
Unicorn Insights

For 2015 - 2019 period

Discounting

1. Discount impact on Profit
2. The above relation with Total Sales

Sales / Profit %

1. Top Sales N States generally are doing well
2. Bottom Profit Ratio States are bad across the board

Recommendation

1. Rethink discounting strategy: from general discounting to targeted customer retention
2. Look in to the Bottom 13 States by Profit Ratio