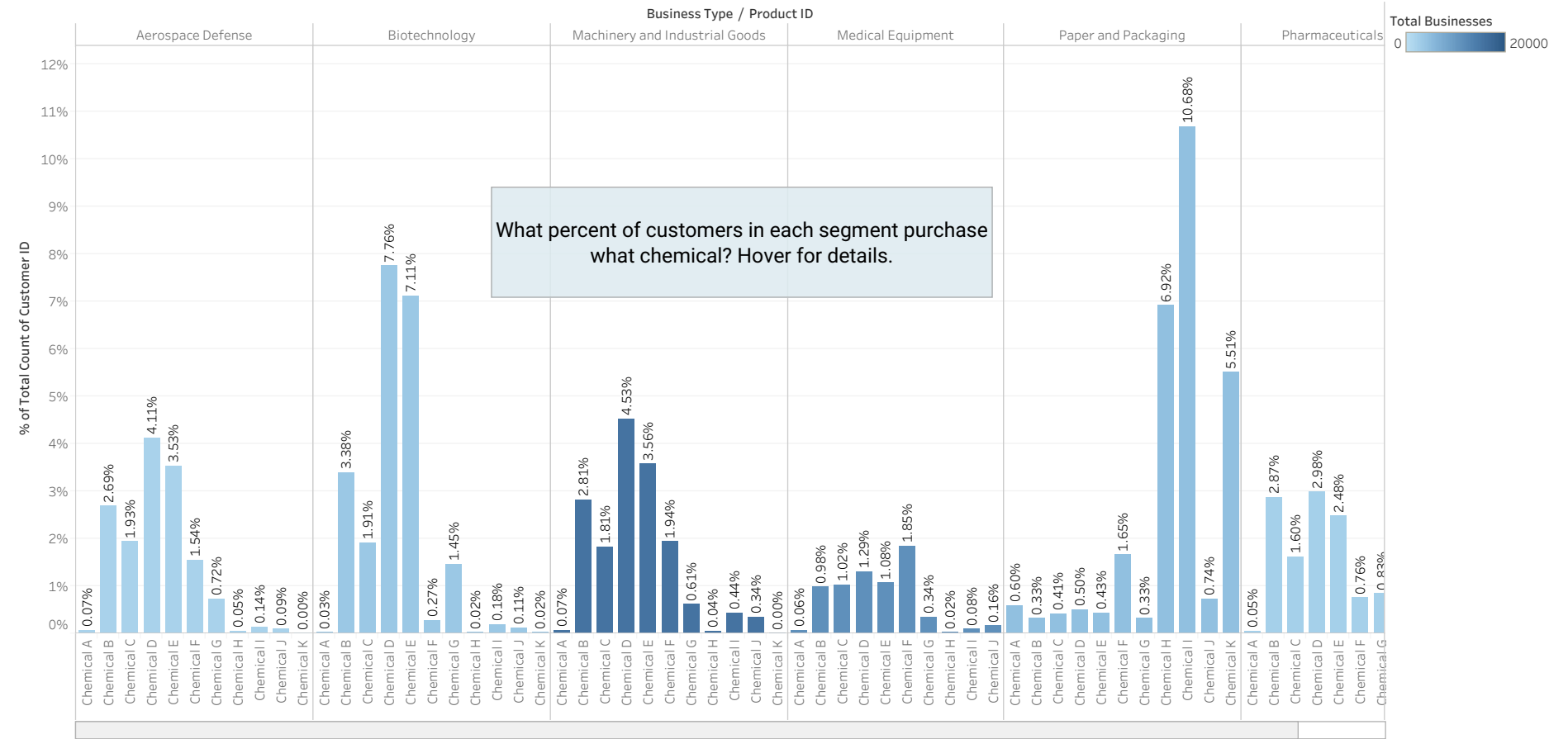


ChemCorp Data Analysis

How do segments differ? Purchase type.	How do segments differ? Revenue	How do segments differ? Seasonality	How do segments differ? Regional distribution of segments.	How do segments differ? Zip code distribution of segements.	Market Opportunity. Highest average profit margin % segment?	Market Opportunity. Highest average profit margin % segment?
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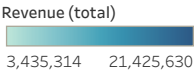


# ChemCorp Data Analysis

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Business Type	
Aerospace Defense	4,851,571
Biotechnology	3,912,204
Machinery and Industrial ..	4,696,402
Medical Equipment	3,463,282
Paper and Packaging	21,425,630
Pharmaceuticals	3,435,314

What is the revenue breakdown per industry segment?



Paper and Packaging Industry out performs all others in revenue by far.

# ChemCorp Data Analysis

How do segments differ? Purchase type.

How do segments differ? Revenue

How do segments differ? Seasonality

How do segments differ? Regional distribution of segments.

How do segments differ? Zip code distribution of segments.

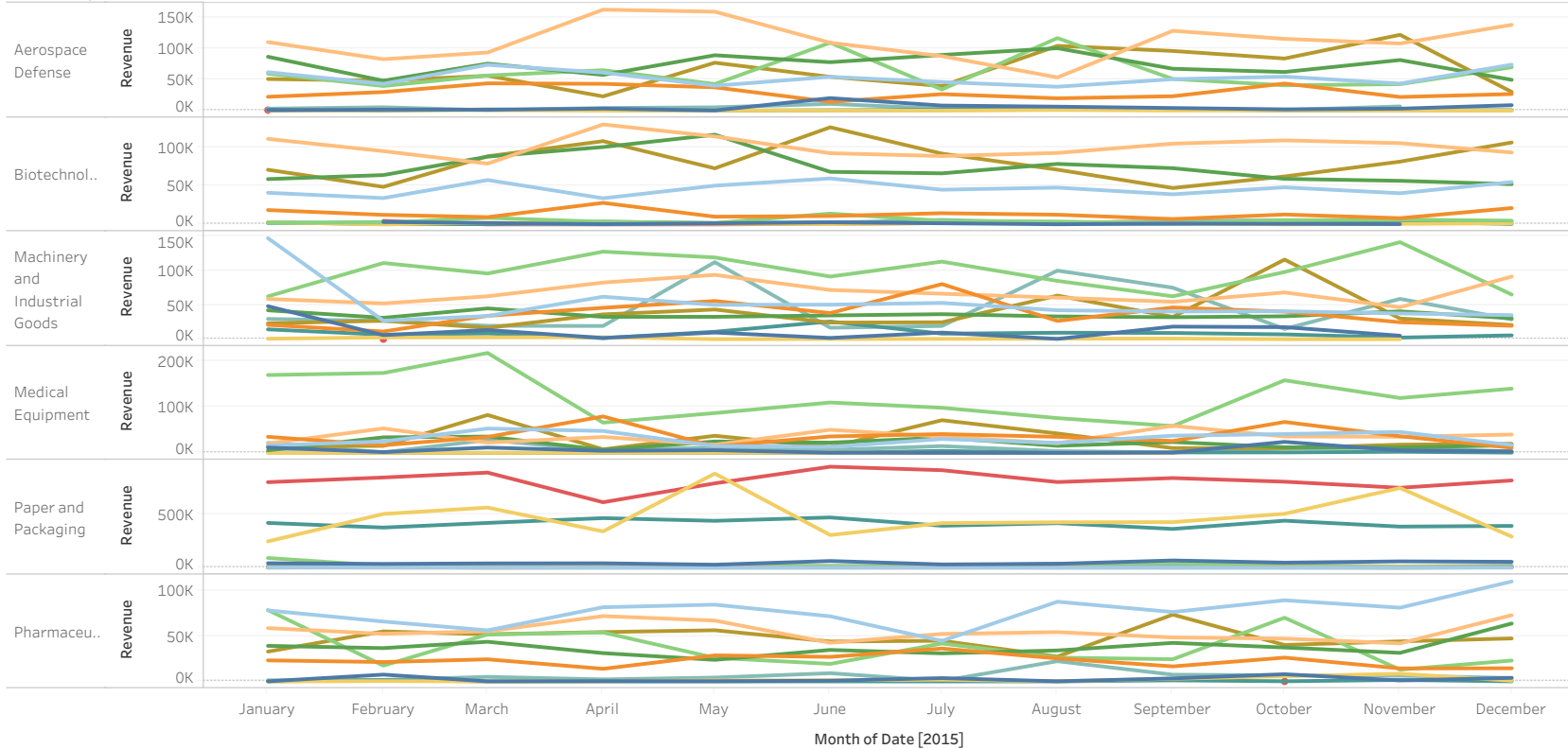
Market Opportunity. Highest average profit margin % segment?

Marke  
t Oppo  
rtunit..

## Seasonality

Is there seasonality in sales across product type?

Business Ty..



### Business Type

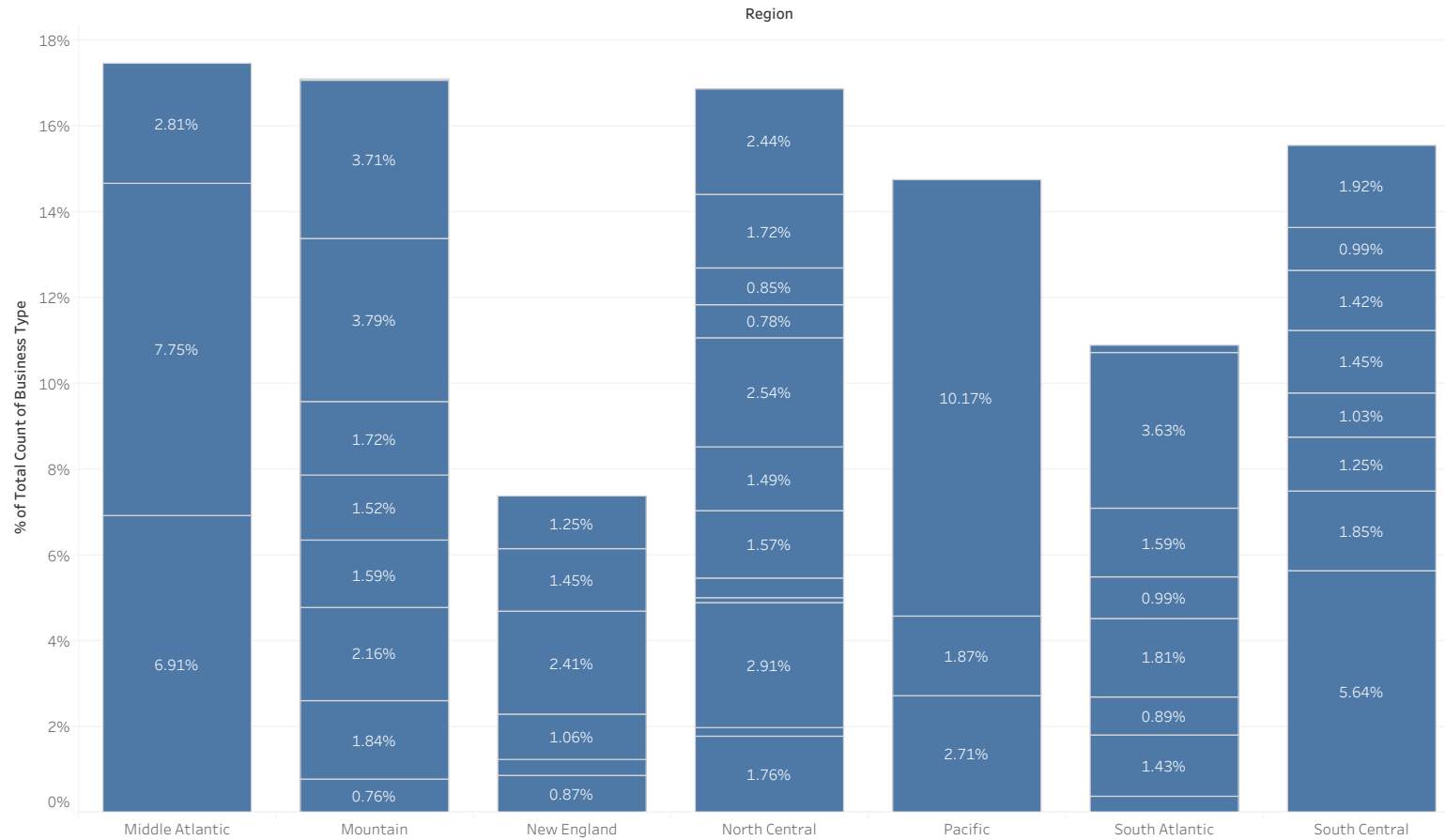
- ✓ Aerospace Defense
- ✓ Biotechnology
- ✓ Machinery and Indust..
- ✓ Medical Equipment
- ✓ Paper and Packaging
- ✓ Pharmaceuticals

Product ID

- Chemical A
- Chemical B
- Chemical C
- Chemical D
- Chemical E
- Chemical F
- Chemical G
- Chemical H
- Chemical I
- Chemical J
- Chemical K

# ChemCorp Data Analysis

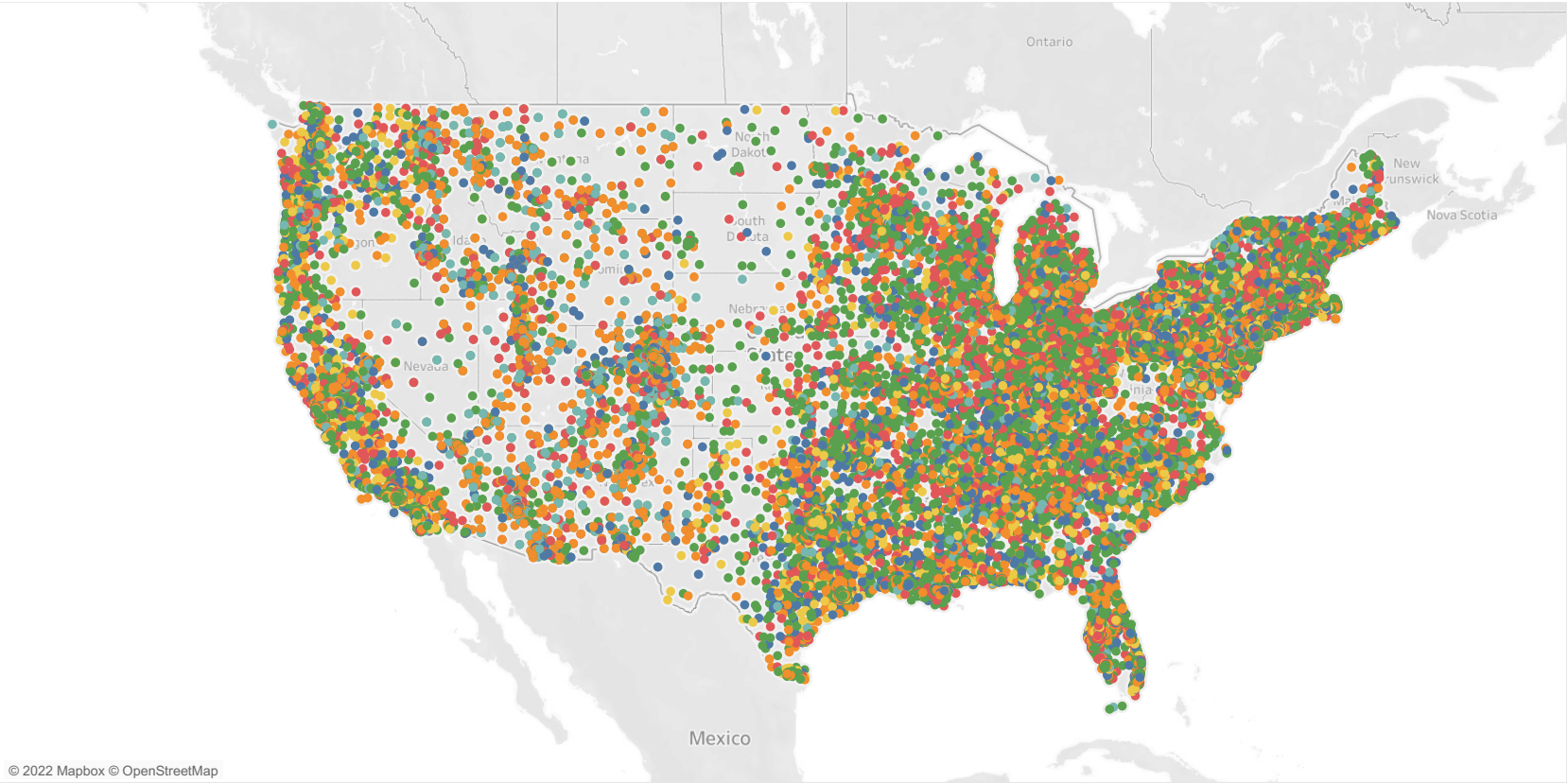
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# ChemCorp Data Analysis

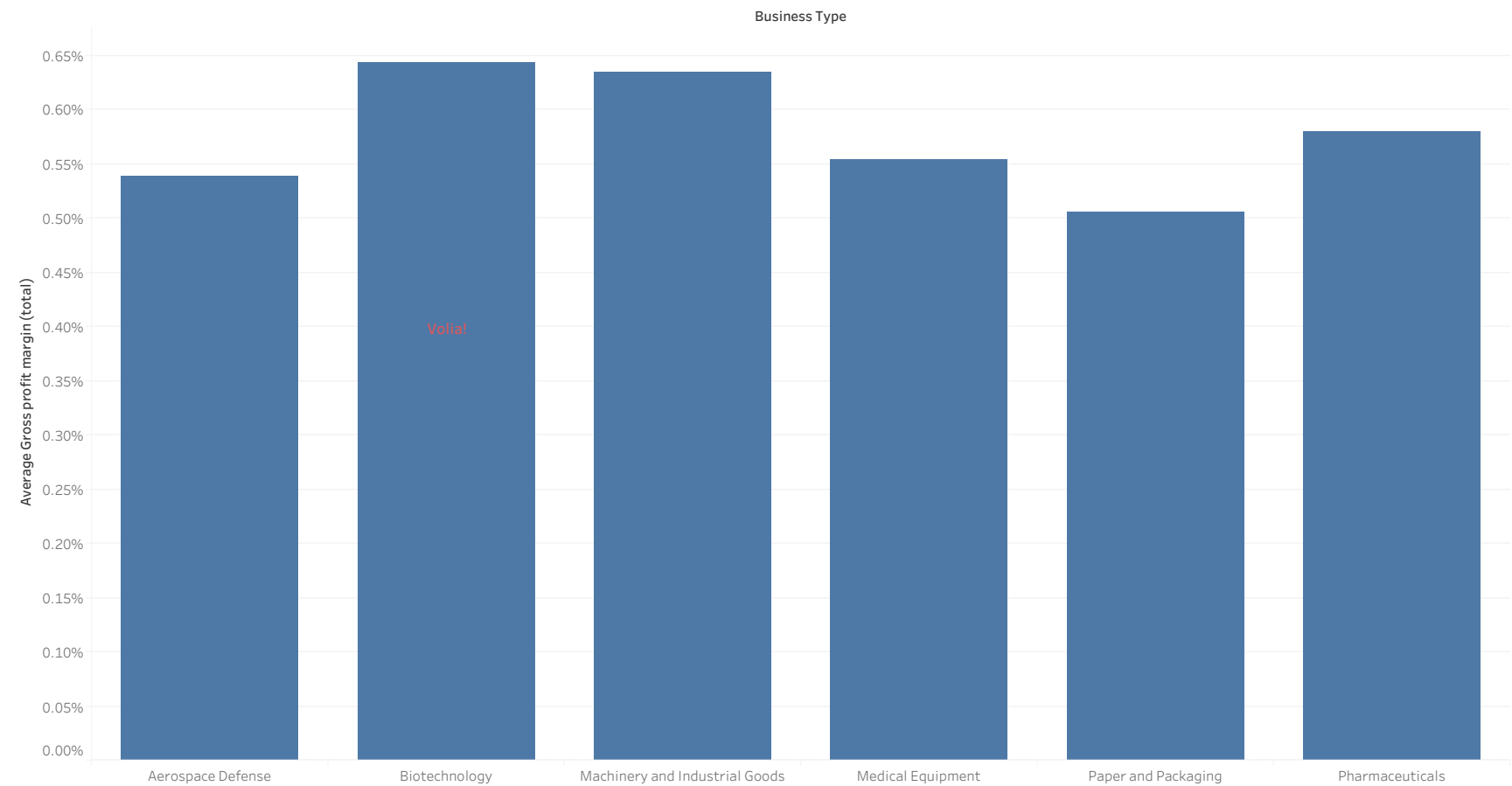
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Geo Distribution of Segments (3)



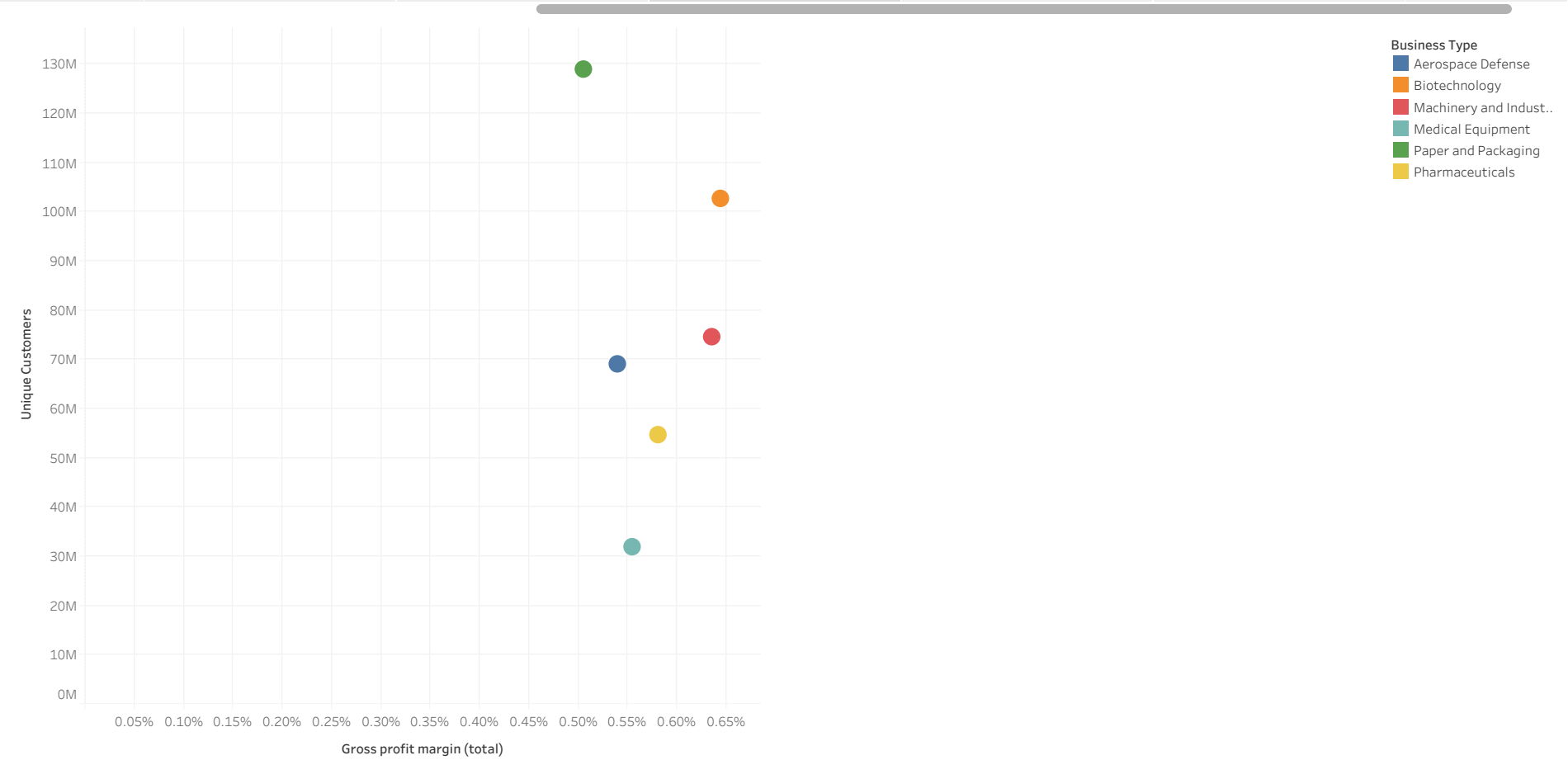
# ChemCorp Data Analysis

How do segments differ? Seasonality	How do segments differ? Regional distribution of segments.	How do segments differ? Zip code distribution of segments.	Market Opportunity. Highest average profit margin % segment?	Market Opportunity. Profit margin % to Businesses.	Market Opportunity. Highest profit products in Biotech Segment.	Product Divestment. What segments have negative or low profit ..
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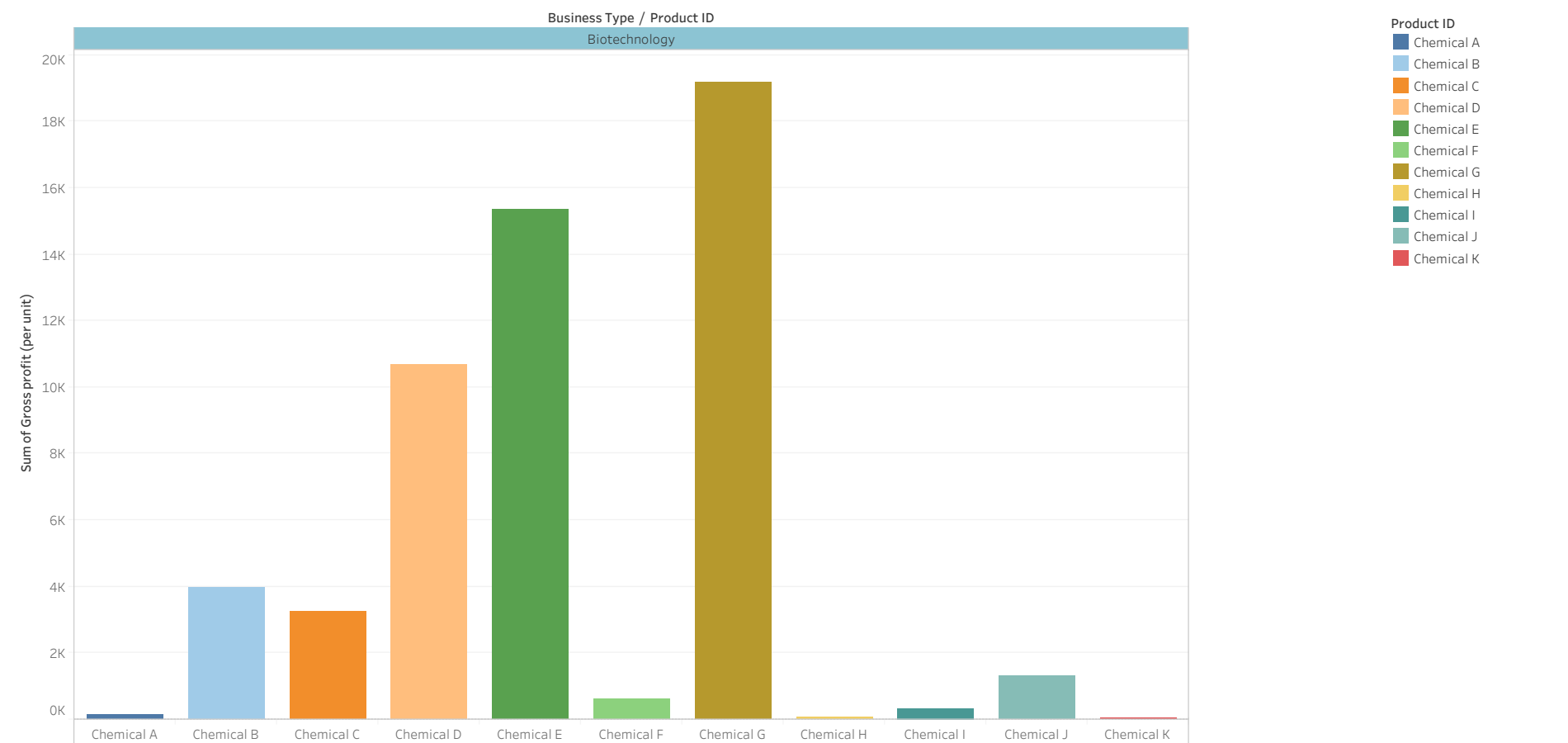
# ChemCorp Data Analysis

How do segments differ? Regional distribution of segm..	How do segments differ? Zip code distribution of segements.	Market Opportunity. Highest average profit margin % segment?	Market Opportunity. Profit margin % to Businesses.	Market Opportunity. Highest profit products in Biotech Segment.	Product Divestment. What segments have negative or low profit margins?	Recommendations.
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# ChemCorp Data Analysis

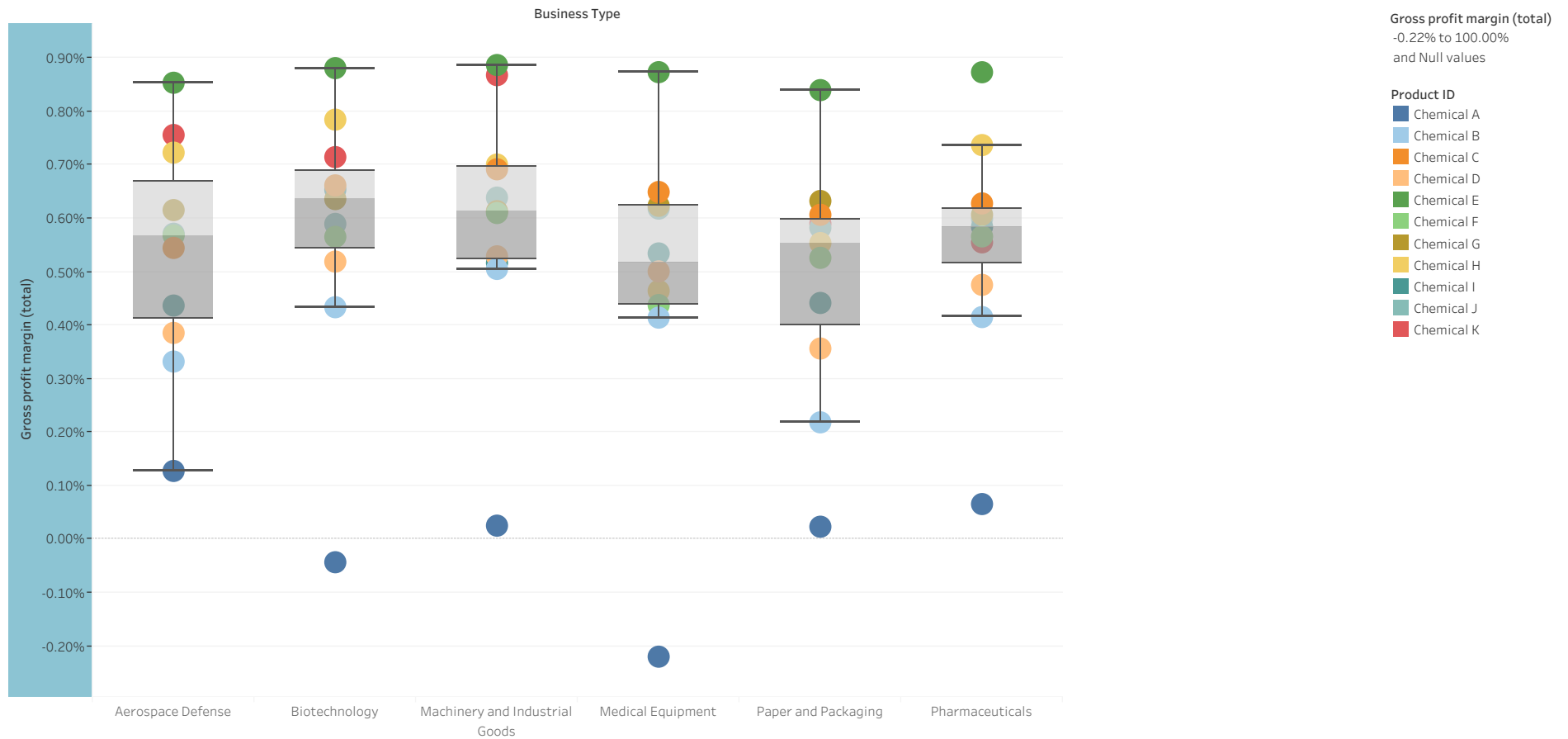
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# ChemCorp Data Analysis

How do segments differ? Zip code segments ..	How do segments differ? Zip code distribution of segments.	Market Opportunity. Highest average profit margin % segment?	Market Opportunity. Profit margin % to Businesses.	Market Opportunity. Highest profit products in Biotech Segment.	Product Divestment. What segments have negative or low profit margins?	Recommendations.
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# ChemCorp Data Analysis

How d o segm ents ..	How do segments differ? Zip code distribution of segements.	Market Opportunity. Highest average profit margin % segment?	Market Opportunity. Profit margin % to Businesses.	Market Opportunity. Highest profit products in Biotech Segment.	Product Divestment. What segments have negative or low profit margins?	Reccomendations.
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Immediate areas of opportunity:

1) Divest or boost margins in Chemical A as it is underperforming in profit for all segments.

2) Focus on the Biotechnology Segement, particularly the Chemical G product for it’s best profit margin performance in segment by far.

3) Products of potential missed profits in the segment are: H, I & K as they are performing well in the next highest profit margin segment; Paper and Packaging.