

Masterschool

Capstone Project

Unicorn Data Analysis

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Tableau Public Link :

https://public.tableau.com/app/profile/ricardo.dubresil/viz/Unicorn_DA_Profits_Analysis_Storyboard/Storyboard?publish=yes

Dashboard 1: Average and Sum of Profits over time

Insights:

- In the most recent year, 2018, company Profits have been steadily increasing with a major peak in March bringing in \$14,758 in total profits and a total 58,880 in sales.
- Now, looking at the data from the beginning there is a steady increase in both total profits and total sales across all states and product categories and sales seems to be positively correlated with the discounts.
- The product category that made up most of the profits and sales was Technology.
- However, Furniture has been performing the worst, and the worst year was 2016 with the average monthly sales declining and profits remaining stagnant. Even considering the total sales for furniture, profits remain stagnant.

Recommendations:

- Further analysis of the sales and cost in the furniture category can help identify why profits have been stagnant for 4 years.

Dashboard 2: Profits By State

Insights:

- Looking at this map, we can see that California, New York, and Washington state are the 3 most profitable states across all years.
- While Texas, Ohio, and Pennsylvania are the worst performing states, with Texas having a total loss of -\$25,714 across all years.
- Looking at the product categories we can again see that Technology is the most profitable category for the company while furniture is the least profitable across all years.
- Looking at the number of customers per state, we see that California, New York, and Texas are amongst the top ranking ones

- **Recommendations:**

- So we need to take a closer look at Texas and determine the reason why it is so far below in profits, considering it is Unicorn's 3rd largest customer base.
- Overall, we can replicate the strategies used in profitable states to nearby states, so we can grow profits for the company across board.

Dashboard 3: Shipping Mode and Customer Segment

General Insights:

- To begin we can see that Consumers are the company's biggest customer segment both in terms of profits as well as quantity ordered.
- We can also see that across all customer segments the *Standard Shipping Mode* is the most used & profitable, while *Same Day* is the least used & profitable.
- The shipping mode with the highest profit per unit is First class.
- We also see that typically in Fall and Summer seasons, Consumers tend to make up over 50% of the total customers.

Deep down Insights:

- Let's take a look at Texas now, we see that the company lost most of its profits in all customer segments, and shipping modes, for all categories except Technology.

Recommendations:

- In the state of Texas, company needs to further analyze the performance of the shipping modes, particularly in the Furniture and Office Supply categories.
- Now in general, promoting First Class shipping more to customers, as that is the one with the highest profit per unit across all products, would be a good way to increase profits.

Wrap-up:

- Due to the lack of detailed information about the supply chain (shipping modes, delays, returns, penalties, etc..) we could not investigate further. It can be beneficial for the company to collect those data points for future analysis and better decision-making.