

Unicorn Performance Analysis 2015- 2018



Presented by : Masterschool March' 24 Project Team:
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Welcome to our comprehensive analysis of Unicorn, a family-owned e-commerce platform that has steady growth over the past two decades with a diverse range of products: books, office supplies, clothing, electronics, furniture, household items. This presentation covers the comprehensive analysis using sales data from 2015 to 2018.



Project Objectives

- Analyse Sales Data
- Identify Strengths and weakness
- Highlight the growth and opportunities.



Approach

- Explore with SQL
- Data cleaning using google Sheets
- Gaining insight with Tableau



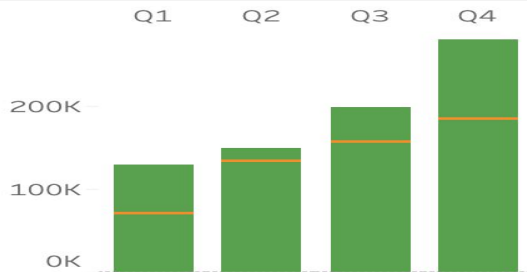


Key Insights - Sales Performance

Sales

\$757.467
\$554.683
Previous Year

↑ **0,37 % Vs PY**



SALES Comparison by Category

Furniture 21,02%



Office Supplies 23,37%



Technology 65,38%



SALES Comparison by Segment

Consumer 17,45%



Corporate 56,41%



Home Office 55,12%



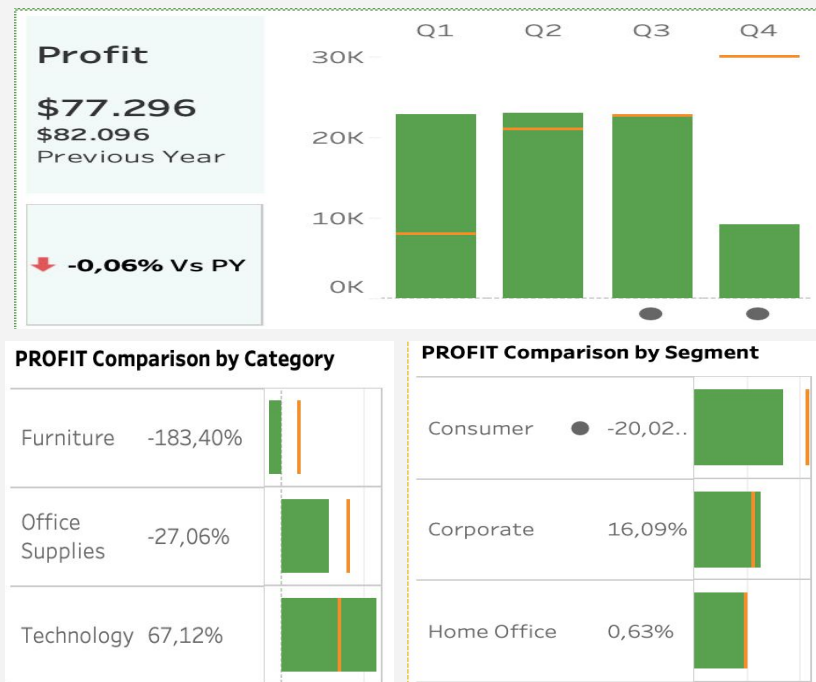
- Total Sales (2018): \$757,467 (Growth: 0.37%)
- Quarterly Sales Growth with Q4 spike
- Profits changes by category and segment:

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

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



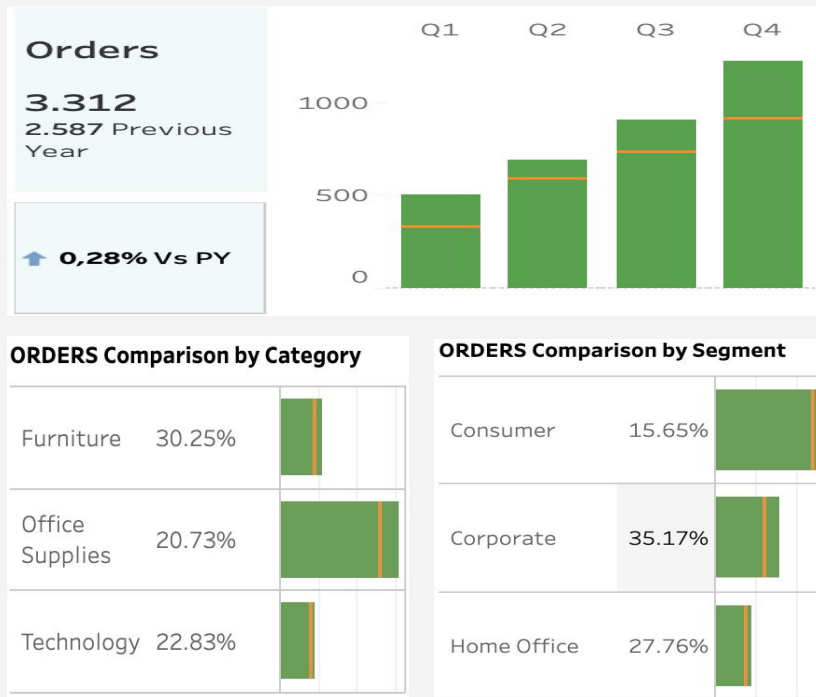
Key Insights - Profit Performance



- Total Profit (2018): \$77,296 (Negative Growth: -0.06%)
- Quarterly Profit Trends
- Profit by Shipping Method



Key Insights - Order Performance



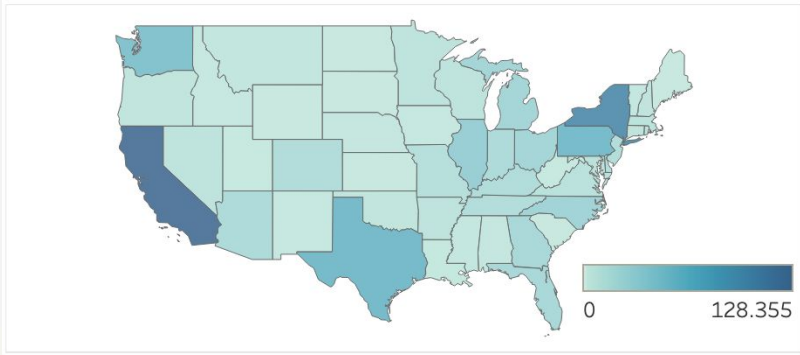
- Total Orders (2018): 3,312 (Growth: 0.28%)
- Quarterly Orders Growth with Q4 peak
- Top Products by Sales



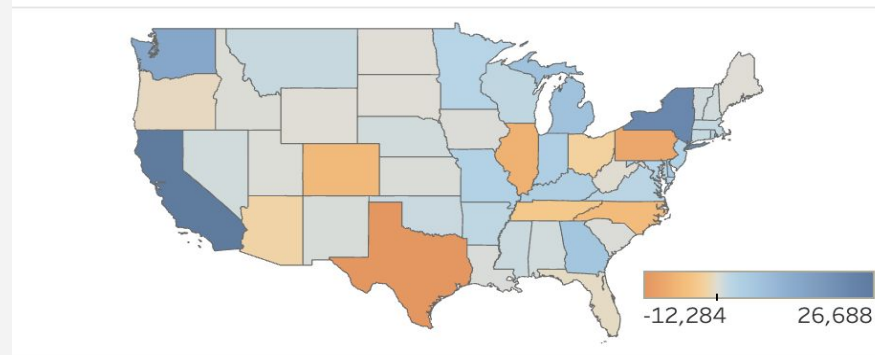
Key Insights - Geographical Distribution

- High-Performing Regions: West & South
- Low-Performing Regions: Central
- Regional Sales Comparison

SALES by State for 2018



PROFIT by State for 2018

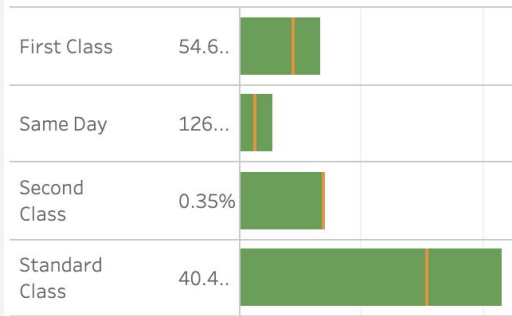




Key Insights - Impact of Shipping Methods

- Preferred Shipping Methods: Standard Class
- Analysis of Shipping Data for Optimization

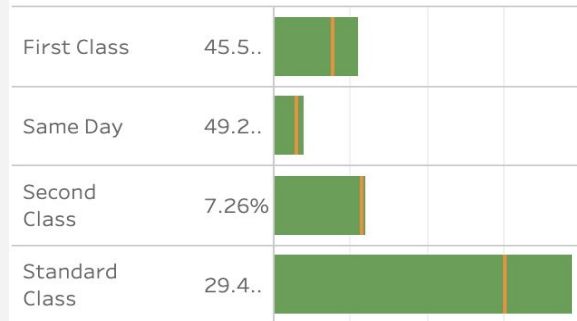
SALES by Shipping Method



PROFIT by Shipping Method



ORDERS by Shipping Method





Key Insights - 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 Team



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



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Key Insights

Q&A

