BUSINESS INSIGHTS: PARCH & POSEY

By

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Introduction

This report presents a critical analysis of Parch and Posey, highlighting valuable insights in relation to the entity. The analysis is centered on customer insight, order insight, region insight, sales representative performance and web insight. Actionable recommendations are made to improve the performance of the firm in the business market.

Analytical Questions

- What is the company's customer base?
- What is the segmentation of customers based on profitability?
- What is the maximum order volume by paper type?
- What is the total order volume?
- What are the most popular orders?
- What is the average order value (USD)?
- What is the average quantity ordered per paper type?
- What are order sales trends?
- What is the maximum revenue from orders?
- What is the profitability of paper types?
- What is the income distribution by region?
- What is the distribution of customers by region?
- What is the revenue distribution of sales representatives?
- What is the total number of sales representatives?
- Who are top performing sales representatives?
- What is the order distribution based on web channels?
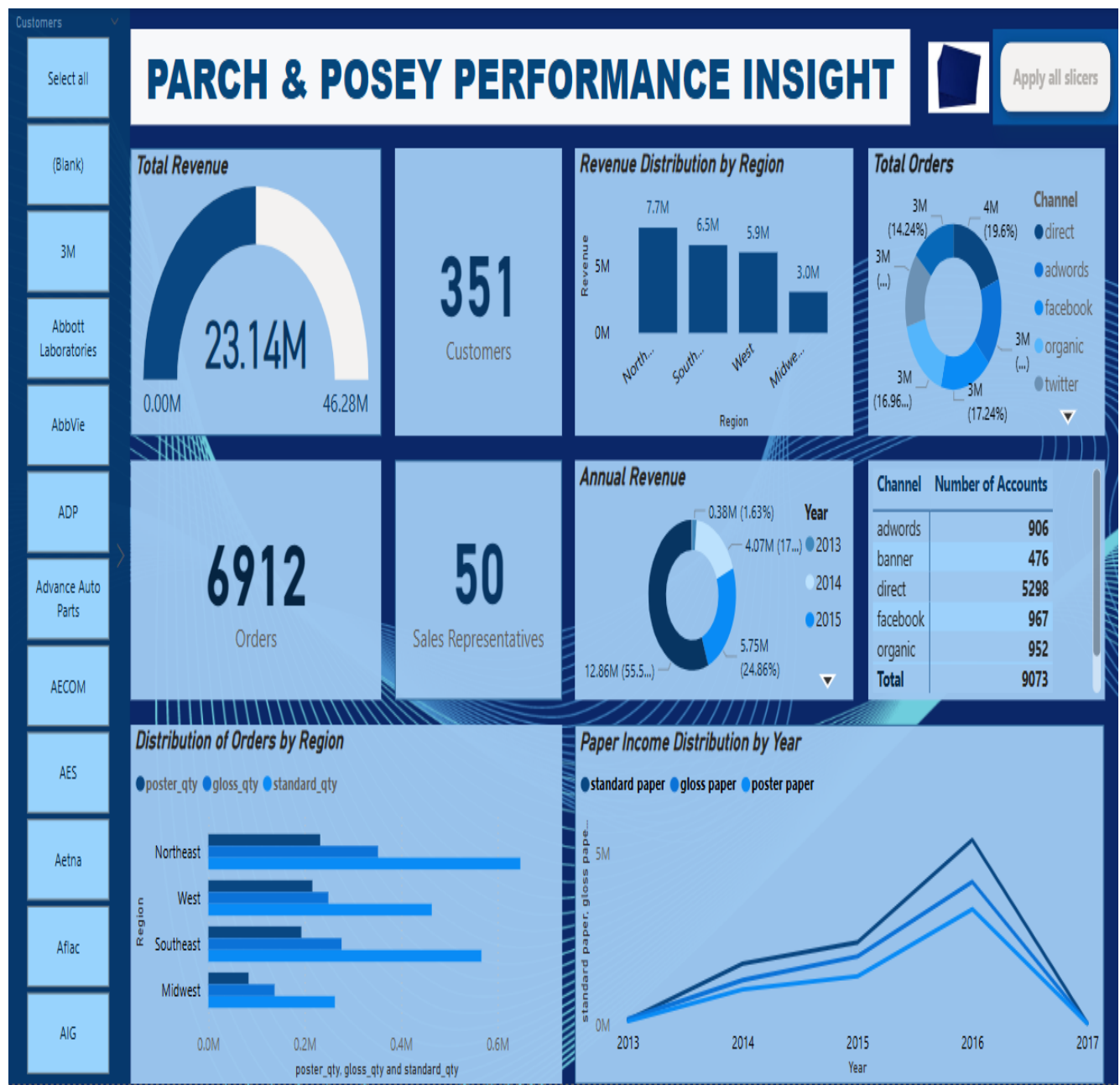- Highlight top web channels and frequency of web events

Fig 1. Parch & Posey Performance Insight Dashboard

Key Insights

Customer Insight

Parch & Posey serves a large customer base of 351 customers, which indicates a broad market reach. EOG Resources, Mosaic, IBM, General Dynamics, Republic Services, Leucadia National, Arrow Electronics, Sysco, Supervalu, and Archer Daniels Midland are the company's top most profitable customers while Nike, Delta Air Lines, Level 3 Communications, Deere, Bed Bath & Beyond, Las Vegas Sands, Assurant, Ball, Priceline Group, and Bank of New York Mellon Corp are the least most profitable customers.

Insight on Orders

Parch & Posey has performed excellently in the business market in terms of order volume. The entity processes a significant number of transactions and robust sales, indicating a consistent demand for its products. The average order value is $ 3,348.02 while the maximum revenue from orders is $232,207.07. The annual income is recorded as $377,331.00, $4,069,106.54, $5,752,004.94, $12,864,917.92, and $78,151.43 indicating revenue for 2013, 2014, 2015, 2016 and 2017 respectively. With 6912 orders, the highest quantity ordered per paper type is recorded as 28262, 22591, and 14281 indicating maximum poster quantity, maximum standard quantity and maximum gloss quantity. Moreover, $21,291,212.33, $1,805,379.66, and $44,919.84 indicate revenue generated from standard paper, gloss paper and poster paper respectively.

max_standard_quantity integer	max_gloss_quantity integer	max_poster_quantity integer
22591	14281	28262

paper_type text	paper_profit numeric
Standard Paper	21291212.33
Gloss Paper	1805379.66
Poster Paper	44919.84

Insights on Region

The Midwest region, Southeast region, West region, and Northeast region generated 48 customers, 96 customers, 101 customers and 105 customers respectively. Northeast, Southeast, West and Midwest region generated $7,744,405.36, $6,458,497.00, $5,925,122.96, and $3,013,486.51 respectively. It is notable that the Northeast region has the largest customer base and highest income threshold. This reveals that the Northeast is a key market for Parch & Posey.

region_name character	region_income numeric
Northeast	7744405.36
Southeast	6458497.00
West	5925122.96
Midwest	3013486.51

region_name character	region_customers bigint
Midwest	48
Southeast	96
West	101
Northeast	105

Insights on Sales Representatives

Parch & Posey has 50 sales representatives optimizing the customer base and order volume. Top sales representatives are Earlie Schleusner, Tia Amato, Vernita Plump, Georgianna Chisholm, and Arica Stoltzfus generating revenue of $1,098,137.72, $1,010,690.60, $934,212.93, $886,244.12, and $810,353.34.

name character	sales_revenue numeric
Earlie Schleusner	1098137.72
Tia Amato	1010690.60
Vernita Plump	934212.93
Georgianna Chisholm	886244.12
Arica Stoltzfus	810353.34

Insights on Web Events

Based on order distribution, direct, Facebook and organic web channels are top performing channels with 95236, 32251, and 32228 orders respectively. The direct channel contributes the most revenue (19.66%), followed by Facebook (17.10%), organic (17.10%), AdWords (17.10%), twitter (14.52%), and banner (14.52%). Findings indicate that direct sales and organic search are crucial for Parch & Posey's revenue generation. In terms of web channels, direct channel has the highest number of associated accounts (5298 accounts), followed by Facebook (967 accounts), organic (952 accounts), AdWords (906 accounts), banner (476 accounts), and twitter (474 accounts). Moreover, direct channel has the highest frequency with 5298 web events, followed by Facebook and Organic channel with 967 and 952 web events.

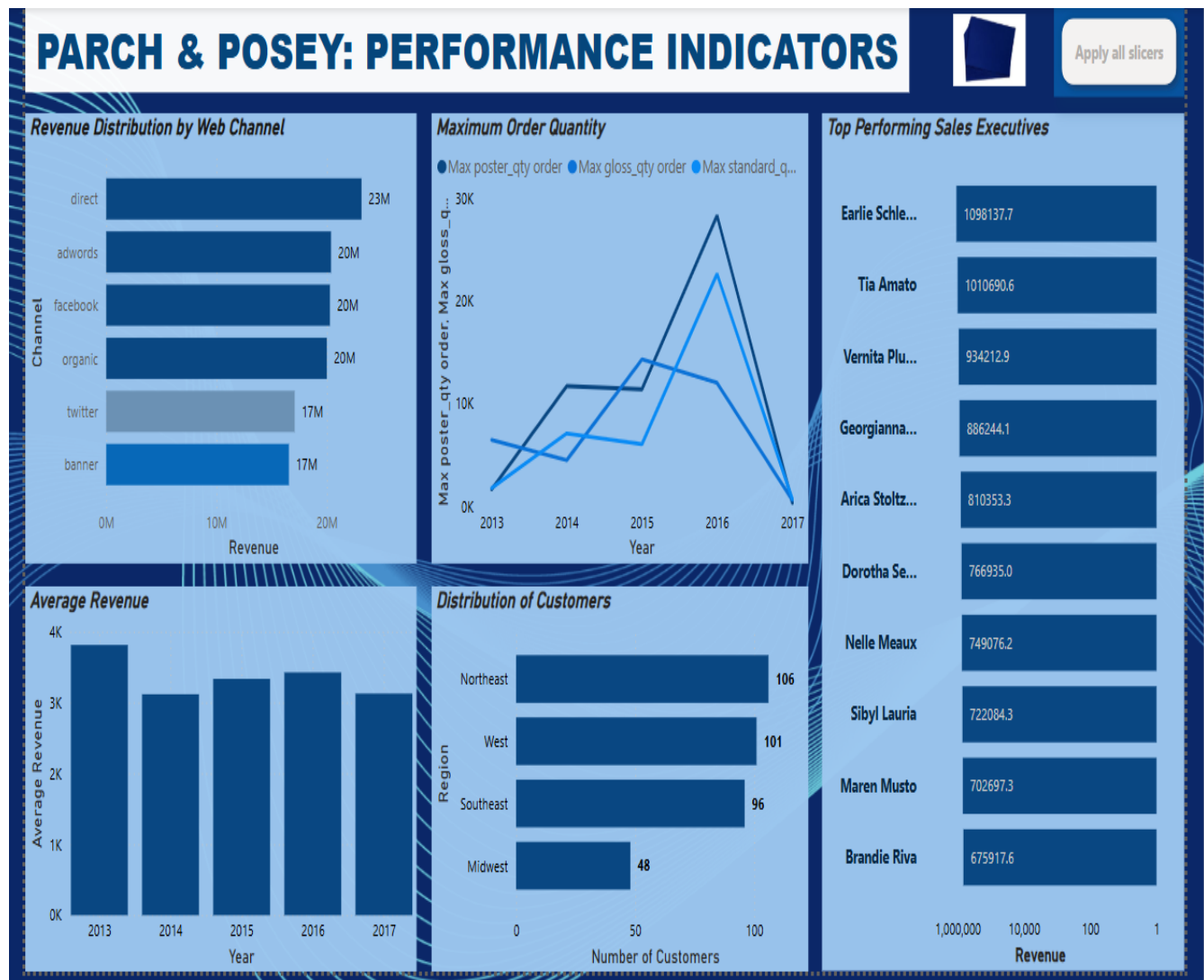| channel character	event_count bigint
direct	5298
facebook	967
organic	952
adwords	906
banner	476
twitter	474

Fig 2. Parch & Posey Performance Indicators

Summary

Parch & Posey is a paper vending firm that sells standard paper, gloss paper and poster paper to its customer base of 351 customers. At the end of the business period, the entity successfully generated 6912 orders with highest ordered quantity as 28262, 22591, and 14281 for poster paper, standard paper and gloss paper. In terms of revenue generation, poster paper is more profitable ($44,919.84). The Northeast region has the highest number of customers (106), followed by the West (101), Southeast (96), and Midwest (48). The Northeast region is a key market for Parch & Posey while the Midwest region has a significantly lower number of customers and relatively low revenue which indicates need for improvement. EOG Resources is the most profitable customer generating the most revenue while 'Direct' and 'Facebook' channels are leading revenue generators. The dominance of the direct channel suggests that the entity has a superior sales team and established healthy relationships with customers. Parch & Posey should continue to invest in this channel and explore ways to further enhance its effectiveness.

Recommendations

I strongly recommend that Parch & Posey invests more resources in the Northeast region as the region has proven to be a viable business market for expanding their customer base. Through targeted advertising, local partnerships, and expanding the sales team, the entity can maximize profit and increase its market shares. Top performing sales representatives should be utilized to develop redundant business markets. Moreover, I recommend increased targeted marketing and sales efforts in the Midwest region to improve their market performance. I recommend further investments in most popular social media platforms to boost sales. Low performing paper products should be optimized to improve acceptability and patronage by target market. Top performing products should be used to maximize revenue.