



POSEY PERFORMANCE ANALYSIS

Q4 2024 Revenue and
Operations



BUSINESS PERFORMANCE ANALYSIS

\$23.1M

Total Revenue

6912

Total Orders

\$3,348

Average Order Value

SUMMARY

Strong Revenue

\$23.1M total revenue with a healthy \$3,348 average order value

Regional Imbalance

Northeast carries 33% of revenue with only 42% of reps

Sales Performance Gaps

10x difference between top and bottom performers

Sales Performance Gaps

Top 10 customers drive significant portion of revenue



OVERALL METRICS

\$23.1M

Total Revenue

6912

Total Orders

\$3,348

AOV

\$232K

Largest Order

TOP REVENUE DRIVERS

EOG Resources: \$383K (62 orders)

Mosaic: \$346K (66 orders)

IBM: \$327K (60 orders)

General Dynamics: \$301K (66 orders)

