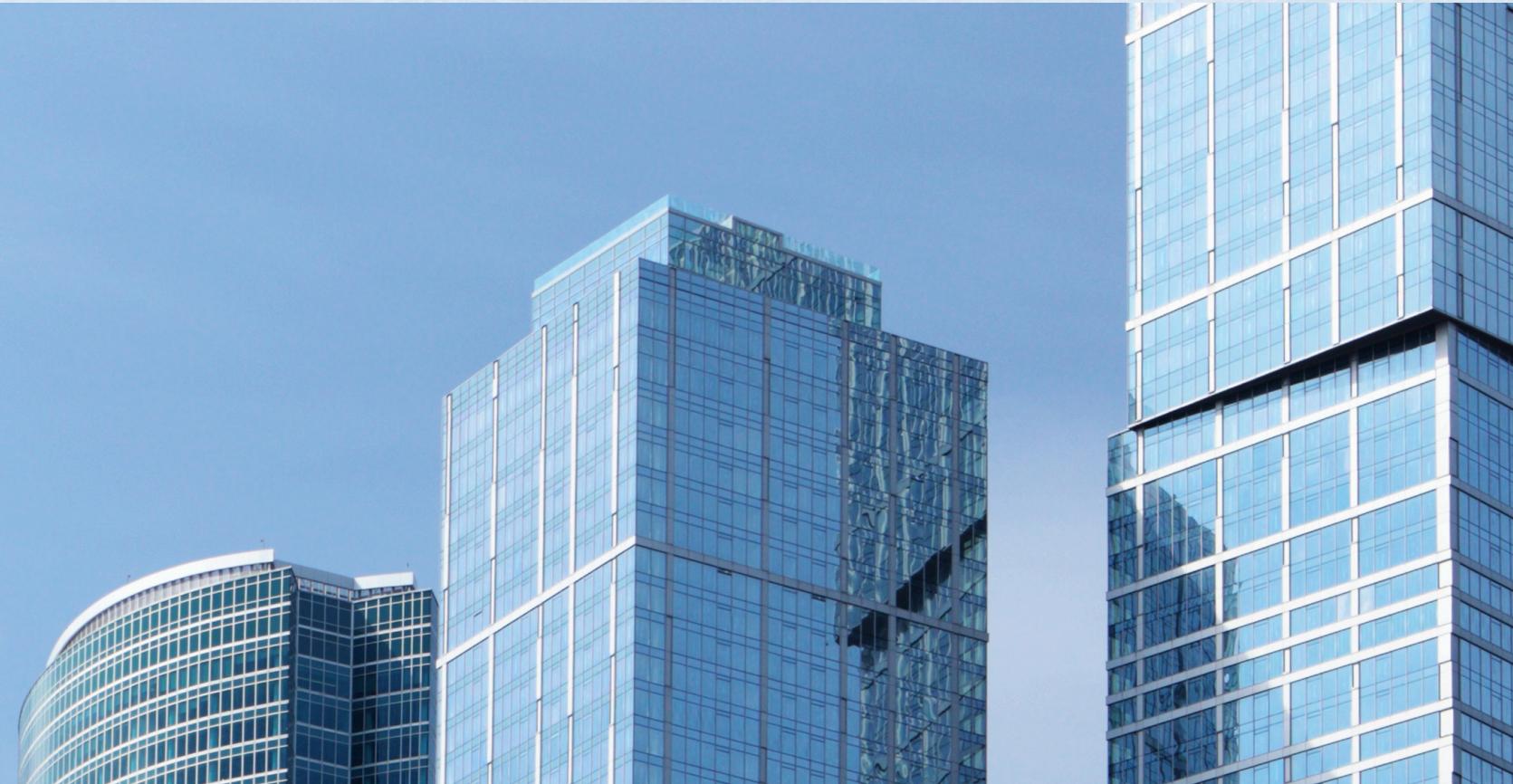


Presented By : Circle 3



Parch and Posey

SALES AND PERFORMANCE ANALYSIS

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Introduction

Parch and Posey has achieved a remarkable milestone, recording USD 23,141,542 in total sales from its three core product lines: Standard, Poster, and Gloss. This impressive revenue was generated through the sale of an astonishing 3,675,765 units, reflecting both the strength of the brand and the loyalty of its customer base.

This analysis takes us beyond the numbers, uncovering where the company's growth is coming from, who the top performers are, and how regional and seasonal trends shape overall performance. It is not just a story of revenue, it's a story of strategy, resilience, and the untapped opportunities that drive Parch and Posey's chapter of growth.



Top sales by Companies

This table shows the top ten companies ranked by total sales revenue. EOG Resources generated the highest sales at about \$382,873, while Archer Daniels Midland contributed the least among the top ten with \$272,672. The figures indicate that revenue among these leading clients is relatively evenly distributed, with no single company overwhelmingly dominating. This suggests that the business maintains a diversified client base, reducing overreliance on any one account while still drawing steady value from each of these high-performing customers.

A-Z company	123 total_sales_usd
EOG Resources	382,873.28
Mosaic	345,618.62
IBM	326,819.47
General Dynamics	300,694.78
Republic Services	293,861.16
Leucadia National	291,047.22
Arrow Electronics	281,018.38
Sysco	278,575.62
Supervalu	275,288.28
Archer Daniels Midland	272,672.84

Sales by Revenue

A-Z sales_rep	A-Z region	123 total_sales_usd
Earlie Schleusner	Southeast	1,098,137.2
Tia Amato	Northeast	1,010,690.3
Vernita Plump	Southeast	934,212.56
Georgianna Chisholm	West	886,244.2
Arica Stoltzfus	West	810,353.3

Sales performance shows strong contributions across regions, with Earlie Schleusner in the Southeast leading at \$1.09M, closely followed by Tia Amato in the Northeast at \$1.01M. The Southeast and West regions appear particularly strong, with multiple representatives driving significant revenue, while overall results reflect balanced productivity across top performers.

Monthly sales trend

The sales data from December 2013 to January 2017 shows strong seasonal patterns with December consistently being the peak month each year. The business experienced dramatic growth in 2016, with monthly sales often exceeding \$1M compared to the \$300K-\$680K range in 2014-2015. December 2016 reached an impressive \$1.77M, more than double the previous year's December performance. However, January consistently shows sharp post-holiday declines, with January 2017 dropping 96% to just \$78K. The data indicates a retail-oriented business with accelerating growth but significant seasonal vulnerability.

Most effective marketing channel

A-Z channel	123 total_events	123 unique_accounts
direct	5,298	351
facebook	967	265
organic	952	249
adwords	906	257
banner	476	200
twitter	474	187

Direct traffic dominates with 5,298 events and 351 accounts, showing strong brand loyalty. Facebook (967 events, 265 accounts) and organic search (952 events, 249 accounts) perform similarly well for customer acquisition. AdWords delivers solid results with 906 events and 257 accounts, while banner ads and Twitter underperform with fewer than 500 events each. The data suggests focusing resources on direct, Facebook, and organic channels while optimizing or reconsidering banner and Twitter strategies.

Sales by Region

A-Z region	123 total_sales
Northeast	7,744,401
Southeast	6,458,500.5
West	5,925,121
Midwest	3,013,487.8

The Northeast region leads with \$7.74M in total sales, followed closely by the Southeast at \$6.46M. The West region generates \$5.93M while the Midwest significantly underperforms at \$3.01M, representing less than half of the Northeast's sales. This suggests strong market penetration on the coasts with potential growth opportunities in the Midwest region.



Conclusion

The insights collectively highlight a healthy and diversified business performance of Parch and Posey across customers, sales representatives, regions, and time periods. Revenue generation is not overly concentrated in a single client or market, which reduces risk and creates room for sustainable growth. Top-performing companies and sales representatives contribute significantly, but the relatively close range of values across the top tiers shows that the business has multiple strong revenue streams.

Seasonal and annual patterns provide guidance for forecasting and resource allocation, while regional performance emphasizes areas of strength that can be reinforced and weaker regions that can be developed. Overall, the analysis paints a picture of a stable and resilient organization with opportunities to strengthen customer relationships, and strategically invest in markets that promise long-term growth.

THANK YOU

For listening....

