



Sales Soar, Profits Stall

Unveiling the Hidden Costs of Growth at UNICORN

BACKGROUND

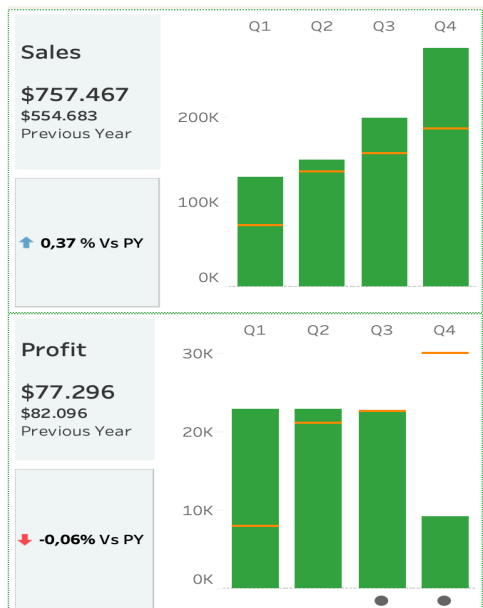
Family-owned e-commerce platform Unicorn's performance data analyzed from 2015 to 2018 to find growth areas for their diverse product range.

PROJECT OBJECTIVES

- Analyze Sales Data
- Identify Strengths and Weaknesses
- Highlight Growth Opportunities

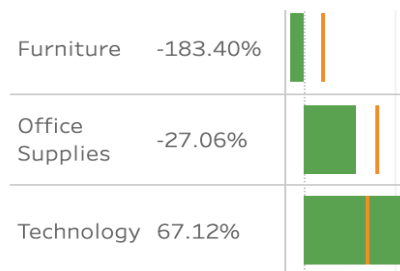
KEY INSIGHTS

1. Sales continue to grow, yet **profits dropped** from 2017 to 2018

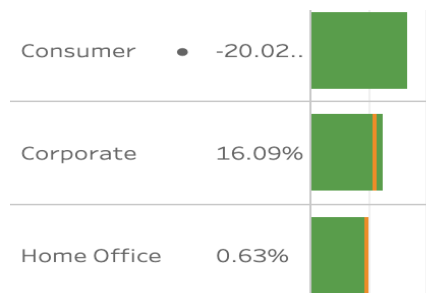


2. Profits changes by category and segment:

- **Technology** increased profits, while **furniture** and **office supplies** declined in profits.

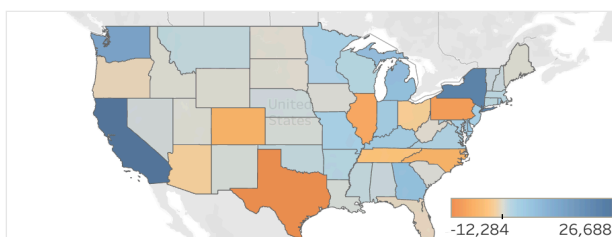


- Profits from **consumers** declined 20% from 2017 - 2018

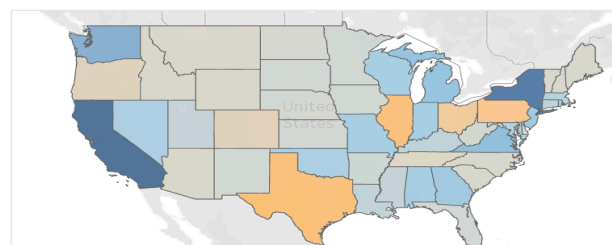


3. A potential correlation between **high discounts** and **negative profits** in certain states, such as Texas, Ohio, and Pennsylvania, which can be easily seen on the maps:

PROFIT by State for 2018



PROFIT by State for 2017



RECOMMENDATIONS

- Further analyze the **profitability** in furniture and office supplies, refine product selections in the two categories.
- Identify the root cause of profit drop in the consumers segment by conducting market research.
- Strengthen customer engagement initiatives, particularly for the Corporate and Home Office segments, to boost repeat purchases and customer loyalty.
- Implementing targeted marketing campaigns, introducing new products or enhancing existing ones.
- Leverage data analytics to continually monitor performance, identify trends, and make informed decisions to support business growth.



Project Links: [SQL](#) [Spreadsheet](#) [Tableau1](#) [Tableau2](#) [Presentation](#) [Executive Summary](#)



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