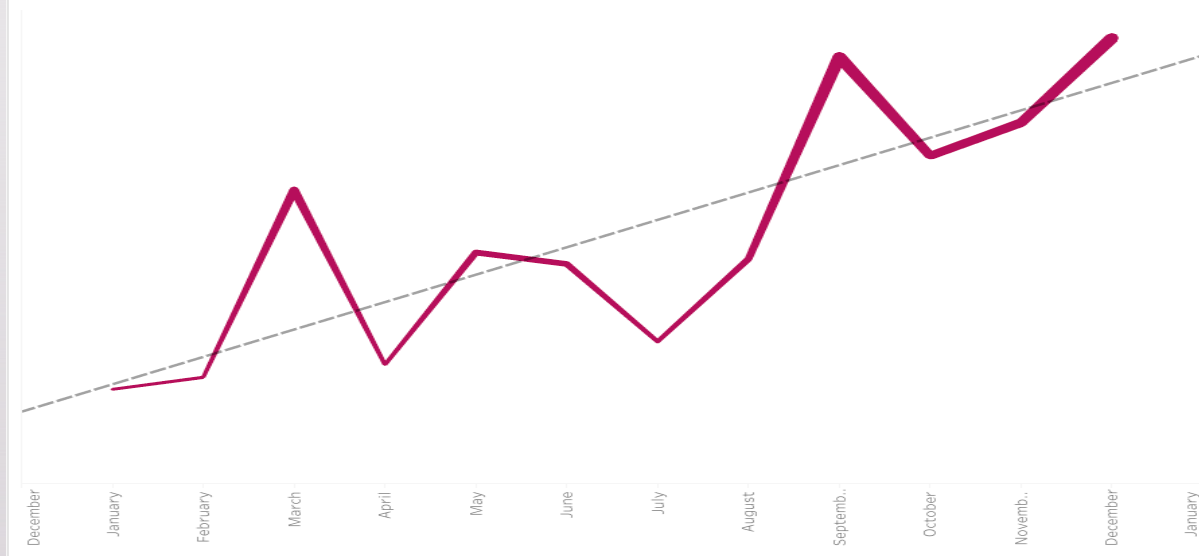
- **Technology:** Consistently the top-selling category each year.
- **Office Supplies:** Shows stable sales with minor fluctuations.
- **Furniture:** Displays a steady increase in sales over the years.
- This indicates strong customer demand for technology products and a growing interest in furniture.

Variation of Profit by Month (All Years)

• **Insight:** Monthly profit variations show trends and seasonality in sales.

- Peak sales months: March, May, and December.
- Lowest sales months: February and June.
- Understanding these trends helps in planning promotions and inventory management to maximize profits during high-demand periods and mitigate low-demand periods.

Variation of Profit by Month in year:All



1. Geographic Profit Distribution:

- Insight:** The East region generated the highest profit in 2016, amounting to 1,012,486, followed by the West region with 108,372.
- Implication:** This indicates that our marketing and sales strategies are most effective in the East region. There is potential for growth in other regions.

2. Yearly Category Sales Comparison:

- Insight:** Technology products consistently top sales each year from 2015 to 2018, followed by Office Supplies and Furniture. Furniture sales show a steady increase over the years.
- Implication:** We should continue to focus on Technology products while exploring opportunities to expand our Furniture product line, which is gaining popularity.

3. Monthly Profit Variation:

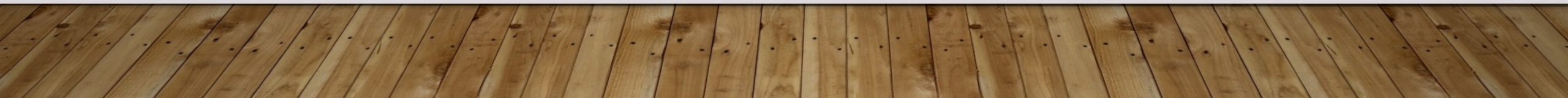
- Insight:** Peak sales months are March, May, and December, while February and June see the lowest sales.
- Implication:** Understanding these seasonal trends can help us plan targeted promotions and manage inventory effectively to maximize profits during high-demand periods.

4. Sales and Profit KPIs:

- Insight:**
 - Total Sales: 2,307,249
 - Total Profit: 289,956
 - Total Customers: 793
 - Total Orders: 5,013
- Implication:** These key performance indicators reflect robust business performance and strong customer engagement. Continuous monitoring of these KPIs is crucial for sustaining growth.

5. Top and Bottom Products by Profit and Sales:

- Insight:** The Canon image CLASS 2200 and Fellowes PB500 Electric Punch are among the top-performing products. Some products with lower profit margins and sales need reevaluation.
- Implication:** Focus on promoting high-performing products and consider improving or discontinuing low-performing ones to optimize our product portfolio.



RECOMMENDATIONS:

ENHANCE MARKETING IN HIGH-PROFIT REGIONS: FOCUS ON STATES LIKE THE EAST AND WEST REGIONS WHERE THE PROFIT MARGINS ARE HIGH.

PRODUCT STRATEGY: CONTINUE TO PUSH TECHNOLOGY PRODUCTS DUE TO THEIR HIGH SALES AND LOOK INTO EXPANDING THE FURNITURE LINE WHICH SHOWS AN INCREASING TREND.

SEASONAL PROMOTIONS: PLAN TARGETED PROMOTIONS DURING PEAK MONTHS (MARCH, MAY, DECEMBER) TO MAXIMIZE SALES.

CUSTOMER ENGAGEMENT: DEVELOP PERSONALIZED OFFERS AND LOYALTY PROGRAMS BASED ON CUSTOMER PURCHASE HISTORY TO INCREASE REPEAT PURCHASES AND RETENTION.

Conclusion:

The analysis of Unicorn's ecommerce data provides valuable insights into sales trends, profitability, and customer segmentation. By focusing on high-performing regions, targeting peak sales months, and reassessing the product mix, Unicorn can strategically enhance its market presence and profitability. In conclusion, the Unicorn business has demonstrated strong performance with significant opportunities for growth. By leveraging these insights, we can strategically enhance our sales and marketing efforts to further improve profitability.

Acknowledgments:

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