



# **Unicorn Winners and Losers (A 2018 Analysis)**





## Starting Point:

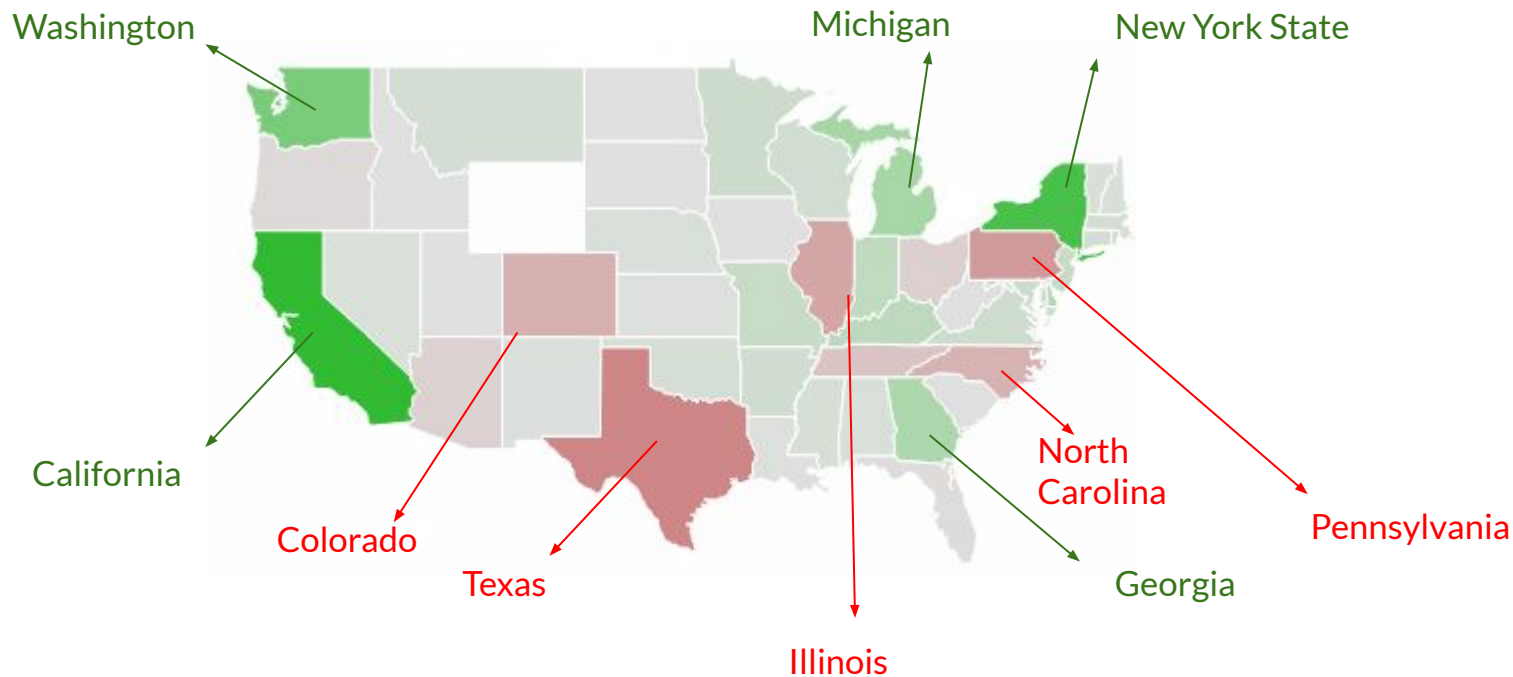
Investigation with an Explanatory Dashboard:

- Profit per state
- Top 10 Winning/ Top 10 Losing products (Quantity and Profit)
- Profit-wise market share (Segment and Category)
- Profit and Sales over Time



## First Insights:

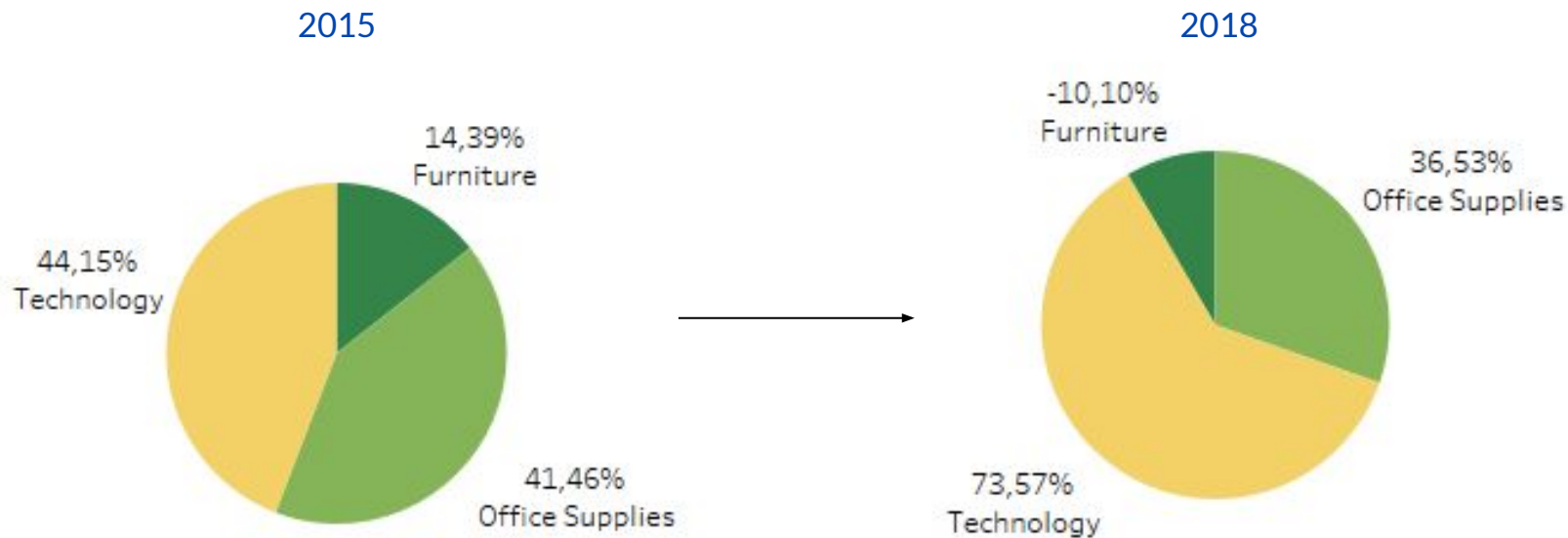
- States categorized in three profit-buckets (winners, losers, neutrals)





## First Insights:

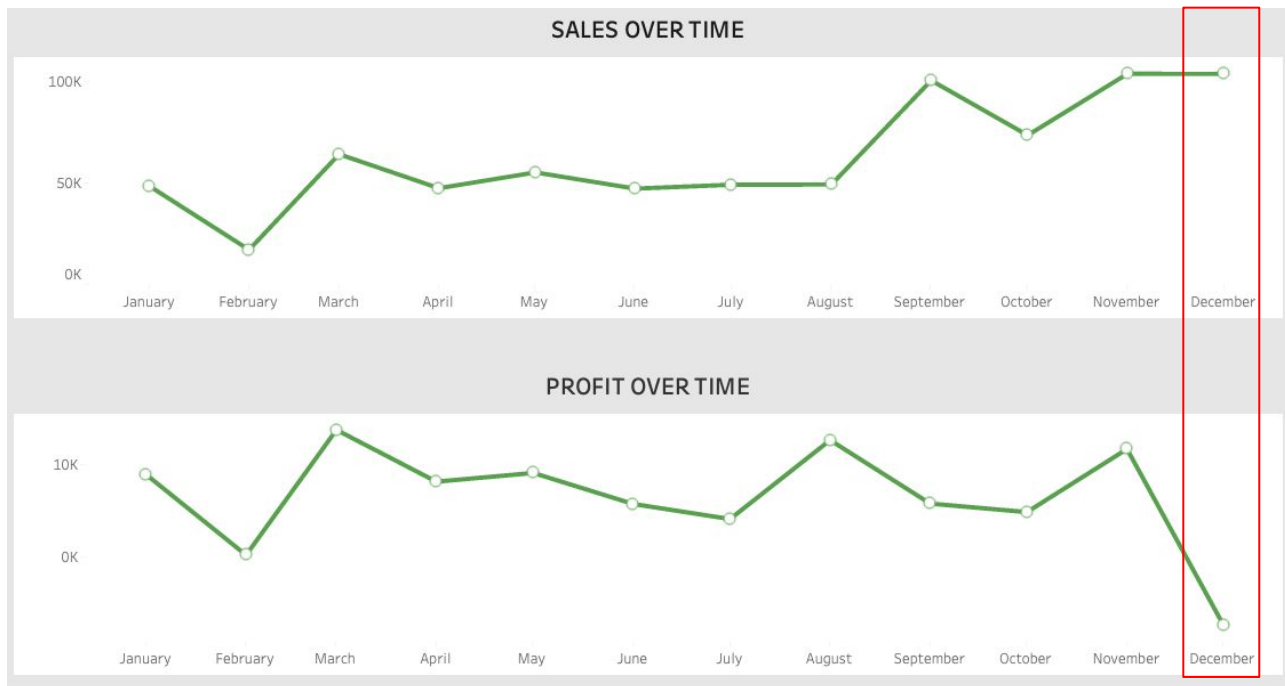
- Technology is developing to the most profiting category; Furniture went to negative profit over the years





## First Insights:

- **Slow but Steady rising overall-profits from Jan 2018 till Nov 2018**
- **In Dec 2018, unexpected huge drop in profits which resulted in negative profits for the first time**
- **Interestingly, at the same point in time sales had almost an all-time peak**

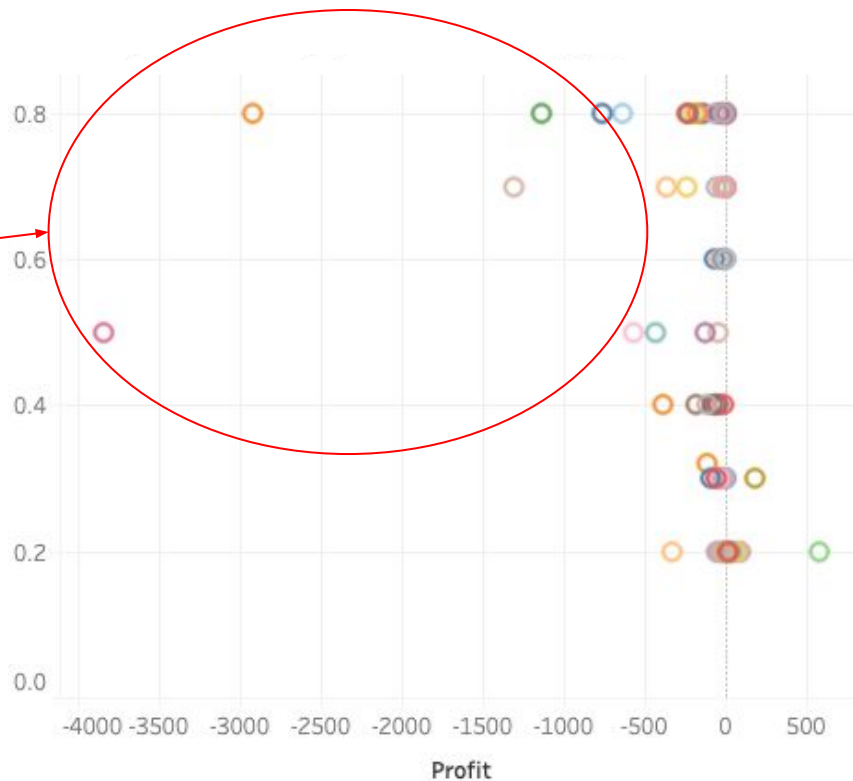


# “What Happened in December 2018 and how to get back on track?”



Products in the loser states which caused most of the losses

3-D Printer and  
Binding Systems!

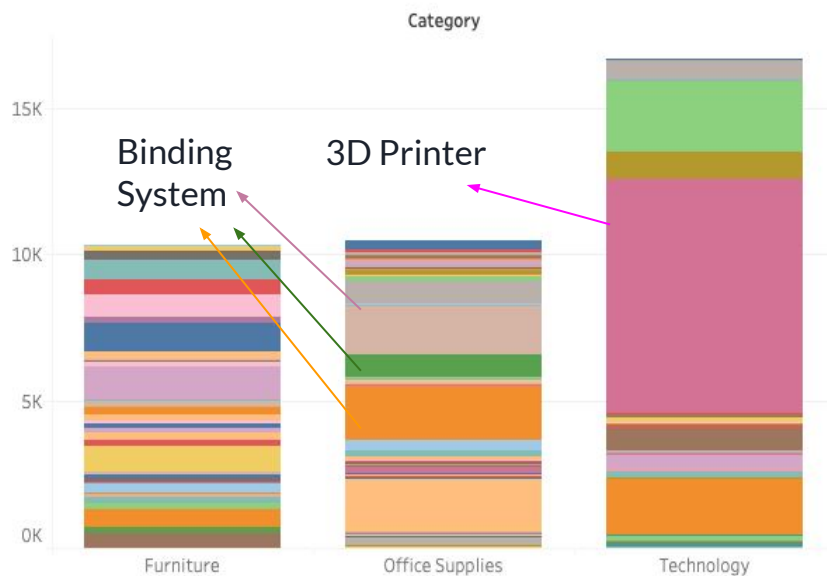




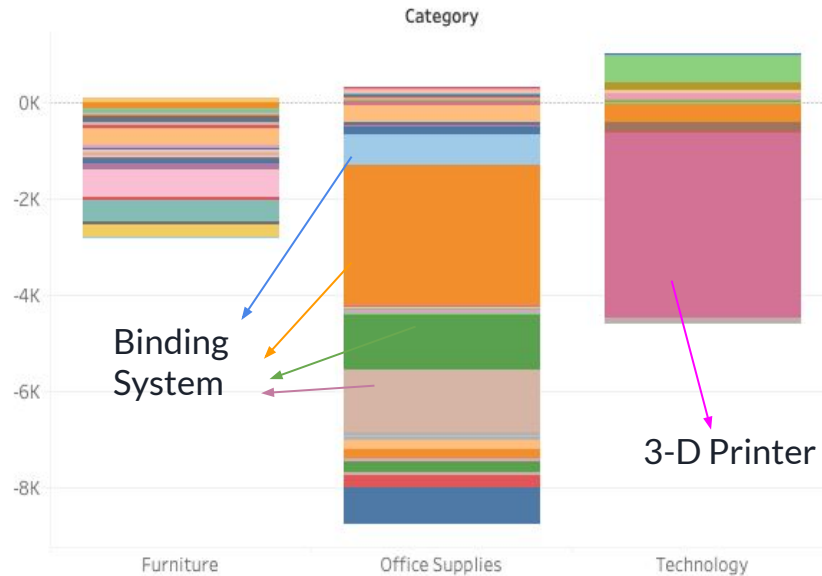
## Conclusion:

**Binding Systems (Office supplies) and 3-D Printers (Technology)** with huge discounts (40%-80%) are causing **highest losses (More than 30% of losses overall)**. At the same time just these two categories combined caused **30% of sales**.

Sales\_by\_Category\_Products

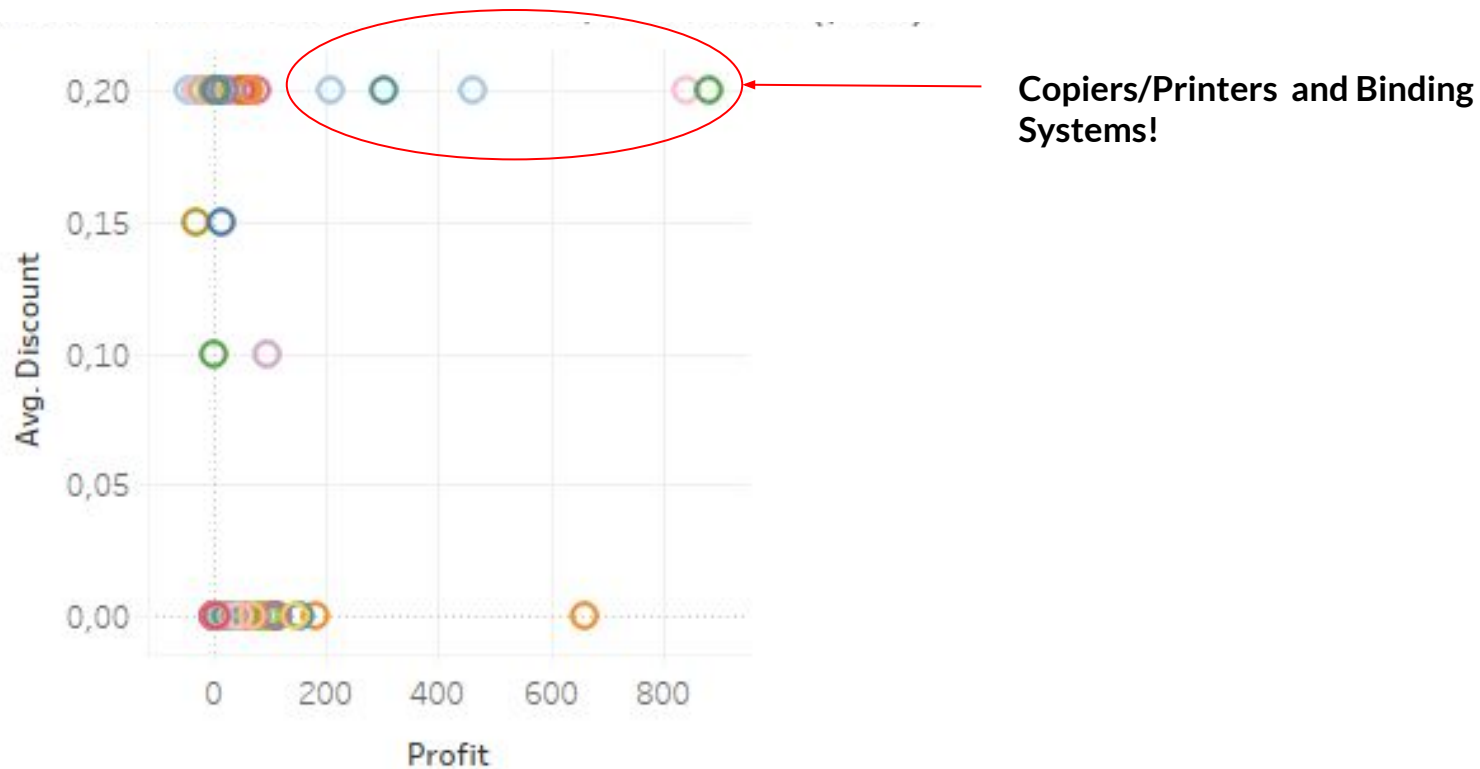


Profit\_by\_Category\_Products





## Products in the winner states which caused most on the profit-wins





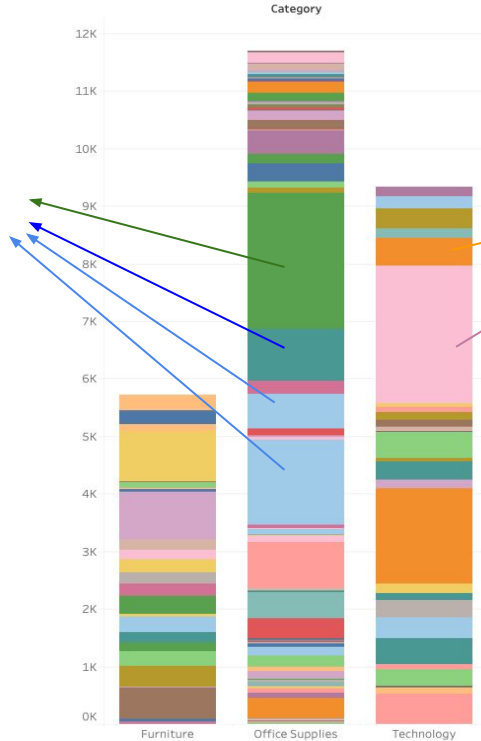
## Conclusion:



**Binding Systems (Office supplies)** and **printers/copiers (Technology)** with small discounts (**up to 20%**) are causing high wins (**approx. 25% of wins overall**). At the same time just these two categories combined caused approx. **30% of sales**

Binding  
Systems

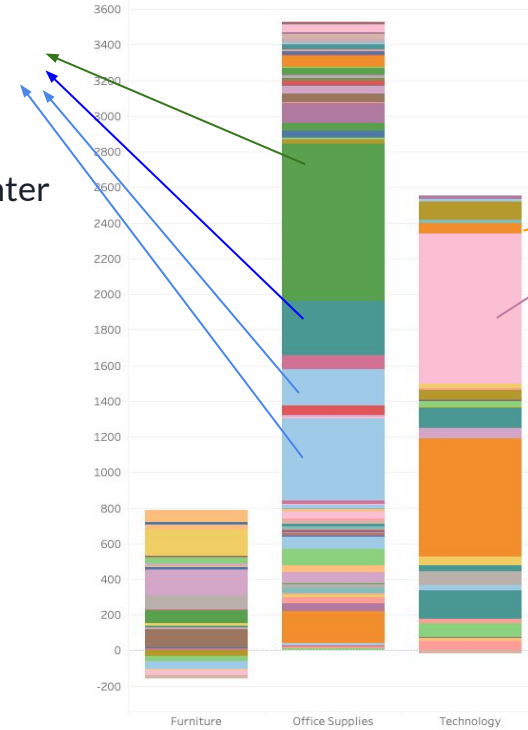
Sales\_by\_Category



Binding  
Systems

Copier/Printer

Profit\_by\_Category



Copier  
/Printer

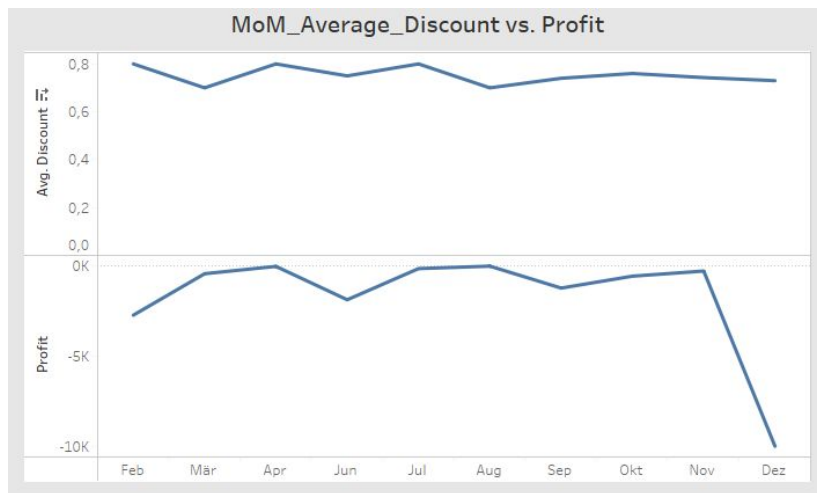


**Assumption:** Maybe it is beneficial to have a strict limit on discounts for Binding Systems and 3-D Printers (approx. 20-25%...even before Christmas)

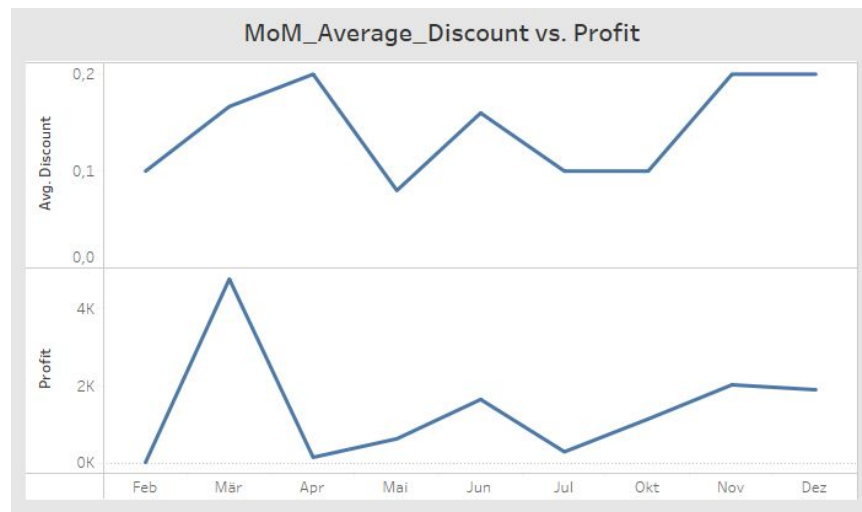
**To Check:** Are people buying these products without optimal discount?

Comparison of Avg. Discount and the Avg. Profit over the Months of 2018.

## LOSER STATES



## WINNER STATES





## Conclusion

1. Binding Systems may not be discounted under a certain threshold (approx. 25%). It needs further Investigation why the huge discounts in the losing states were placed.
2. 3-D Printers may be also not sold with a discount greater than that. Maybe 3D- Printers are not a good product to sell at all. It will also need further Investigation what caused the huge discounts and why they were placed.
3. Binding Systems and regular Copiers/Printers seem to be very profitable when placed with the right discount (10-20%) in the right Area. The Areas we saw making most of the profits are said to be office/technology heavy environments (California- Sillicon Vally, New York State- NY)
4. Advertisement and campaigns may be placed specific in these states/areas.