



# Unicorn Company Project Group 4

## Team

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## Unicorn Company Sales Performance Analysis

### Introduction

This report provides a comprehensive analysis of Unicorn sales performance, highlighting key insights into regional trends, product category performance, and profitability. By examining sales patterns and identifying areas for improvement, we can make data-driven decisions to enhance revenue growth and operational efficiency.

### 1. Sales Trend Over Time

- Sales exhibit **Upward** trends, with noticeable peaks during **Q4**.
- Declines in **Q1** suggest potential areas for promotional strategies to maintain steady sales. These declines may be influenced by factors such as reduced consumer spending, off-peak seasons or increased competition. To counteract these downturns, businesses should implement targeted marketing campaigns, special discounts, and bundled offers during these periods.

### 2. Sales by Region

- Highest sales are observed in the **West** region, while the lowest **South** shows the least performance.
- Regional sales variations highlight opportunities for market expansion.

### 3. Sales by Product Category & Subcategory

- The **technology** contributes the most to total sales, while **Office Supplies** underperforms.
- Subcategories like **phones** drive sales, whereas **fasteners** require improvement.
- Prioritizing high-performing categories while strategizing for weaker ones will enhance sales growth.

#### 4. Profit vs. Discount Impact

- Higher discounts tend to increase sales volume, but excessive discounting can negatively impact profitability.
- Certain **categories like technologies with sub-category Iphones** show strong sales even at lower discount rates, indicating strong demand.
- Some products rely heavily on discounts to drive sales, which may not be sustainable in the long term.
- Analyzing the discount threshold where sales peak without eroding profit margins is essential.

#### Conclusions

- Focus on high-performing regions and replicate success strategies in weaker areas.
- Optimize discount and pricing strategies to maximize both sales volume and profitability.
- Increase marketing efforts during low-sales periods to maintain steady growth.
- Strengthen inventory planning based on sales seasonality.
- Evaluate product profitability to refine pricing structure and improve cost efficiencies.

By implementing these insights, we can drive sustainable sales growth and profitability while optimizing sales strategies. This data-driven approach will ensure strategic decision-making for future business expansion and success.

#### References

[Exploration with SQL](#)

[Data Analysis in Spreadsheets](#)

[Getting Insights with Tableau](#)

[Presentation Video](#)