

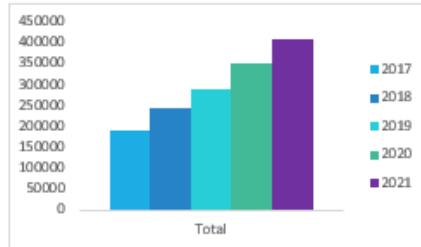


ACCOUNT SALES DATA ANALYSIS

Account Sales Data Analysis

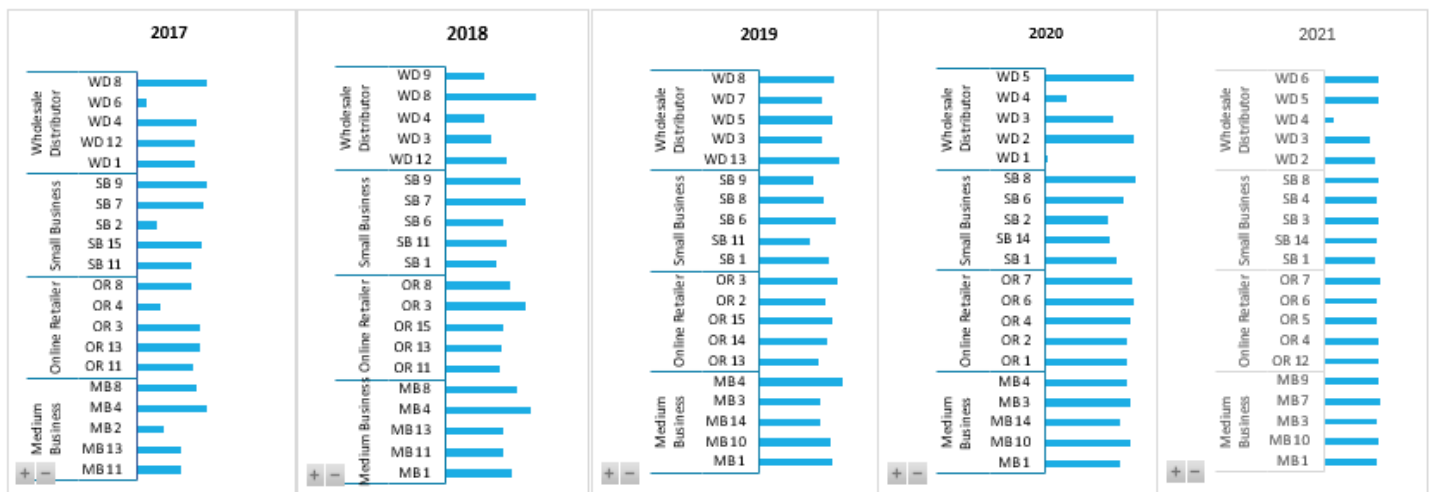
Product 1 Sales Volume

2017	2018	2019	2020	2021
189976	242995	288449	350234	409194

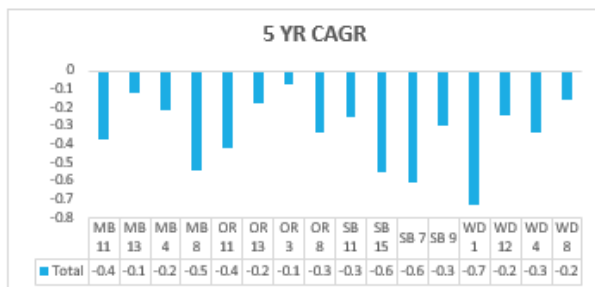


Account T...
Medium Business
Online Retailer
Small Business
Wholesale Distrib...

Top 5 Accounts by Unit Sales



5 YR CAGR for Worst Performing Accounts



Effectiveness of different marketing programs by Top 10

Social Media	Coupons	Catalog Inclu: Posters	Total Sales
No	No	No	39413
No	No	Yes	39331
No	No	Yes	36951
No	No	No	34686
No	Yes	Yes	32872
Yes	No	Yes	31745
No	No	Yes	31127
No	No	Yes	30946
Yes	Yes	Yes	30734
Yes	Yes	No	30450

INSIGHTS

- Over a span of 5 years, sales growth is highest in online retailer account type.
- Shifting our sales resources and our sales mix toward more online retailer accounts would drive greater sales growth
- Top 5 Account types and names should be assigned more resources to get more profit.
- We recommend closing the worst-performing accounts and dedicate their sales and marketing resources to profitable accounts type like Online retail.
- Catalog Inclusion has the highest impact in getting top 10 sales as compared to other marketing programs.