

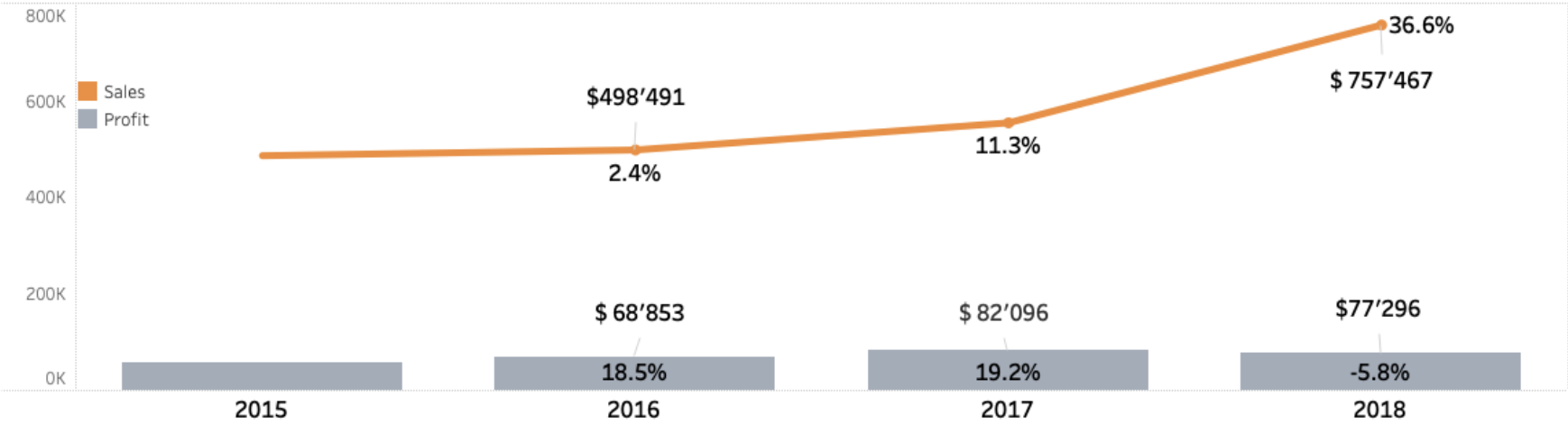
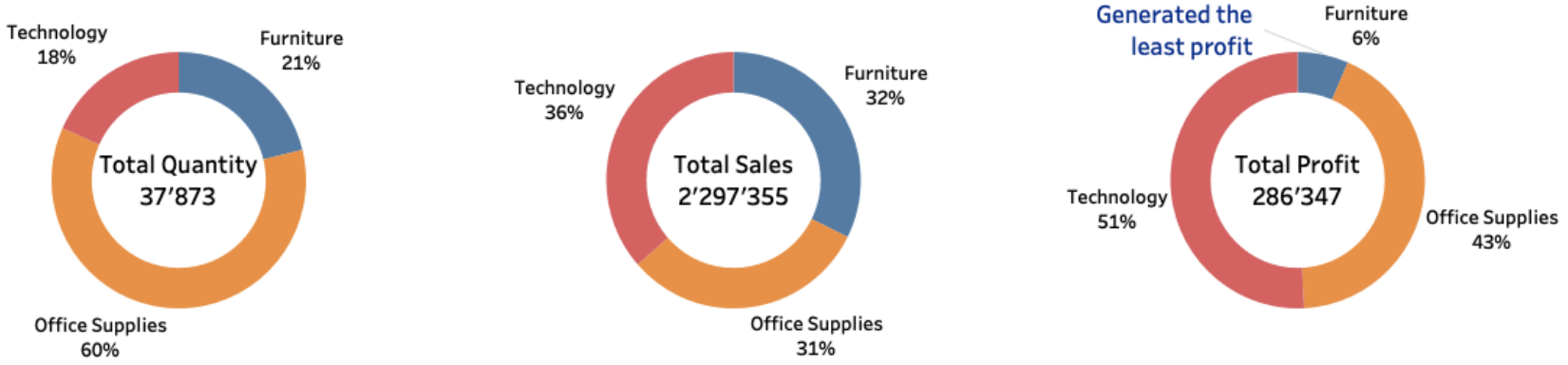
DA105.3 Capstone Project: Unicorn Profitability Analysis

Aktolkyn Perritaz

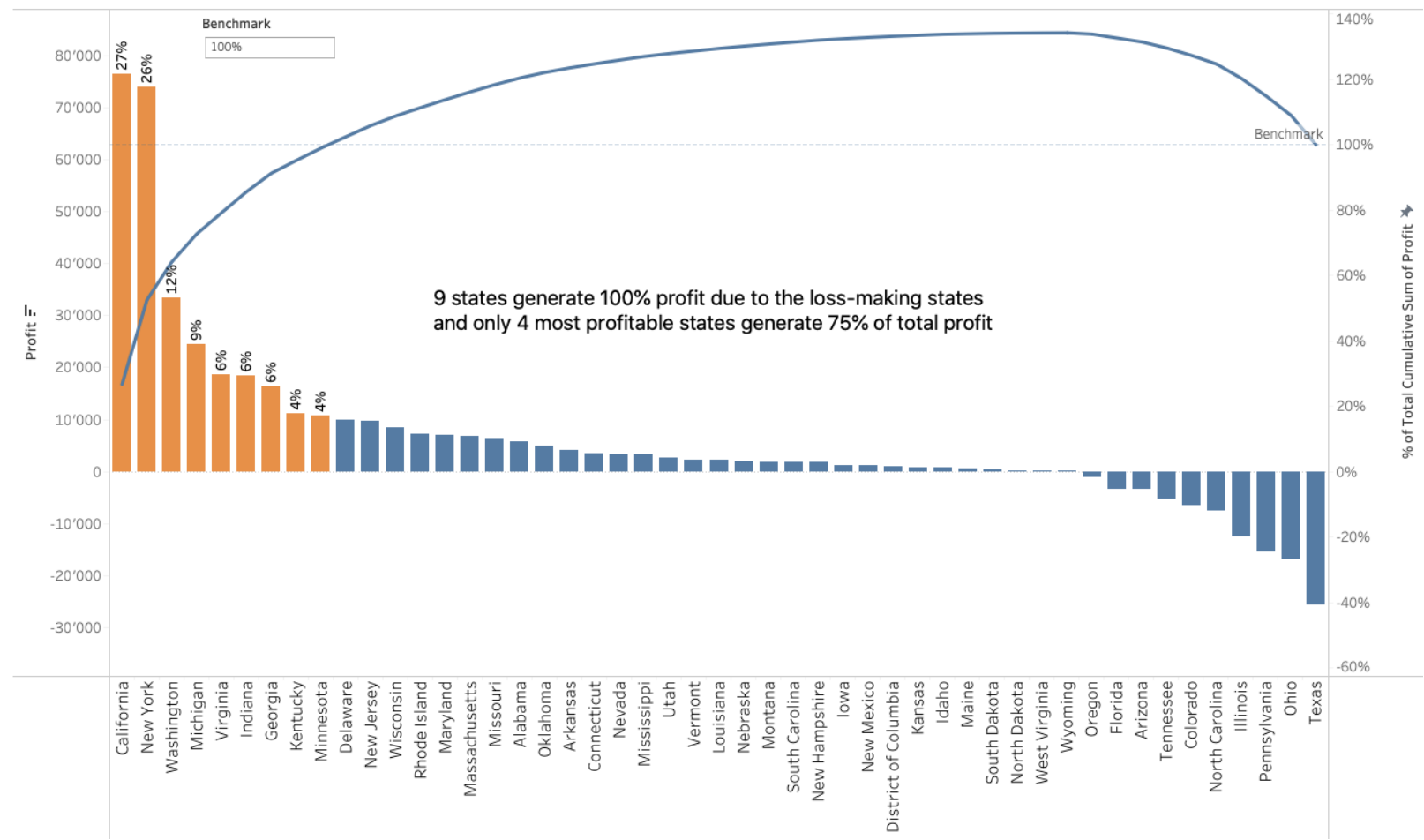
Masterschool Data Analysis

March 10, 2023

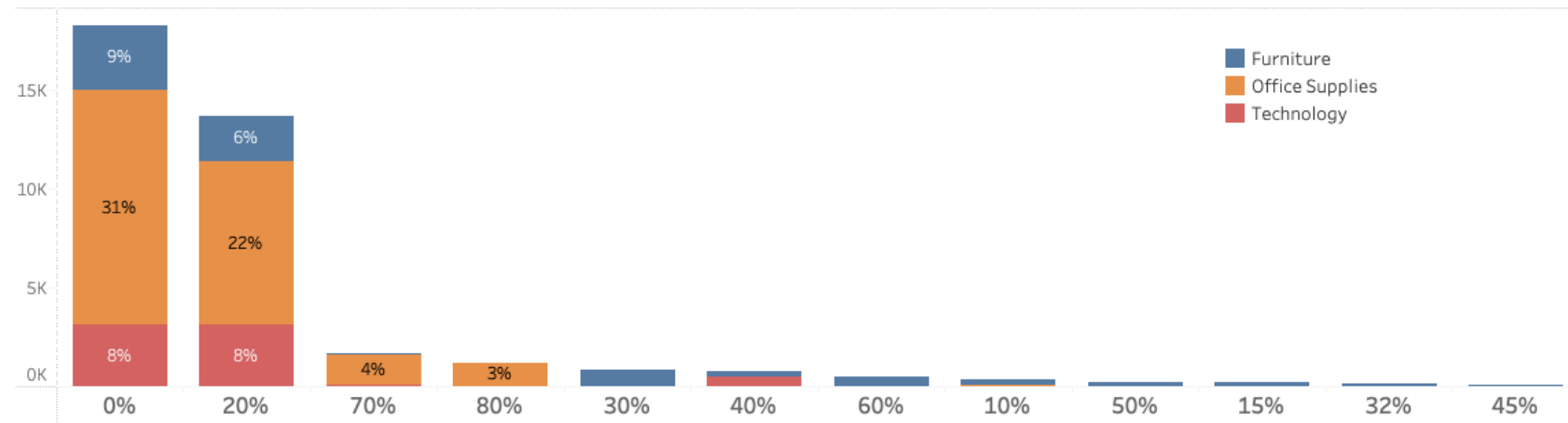
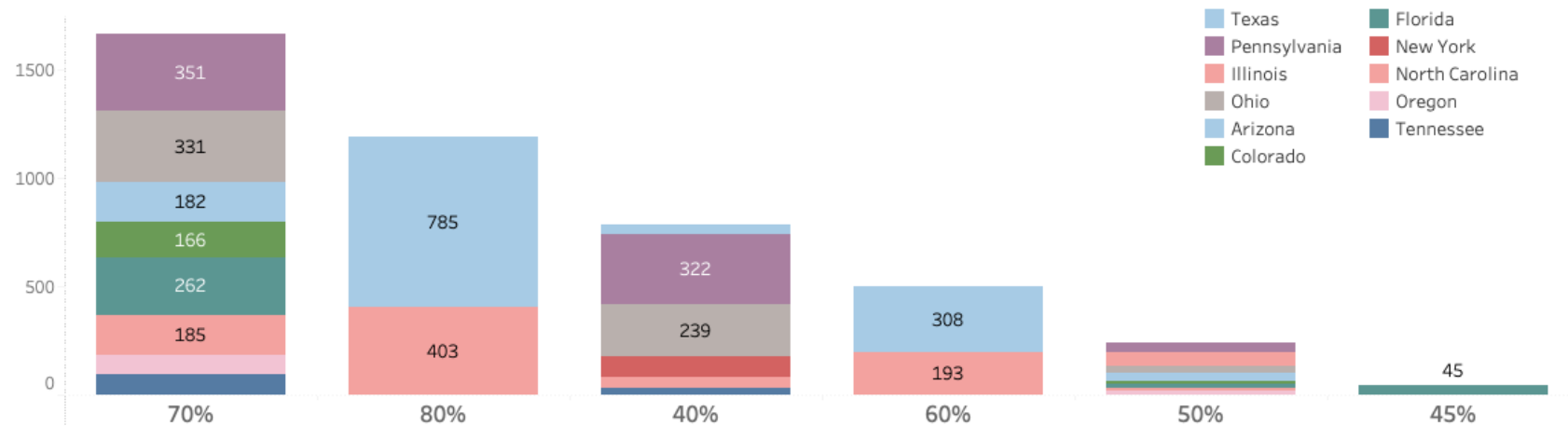
2015-2018 Business Overview: (1) Technology generated the most profit; (2) Profit in 2018 decreased by 5.8% despite Sales increase by 36.6%



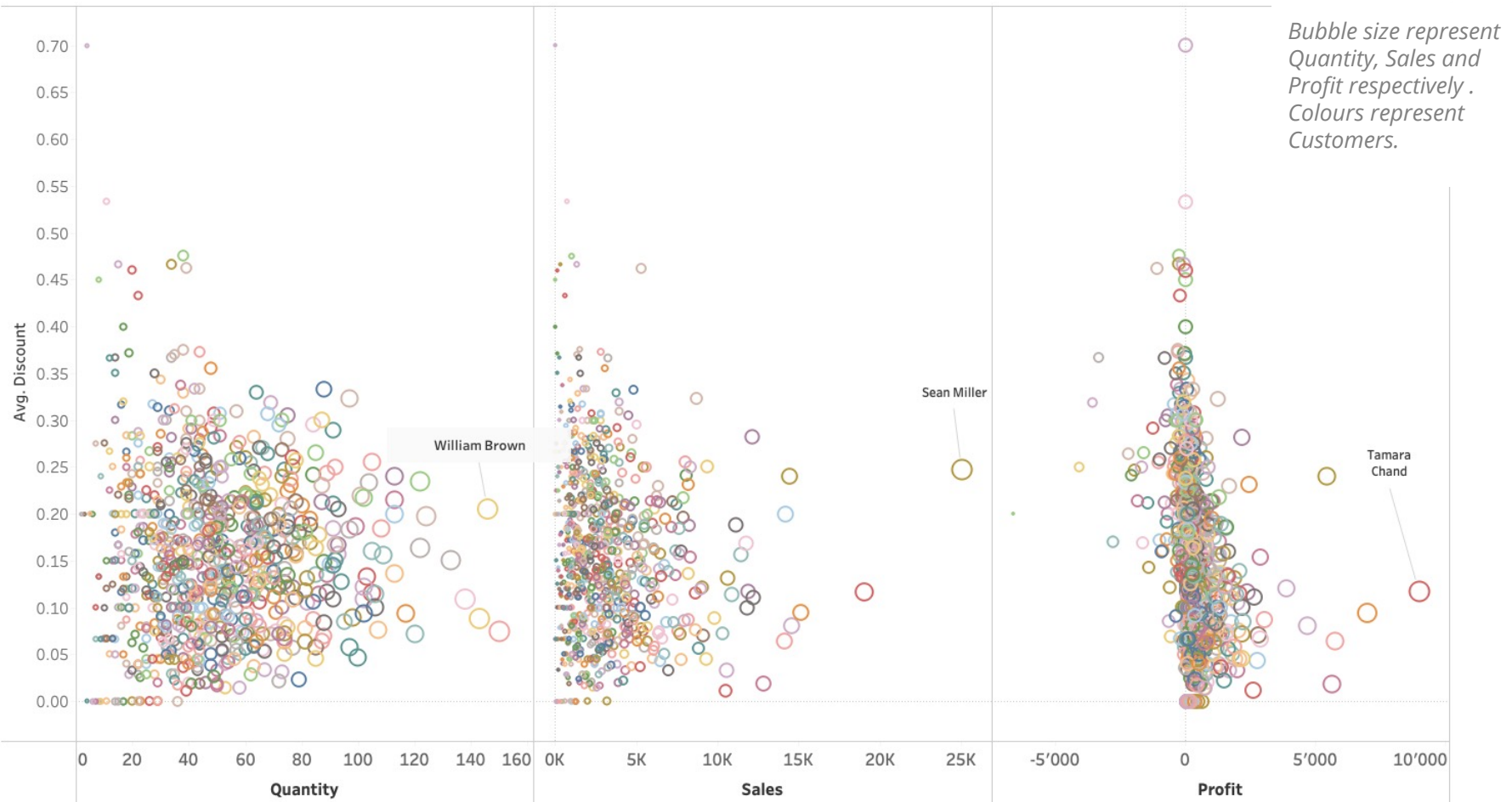
2015-2018 Profit: Unicorn operates across 49 States however profitability varies significantly



Quantity by Discount Rates: Breakdown by States and Category



High discounts do not actually drive Volumes, resulting in lower Sales and Profits



Recommendations

- Discount policy seems to have an immediate impact on Sales and Profitability
- Revising discounting policy could be one of the solutions to improve the profitability
- For example, zooming in on the best performing Products, Customers and States by Quantity and other KPIs and evaluating if the same discounting could be applied to other products could give us some pointers to design more effective discounting policy