

UNICORN company

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Insights:

- Sales dropped sharply in October.
- Sales are weak on Thursday.
- “California” and “New York” are the two most profitable countries
- Among all cities, “New York” is the most profitable.
- More than 50% of sales is between 0-30\$ per order.
- The most profitable categories are “Office Supplies” and “Technology”, while “Copiers” are the most profitable subcategories.
- Best seller Product: “Staples”
- Most profitable product: “Canon imageCLASS 2200 Advanced Copier”
- Among manufacturers, “Cubify” has the highest loss rate
- Product with the Lowest profit-ratio rate: “Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac”

Recommendations:

- Promoting and discounting on Thursday will increase sales traffic
- Due to lack of profitability, stop selling products from the following subcategories: “Supplies”, “Bookcases”, “Tables”
- Stop selling the product with the lowest order-profit ratio: “Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac”
- The manufacturer “Cubify” causes us three times more losses than the next manufacturer after him, so we should stop working with him
- “Tamara Chand” she is our most profitable Customer. I would suggest to give her discount coupons for her next purchase.

