

Posey Dataset Analysis (2013–2017)

This analysis explores Posey's historical sales, accounts, regions, products, marketing, and sales reps between 2013–2017. It aims to highlight key business patterns and provide recommendations to management.

Business Scale & Performance

Over 2013–2017, Posey processed a substantial volume of business, demonstrating strong market presence and customer value.

7K

Total Orders

Orders processed across all regions and product lines

\$23M

Total Revenue

Generated over the five-year period

\$3,348

Average Order Value

Indicating high-value customer transactions

Top Customer Concentration

A handful of large corporate accounts drive most of Posey's revenue, creating both opportunity and risk in our customer portfolio.

- **EOG Resources**

\$382,000 in revenue

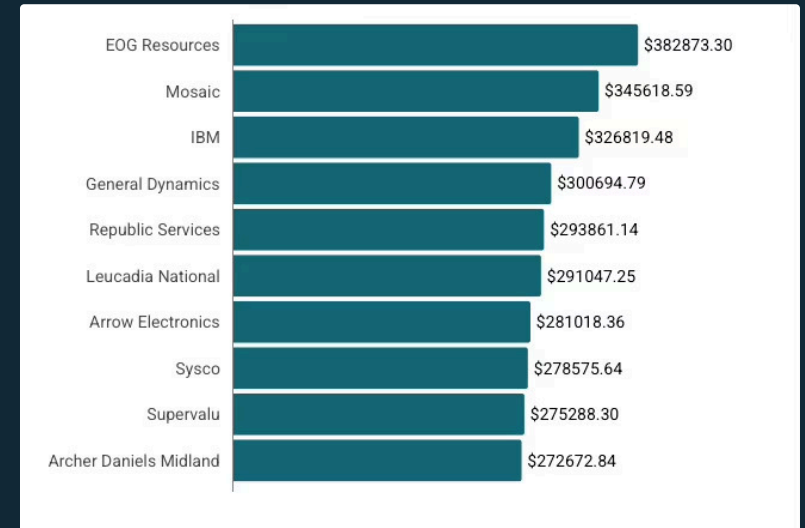
Largest customer account

- **IBM Corporation**

Consistent high-value customer

- **Mosaic Company**

Close second in revenue generation



This concentration means retention and upselling these top accounts is crucial to sustaining growth and maintaining revenue base.

Regional Revenue Performance

Revenue distribution across regions reveals clear market leaders and growth opportunities.

year	region	revenue
2013	Southeast	\$126098.59
2013	Northeast	\$106136.18
2013	Midwest	\$88128.18
2013	West	\$56968.05
2014	Southeast	\$1330490.39
2014	Northeast	\$1268612.19
2014	West	\$860044.61
2014	Midwest	\$609959.35
2015	Northeast	\$2344588.19
2015	Southeast	\$1428618.10
2015	West	\$1375146.92
2015	Midwest	\$603651.73
2016	Northeast	\$3999036.82
2016	West	\$3608646.36

- **Northeast Dominance**

Exceeded **\$3.9M** in peak years (2015-2016), establishing itself as our strongest market

- **Southeast Strength**

Consistently strong performance alongside the Northeast, forming our core revenue base

- **Growth Opportunities**

Midwest and West remain consistently smaller markets with untapped potential

This suggests we should prioritise resources in Northeast and Southeast whilst seeking growth opportunities in underperforming regions.

Regional Product Preferences

- **Northeast & Southeast**

Balanced demand across Standard, Gloss, and Poster products

- **West Region**

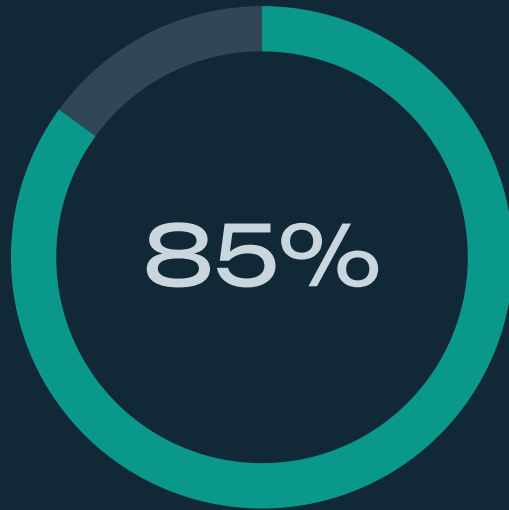
Heavily skews towards posters - specialised market preference

- **Midwest Region**

Mostly standard products - traditional market approach

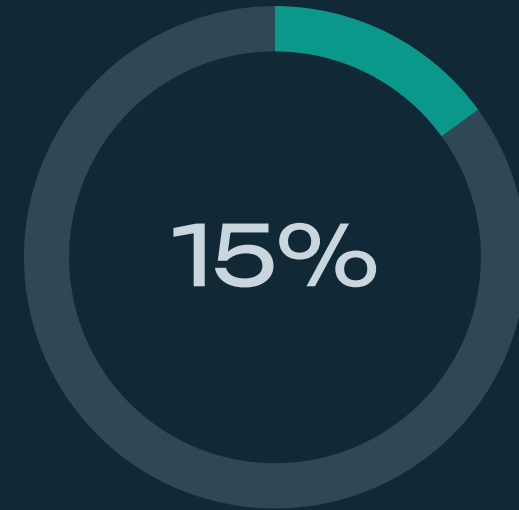


Marketing Channel Performance



Direct & Organic

Dominant engagement with direct traffic reaching 2,800 events in 2016



Paid & Social

Adwords, Facebook, and Twitter remain smaller and more volatile

Strategic Insight: This suggests our marketing budget should focus on what already works, direct and organic channels whilst carefully evaluating the ROI of paid social investments.

Sales Representative Performance

Revenue generation is driven by a concentrated group of high-performing sales representatives

sales_rep_name	region	accounts_count	revenue	avg_order_value
Earlie Schleusner	Southeast	11	1098137.72	3278.02
Tia Amato	Northeast	8	1010690.60	3785.36
Vernita Plump	Southeast	11	934212.93	3124.46
Georgianna Chisholm	West	15	886244.12	3461.89
Arica Stoltzfus	West	10	810353.34	4356.74
Dorotha Seawell	Southeast	11	766935.04	3687.19
Nelle Meaux	Southeast	7	749076.16	3108.20
Sibyl Lauria	Northeast	6	722084.27	3741.37
Maren Musto	Southeast	11	702697.29	3137.04
Brandie Riva	West	10	675917.64	4047.41

- **Earlie Schleusner (Southeast)** leads with \$1.09M revenue (335 orders).
- **Tia Amato (Northeast)** close second with \$1.01M.
- Other strong performers: Vernita Plump (Southeast, \$934k), Georgianna Chisholm (West, \$886k).
- AOVs range widely: from ~\$3.1k up to \$4.4k per order./

Recommendations

- Double down on **top customers** with retention and upsell strategies.
- Invest in **Northeast and Southeast**, while exploring opportunities to grow the Midwest.
- Tailor **product focus** to regional preferences.
- Reallocate marketing budget towards **direct and organic** channels.
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