

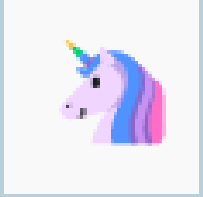


E-Commerce : Unicorn

CAPSTONE PROJECT – 1 (MASTERSCHOOL)

BY **SIDDHARTHA GADIPARTHI**

Project Introduction :



The online sector has been slowly eating up market share over the past two decades. E-commerce platforms such as Unicorn allow people to buy products online, including books, toys, clothes, shoes, food, furniture, and other household items. The Unicorn sales data are for the years 2015-2018.

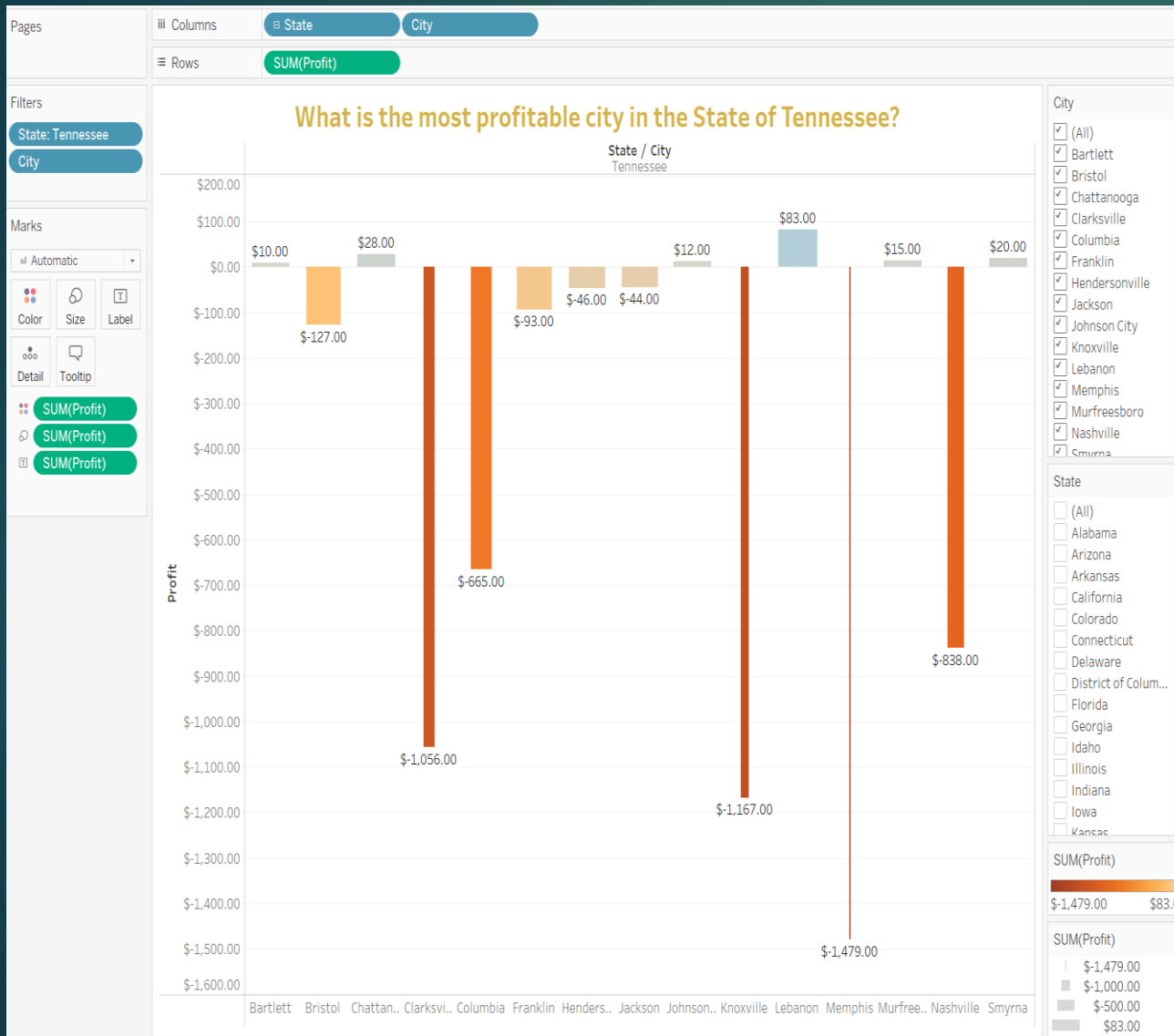


The first few slides (3-8) are based on the questions given by Masterschool team and the rest of the slides are the data insights driven by me. I focused mostly on the region wise profits, sales and product-based categories.



Here is the project link : [Capstone project siddhu](#)

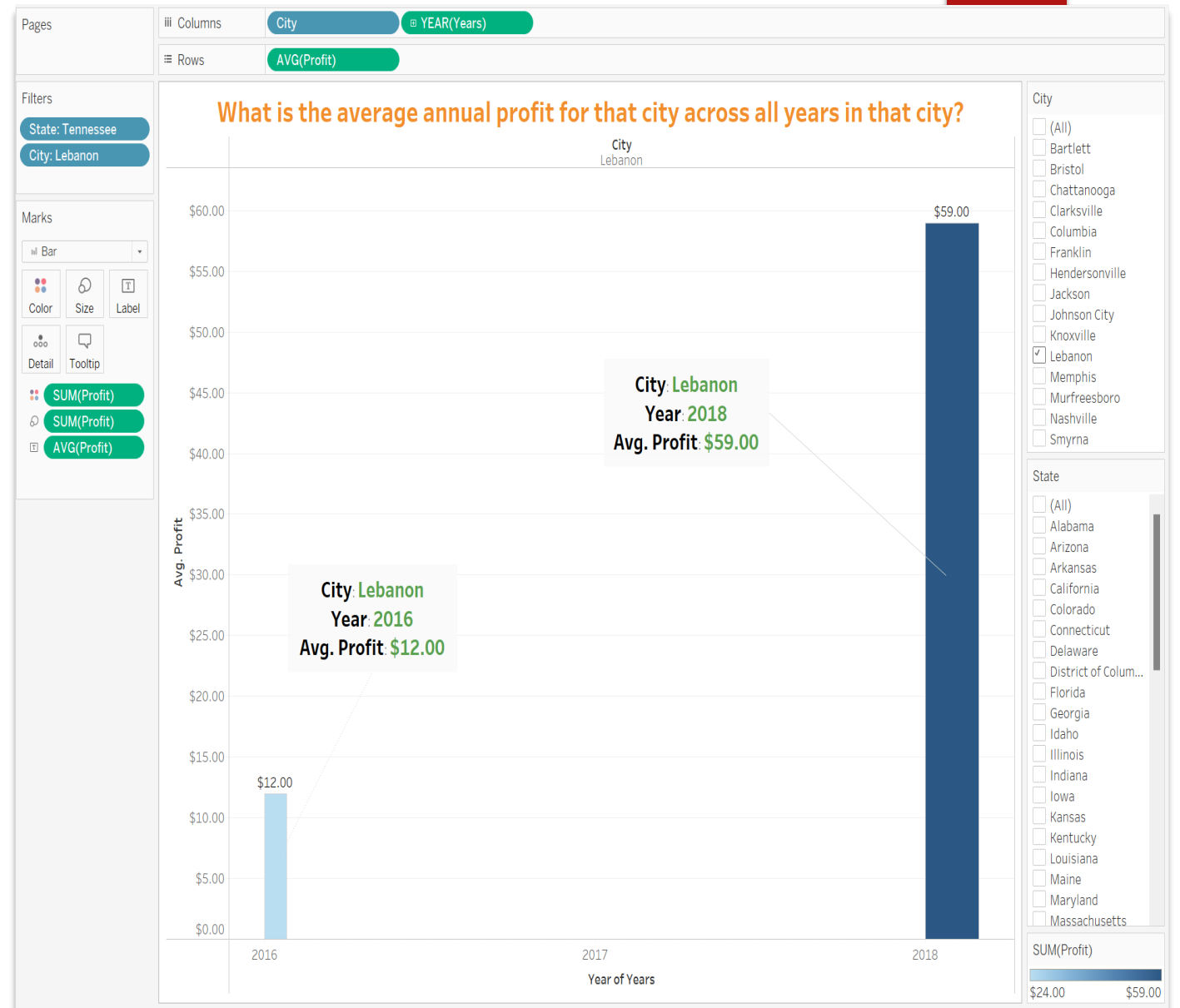
1) What is the most profitable city in the State of Tennessee?

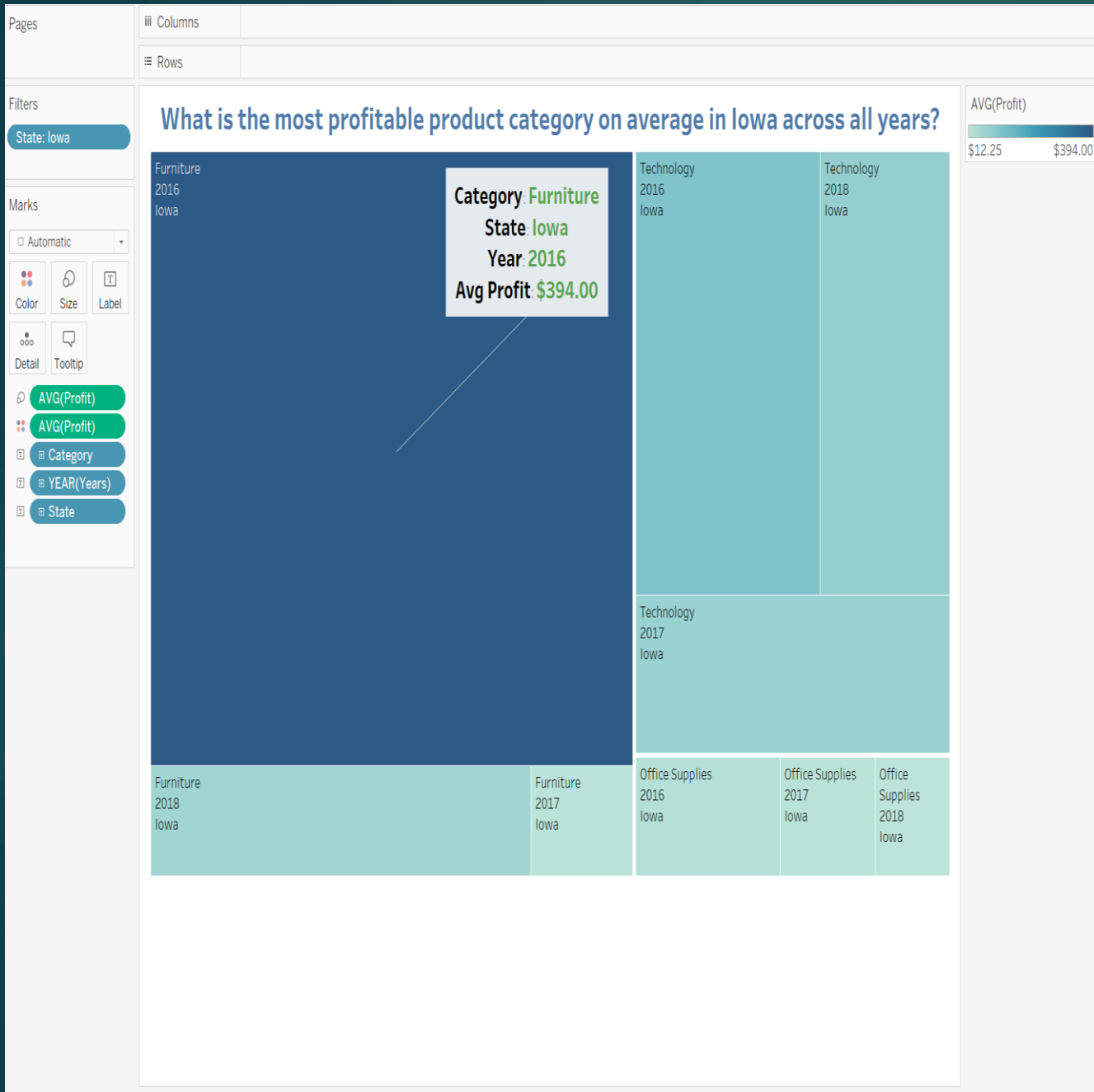


- ▶ From the graph, we can say that out of 15 cities in Tennessee only 6 cities are in profit and the rest of the cities are the non-profit.
- ▶ Out of 6 profitable cities, Lebanon is the highest profitable city with a profit of \$83 in the state of Tennessee.

2) What is the average annual profit for that city across all years in that city?

- ▶ The average annual profit for Lebanon city in 2016 is \$12.00
- ▶ In 2018, the average annual profit is \$59.00
- ▶ There is no annual profit in the year 2015, 2017 for Lebanon city.





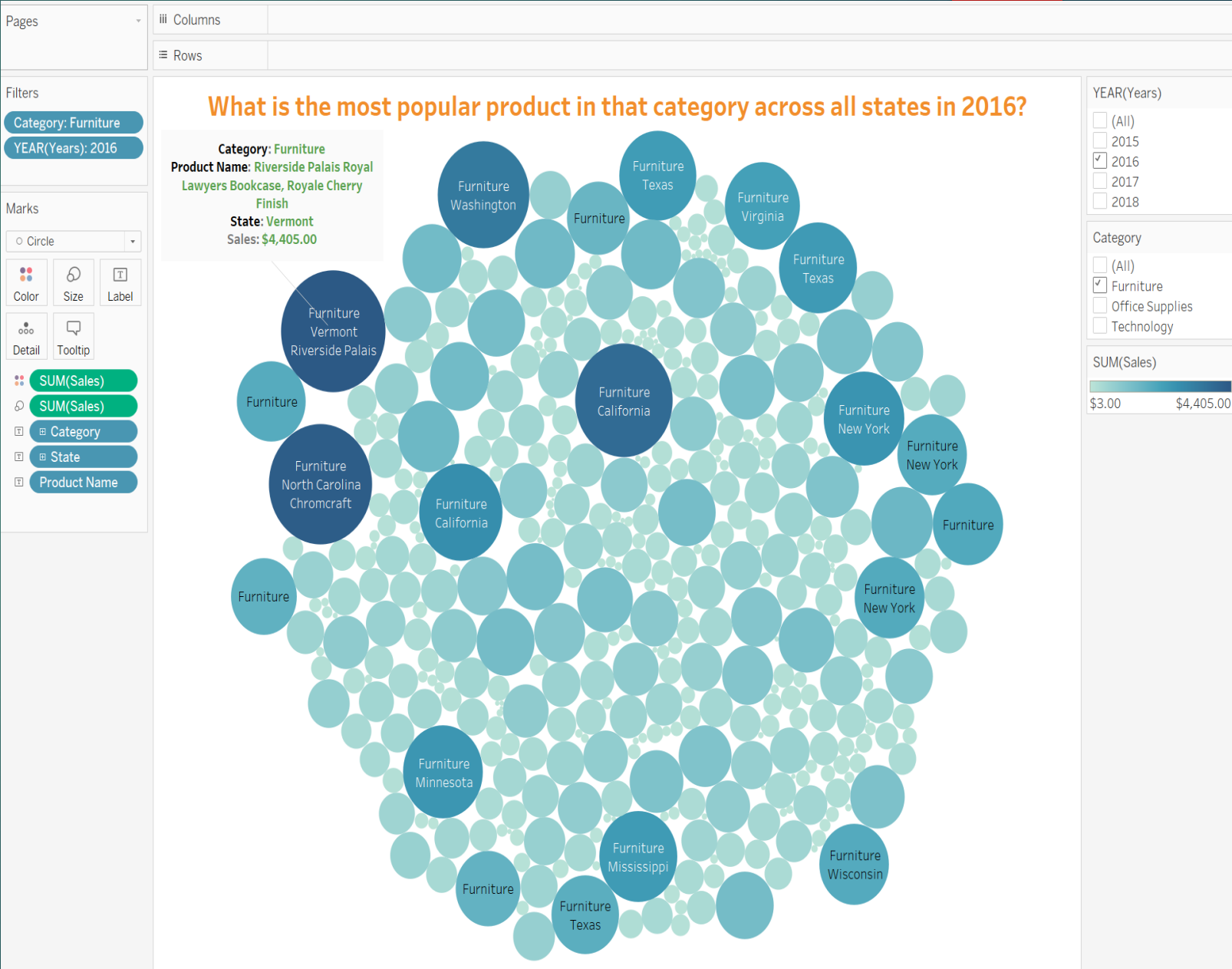
3) What is the most profitable product category on average in Iowa across all years?

► The most profitable product category on average in Iowa across all years is “Furniture”.

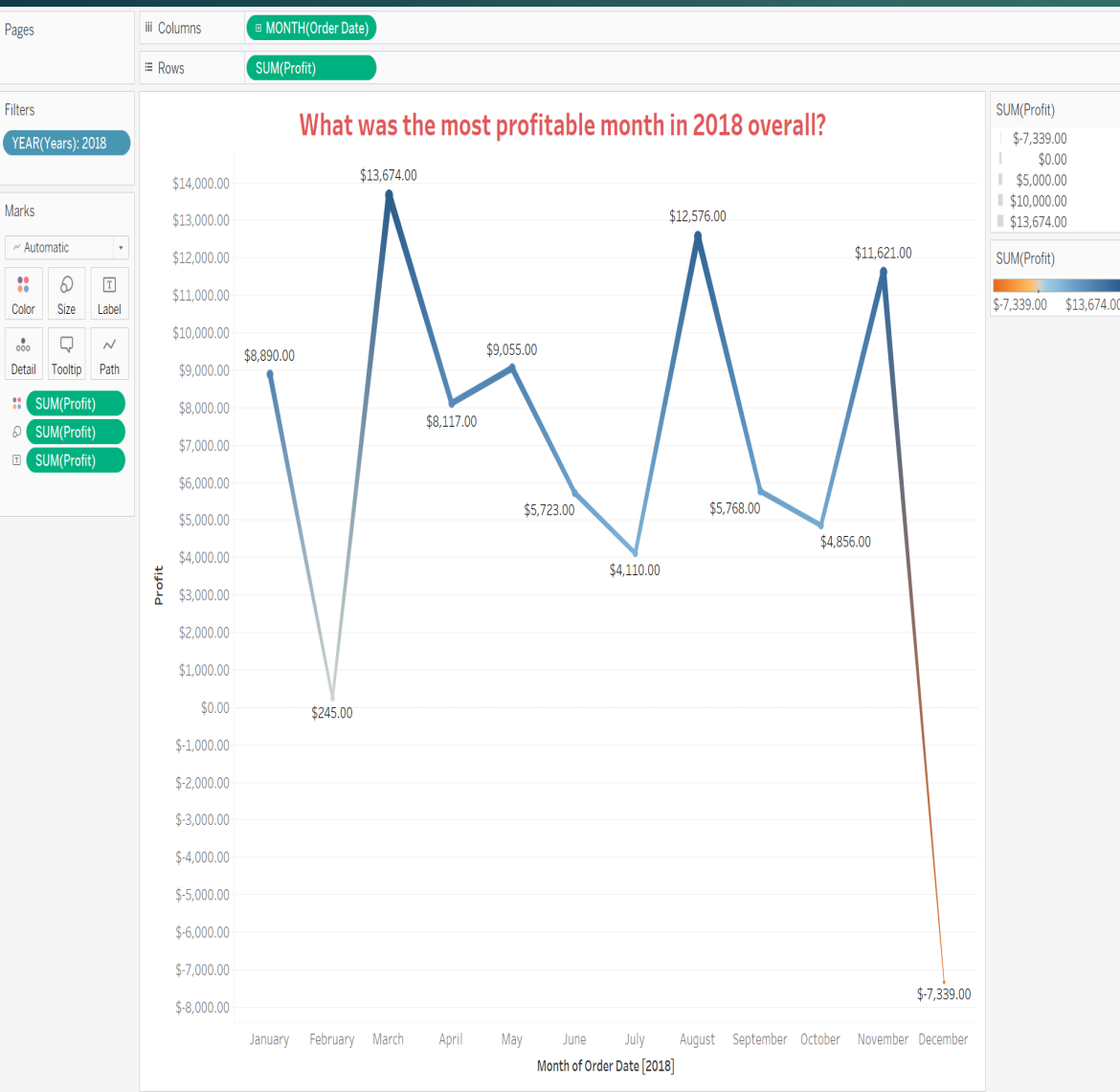
► As we can see from the graph, the furniture category has an average profit of \$394.00 in the year 2016.

4) What is the most popular product in that category across all states in 2016?

- ▶ The most popular product in the Furniture category across all the states in 2016 is “**Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish**”
- ▶ This product has a total sales of \$4,405.00 in 2016. It is in the state of Vermont.



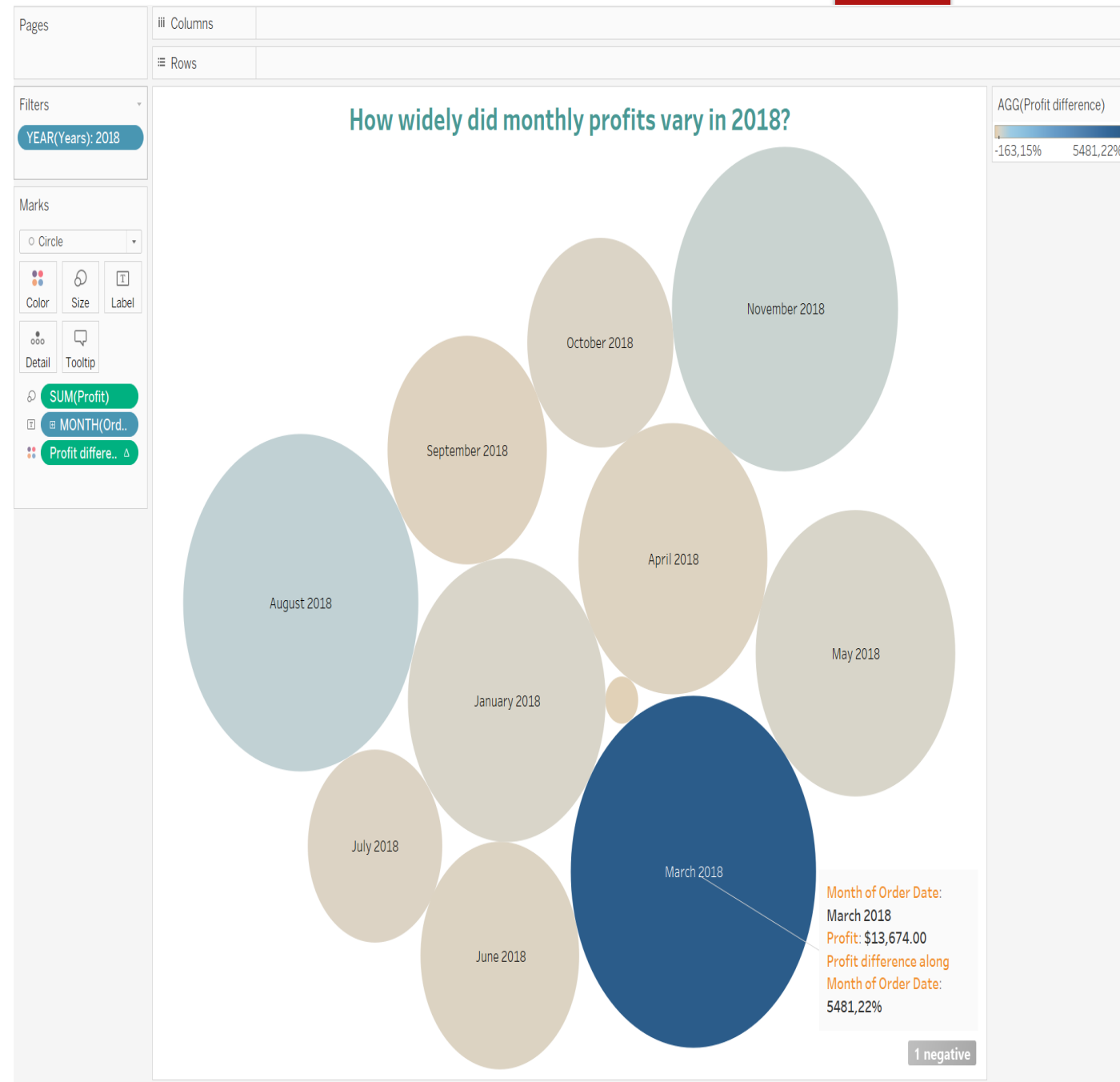
5) What was the most profitable month in 2018 overall?



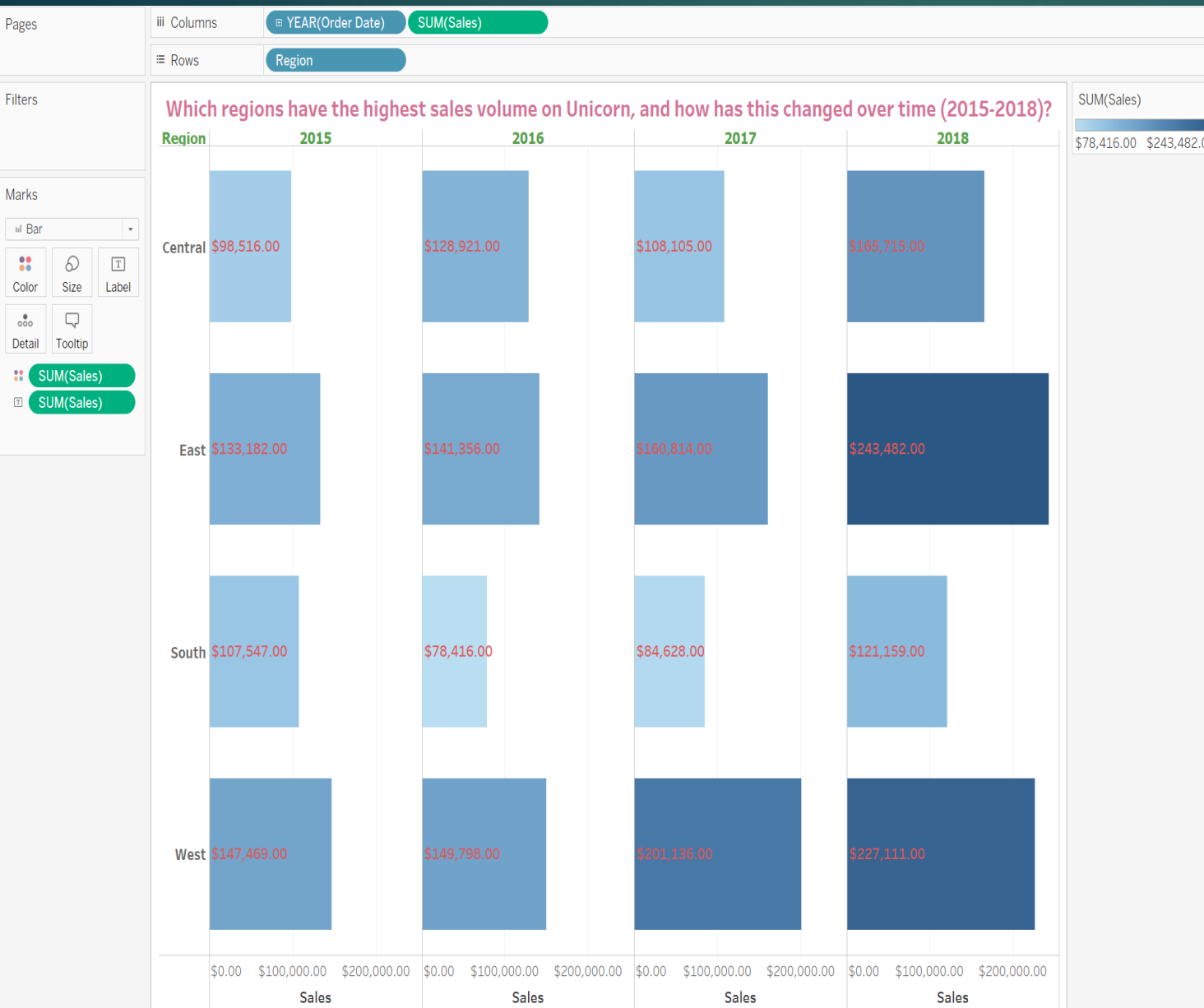
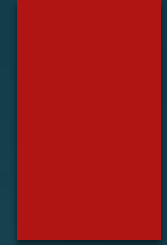
- ▶ The most profitable month in 2018 is March.
- ▶ It has an overall profit of \$13,674.00. And the second profitable month is August with a profit of \$12,576.00
- ▶ December month has a huge loss with \$-7,339.00.

6) How widely did monthly profits vary in 2018?

- ▶ Profits are varying for each month.
- ▶ Compared to January, February month has a huge loss in the profit. \$8,890.00 is the profit in January month. This profit drops to \$245.00 in February month which is almost -97.24% loss in profit.
- ▶ In the month of March, the profit again increases to \$13,674.00 which is almost 5481.22% compared to the previous month.



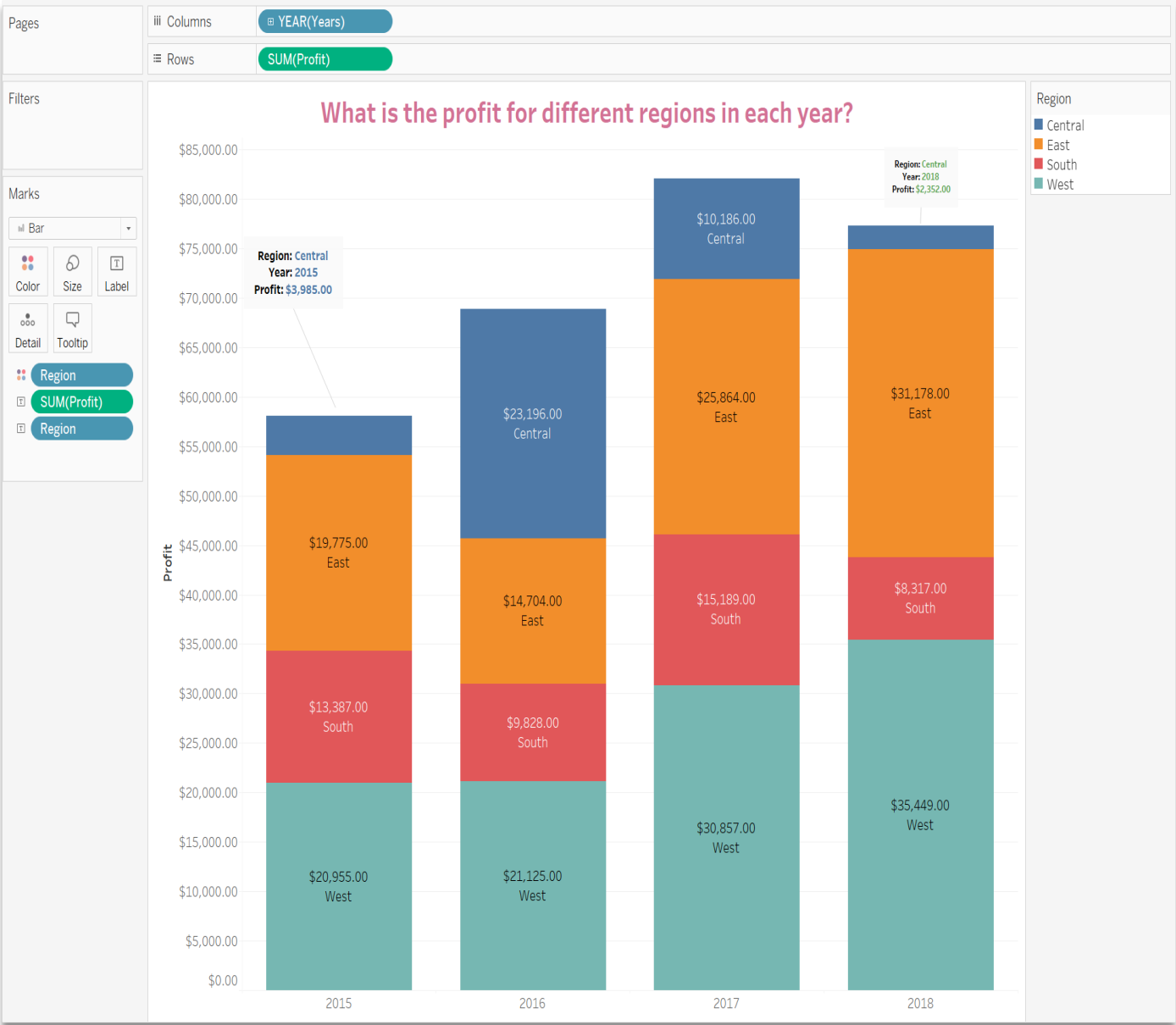
Which regions have the highest sales volume on Unicorn, and how has this changed over time (2015-2018)?



- ▶ Overall, the sum of sales for each region varies in each year.
- ▶ Central : Sales are varying each year. In 2015, \$98,516.00 was the total sales amount. But In 2018, this total sales increases to \$165,715.00.
- ▶ East region has a high total sales of \$243,482.00 in 2018 when compared to other regions.
- ▶ Similarly, south regions has a very fewer total sales of \$121,159.00 in 2018 compared to other regions.

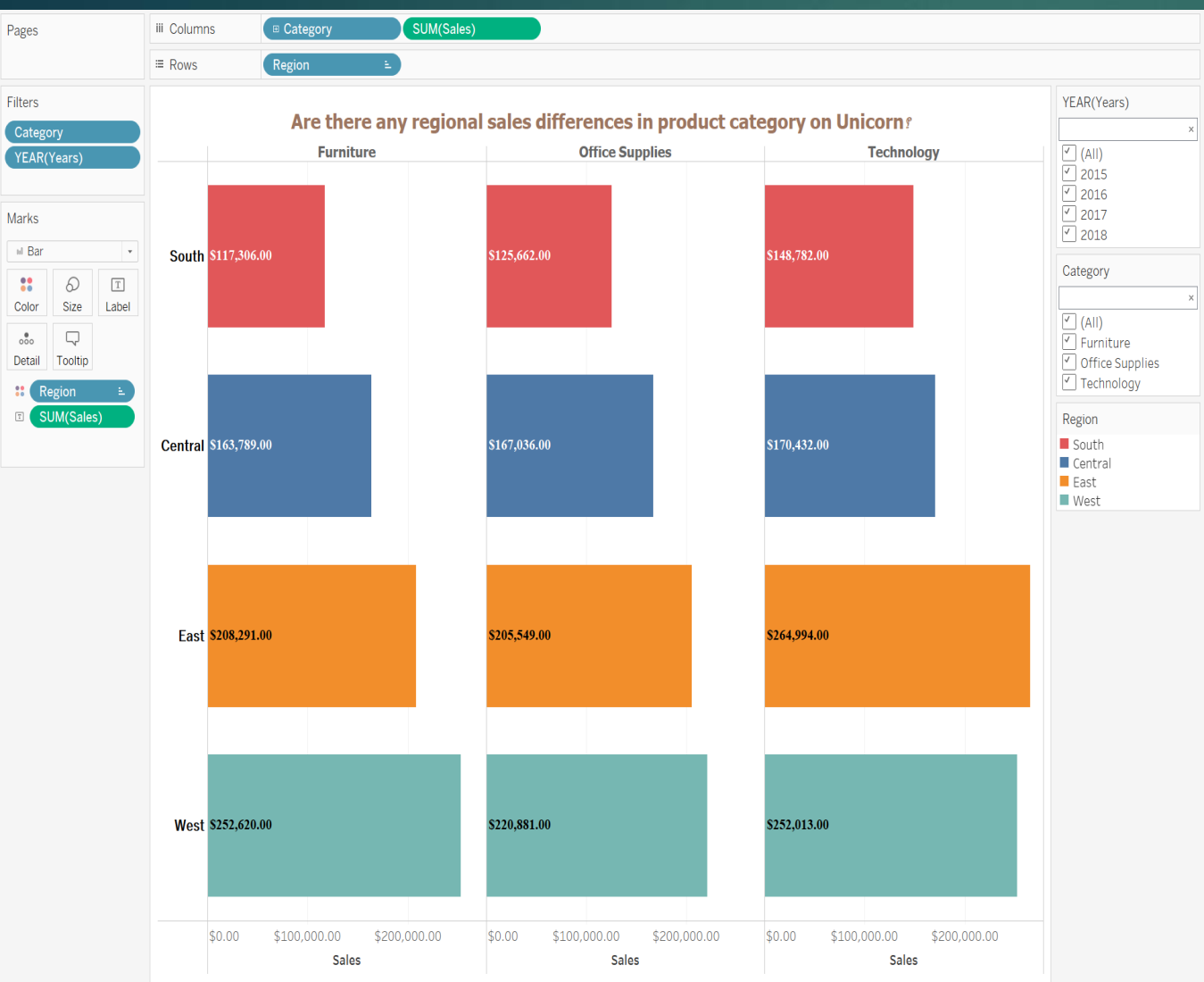
What is the profit for different regions in each year?

- ▶ This slide shows the profit for each region in each year.
- ▶ In 2015, West region has the highest profit of \$20,955.00 when compared to other regions.
- ▶ The profit of West region significantly increasing in each year without any loss. In 2015, it has a profit of \$20,955.00 and in 2018, the profit increases to \$35,449.00
- ▶ There is a dramatical change in profit for each year in all other changes except West region. Example, In south region, there is a profit of \$13,387.00 in 2018. But in 2018, there is only \$8,317.00 profits which is vey less compared to past years.



Are there any regional sales differences in product category on Unicorn?

[Edit | Capstone Project \(tableau.com\)](#)



▶ The bar chart shows the regional sales difference in the product category in 2015-2018.

▶ As we can see that in south region, Technology category has more sales (\$148,782.00) than the other product categories.

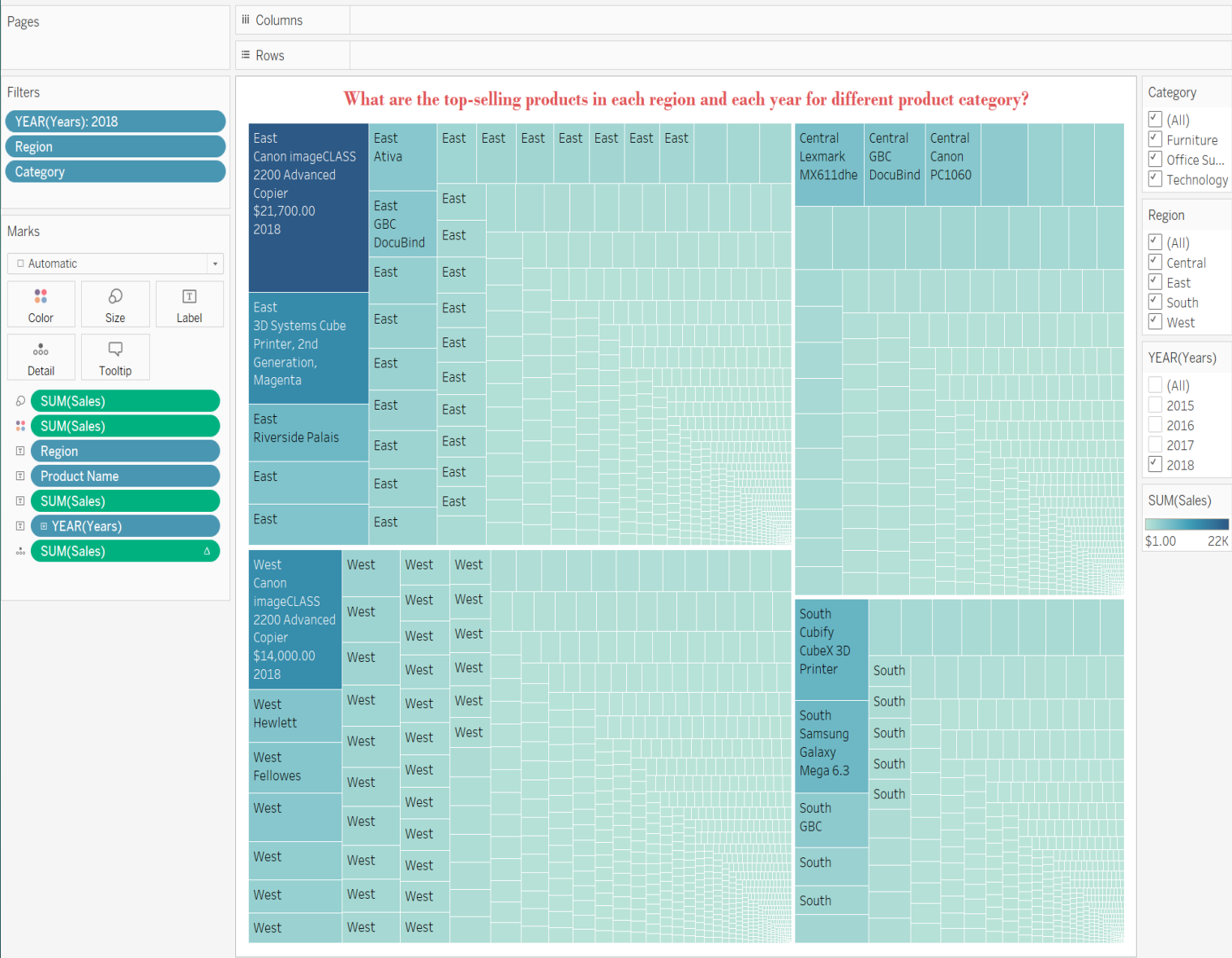
▶ In West region, all the categories have high sales with a very less difference. But the Furniture category has a high sales of \$252,620.00. Only 600\$ difference b/w the sales of furniture and technology categories.

▶ Overall, In East region, technology category has a highest sales of \$264,994.00 compared to all other region categories and furniture in south region has very less sales of \$117,306.00.

What are the top-selling products in each region and each year for different product category?

- ▶ The top selling product for each region and year can be seen in the tree map.
- ▶ In East region, Canon imageCLASS 2200 Advanced Copier is the top-selling product which is in technology category with a sales of \$21,700.00 for the year 2018.
- ▶ In West region also Canon imageCLASS 2200 Advanced Copier is the top-selling product which is in technology category with a sales of \$14,000.00 for the year 2018.
- ▶ In Central region and South regions also technology category products have highest sales.
- ▶ For further information, please check the below link :

https://public.tableau.com/authoring/Capstone_Project_16786169471670/Top_Selling_products_Region_Wise#1



Dashboard

Dashboard_LINK

Dashboard

Default

Phone

Device Preview

Size

Automatic

Sheets

Question_1

Question_2

Question_3

Question_4

Question_5

Question_6

Region_wise_hi...

Region_wise_pr...

Region_Wise_pr...

Top_Selling_pro...

Objects

Horizontal

Vertical

Text

Extension

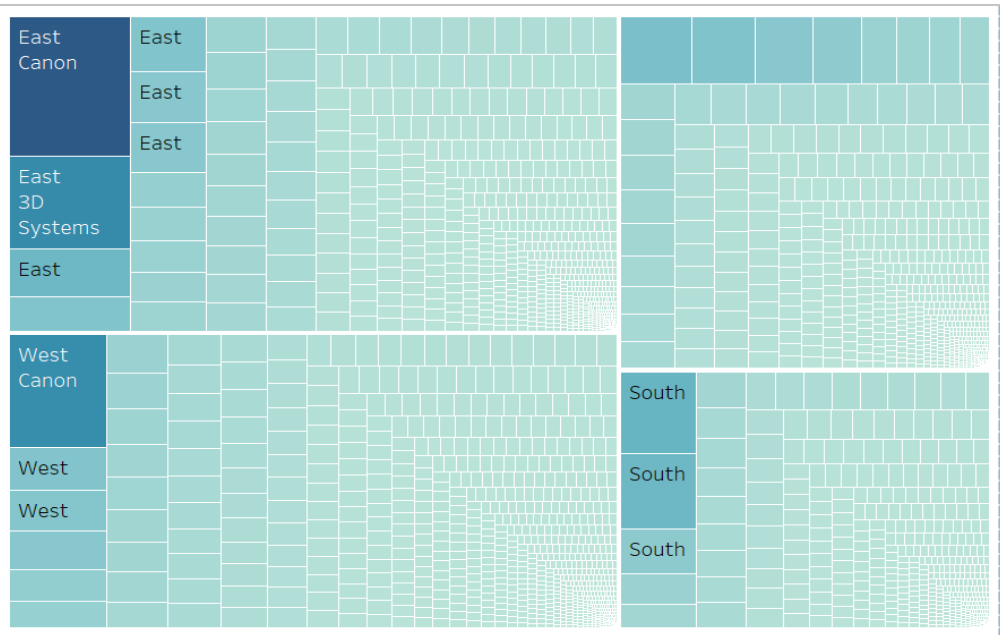
Ask Data

Tiled

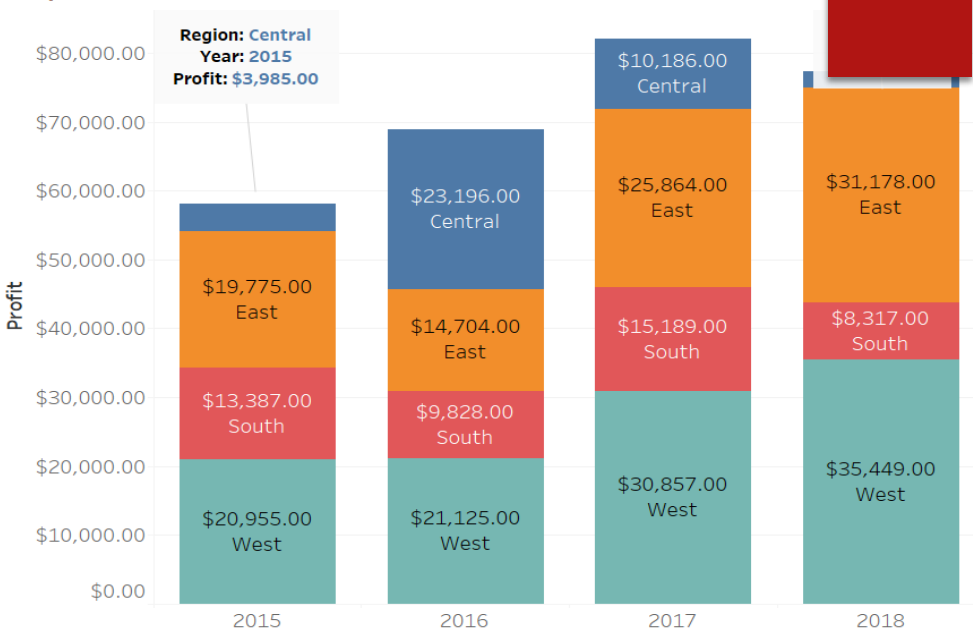
Floating

Show dashboard title

Analyzing Unicorn Sales/Profit for different regions



Region	2015	2016	2017	2018
Central	\$98,516.00	\$128,921.00	\$108,105.00	\$165,715.00
East	\$133,182.00	\$141,356.00	\$160,814.00	\$243,482.00
South	\$107,547.00	\$78,416.00	\$84,628.00	\$121,159.00
West	\$147,469.00	\$149,798.00	\$201,136.00	\$227,111.00



	Furniture	Office Supplies	Technology
South	\$117,306.00	\$125,662.00	\$148,782.00
Central	\$163,789.00	\$167,036.00	\$170,432.00
East	\$208,291.00	\$205,549.00	\$264,994.00
West	\$252,620.00	\$220,881.00	\$252,013.00

Region

Central

East

South

West

Year of Years

(All)

2015

2016

2017

2018

Category

(All)

Furniture

Office Suppli...

Technology

Category

(All)

Furniture

Office Suppli...

Technology

Region

(All)

Central

East

South

West

Year of Years

(All)

2015

2016

2017

2018

The background of the slide features a dark teal color with numerous bright, diagonal light trails that create a sense of motion and speed. In the top right corner, there is a solid red rectangular block.

Thank You!

SIDDHARTHA GADIPARTHI