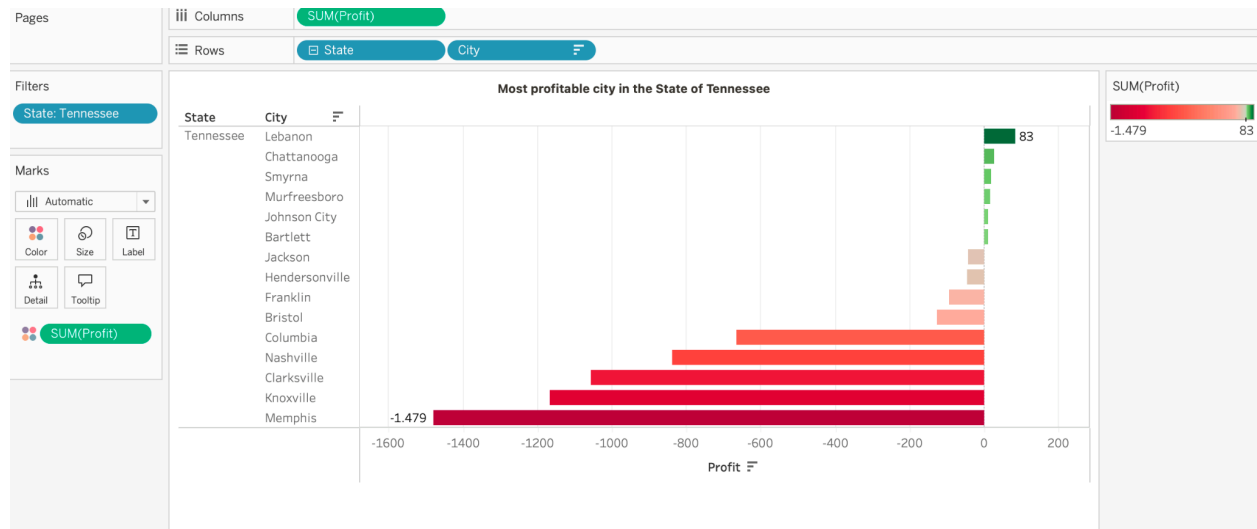


Unicorn Summary Report

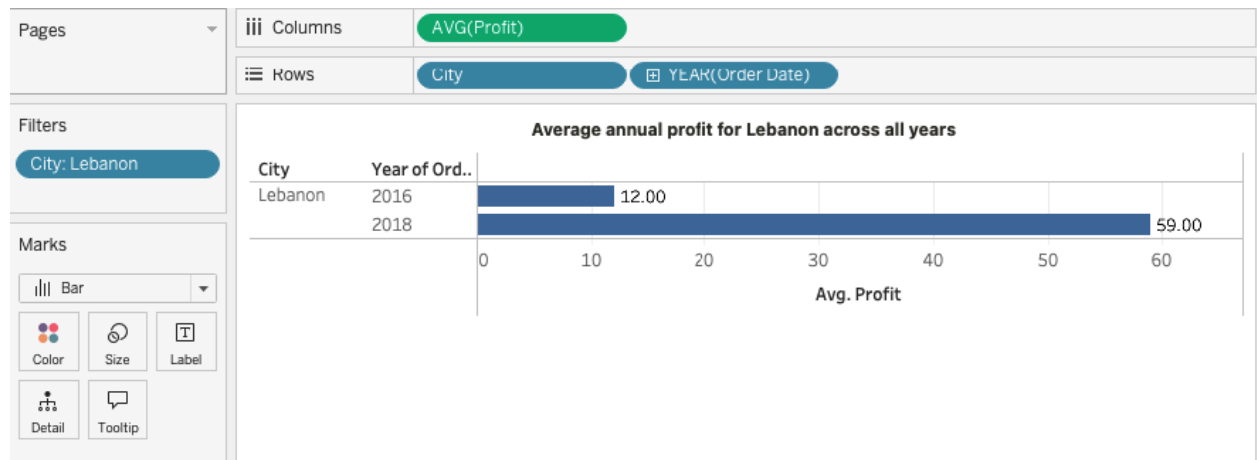
Business Problem 1:

What is the most profitable city in the State of Tennessee?



Business Problem 2:

What is the average annual profit for that city across all years in that city?



Business Problem 3:

What is the most profitable product category on average in Iowa across all years?

Pages

Columns

Rows

State

Category

Product Name

Filters

State: Iowa

Marks

Automatic

Color

Size

Text

Detail

Tooltip

SUM(Profit)

Most profitable product category on average in Iowa across all years

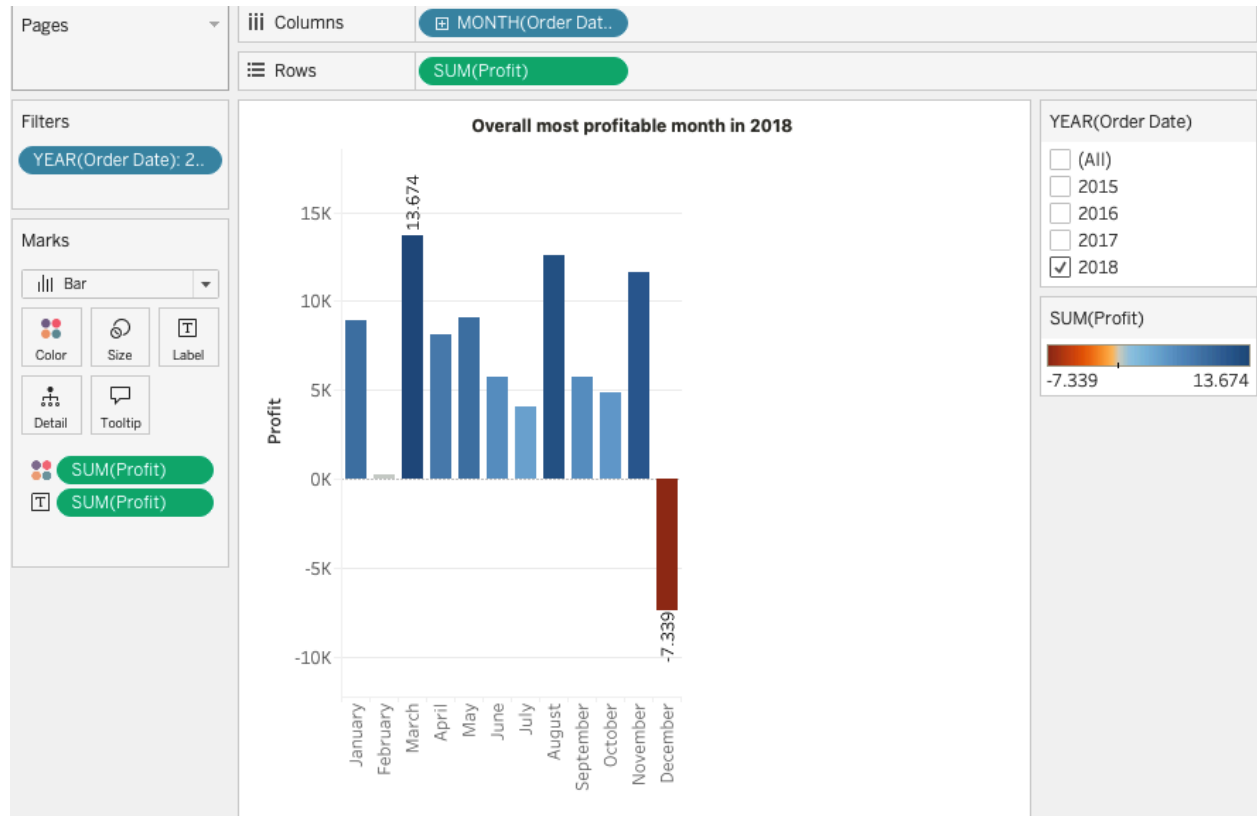
State	Category	Product Name	
Iowa	Furniture	Hon Olson Stacker Stools	394
		Hon 94000 Series Round T...	107
		C-Line Magnetic Cubicle K...	15
		DAX Value U-Channel Doc...	5
	Office Supplies	GBC White Gloss Covers, ..	54
		Easy-staple paper	50
		Xerox 1887	46
		Hunt PowerHouse Electric...	23
		Vinyl Coated Wire Paper C...	22
		Recycled Desk Saver Line ..	21
		Xerox 1987	20
		GBC Instant Report Kit	16
		Wilson Jones Impact Bind..	13
		Avery Durable Plastic 1" ..	13
		Staples in misc. colors	12
		Boston 19500 Mighty Mit..	11
		Cardinal EasyOpen D-Ring..	9
		Acco Pressboard Covers w...	7
		Xerox 1997	6
		Tenex Personal Project Fil..	4
		Hammermill Color Copier ..	4
		Xerox 224	3

Business Problem 4:

What is the most popular product in that category across all states in 2016?

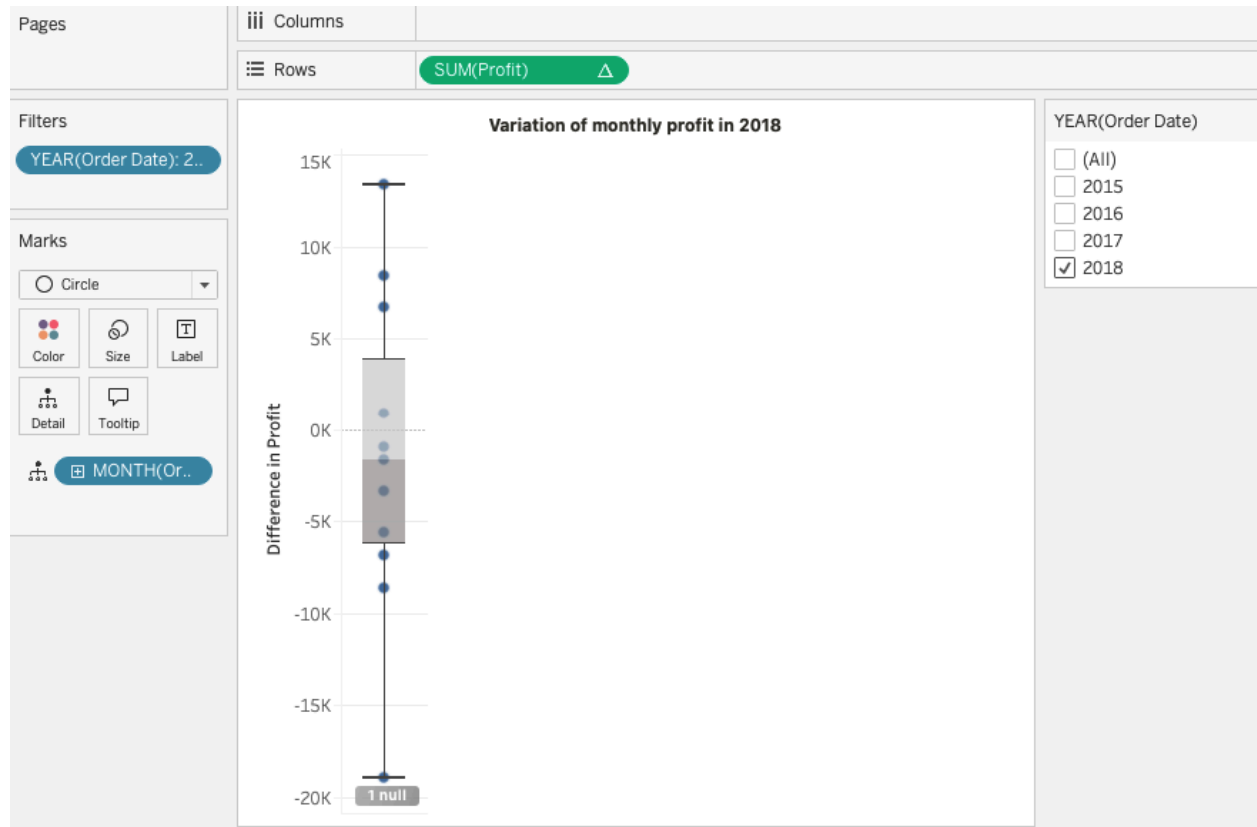
Filters		Most popular product in the category Furniture across all states in 2016																		YEAR(Order Date)	
Category: Furniture																				<input type="checkbox"/> (All)	
YEAR(Order Date): 2016																				<input type="checkbox"/> 2015	
																				<input checked="" type="checkbox"/> 2016	
																				<input type="checkbox"/> 2017	
																				<input type="checkbox"/> 2018	
Marks																				CNT(Order ID)	
<input type="checkbox"/> Automatic																				<div><div></div></div>	
<div><div></div>Color</div> <div><div></div>Size</div> <div><div></div>Label</div>																				1	
<div><div></div>Detail</div> <div><div></div>Tooltip</div>																				5	
<div><div></div>CNT(Order ID)</div> <div><div></div>CNT(Order ID)</div> <div><div></div>Product Name</div>																					
		Eldon Expressions Wood Desk Accessories, Oak	Eldon "L" Workstation Diamond	Hon GuestStacker Chair	Seth Thomas 8 1/2" Cubicle Clock	Bretford CR8500	Eldon	Eldon	Eldon	Eldon				Global	Global	Global	Global	Global	Global		
		Harbour Creations Steel Folding Chair	Eldon Wave Desk Accessories	Hon Metal Bookcases, Putty	Staple-based wall hangings	Bretford Rectangular	Global Leather	Hon	Lesro	Luxo					Metal						
			Executive Impressions 14" Two-Color	Hon Olson Stacker Stools		Global Push Button														Nu-Dell Float	Office Star Flex
		Hon 4070 Series Pagoda Armless Upholstered	Floodlight indoor Halogen Bulbs - 1 Bulb	Howard Miller 11-1/2" Diameter		Bush Heritage	Global Super Steno	Nu-Dell Oak Frame													
		Hon Deluxe Fabric Upholstered Stacking Chairs	GE 48" Fluorescent Tube, Cool	Howard Miller 13" Diameter Pewter Finish		Bush Westfield	Coloredge Poster	HON 5400 Series Task	O'Sullivan Living												
			Ki Conference Tables	Global Ergonomic Managers	Howard Miller Distant Time Traveler Alarm		DAX Two-Tone	High-Back Leather	O'Sullivan Living												
		Office Star - Contemporary Swivel Chair with	Global Fabric Manager's Chair, Dark	Ki		DAX Two-Tone	Hon 2090 "Pillow	OIC Stacking													
			SAFCO Arco Folding Chair	Global Highback Leather Tilter	Longer-Life Soft White Bulbs		DAX Value U-Channel	Hon 2111 Invitation	Office Star -					Hon	Hon	Hon	Hon	Hon	Hon		
		Advantus Panel Wall Certificate	Global Leather Highback Executive Chair	Novimex Turbo Task Chair		DMI Eclipse Executive	Hon 4070 Series	Office Star -													
			Atlantic Metals Mobile S-Shelf	Global Manager's Adjustable	O'Sullivan 2-Door Barrister		Dana Fluorescent	Hon Comfortask	Office Star -												
		Chromcraft Round Conference	Global Stack Chair with Arms, Black	Safco Contoured Stacking Chairs		Deflect-O Glasstique	Hon Metal Bookcases,	Office Star - Mesh													
			DAX Contemporary	Hon Every-Day Series Multi-Task	Safco Value Mate Series Steel		Deflect-o DuraMat	Hon	Office Star - Mid Back												
						Deflect-o EconoMat	Hon Racetrack	Office Star -													

Business Problem 5:
What was the most profitable month in 2018 overall?



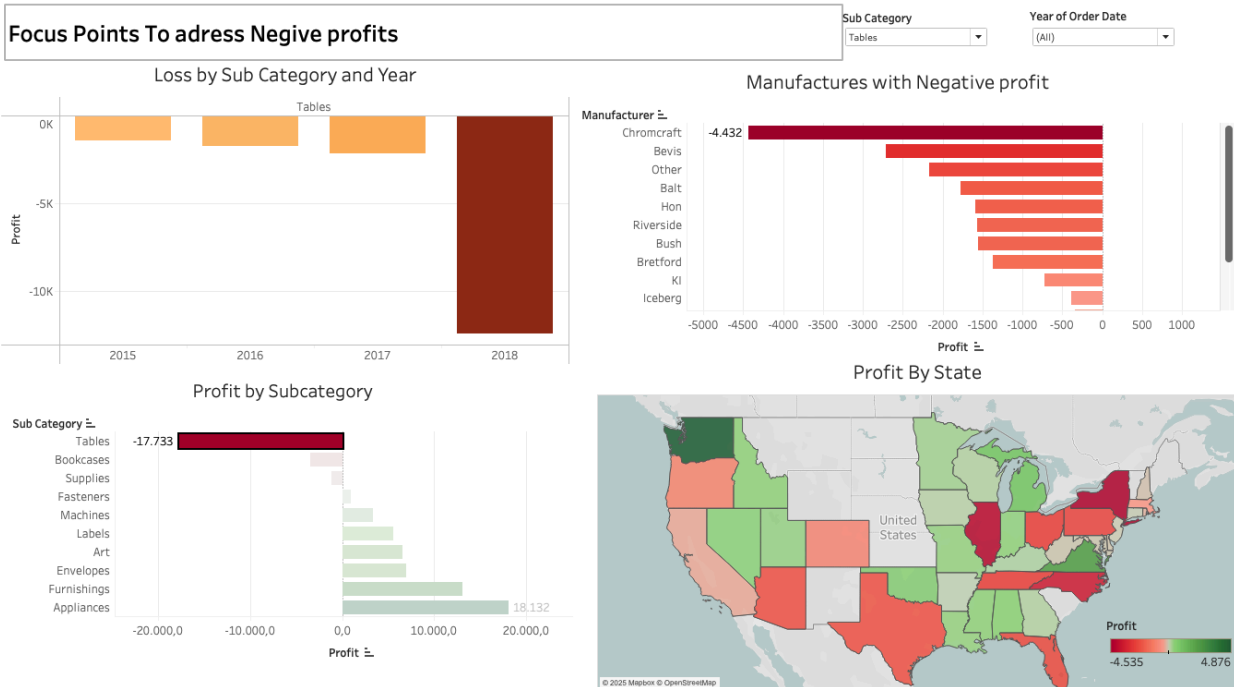
Business Problem 6:

How widely did monthly profits vary in 2018?



Additional insight above the required problems:

A dashboard to drill down on the focus area causing negative profit margins.



Conclusions:

From the information provided it is clear that we have outliers that cause negative profits. It also is highlighted that the effect was worst in 2018 and can be narrowed down to a few manufacturers. This dashboard will assist you to analyse these outliers and focus are attention on the most critical areas.