 : Dunder Mifflin Paper Company

This summary provides a comprehensive overview of Dunder Mifflin's sales, revenue, shipping, and product performance based on the dashboards. Below are the key insights broken down into specific categories to better understand the findings:

**Order Status**

* **COMPLETED**:
  + Highest **Count of order\_id**: 847 (84.70% of total).
  + Highest number of clients: 832 (1,286.67% higher than RETURNED).
* **CANCELLED**:
  + Count of order\_id: 93.
  + Clients: 92.
* **RETURNED**:
  + Count of order\_id: 60.
  + Clients: 60.

**Revenue Analysis**

* The **highest total revenue**: 48,119,577.
* Michael Scott contributed **7.74%** of the total revenue.
* **Copy paper products** accounted for **56.73%** of total revenue.
* The **highest average revenue** per transaction: 34,37,112.64.
* Significant **product performance**:
  + **Hammermill Copy Plus**:
    - Total sales: 42,419,539.
    - Outperformed the lowest-performing product (Xerox Cardstock) by **3,561.48%**.
  + Xerox Bold Cardstock Paper: Lowest sales at 1,158,536.

**Shipping Analysis**

* **Shipping Cost**:
  + November contributed **10.24%** of the total shipping cost.
* **Days to Ship**:
  + **EXPRESS**: Average shipping time was **3.73 days**.
  + **REGULAR**: Average shipping time was **5.64 days**, higher than EXPRESS.
* **Shipping Days**:
  + The range of **closing days** was from **59.09 (minimum)** to **80.32 (maximum)**.
  + **Month with the highest revenue**: May, contributing **16.31%** of total revenue and exceeding September by **525%**.

**Product and Category Analysis**

* **Paper Type**:
  + **Multipurpose paper in Q4** accounted for **12.98%** of the total quantity sold.
* **Revenue Distribution by Product Name**:
  + Products' total sales ranged from **1,158,536** to **42,419,539**.
* **Order Counts**:
  + **Under 1,000**: Highest order count at 442 (44.20% of total).
  + **Under 3,000**: Lowest order count at 13.

**Time-based Revenue Trends**

* **Revenue Trends**:
  + Downward trend: **82.24% decrease** from Jan 1, 2021, to Dec 30, 2021.
  + Revenue started declining steeply on Aug 19, 2021, dropping **97.57%** over 133 days.
  + **Steepest decline**: May 8, 2021, to June 14, 2021, where revenue dropped from **807,119** to **264**.

**Top Contributors**

* **Kiki Cat**:
  + Accounted for **22.86%** of total orders.

**Key Observations**

1. Revenue trended downward significantly in the latter half of the year, with steep drops observed.
2. Shipping efficiency was better with EXPRESS than REGULAR shipping.
3. Paper products dominated the revenue, particularly **Copy paper**.
4. **COMPLETED** orders and **under 1,000 order value** categories were the most significant contributors to the business.
5. May emerged as the most successful month in terms of revenue.

**Recommendations for Future Business Growth**

Given the decline in paper demand due to the rise of paperless technologies, Dunder Mifflin can filter their business model and adopt below mentioned strategies.

**1. Digital Transformation**

* **E-commerce Platform**: Expand an online store to reach wider markets and sell directly with customizations for small businesses or remote workers. *(In the TV show Ryan Howard introduced online store named as* ***Dunder Mifflin Infinity****. Hence, the strategy was applied)*
* **Subscription Models**: Offer subscription plans for office essentials with scheduled deliveries (e.g., ink, stationery, cleaning supplies).

**2. Expansion into Services**

* **Managed Print Services (MPS)**: Transition from selling paper to offering managed print services, including printer leasing, maintenance, and ink refills. *(In the TV show Dunder Mifflin was taken over by* ***Sabre****, they did starting selling printers, Hence this strategy was also applied)*
* **Document Digitization**: Help organizations transition to paperless operations by offering scanning, archiving, and digitization services.

**3. Focus on Education Sector**

* Target schools, universities, and training centres for specialized office supplies and digital solutions. *(In TV show Dunder Mifflin collaborated with* ***Blue Cross Blue Shield*** *which helped the company gain highest revenue, Target strategy was also applied)*
* Provide bulk discounts and customization options for institutions still reliant on paper.

By embracing these strategies, Dunder Mifflin can remain relevant and profitable, even as the demand for traditional paper products declines.

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