Analyzing Parch and Posey

1. Current State of the Company

Parch & Posey Company Overview

3 Product Lines

- Standard
- Gloss
- Poster

7 Regions

- International
- Midwest
- North
- Northeast
- South
- Southeast
- West

Customer Base & Sales Force

- 352 Customer Accounts
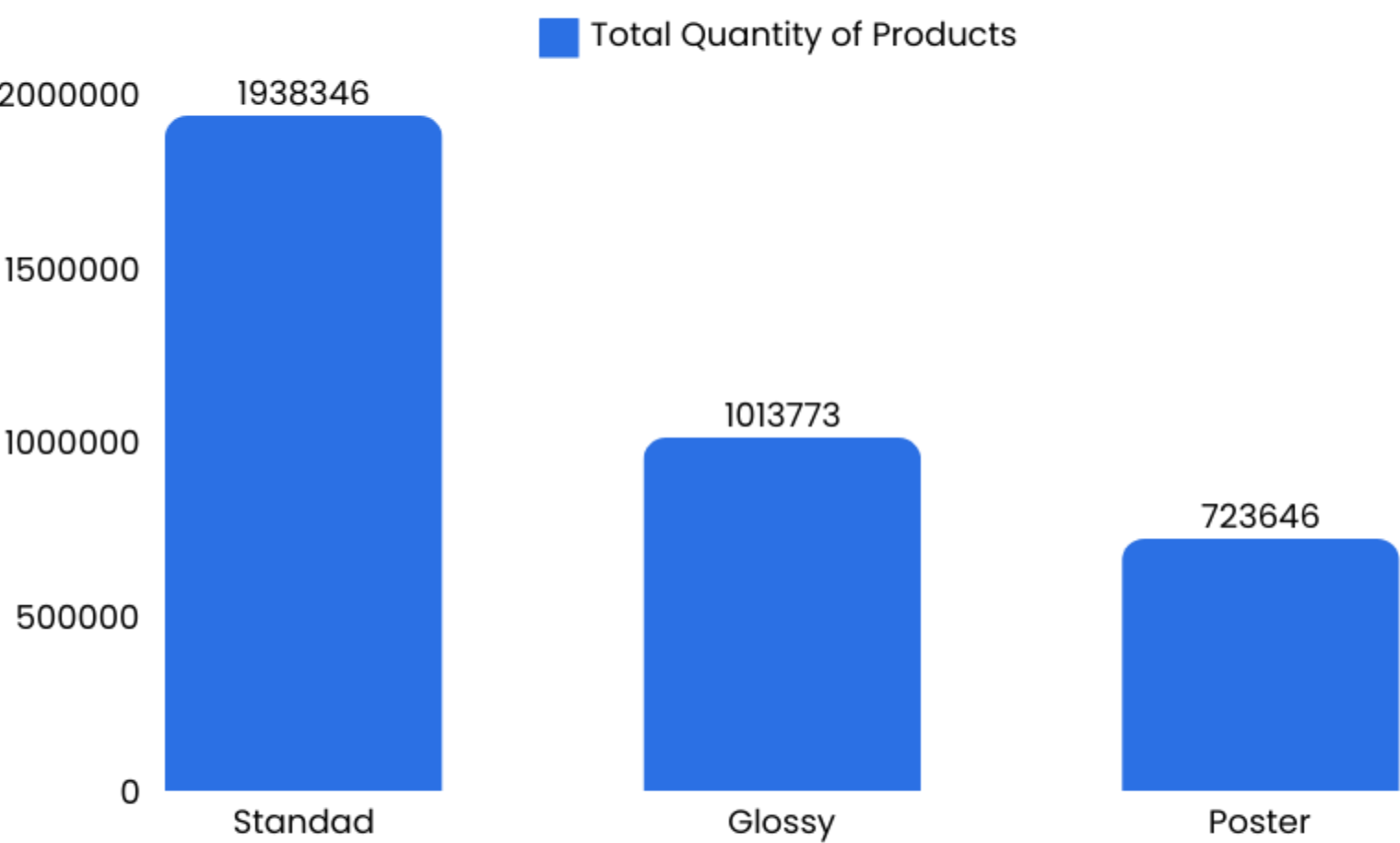- 52 Sales Representatives

6 Primary Marketing Channels

- Direct
- Facebook
- Organic
- Adwords
- Banner
- Twitter

2. Revenue Stream Analysis
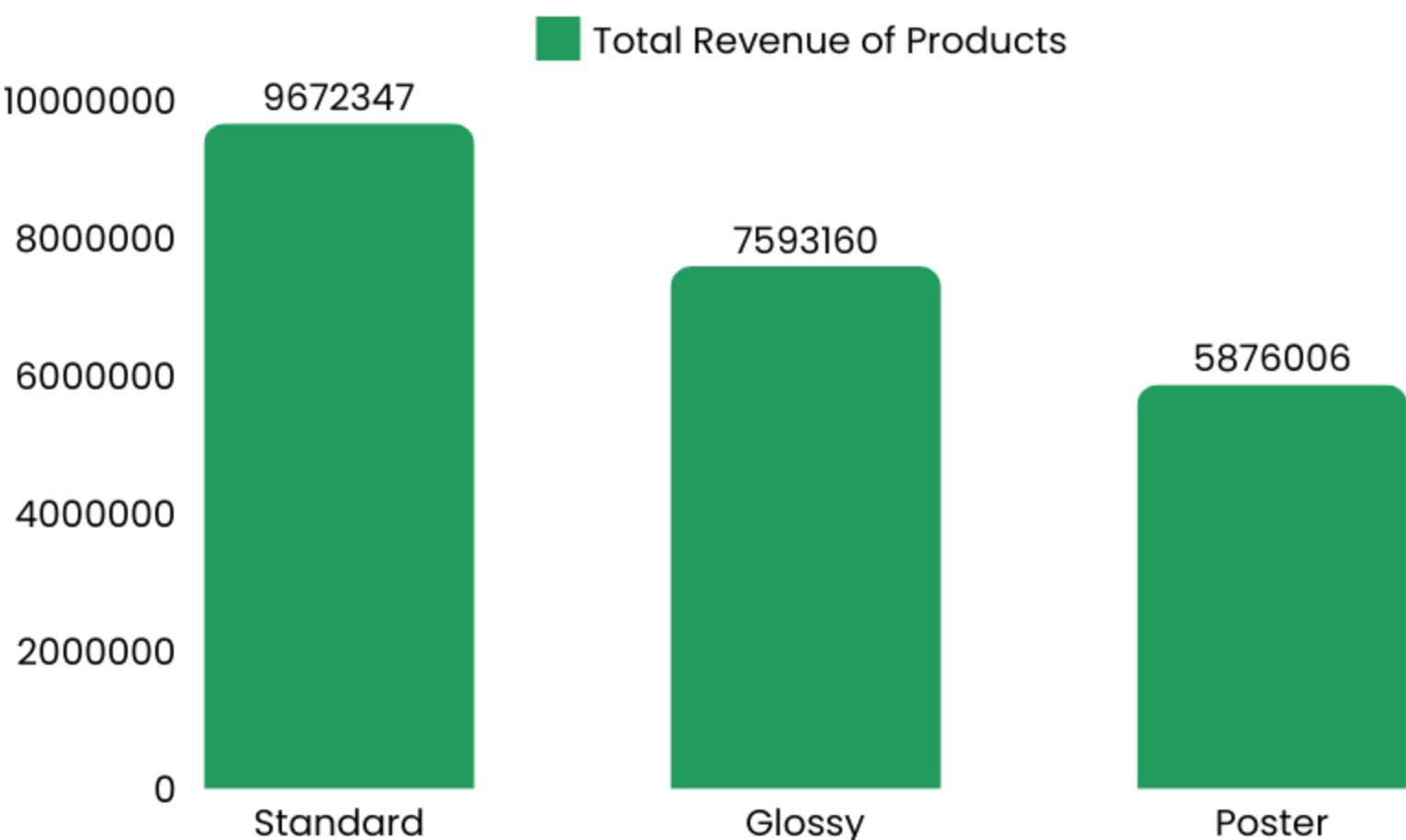
Product Performance Overview

Product Quantities

Product Revenue (USD)

Total Quantity
- Standard: 52.7%
- Glossy: 27.6%
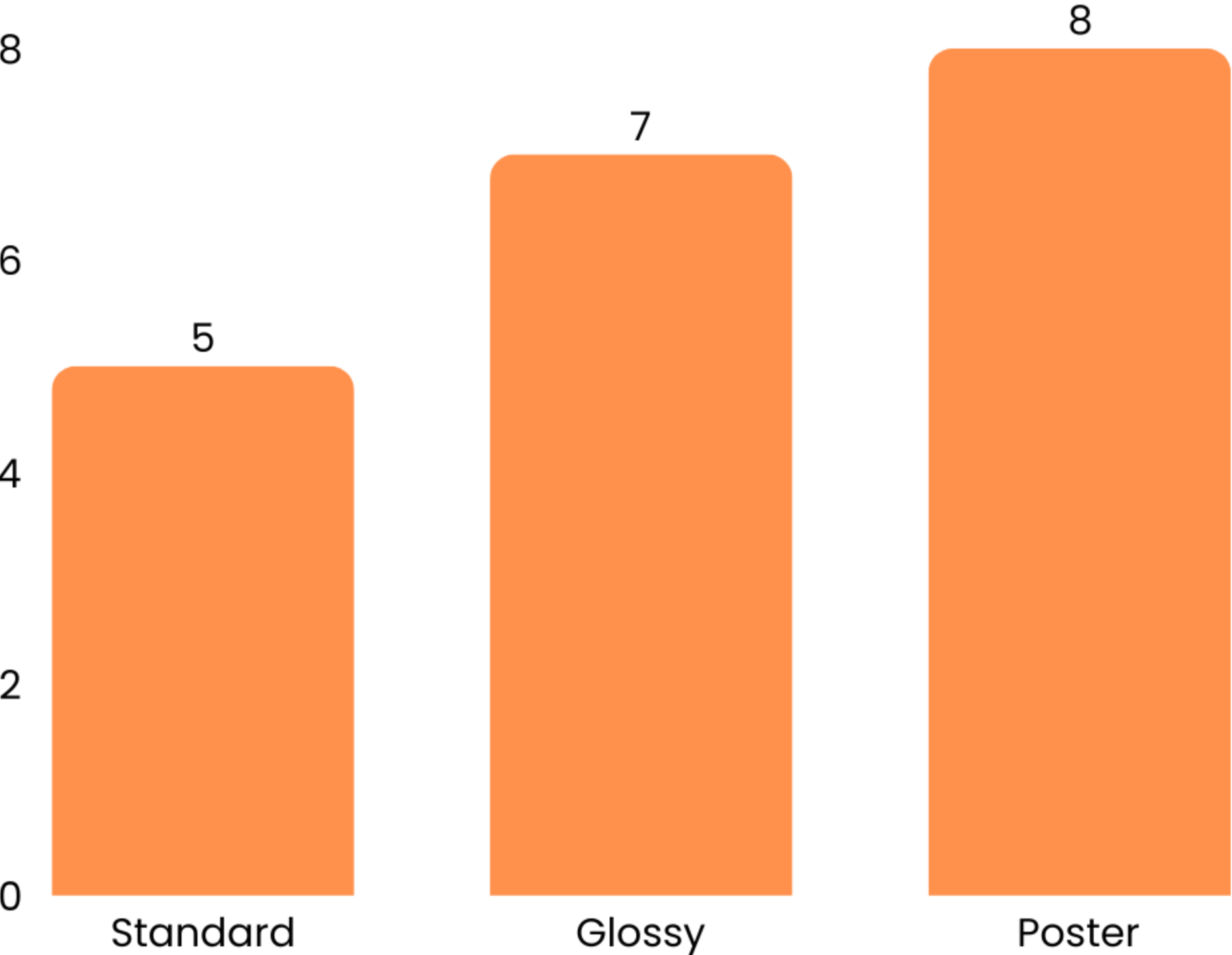- Poster: 19.7%

- Highest Volume: Standard (1.9 M)

Total Revenue
- Standard: 41.8%
- Glossy: 32.8%
- Poster: 25.4%

- Highest Revenue: Standard (9.7 M)

Product Pricing Analysis
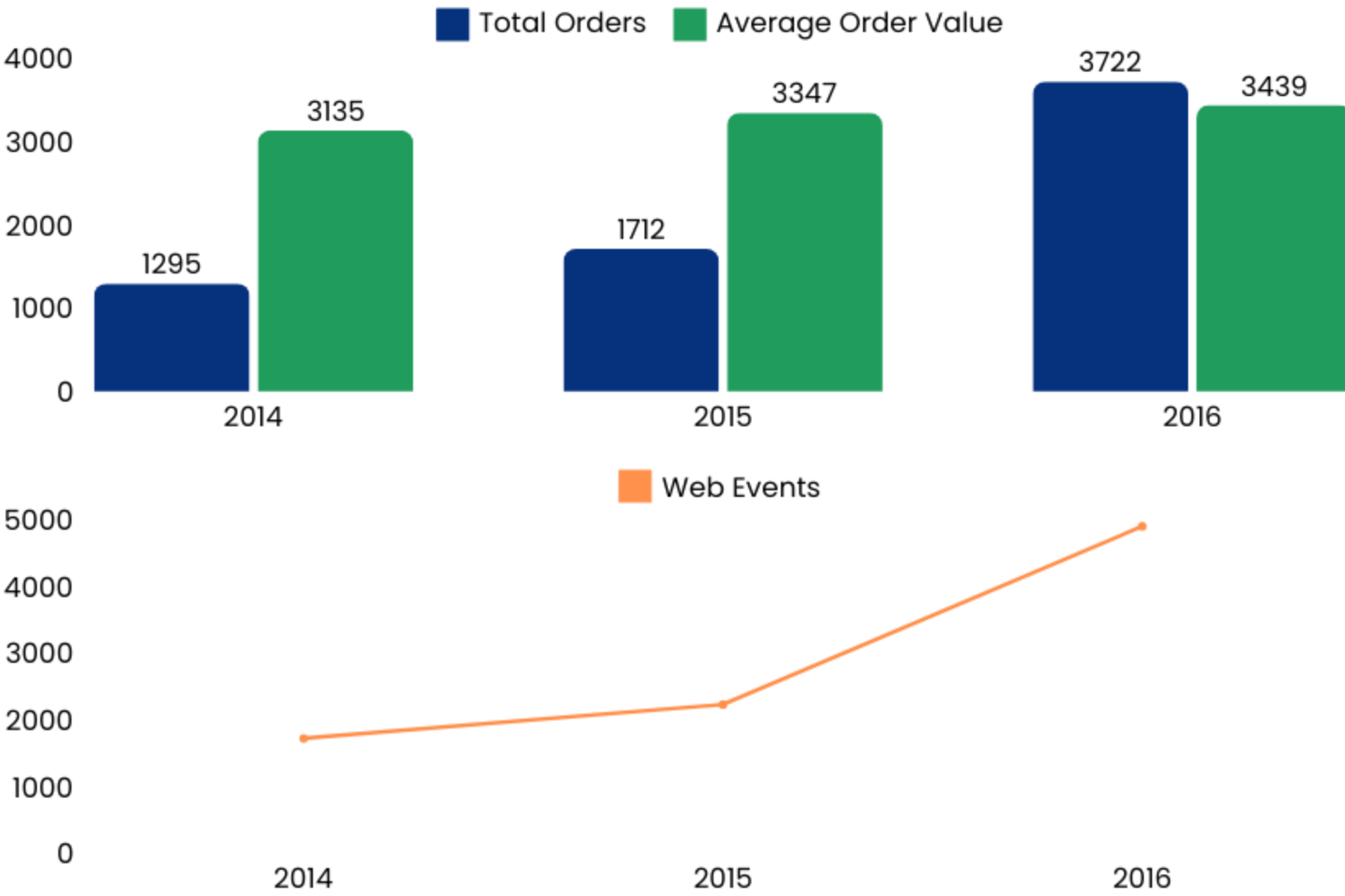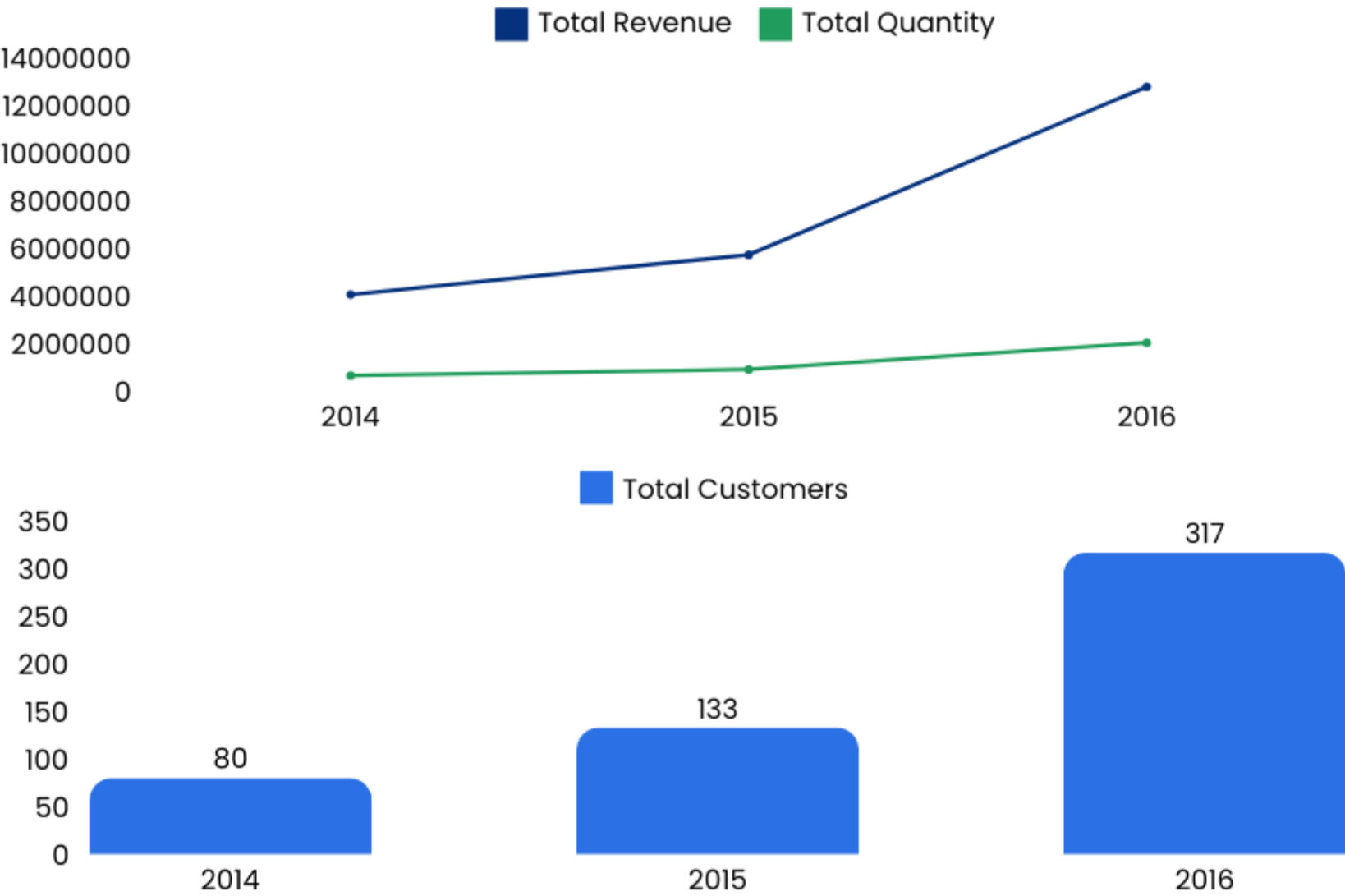
Average Product Unit Price

Key Insights:

- Standard paper:
  - Lowest price ($5)
  - Highest volume (52.7%)

- Glossy paper
  - Mid-range option ($7)
  - Balanced share (27.6%)

- Poster paper:
  - Premium pricing ($8)
  - Specialty product (19.7%)

- Clear price tiering strategy across product lines

3. Is the Business Growing?

Business Growth Analysis

Key Growth Indicators (2014–2016):

- **Revenue:** Grew from $4.1M to $12.8M (215% increase)
- **Total Quantity:** Increased from 649,593 to 2,031,145 units (213% increase)
- **Orders:** Increased from 1,295 to 3722 (187% increase)
- **Unique Customer Accounts :** Increased from 80 to 317 (296% increase)
- **Web events:** Increased from 1,720 to 4,905 (185% increase)
- **Average Order Value:** Steady increase year over year (9.7% increase)
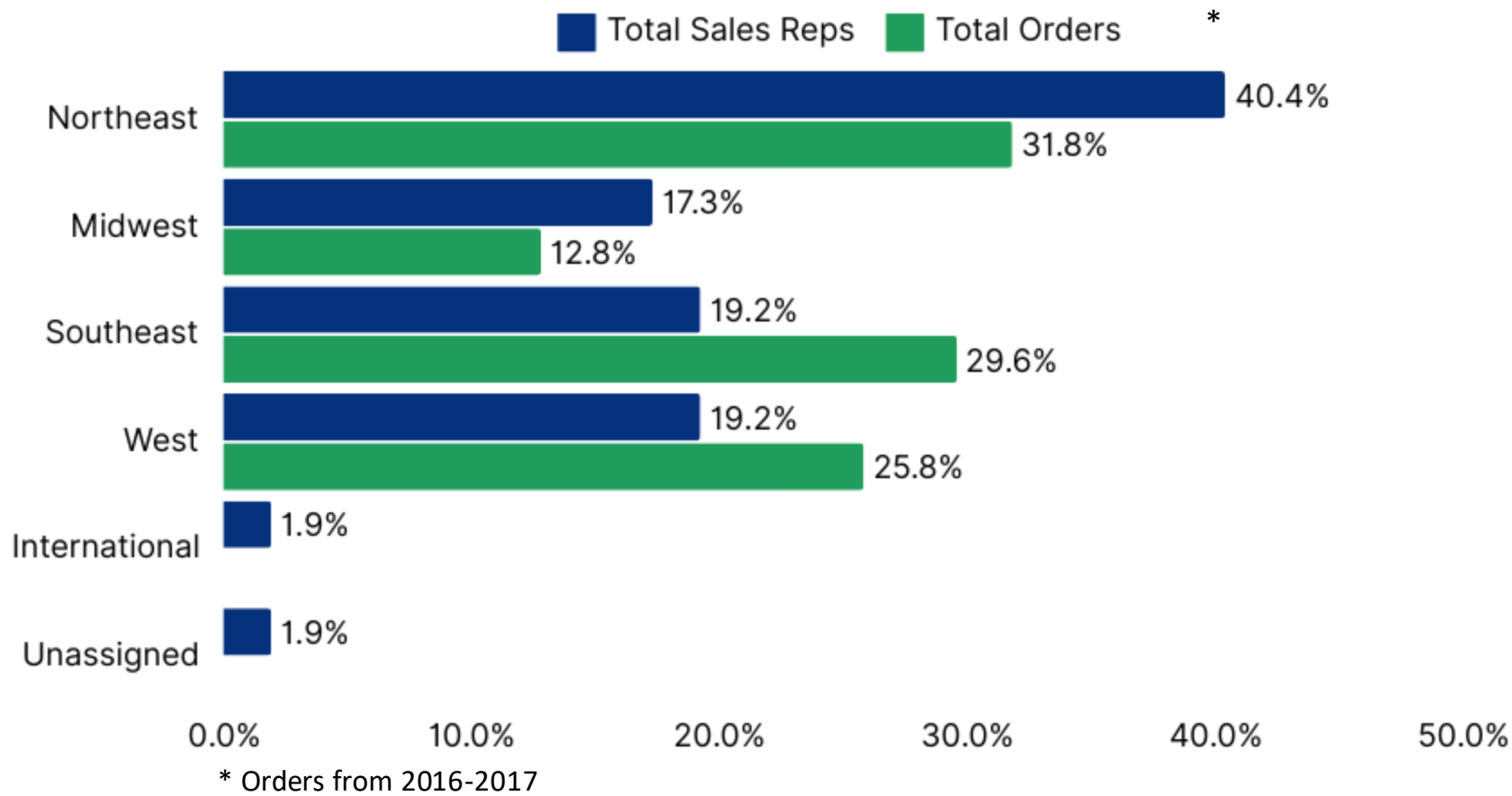
Note:
- *2013 and 2017 data appears partial (only showing later year data only and early year data only respectively) and hence has been omitted*
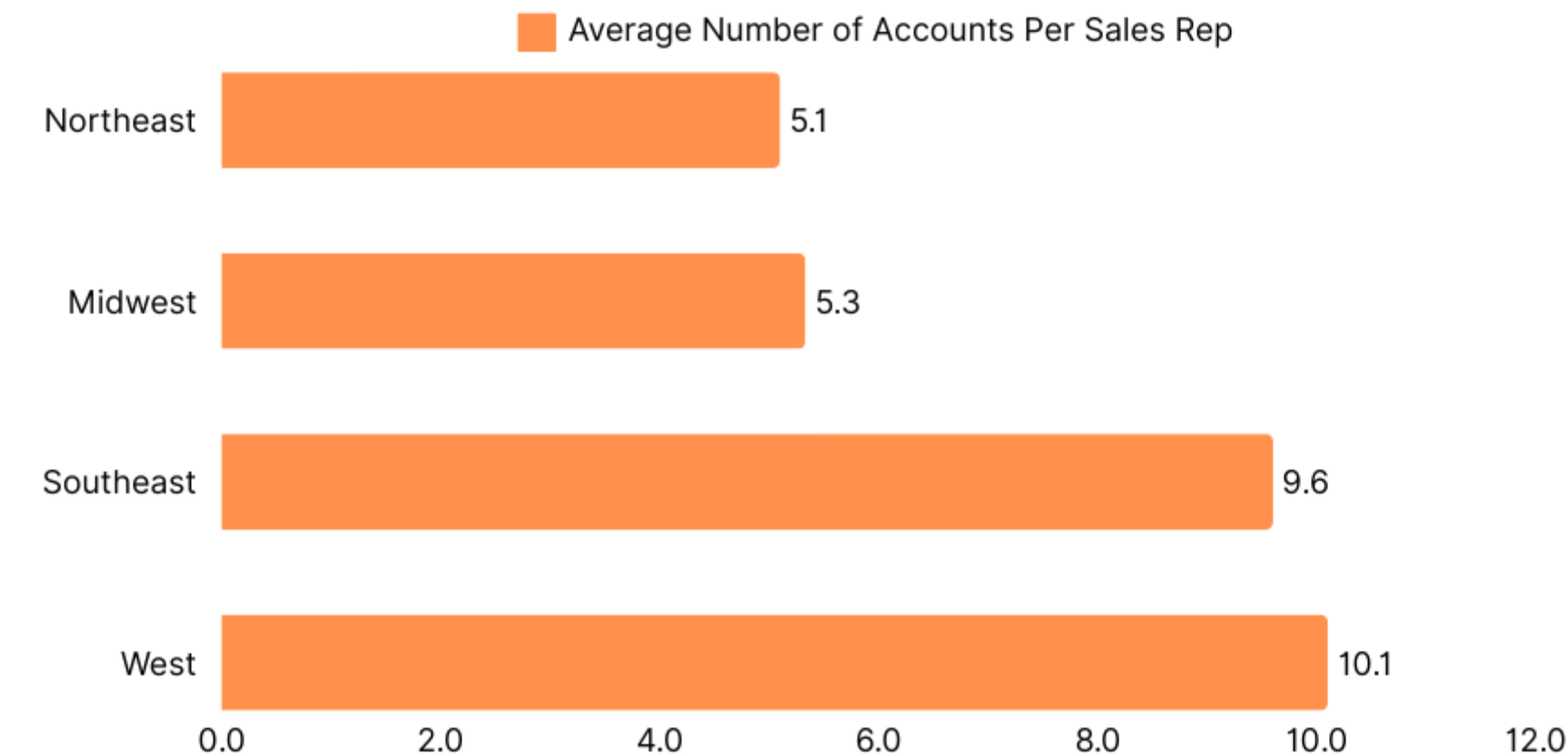
4. Could we increase sales efficiency?

Optimize Sales Efficiency by Sales Representative Reallocation

* Orders from 2016-2017

Improve Current Allocation

- Total Order Distribution
- Number of Accounts Per Sales Rep

Adding New Regions

- Reallocate sales reps from Northeast and Midwest regions
- Focus on sales rep and total order distribution

5. Marketing strategies

Industries Identified Through Pattern Matching

Technology

Pattern matches:
tech, computer, digital, systems, intel, microsoft, cisco, electronics

- Arrow Electronics
- Cisco Systems
- Western Digital

Finance

Pattern matches:
financial, bank, capital, insurance, invest, credit

- Prudential Financial
- American Family Insurance
- New York Life Insurance

Healthcare

Pattern matches:
health, hospital, medical, pharma, drug, care

- Molina Healthcare
- Community Health Systems
- DaVita HealthCare Partners

Energy & Utilities

Pattern matches:
energy, power, electric, utility, oil, gas

- Emerson Electric
- FirstEnergy
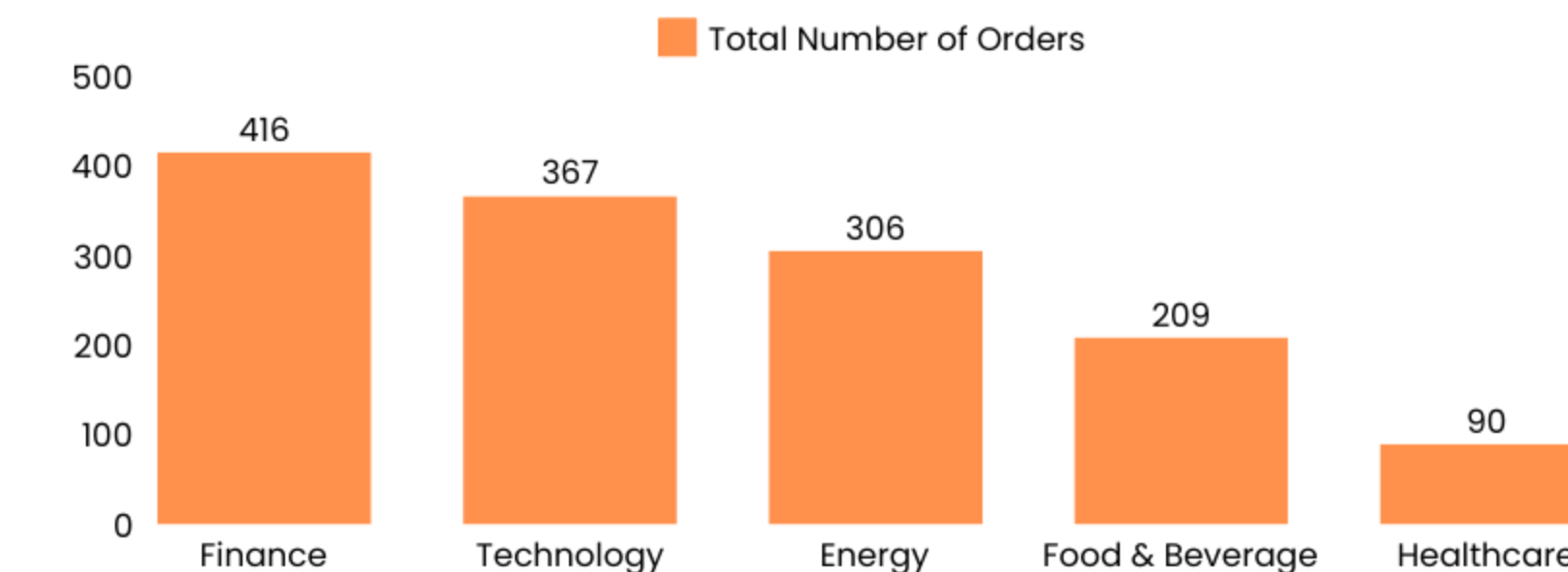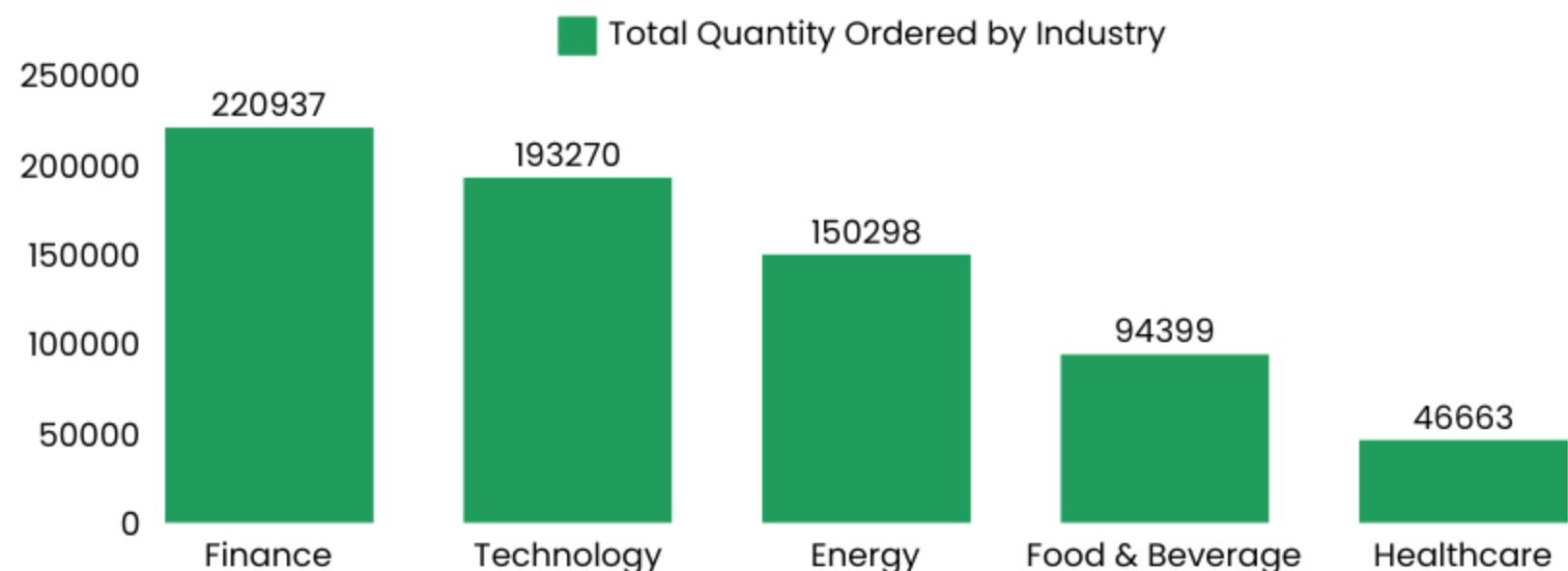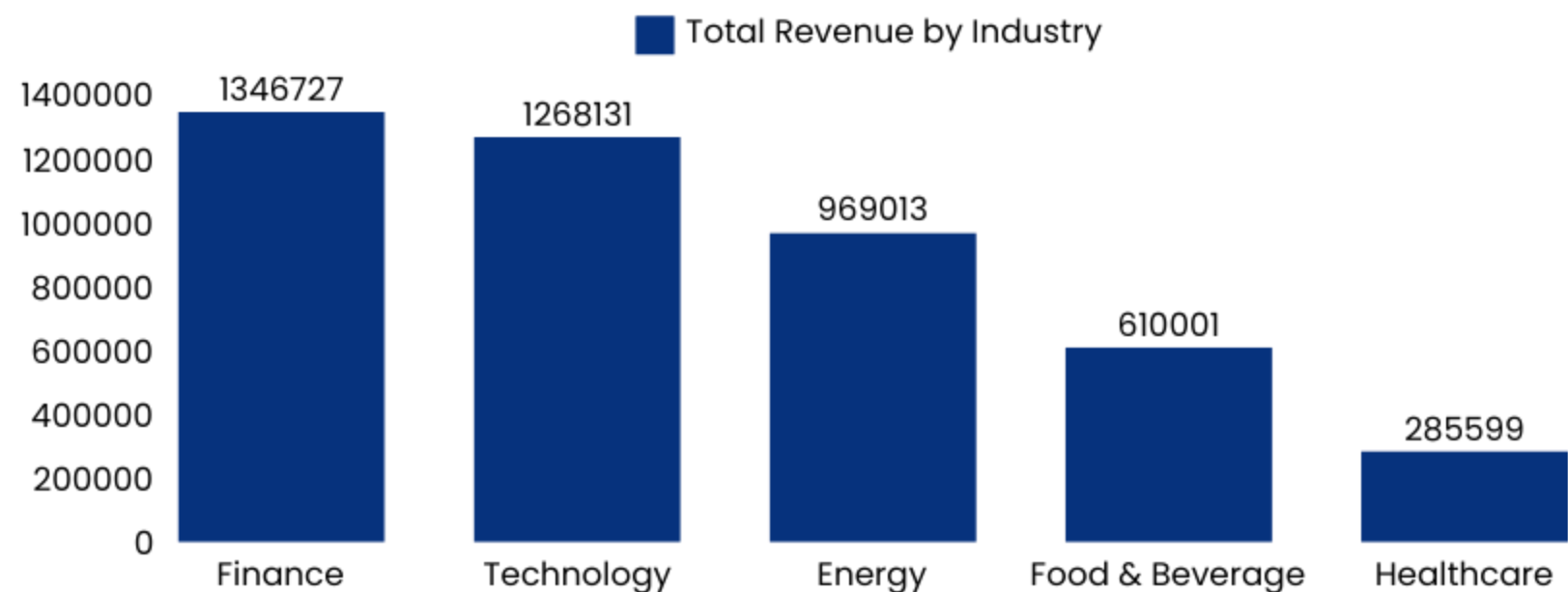- National Oilwell Varco

Food & Beverage

Pattern matches:
food, beverage, restaurant, sysco

- Sysco
- Hormel Foods
- United Natural Foods

Industry Distribution & Performance Analysis

Total Revenue by Industry

Industry	Value
Finance	1346727
Technology	1268131
Energy	969013
Food & Beverage	610001
Healthcare	285599

Total Quantity Ordered by Industry

Industry	Value
Finance	220937
Technology	193270
Energy	150298
Food & Beverage	94399
Healthcare	46663

Total Number of Orders

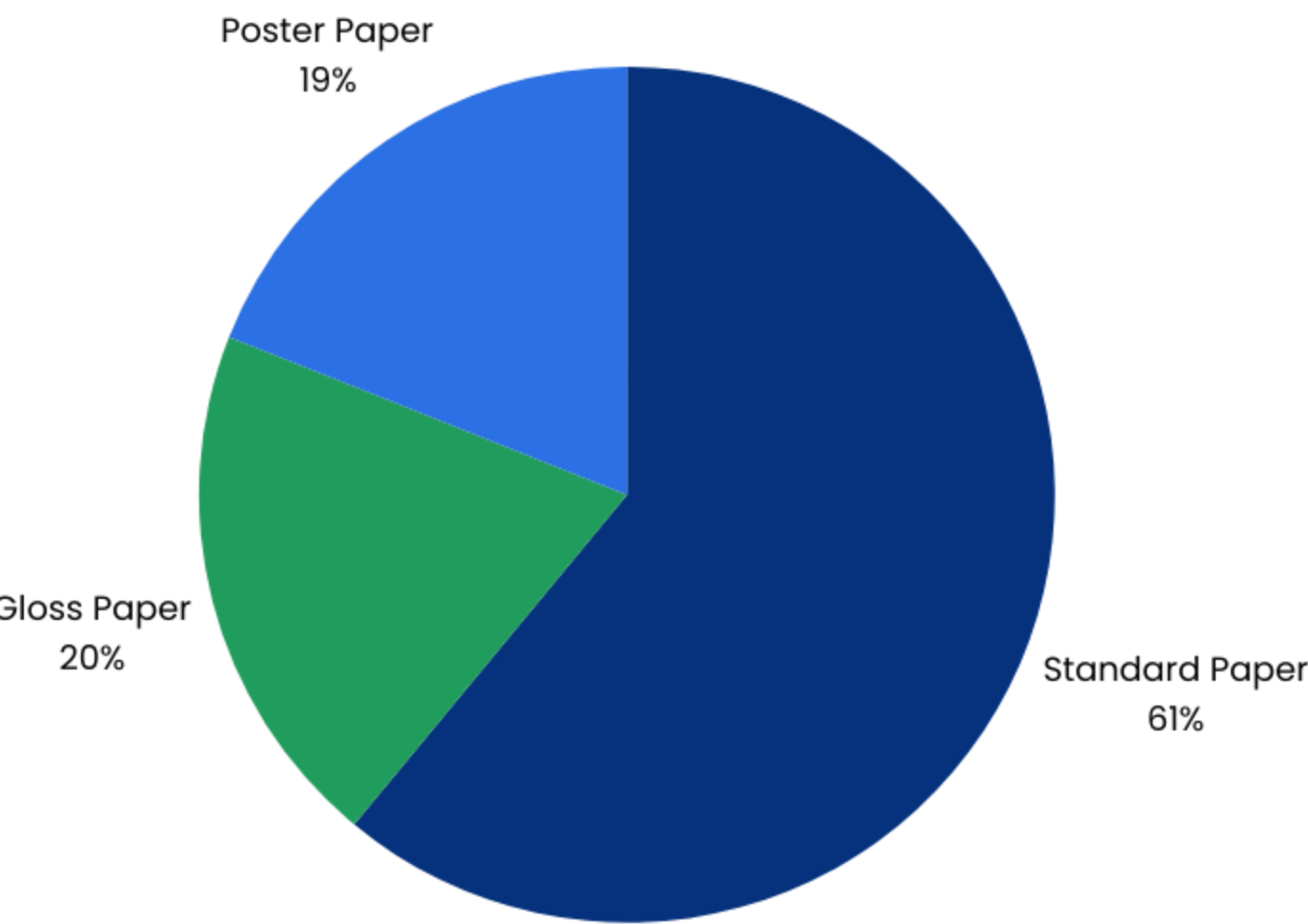| Industry	Value
Finance	416
Technology	367
Energy	306
Food & Beverage	209
Healthcare	90

Industry Focus: Finance & Technology

- Highest Order Frequency
- Largest Paper Volume
- Top Revenue Generation
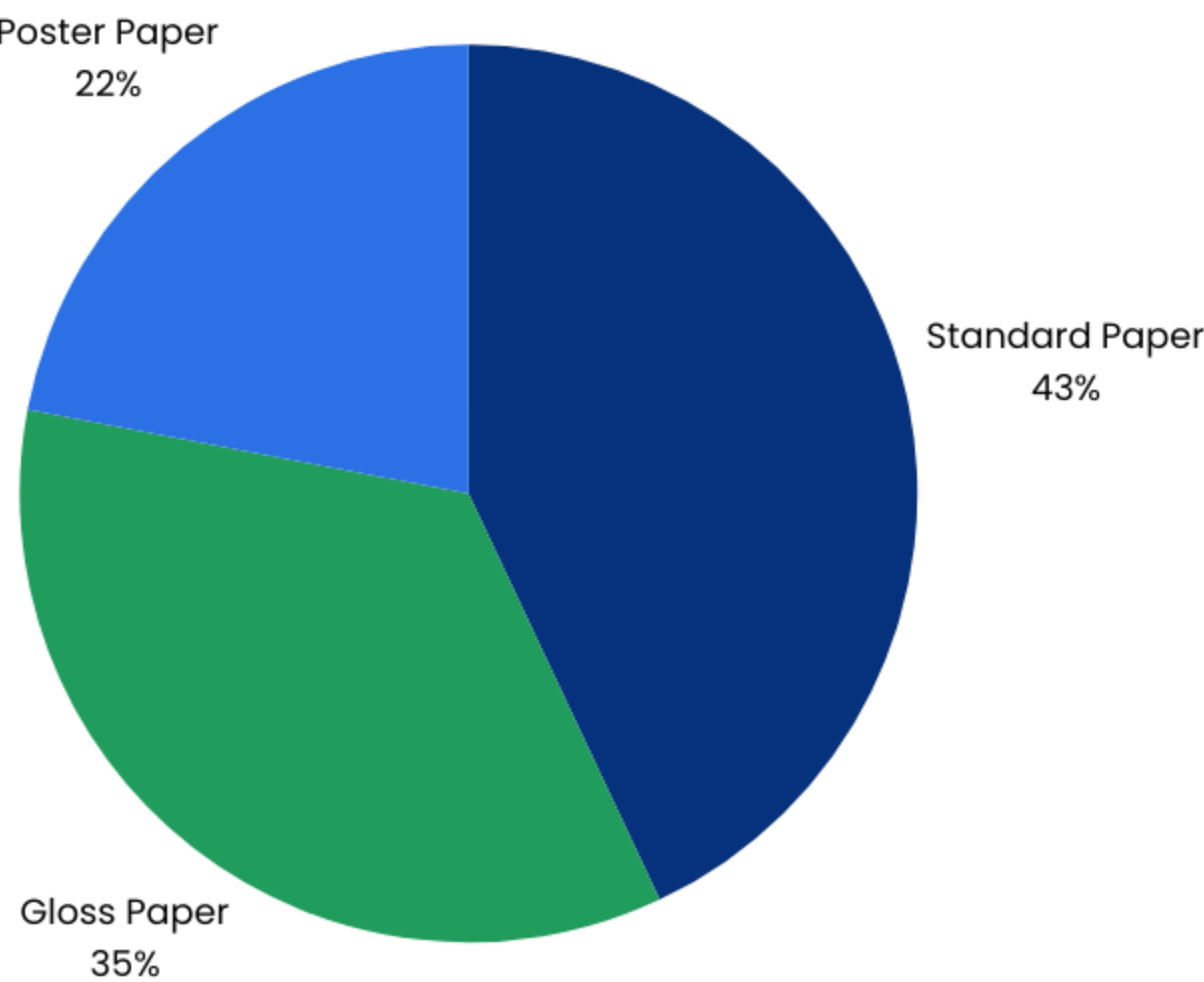- Strong Growth Potential (especially in Tech with fewer companies)

Tailored Marketing Strategy

Finance Sector Strategy

Poster Paper
19%

Gloss Paper
20%

Standard Paper
61%

- Highlight reliability & confidentiality
- Offer bulk order incentives for Standard Paper

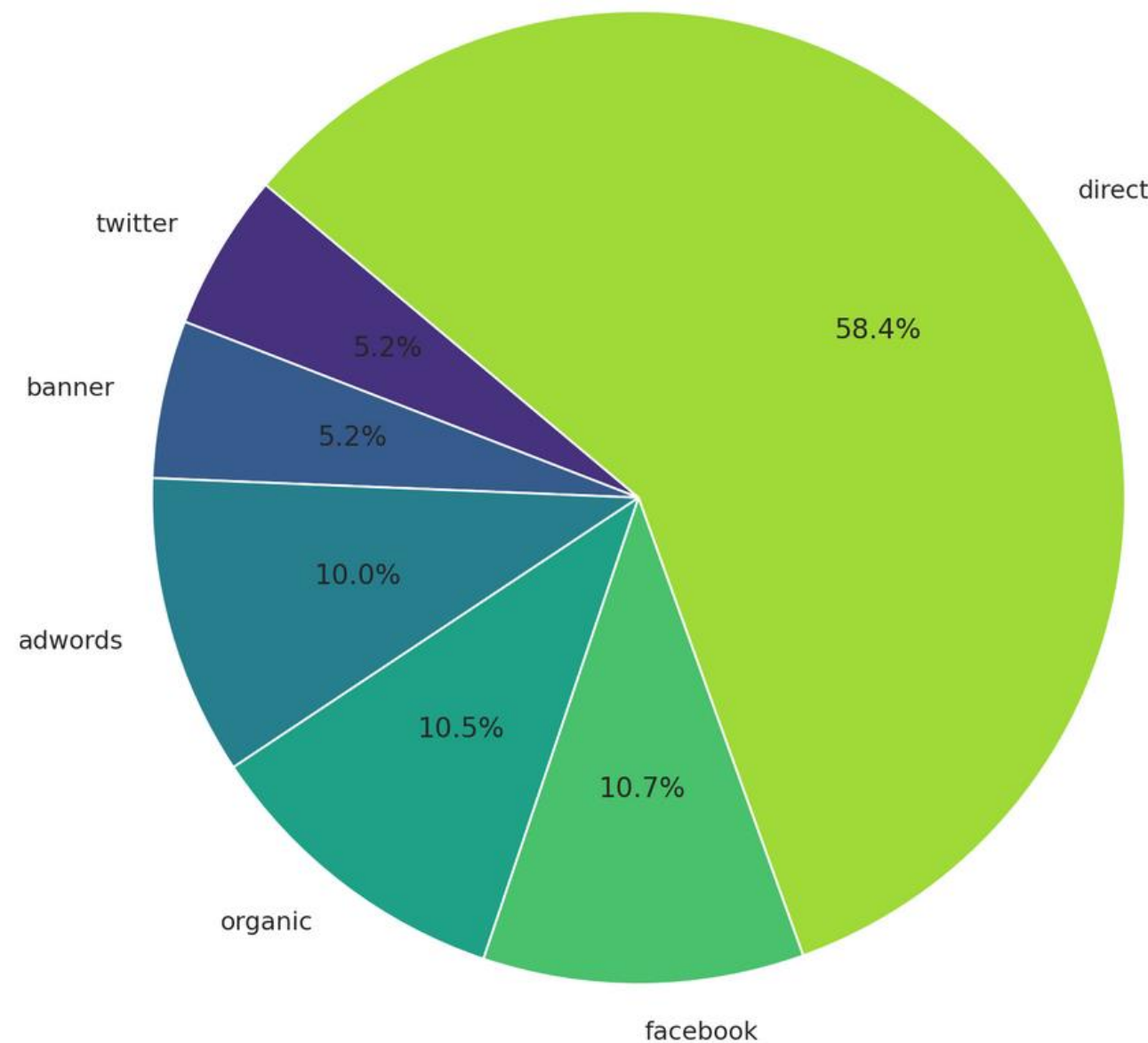**Technology Sector Strategy**

Poster Paper
22%

Standard Paper
43%

Gloss Paper
35%

- Emphasize digital-print integration
- Bundle solutions for tech teams

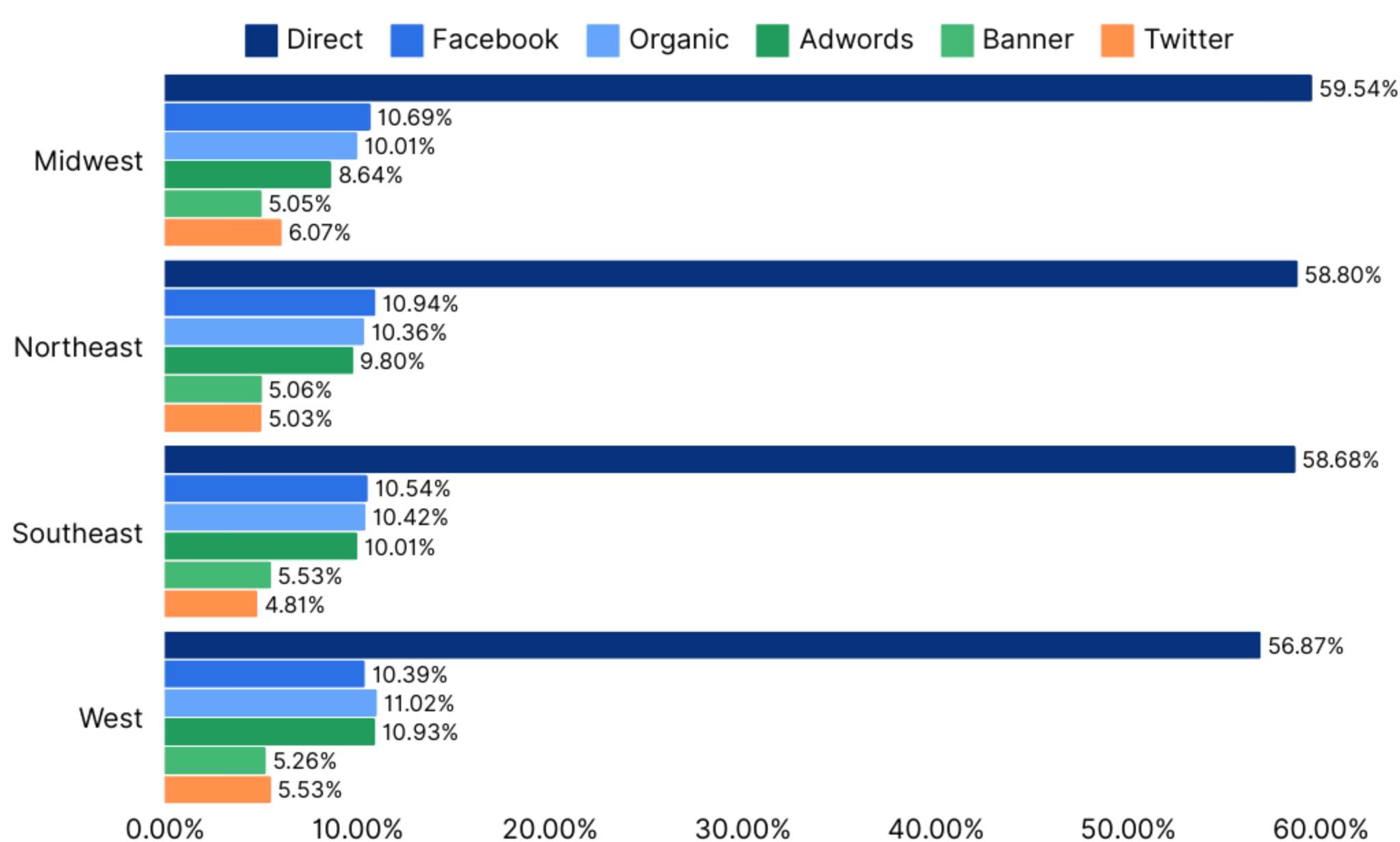# Channel usage via different regions

Usage Distribution by Channel

Key Insights

- Direct is dominant across all regions (~60%)

- Banner & Twitter consistently lowest performing

- Middle tier channels (organic, facebook, adwords) show consistent usage (~10% each)

- Similar patterns across regions suggest systematic preference

Channel usage via different regions

Channels to Deactivate

Midwest:
- Deactivate: banner (5.05% usage)

Northeast:
- Deactivate: twitter (5.03% usage)

Southeast:
- Deactivate: twitter (4.81% usage)

West:
- Deactivate: banner (5.26% usage)

Areas for Further Analysis

Financial Analysis

- Customer Acquisition Costs

- Profit Margins by Product

- Customer Lifetime Value

Market Analysis

- Competitor Analysis

- Growth Potential

- Market size and penetration rates

Customer Insights

- Customer Insights

- Cross-selling Opportunities

- Customer Concentration

Operational Considerations

- Warehousing Needs

- Supply Chain Integration

- System integration challenges

Thank You!