Context:
Unicorn is a family-owned business in the E-commerce sector. It offers a wide range of products across three main categories: technology, furniture, and office supplies. Although Unicorn has already collected substantial data, the data analysis (DA) team is in the process of expanding.

Objective:
The goal was to create an interactive dashboard that provides insights into sales, profits, and order trends for the time period 2015–2018. Users should be able to filter results by time period, region, and product. My aim was to structure the data and assemble the relevant pieces to provide quick, valuable insights.

Approach and implementation:
I designed an interactive dashboard to offer an overview of several key performance indicators (KPIs). The distribution of orders highlights a concentration in the West and East regions, with a smaller contribution from the Northeast. Analyzing sales over the years reveals consistent growth, with a peak every September followed by a significant dip in October. Sales recover in November, reaching their highest points during the Christmas season.

Examining the top and bottom-performing products revealed an intriguing insight: both extremes belong to the technology category. Interestingly, the bottom-performing products had been sold with substantial discounts despite their high prices. This is surprising, as Unicorn experienced significant losses on orders that included these products.
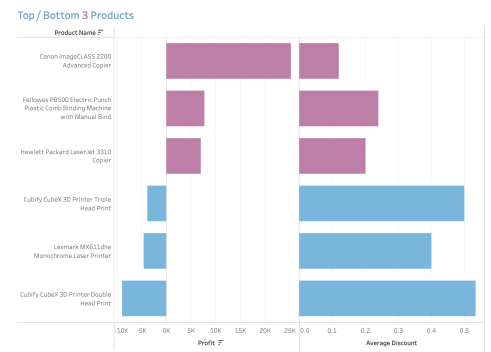
I also explored different subcategories, which showed remarkable differences. Overall, the categories Office Supplies and Technology and their respective subcategories contribute positively to all-time profits. In contrast, Furniture is segmented more unevenly across its subcategories.

Recommendations:
The discounts applied to several products require further investigation. Why are we offering discounts exceeding 50% on expensive products? Additional data and customer feedback on these products could provide valuable insights. Also the method of sharing and using discount codes should be investigated. There might be also some kind of fraud, but we need further information about the return rates, the condition of returned products and review about products.

We should also reevaluate specific products in each category. Discontinuing underperforming products could be a viable strategy.

Lastly, marketing efforts should be reviewed to increase order volumes in the central states, as there may be untapped potential in these regions. This would require collaboration the marketing team to identify opportunities and strategies.
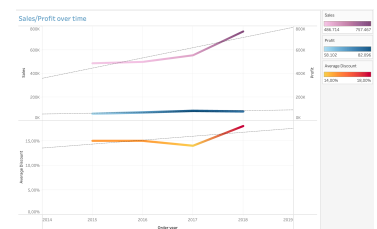
By gathering further data and addressing these points, I believe we can transform the current stable profit trend into a growing one.

Unicorn Store Overview

Link to dashboard on Tableau Public:

https://public.tableau.com/views/Unicorn_SB/UnicornDashboard?:language=de-DE&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Link to the spreadsheet:

https://docs.google.com/spreadsheets/d/1jUyUQJ3oNOluzwC3SvZl_KKMN68UIXrywmv9UrJoj2Q/edit?usp=drive_link

Link to the SQL documentation:

https://docs.google.com/document/d/1mklCXV1acWdbshrdcKiXsE_oAm2mdx-_aTIFUq5G4EU/edit?usp=drive_link

Link to the video file:

https://drive.google.com/file/d/1KaeFSJ-NaVMhXFrX1aO_2ShOSPwzQ2jK/view?usp=sharing