

Competitor Analysis

(Parch & Posey)

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Objectives

CoreDataEngineers is diversifying into the sales of goods and services. To understand the market, the PSD team has put together an analysis of our competitor, Parch and Posey.

This aims to

- Understand the market
- Identify potential customers
- Identify competitors strength and weakness

Introduction: Parch & Posey

Parch and Posey is a company that specializes in selling high-quality paper products, including standard paper, gloss paper, and poster paper.

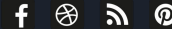


Parch & Posey

Works with



Sales
Representatives



Channels

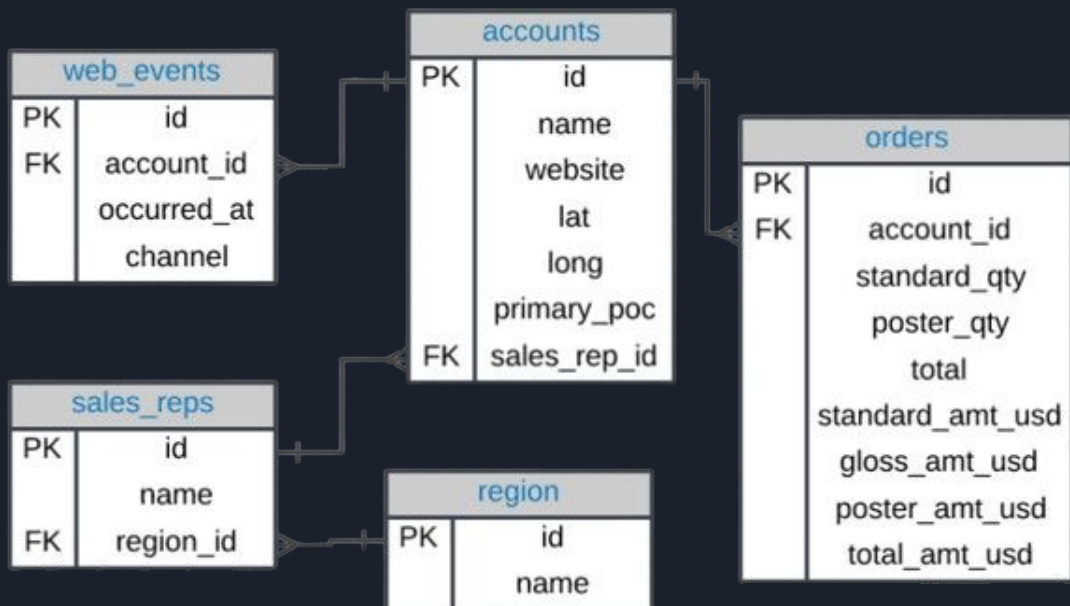


Customers

The company leverages sales representatives to reach customers across different region through different channels including email and websites.

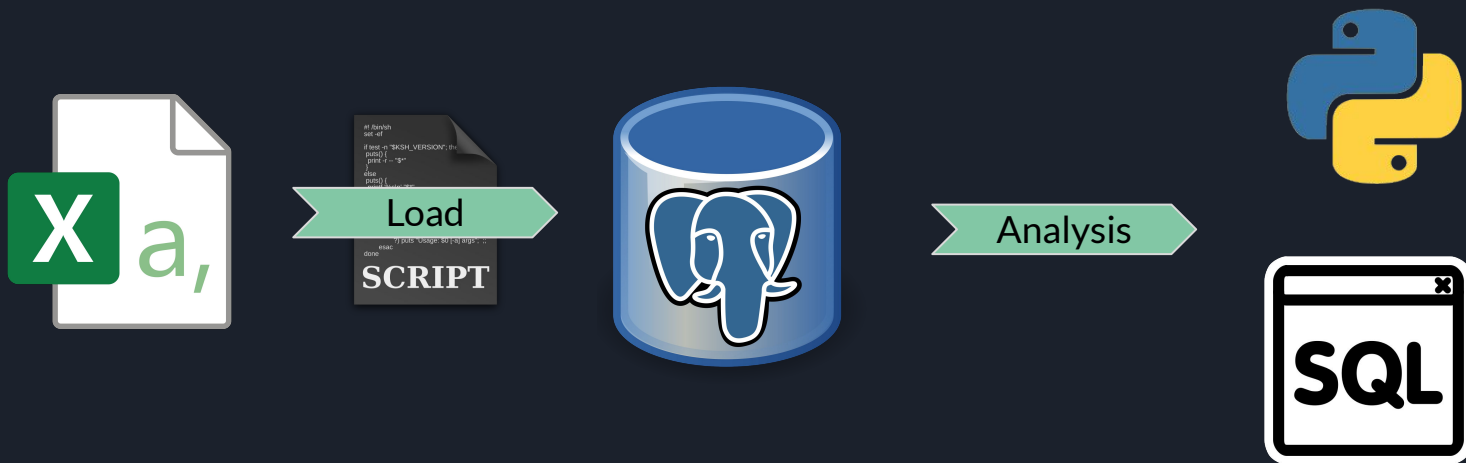
The Parch and Posey Model

The data received contains information about the company's sales, accounts, and regional operations. This is illustrated in the data model below.



Exploratory Data Analysis

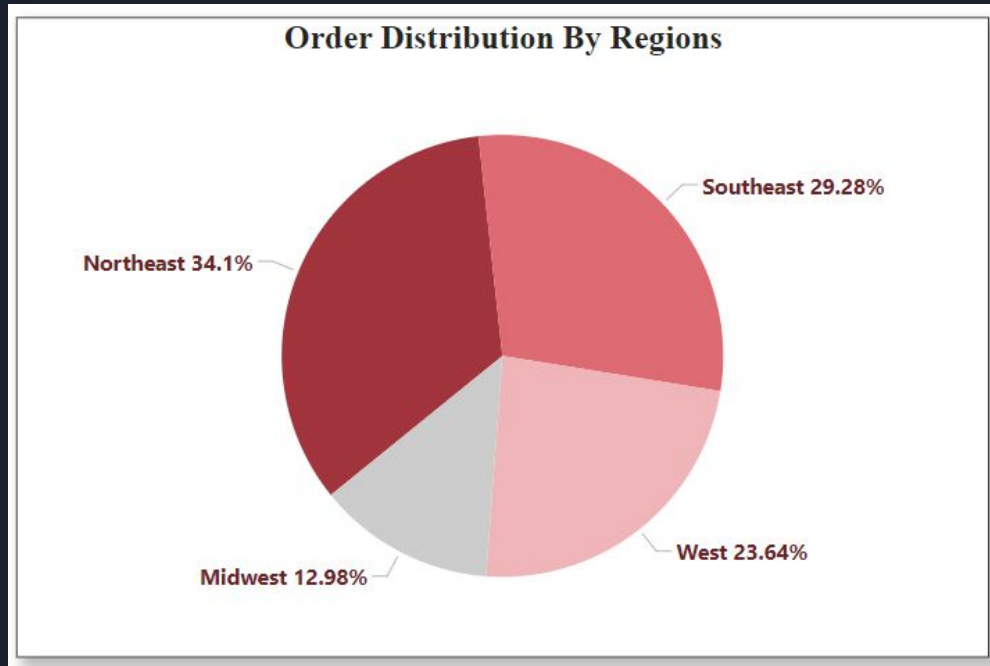
The data was loaded into a Postgres database using bash scripts and analysed using python and SQL.



Insights (Sectorial Analysis) [1/7]

The company has recorded a bulk of its orders from the Northeast region, followed closely by the Southeast region.

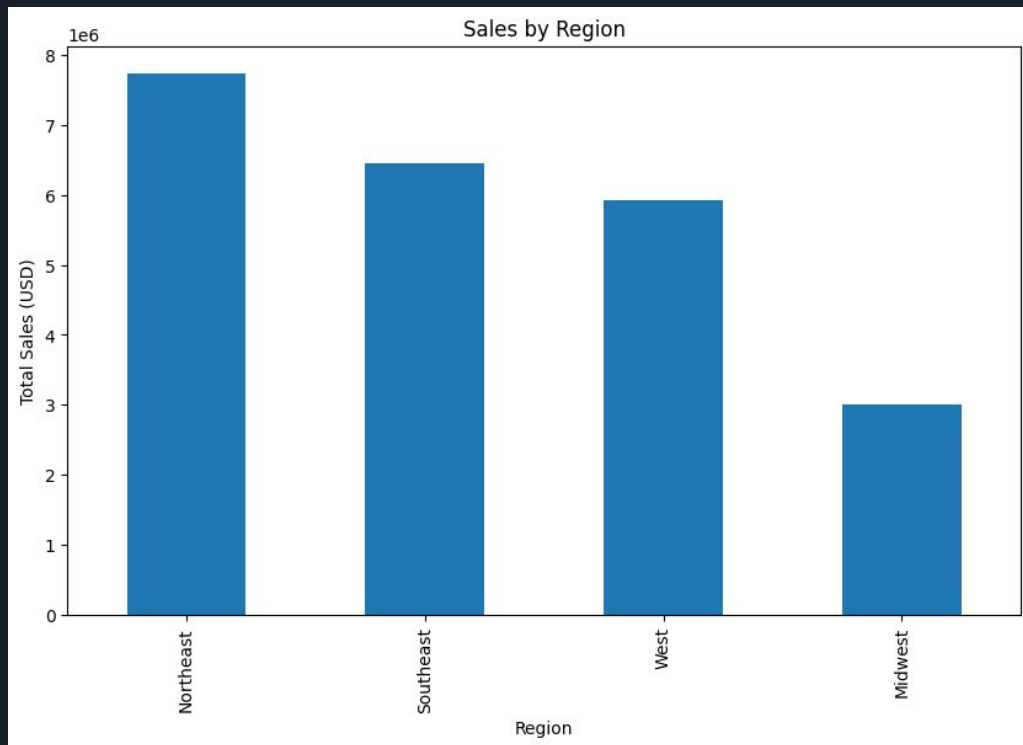
These 2 regions contribute to over **53%** of the orders recorded with a total revenue of over \$2m.



Insights (Sectorial Analysis) [2/7]

The chart emphasises the importance of the Northeast, Southwest, and West regions to the organisation.

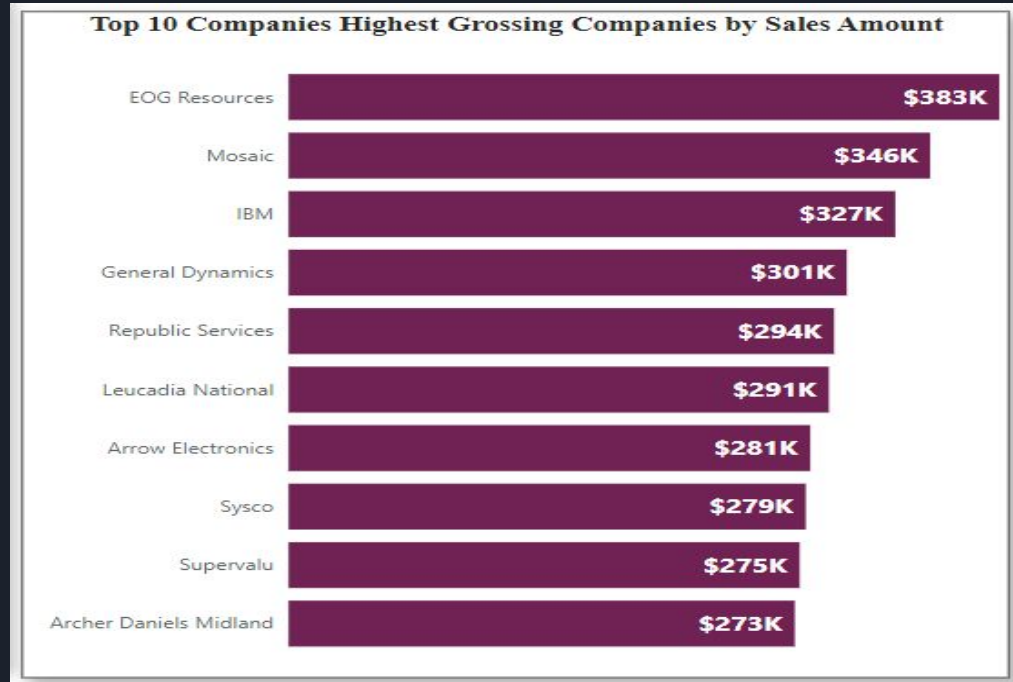
The total revenue from these regions is about **\$20m** out the **\$23m** between Jan 2014 & Jan 2017



Insights (Customer Account Analysis)

[3/7]

EOG Resources, Mosaic, IBM and General Dynamics are top grossing customers contributing over **\$300k** each to the company's overall revenue. The visual on the right shows the top 10 highest grossing companies.

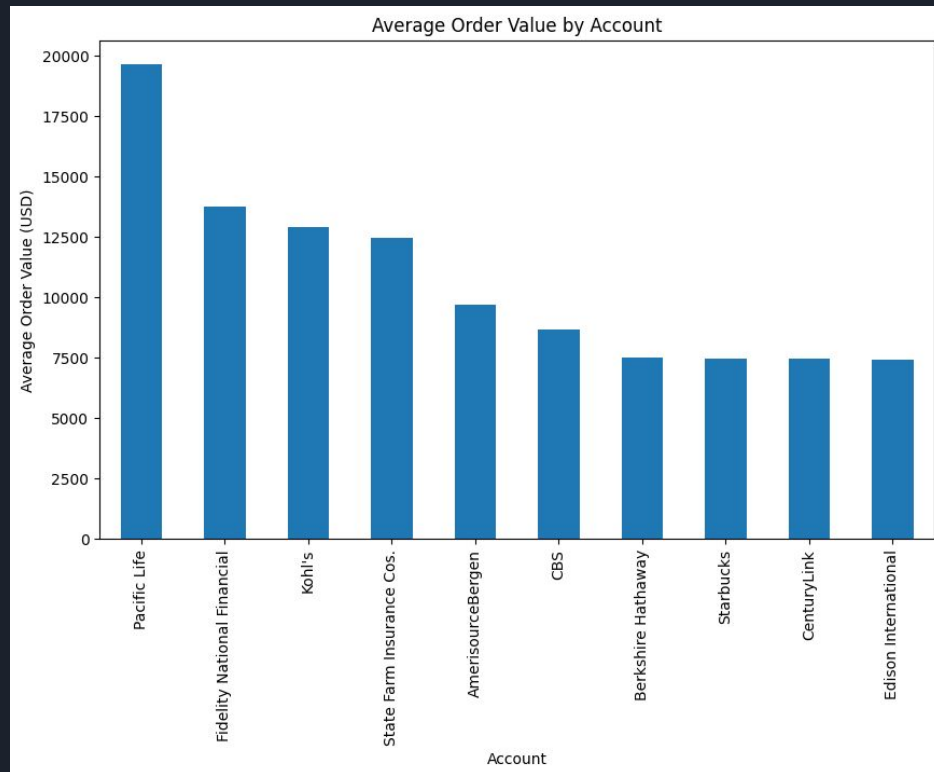


Insights (Customer Account Analysis)

[4/7]

Pacific Life had the highest average order value with almost \$20k, followed by Fidelity National Financial, Kohl's, and State Farm Insurance Cos. around \$13k.

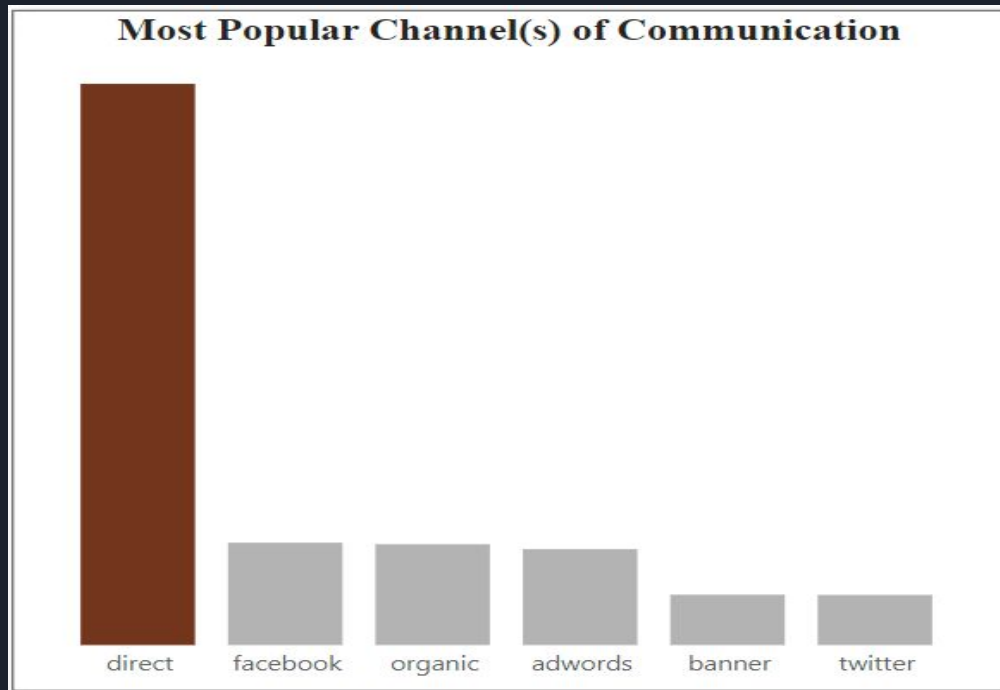
The visual on the right shows the top 10 companies with the highest average order value.



Insights (Channels Analysis) [5/7]

From the insight presented, majority of the customers prefer to communicate and engage the company directly.

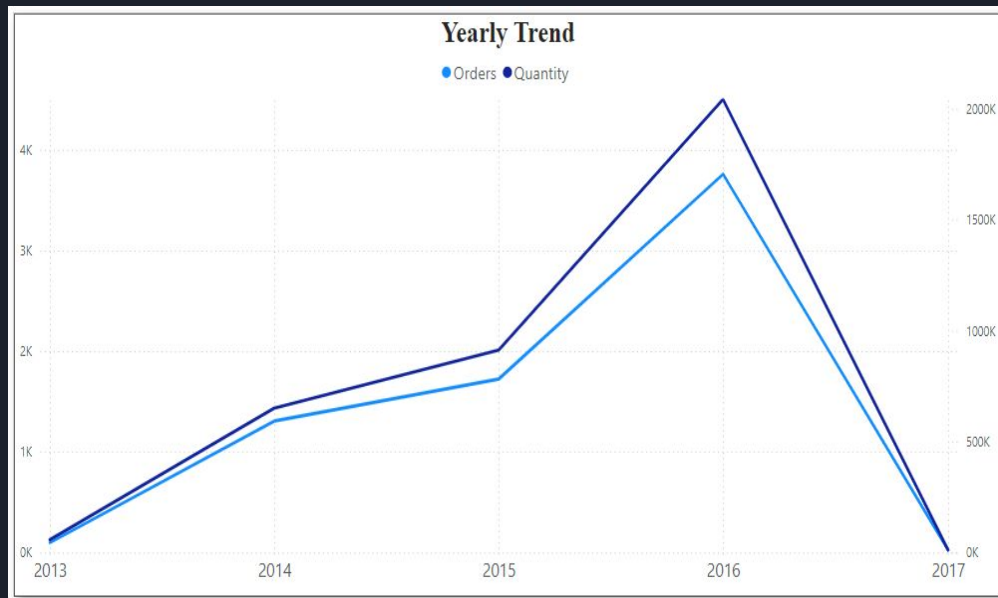
Almost 200k orders were placed via the Direct channel.



Insights (Yearly Sales Analysis) [6/7]

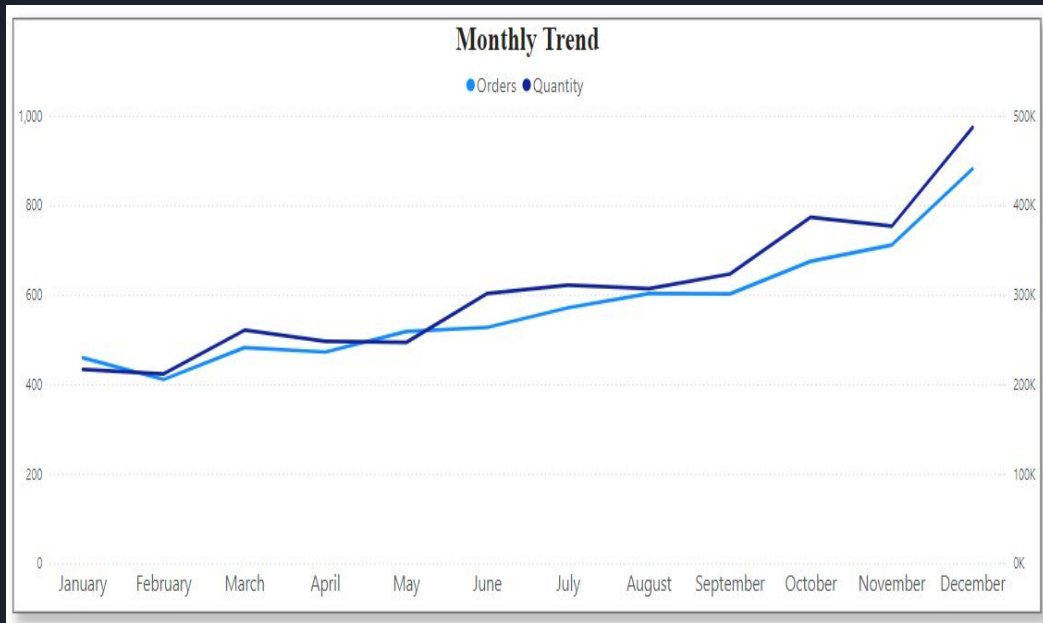
The yearly trend shows that between 2013 and 2017, the company **recorded the most orders and sold the most quantity of goods in the year 2016.**

These metrics grew steadily overtime (2013-2016) but a sharp decline occurred in 2017.



Insights (Monthly Sales Analysis) [7/7]

Like the yearly trend, the trend across months shows steady growth in the number of orders and quantity sold from Jan to Dec with the **peak values** being recorded in **December**.



Recommendations

Conclusion

- Sales and order trends vary significantly across different months, regions, customers, and channels, indicating potential areas for growth and improvement in underperforming segments.

Recommendations

- Focus marketing efforts and promotions on regions and channels with lower sales volume to drive growth in those areas.
- Strengthen customer retention by offering targeted discounts or incentives to customers with low order value.