

ChemCorp Incorporation

Cover	ChemCorp's Product & Revenue	Seasonality Of Chemicals	Geographic of Business Types	Market Opportunity	Product Diversement
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Overview

As the leading producer of Chemicals, ChemCorp have been on the rise as a fortune 500 corporation. However, with chemical production having high growth and low barrier to entry due to government regulations, there been a lot of competition.

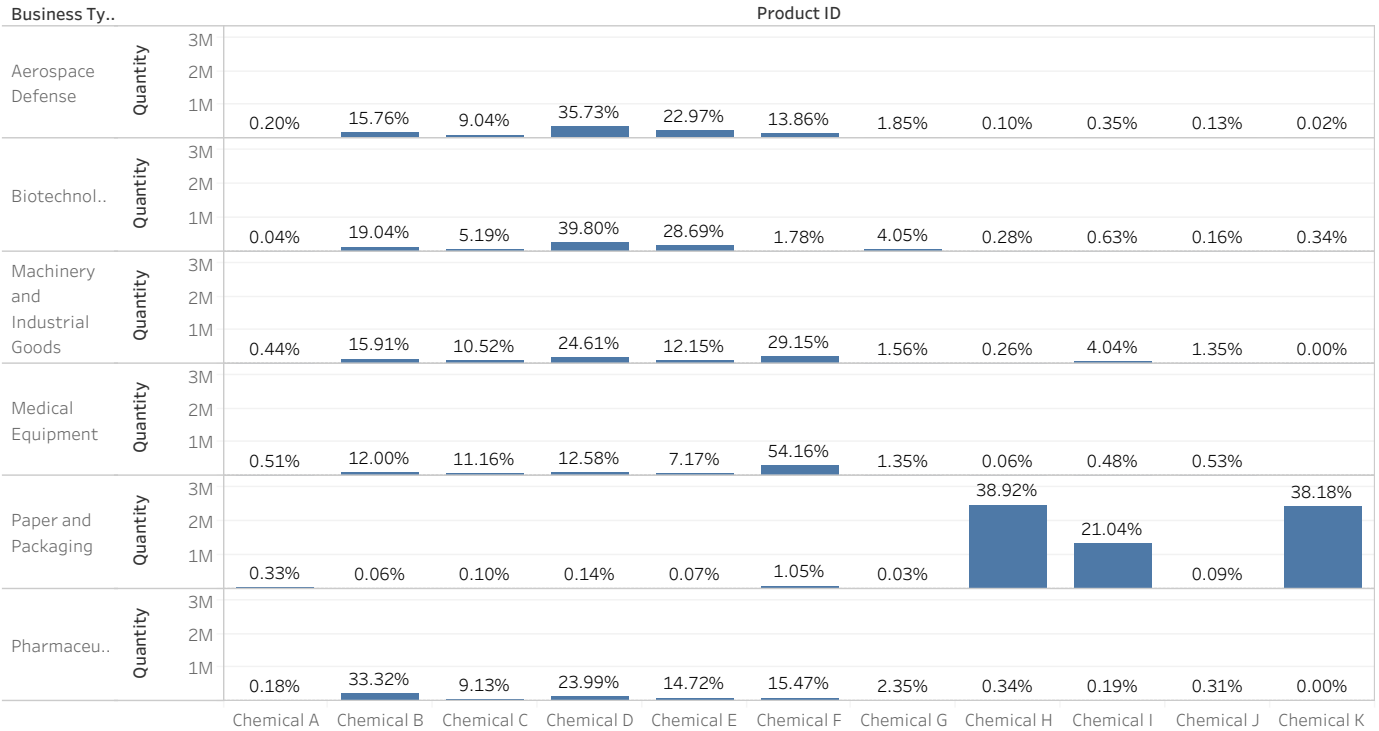
Many start-ups have came in with machine learning and artificial intelligence to create a hybrid of new chemicals that resulted decrease of sales up to 10%.

As the current Data Analyst, I have gone over the dataset and create multiple finding that may interests you. With our current customer, I have found which chemicals we should diverse in, who brings the most profit margin, revenue and see if seasonality impacts our sale.

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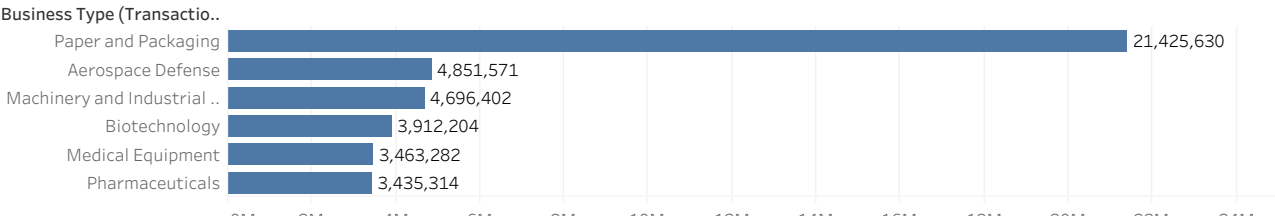
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Customers & Chemical Purchase's Percentages



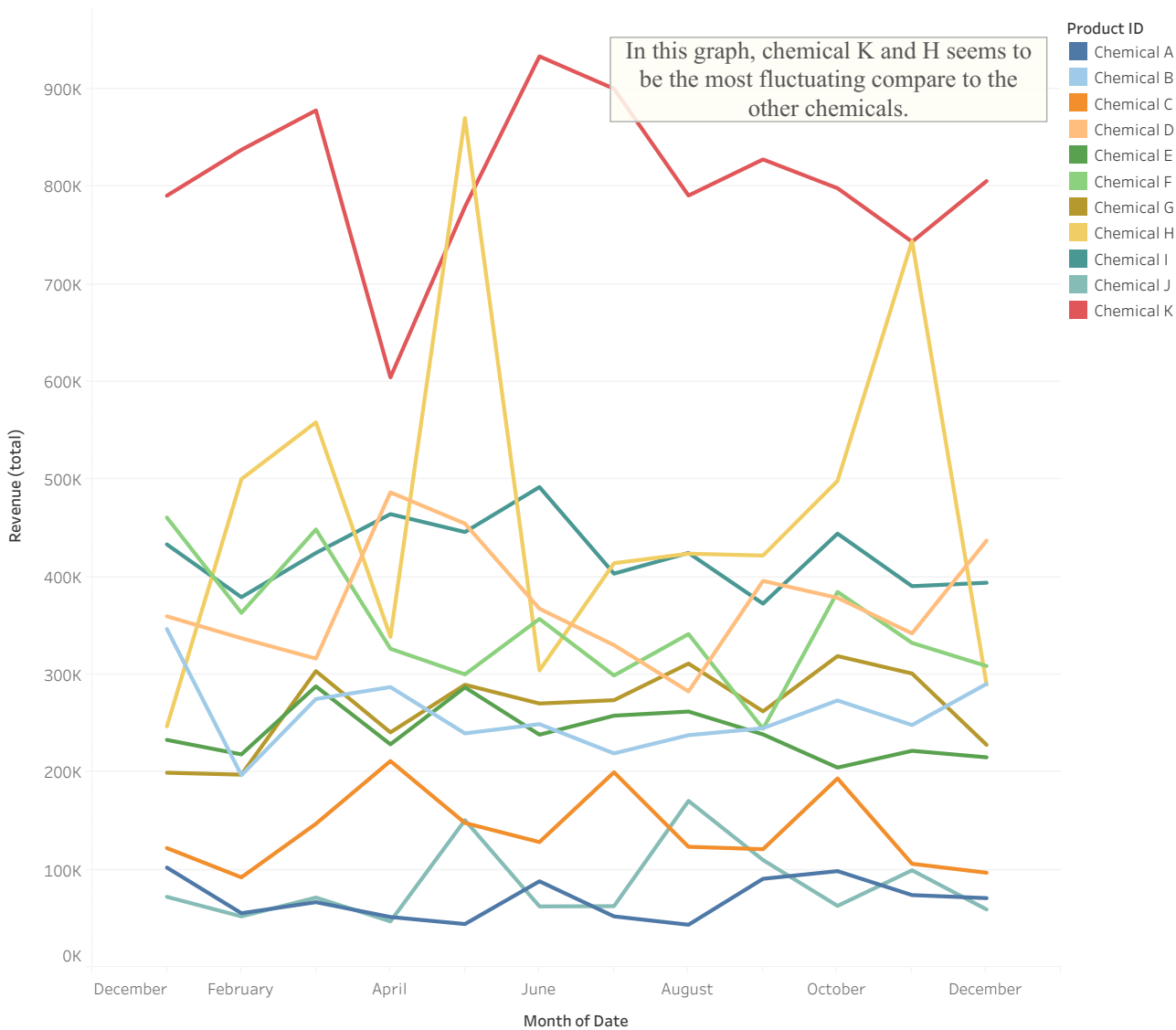
Largest Revenue

Out of the six business type, chemical B, D, and E is quite popular with paper and packaging being an outlier. Chemical A,G, and J isn't used by most of the company.



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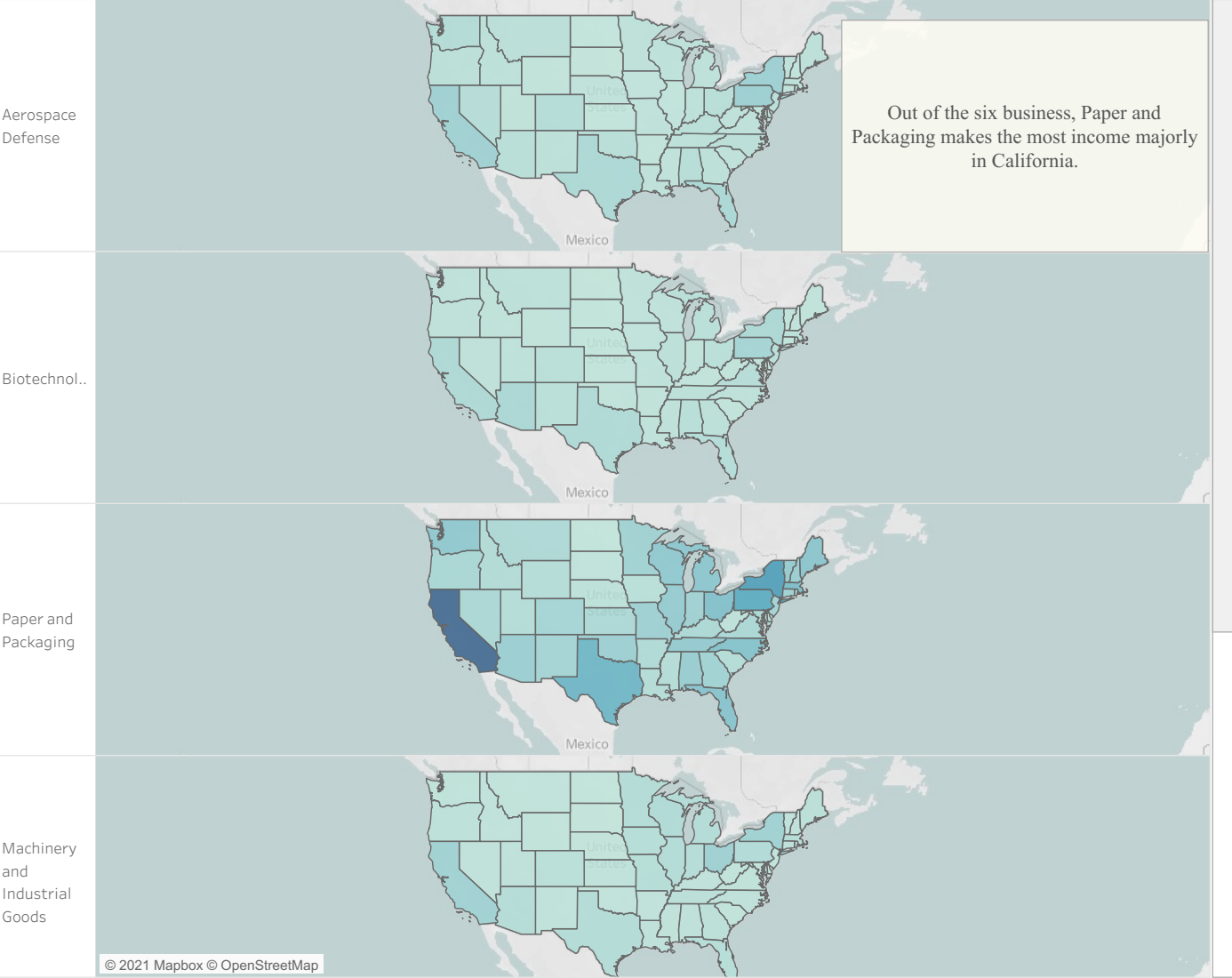
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Business Ty..



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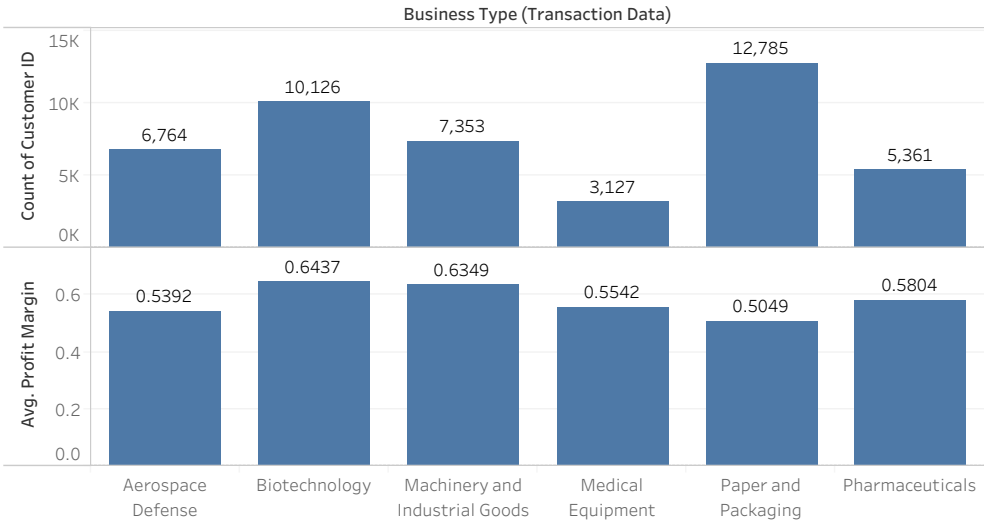
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Average Profit Margin Percentages

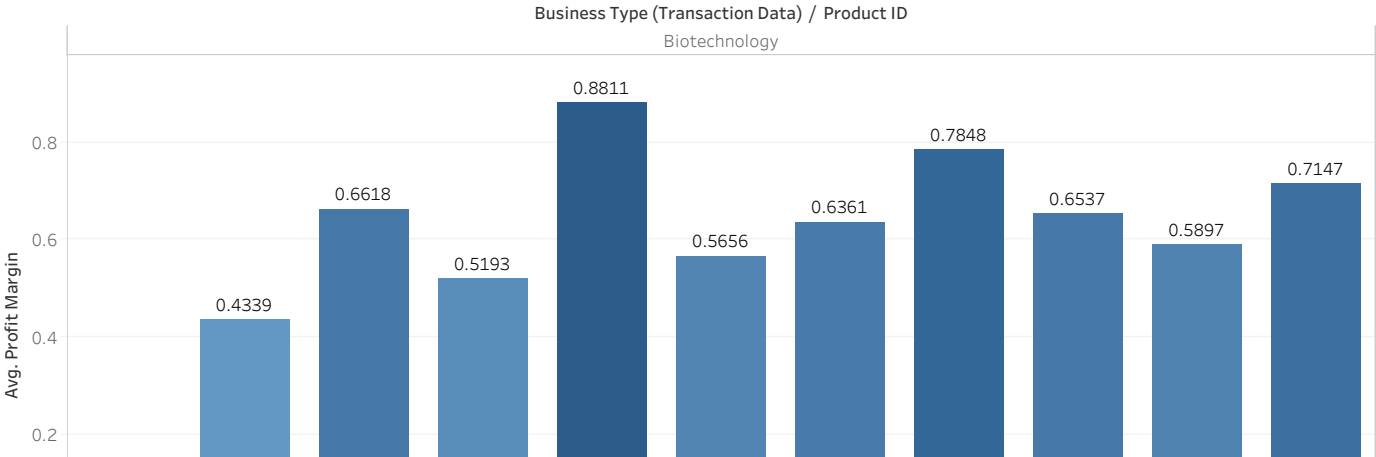
Business Type (Transacti..	
Aerospace Defense	53.92%
Biotechnology	64.37%
Machinery and Industrial ..	63.49%
Medical Equipment	55.42%
Paper and Packaging	50.49%
Pharmaceuticals	58.04%

Although Paper and Packaging has the highest amount of customers, the highest profit margin actually belongs to BioTechnology. Due to that fact, we should focus more on chemical E and H for Biotechnology and focus less on chemical A.

Numbers of Business vs Profit Margin



Biotechnology's Chemical Profit



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Business Type (Transaction Data)	Product ID										
	Chemical A	Chemical B	Chemical C	Chemical D	Chemical E	Chemical F	Chemical G	Chemical H	Chemical I	Chemical J	Chemical K
Aerospace Defense	0.128	0.332	0.545	0.386	0.854	0.568	0.616	0.723	0.437	0.571	0.756
Biotechnology	-0.043	0.434	0.662	0.519	0.881	0.566	0.636	0.785	0.654	0.590	0.715
Machinery and Industrial ..	0.025	0.506	0.692	0.529	0.887	0.610	0.614	0.701	0.517	0.639	0.868
Medical Equipment	-0.220	0.414	0.649	0.501	0.874	0.438	0.624	0.465	0.535	0.618	
Paper and Packaging	0.023	0.219	0.607	0.357	0.840	0.526	0.633	0.554	0.442	0.583	0.590
Pharmaceuticals	0.066	0.416	0.628	0.476	0.873	0.566	0.607	0.737	0.584	0.600	0.555

ChemCorp should focus on removing any chemical that does not have 40% or higher in profit margin and focus on diversifying their other products.

Shown in Chemical A, if ChemCorp were to remove it, it would most likely benefit them. However, we cannot remove each chemical that does not have a high profit margin. Instead we should focus on rediverstifying it somewhere else and creating profit for the company.