

## UNICORN company

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Insights (Year 2018):

- In March, profits increased sharply
- "Despite increased sales at November, the company's profits decreased last quarter
- Sales are weak on Thursday
- "California" and "New York" are the two most profitable countries
- Among all cities, "New York" is the most profitable
- Among the Sub-categories, "Copiers" are the most profitable, while "Tables", "Machines" and "Supplies" are the least profitable
- Most profitable product: "Canon imageCLASS 2200 Advanced Copier"
- "Cubify" has the lowest profitability among manufacturers
- "Hon" manufacturers are the only ones who make reasonable profits from "Tables" sub-category

Recommendations:

- Promoting and discounting on Thursday will increase sales traffic
- "Cubify" causes big losses. If we stop collaborating with him, we will earn 3,840\$ next year.
- Due to lack of profitability, stop selling products from "Tables" subcategory
- Continually sell only the following two products from sub-category "Machines": '805' and '20' (Product\_id)
- Under the "Binders" subcategory, stop selling the following products: '896', '651', '689', '897' (Product\_id)
- Under the "Supplies" subcategory, stop selling product number '1050'
- Next year, if we implement all the recommendations, we will save 21,595\$, which is 23% of last year's profits. Also, sales are expected to increase after a promotion on Thursday.

