



# Unicorn Performance Analysis 2015-2018

Evaluation of Sales, Profitability, Orders, and Discount Dynamics

Zohreh Shariati - Nov 2024

Masterschool

## BACKGROUND

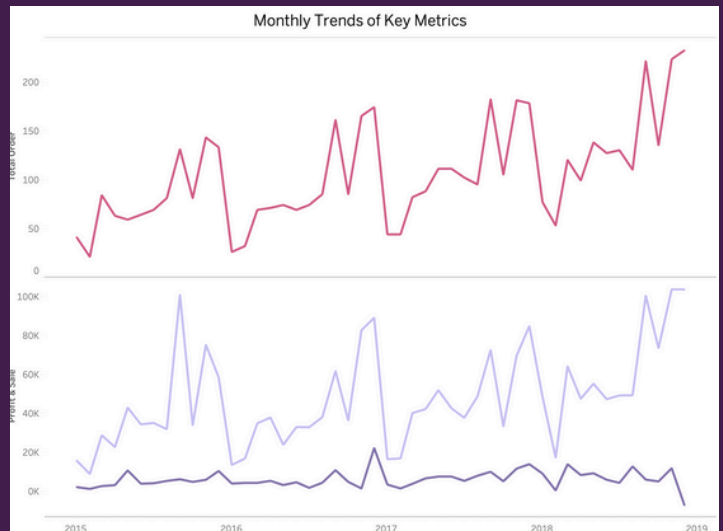
Family-owned e-commerce platform Unicorn's performance data analyzed from 2015 to 2018 to find growth areas for their diverse product range.

## PROJECT OBJECTIVES

- Analyze Sales Data
- Identify Strengths and Weaknesses
- Highlight Growth Opportunities

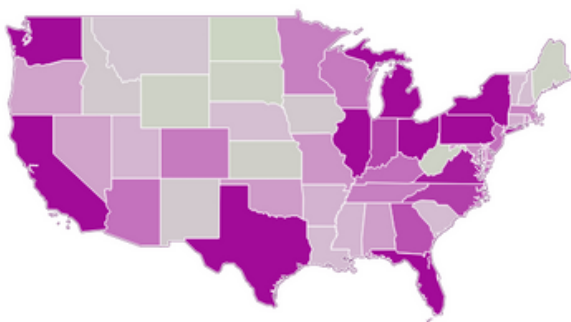
## KEY INSIGHTS

1. **Sales Growth:** Sales rose steadily from 2015 to 2017 and **jumped 37%** in 2018, reaching \$2.3M, with consistent Q4 peaks, especially in September.
2. **Profit Challenges:** Profit increased modestly until 2017, then **declined 6% in 2018**.
  - **Technology** increased profits, while furniture and office supplies declined in profits.
  - particularly in the Central region, contributing to **negative profit**.

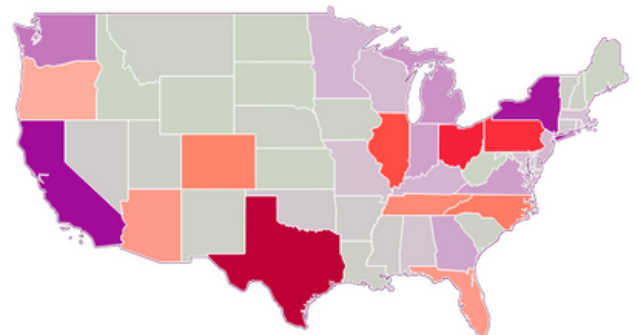


3. **Regional Performance:** The West and East regions led in both sales and profit. In contrast, Central states like Texas, Ohio, and Pennsylvania had **high sales** but **large losses**, driven by over-discounting and underperforming product categories.

Sale by State



Profit by State



## RECOMMENDATIONS

- **Seasonal:** Prep marketing & inventory for Q3/Q4 peaks.
- **Regional:** Grow West & East; fix Central (TX, IL - cut losses).
- **Product:** Scale Tech; improve Furniture (low-profit areas).
- **Shipping:** Push Standard; review Same Day efficiency.
- **Discounts:** Reduce Central discounts; align with performance.
- **Growth:** Target high-sales/low-profit states (OH, PA, NC); replicate NYC success.



Project Links: [SQL](#) , [Spreadsheet](#) , [Tableau\\_Part1](#) , [Tableau - Part2](#) , [Presentation](#) , [Google Drive](#)