

# Parch and Posey: Acquisition Analysis

Group 2

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# Company Overview



## Customer Base: 351 Accounts

Significant growth potential with extensive customer base



## Market: Selling across 7 Areas

- Northeast
- Midwest
- Southeast
- West
- International
- South
- North

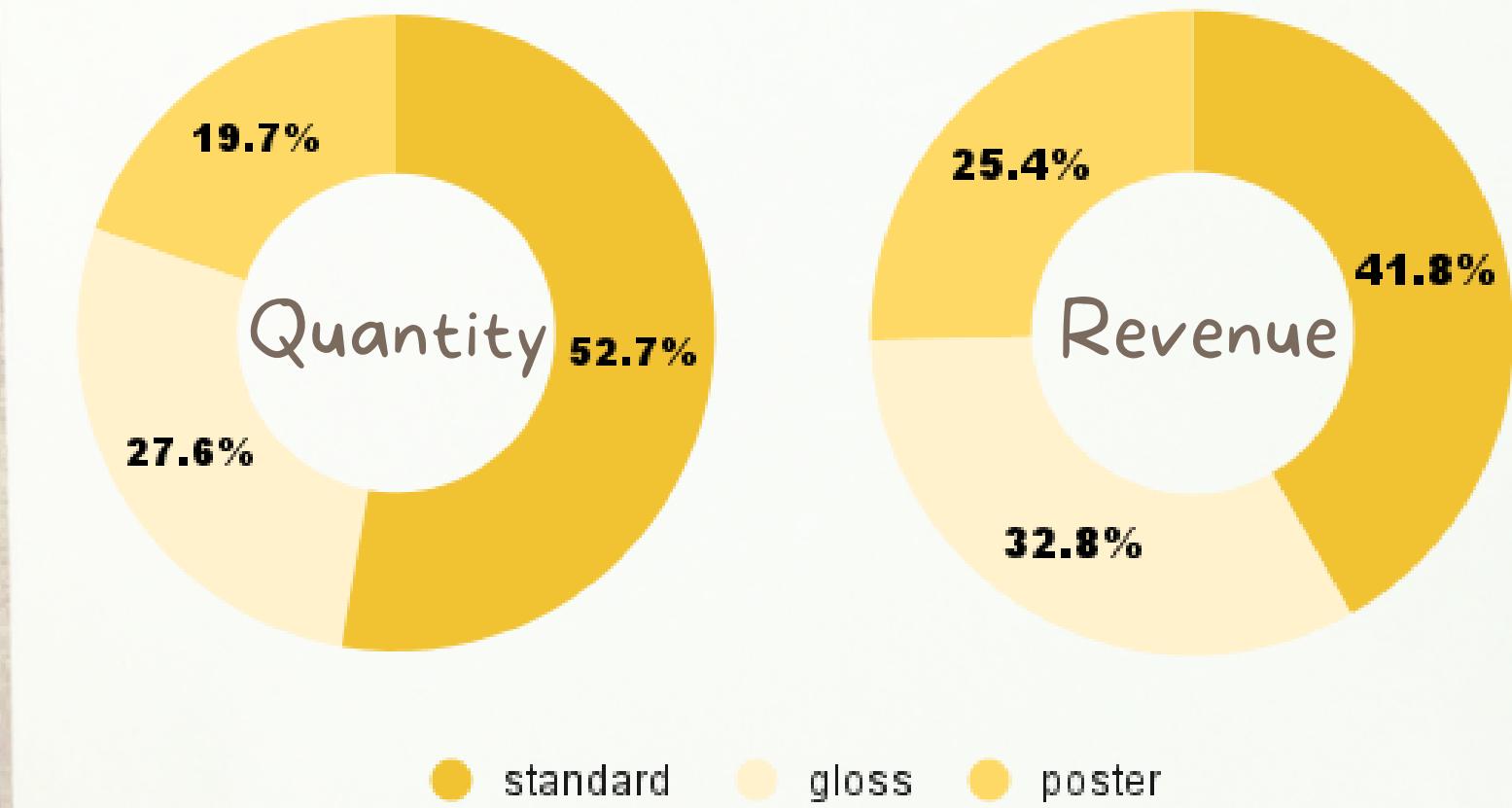


## Product Portfolio: 3 Types of Paper Products

- Standard
- Gloss
- Poster



## Revenue Streams



# Company Status & Growth Analysis

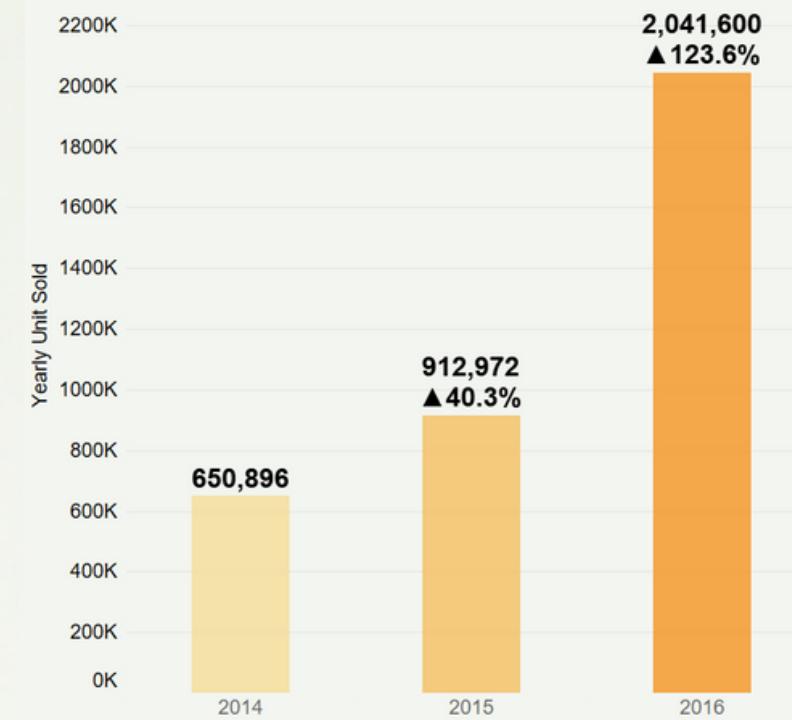
## Expansion Stage

In both quantity and revenue aspects, the growth ratios have increased equally dramatically

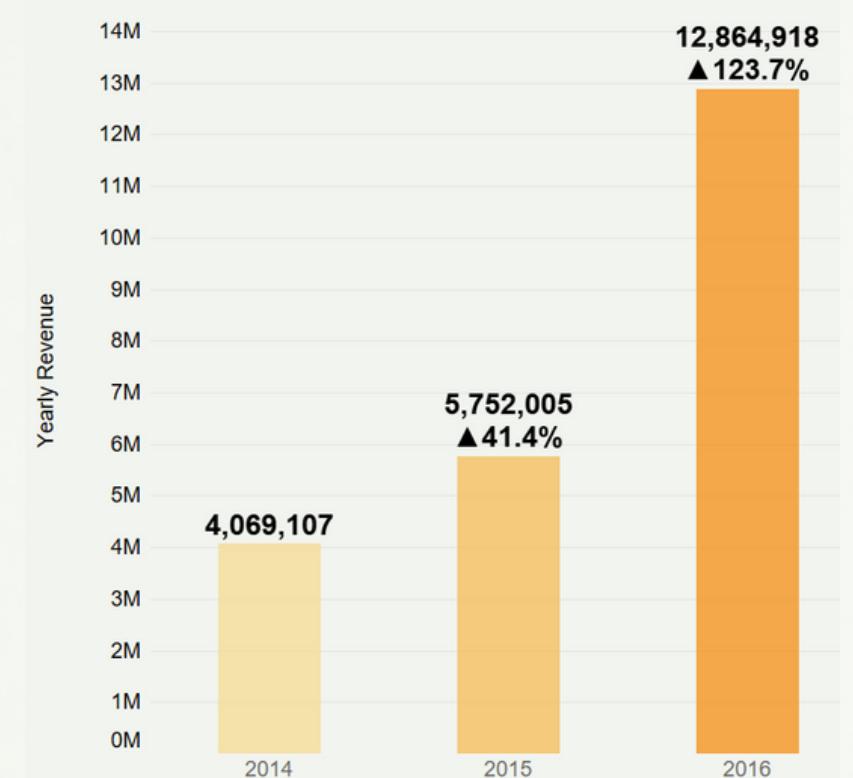
## Stable Average Price

Each year, the average price remains around 6.30 bucks per unit

Quantity



Revenue



# Company Expansion

What are the opportunities?

## New Markets

Based on the current state, Parch and Posey is growing in new regions such as the North and the South, as well as the International Market

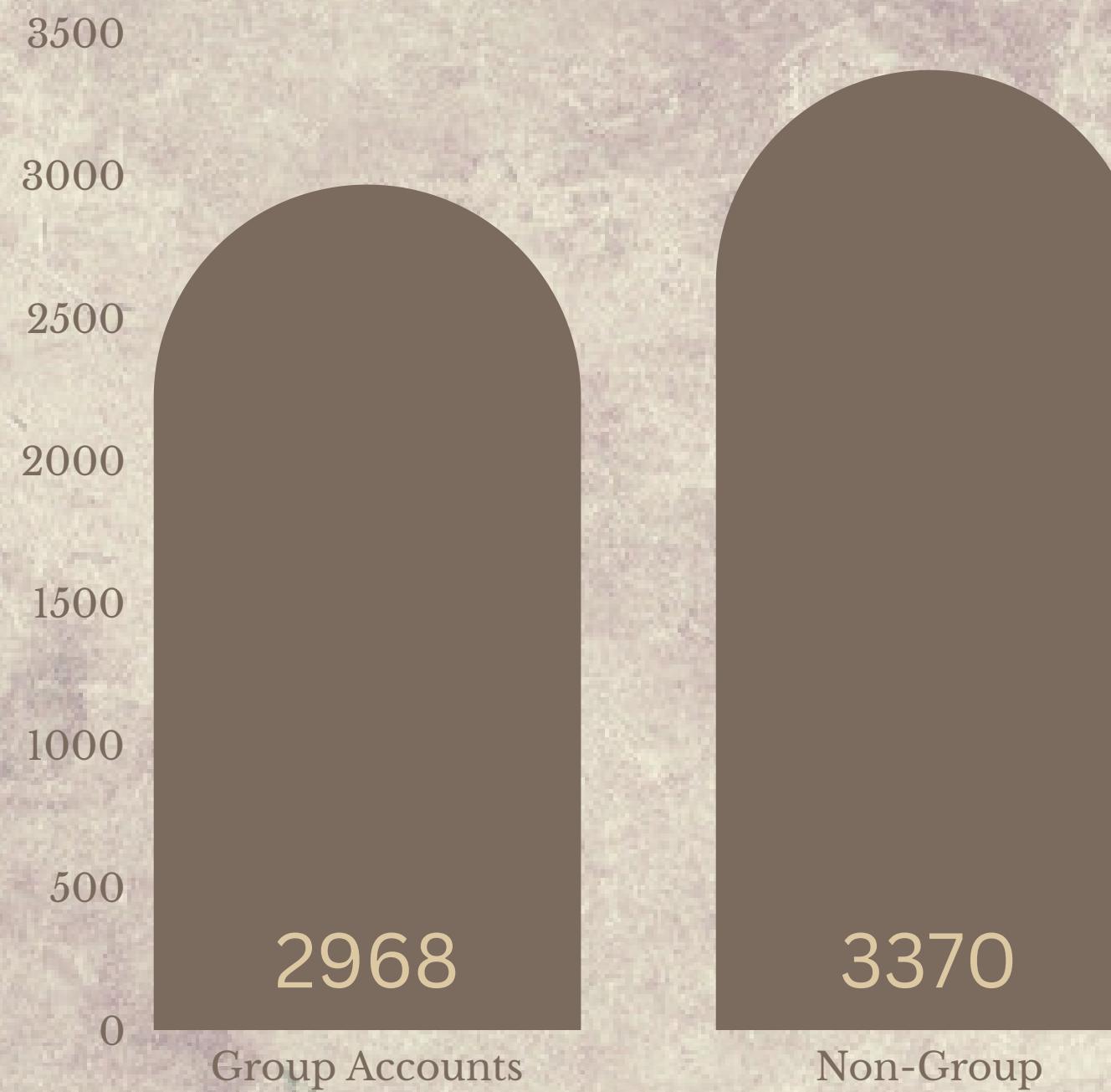
## Sales Representatives to relocate

To expand, we need to relocate our sales representatives to facilitate this growth.

	name character	avg_order_count_per_rep bigint	avg_account_count_per_rep bigint	avg_revenue_per_rep numeric
1	Midwest	53	4	190194.138888888889
2	Northeast	56	4	190430.324761904762
3	Southeast	111	8	354548.749000000000
4	West	96	9	360864.636000000000

- Midwest and Northeast have both **lower average accounts and average orders per sales representatives** than Southeast and West while offering a relatively lower average revenue.
- Sales representatives from **Midwest and Northeast** can be relocated to our new regions to expand our business without affecting current business.

# Account Differentiation



Accounts that end with the word “group” average revenues about 400 dollars lower than those without. As such, they should not receive more attention from the company after the acquisition. In the future, the company should focus on setting a revenue benchmark or orders minimum to differentiate between accounts and assign more sales reps to larger accounts.

# Optimize Marketing Strategy

**Deprioritize/Deactivate:**

- Northeast & Southeast: Twitter
- Midwest & West: Banner

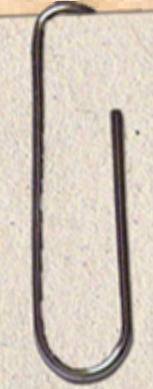
region_id	region_name	channel	channel_count	channel_rank
1	Northeast	twitter	154	1
1	Northeast	banner	155	2
1	Northeast	adwords	300	3

region_id	region_name	channel	channel_count	channel_rank
2	Midwest	banner	59	1
2	Midwest	twitter	71	2
2	Midwest	adwords	101	3

region_id	region_name	channel	channel_count	channel_rank
3	Southeast	twitter	127	1
3	Southeast	banner	146	2
3	Southeast	adwords	264	3

region_id	region_name	channel	channel_count	channel_rank
4	West	banner	116	1
4	West	twitter	122	2
4	West	facebook	229	3

# Directions to Explore



## Market Penetration & Competition Analysis

- Analyze revenue by region.
  - 'total\_amt\_usd' --'orders' table
- Examine sales channels effectiveness
  - 'web\_events\_ table
- Evaluate market share
  - Order quantity & revenue metrics
- Examine sales rep performance compared to regional sales data.

## Customer Satisfaction & Retention Analysis

- Analyze customer satisfaction
  - Repeat purchase & order frequency
- Track customer engagement & loyalty
  - 'orders' table
- Analyze sales rep influence on retention
  - 'sales\_reps' & 'orders' table

# Recommendation

- Further analysis is required to proceed with the acquisition
  - Synergy with our current business
    - We need more information about our own business to decide whether this acquisition will benefit
  - More market-related research
    - Whether this acquisition will boost our customer targeting/specialization in markets that are growing fast right now?
  - Cultural Fit Assessment
    - Determine how the merger will affect company culture, employee morale, and retention rates.



Thank you for listening!