

# Parch and Posey Acquisition Analysis

**Presented by Final Project Group 4**

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# Business Basics:

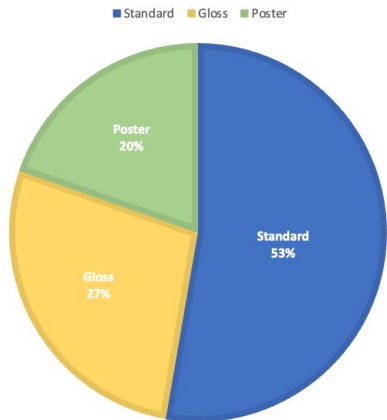
**Customer base:** 351 customer accounts

## Regions :

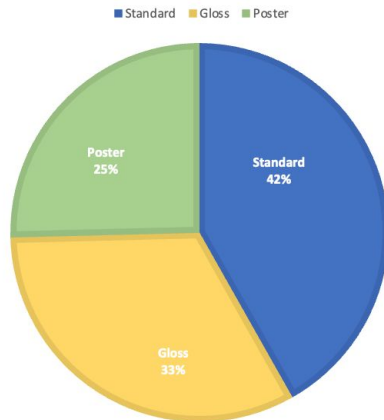
- 7 regions in total: "Northeast", "Midwest", Southeast", "West", "International", "South", and "North"
- 5 regions with sales\_reps: "Northeast", "Midwest", Southeast", "West", and "International"
- 4 regions generates orders: "Northeast", "Midwest", Southeast", and "West"

## Revenue Streams by Category:

PERCENTAGE OF QUANTITY SOLD



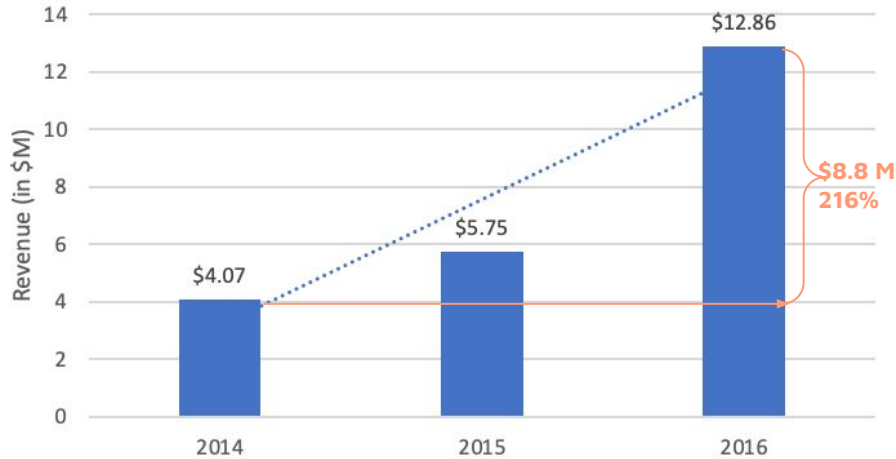
PERCENTAGE OF REVENUE



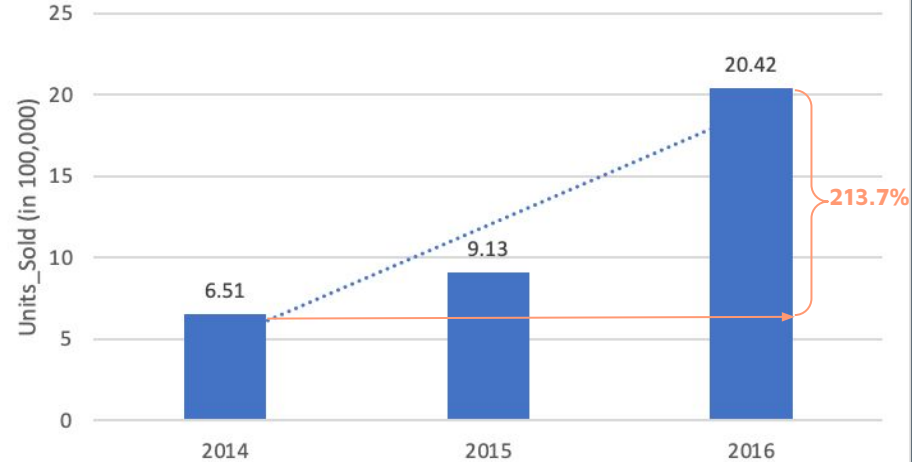
# State of Company Growth



Ascending Revenue Stream (2014-2016)

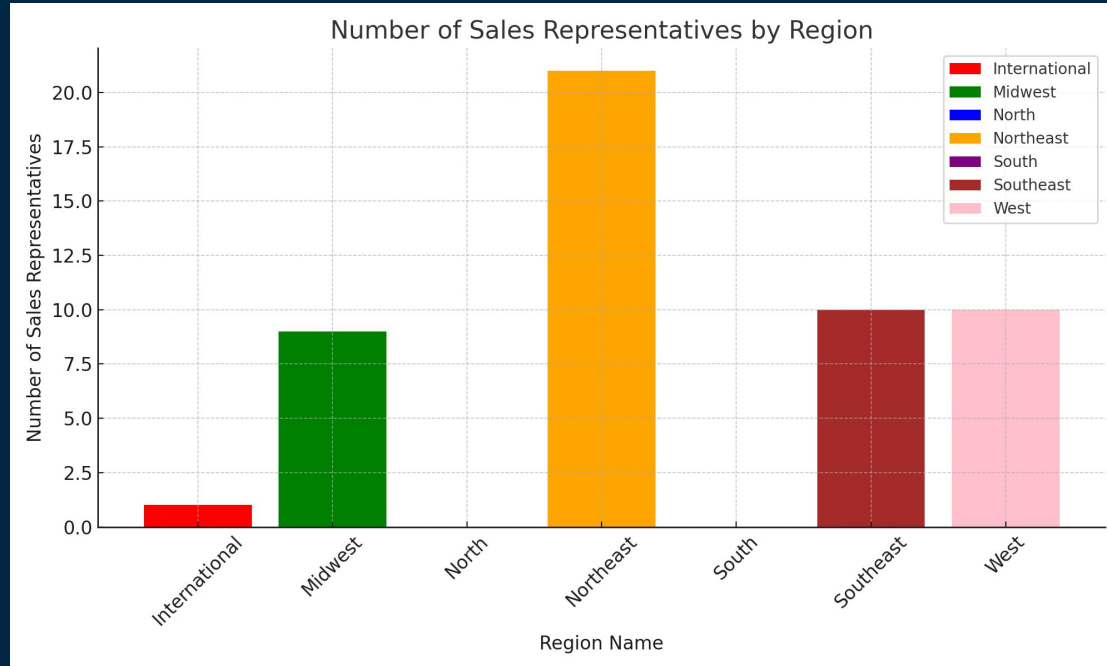


Units Sold Over Years (2014-2016)



# Identification of the New Regions

New Market → North, South, and International



# Incorporation of the New Regions to Continue the Growth

Region	Total Orders	Number of Sales Reps	Number of Accounts	Total Revenue	Average Revenue
Midwest	483	9	41	\$1,711,747.25	\$3,543.99
Northeast	1196	21	97	\$3,999,036.82	\$3,343.68
Southeast	1110	10	86	\$3,545,487.49	\$3,194.13
West	968	10	93	\$3,608,646.36	\$3,727.94

Region	Average Orders/Sales Rep	Average Accounts/Sales Rep	Average Revenue/Sales Rep
Midwest	53	4	\$190,194.14
Northeast	56	4	\$190,430.32
Southeast	111	8	\$354,548.75
West	96	9	\$360,864.64

## Findings

- The Southeast and West regions are the most productive in terms of orders handled and revenue generated per sales representative.
- Their high productivity might also indicate they are approaching optimal capacity, especially considering the high number of accounts per representative in the West.

## Recommendations

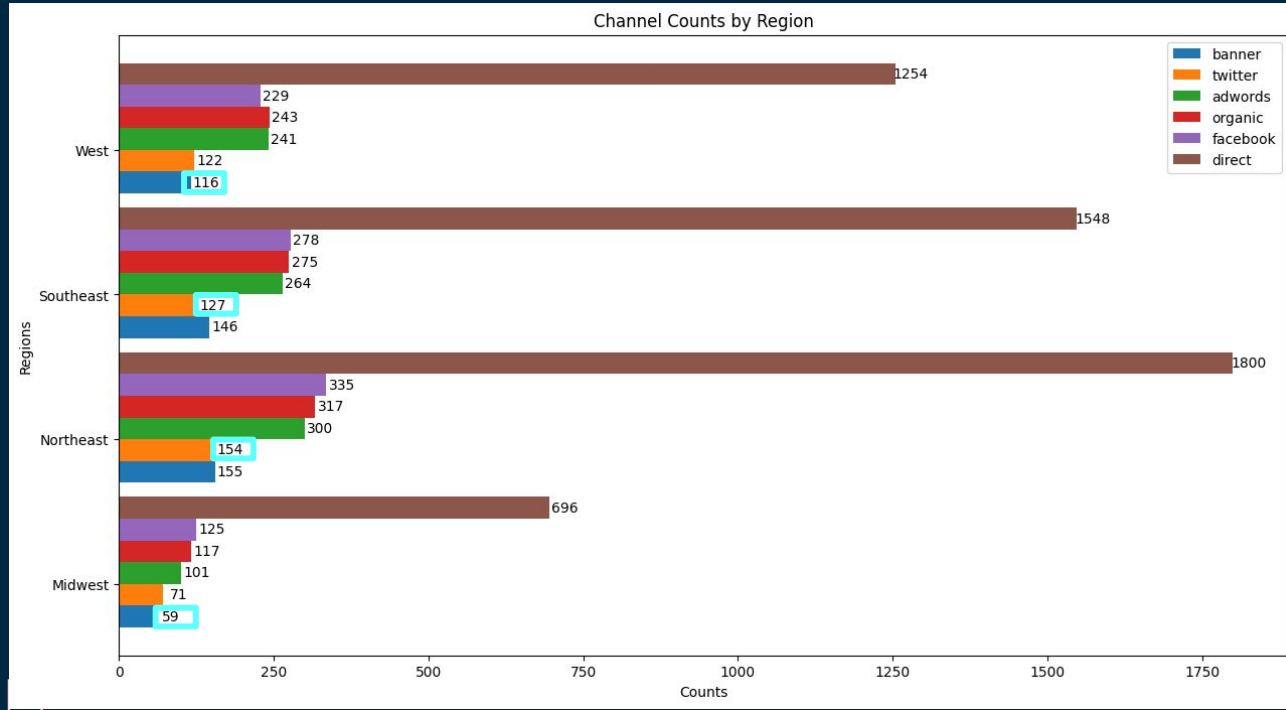
- Moving **Sales Reps** from **Midwest and Northeast** This reallocation will have minimal impact on the Midwest and Northeast regions.
- This strategy allows for exploration and development of these new markets with experienced sales representatives
- **Implementation Suggestion:** Start with a pilot reallocation, monitoring performance closely. Adjust the number of reps reallocated based on initial success and market response in the new regions.

# Identification of Larger Accounts

- Group is ineffective for identifying larger accounts
- Target accounts based on type of paper they order most (Standard / Gloss / Poster)
- Identify larger account through their channel of acquisition

	group_label text	average_revenue numeric
1	group	61831.742777777778
2	not group	66351.025481927711

# Optimize Marketing strategies for better efficiency: (slide 6 q8)



## Channels need to be deactivated:

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



# More directions to explore:

- Conduct more research on new regions ("International", "South", and "North") and decide whether these are potential markets
- Investigate competitors in both old and new regions to understand market dynamics and positioning
- Research the value of assets owned by Parch & Posey
- Explore main channels (in terms of webevents) to reach customers in new regions

# Recommendation

According to the revenue and units sold output provided above, Dunder Mifflin should acquire Parch and Posey because the business is in the growing phase.

Dunder Mifflin can move into new territories/regions by acquiring Parch and Posey which will give them access to larger accounts and new clients thereby expanding the business.

The acquisition can lead to cost savings through economies of scale, such as bulk purchasing, streamlined operations, or shared services.

THANK YOU !