

# Unicorn Company | Business Insights & Performance Trends

A data-driven overview of sales, customer behavior, and strategic opportunities



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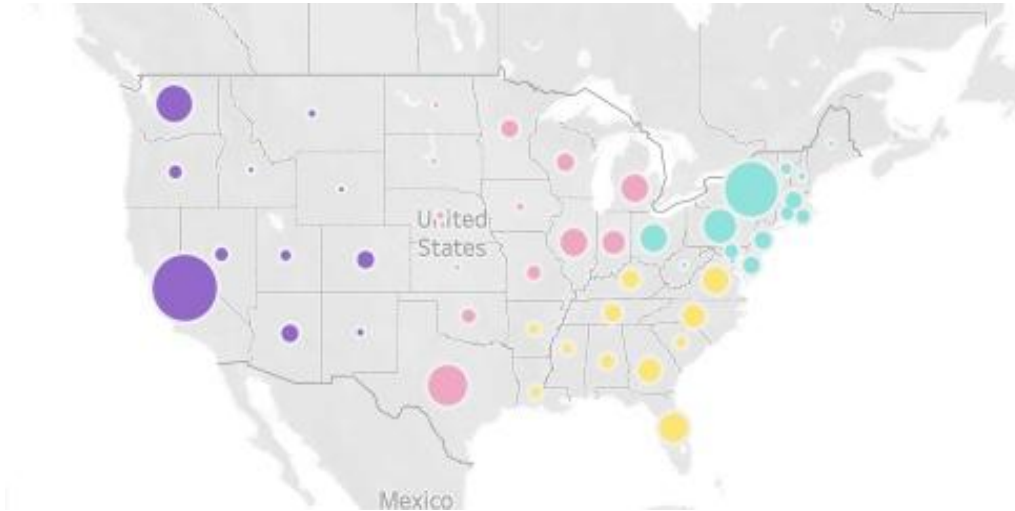
PostgreSQL · Google Sheets · Tableau · GitHub · Colab

# Key Insights

- KPIs & Geographic Distribution
- Sales & Profit Over Time
- Revenue Share by Customer Segment
- Most Profitable Product Categories
- Diverse Manufacturer Base Drives Revenue

# KPIs & Geographic Distribution

## Sales Performance by State



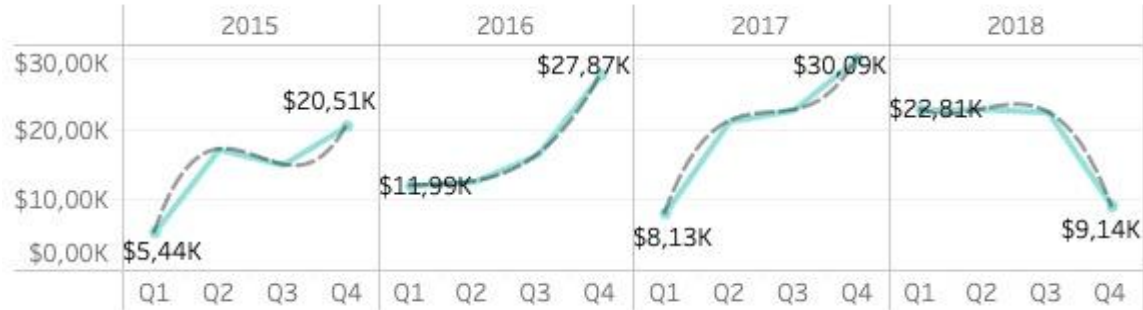
KPIs	
Total Sales	\$2,297,355
Total Profit	\$286,347
Average Sales	\$230
Average Profit	\$29
Overall Profit Margin	12%
Total Units Sold	37,873

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

# Sales & Profit Over Time

## Sales & Profit Over Time

Tracking total revenue and profitability trends over time



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

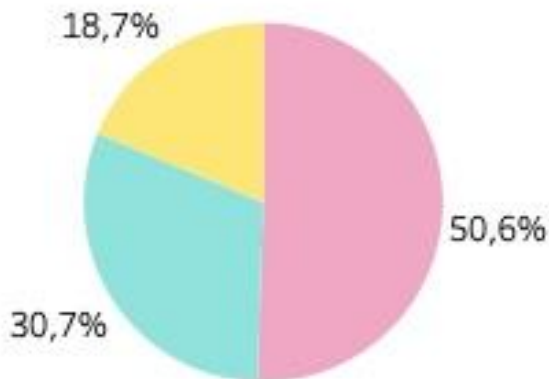
# Revenue Share by Customer Segment

## Revenue Share by Customer Segment

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

### Segment

- Consumer
- Corporate
- Home Office



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

# Most Profitable Product Categories

## Most profitable Product Categories

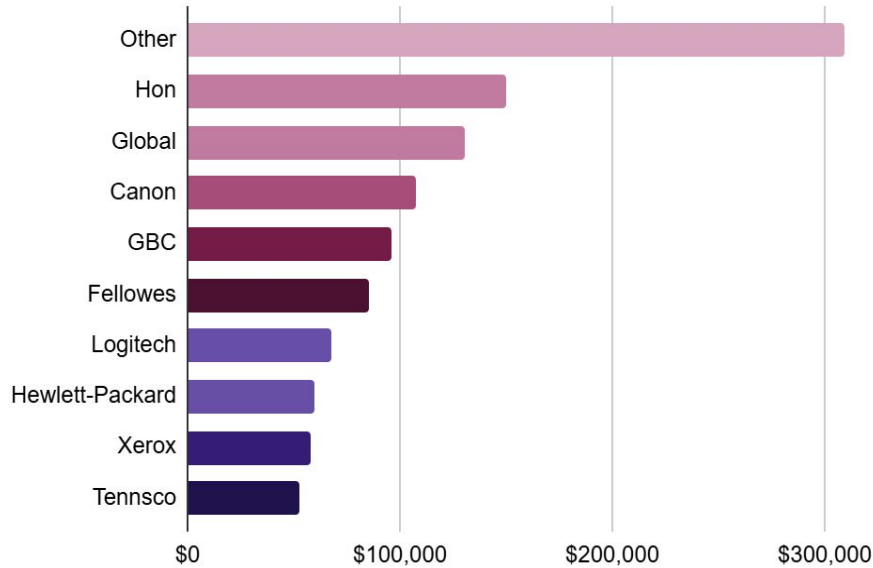
Use filters to explore different years, states, and customer segments



- Technology Leads Profitability
- Strong Office Supplies Contribution
- Lower Furniture Profitability
- Category Profit Disparity

# Diverse Manufacturer Base Drives Revenues

## Top 10 Manufacturer by Total Sales



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

\* **“Other”** a collective group of lower-volume manufacturers.

\* Focusing on the technology category and its top 10 manufacturers enables the company to specialize in the most profitable domain, efficiently utilize resources, and establish a strong, differentiated position in the market.

# Conclusions & Strategic Recommendations

## 1. Focus on High-Performing Categories:

**Prioritize:** Technology (Phones, Accessories) & Office Supplies (Binders, Paper).

**Reassess:** Furniture (Chairs/Tables) with negative margins.

## 2. Optimize Pricing & Discounts:

Reduce excessive discounts (>20%) causing losses.

Implement dynamic pricing for low-margin items.

## 3. Regional & Customer Strategy:

**Boost:** West/East regions (high sales).

**Target:** Home Office/Consumer segments (higher profits).

## 4. Logistics & Inventory:

Negotiate shipping rates; limit Same-Day for premium products.

Trim overstock in low-margin categories.

**Goal: +15% Profitability** in 12 months.



Thank you for your attention.  
We're happy to take your questions!

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