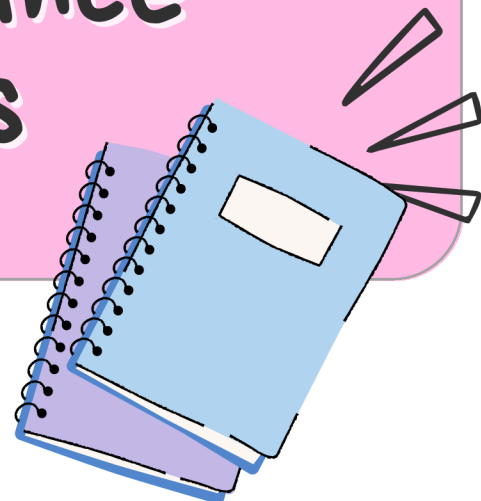
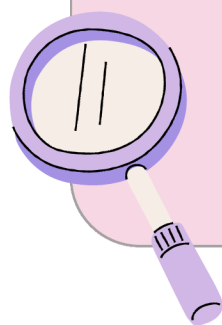


Unicorn Company I Business Insights & Performance Trends



01

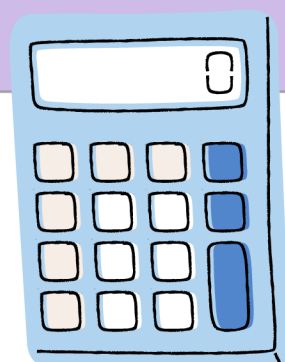
- Concentrated Sales Regions
- Varying State-Level Performance
- Sparse Central U.S. Activity
- Regional Dominance



Total Sales	\$2,297,355
Total Profit	\$286,347
Average Sales	\$230
Average Profit	\$29
Overall Profit Margin	12%
Total Units Sold	37,873

02

- Fluctuating Growth Trajectory (2015-2018)
- Mid-Period Peak Performance (2017 Q3)
- Significant 2018 Q4 Decline
- Actionable Insight



03

- Consumer Segment Dominance
- Significant Corporate Contribution
- Lower Home Office Share
- Segmented Revenue Focus

Revenue Share by Customer Segment

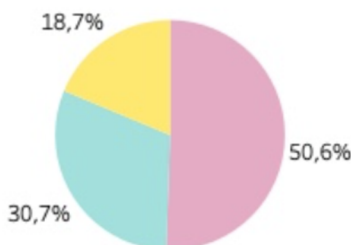
Use filters to explore differences by product, year, and location

Segment

Consumer

Corporate

Home Office

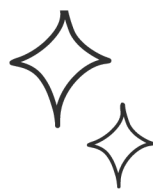
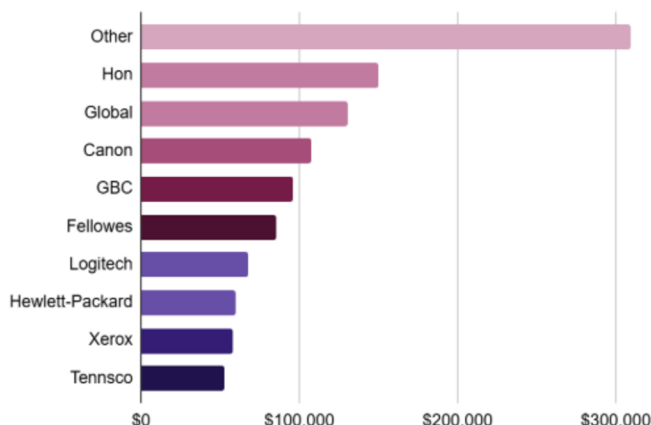


04

- “Other” Dominance
- Top Tier Performance
- Long-Tail Distribution
- Key Manufacturer Contribution



Top 10 Manufacturer by Total Sales



Tehmina Aziz
Hande Gabrali-Knobloch
Sevil Küçük
Rutvik Pimpalkar