

Story 2

	Problem Introduction	A little bit about us	Understand the Market	Total Revenue overview	Seasonality	Geographic	.
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Case Study : ChemCorp



Story 2

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Executive Summary:

Promote Chemicals G,F,C, maintain D,E,B and remove A

We lost 10 % of our Sales because the new startup are offering optimized delivery channel for Chemicals, a few companies have started using new technologies like machine learning and artificial intelligence to create new chemicals and lower the production costs for existing chemicals.

This Work will help to prevent the Loss of future market share through the identification of future growth industries, will also help to better understand the market so we can have new customers which will lead of increasing the sales and the profit.

A-

- Maintain Paper and packaging they generate the highest revenue, so we need to maintain.
- Promote Machinery industrial , they have the highest number of business and high growth opportunity with highest profit margin.

B- Discontinue A

..

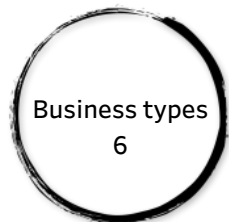
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A Little Bit About Us.

Chemcorp has 544 customer accross 48 states , generated over 24 Millions dollars profit.



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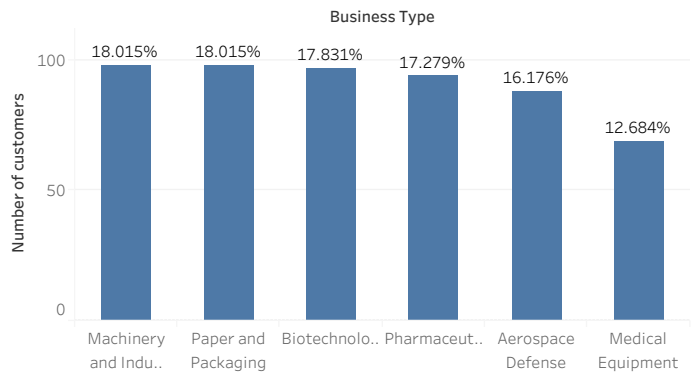
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Understand the Market

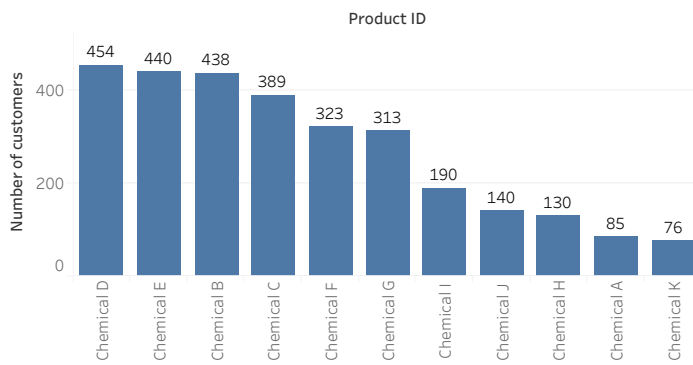
-According to the customer analytic down below it shows that Machinery and Industrie with Paper and Packaging toghthers has over 36% of numbers of customers .

- Chemical A is less popluar

Number of customers per Buisness type



Number of customers per Product ID



Percentage of customers per Buisness and Product ID

Business Type	Product ID										
	Chemical A	Chemical B	Chemical C	Chemical D	Chemical E	Chemical F	Chemical G	Chemical H	Chemical I	Chemical J	Chemical K
Aerospace Defense	11.36%	92.05%	80.68%	92.05%	93.18%	68.18%	64.77%	15.91%	29.55%	20.45%	1.14%
Biotechnology	8.25%	96.91%	83.51%	100.00%	98.97%	38.14%	80.41%	3.09%	18.56%	21.65%	1.03%
Machinery and Industrial ..	13.27%	77.55%	76.53%	79.59%	76.53%	69.39%	54.08%	13.27%	28.57%	35.71%	1.02%

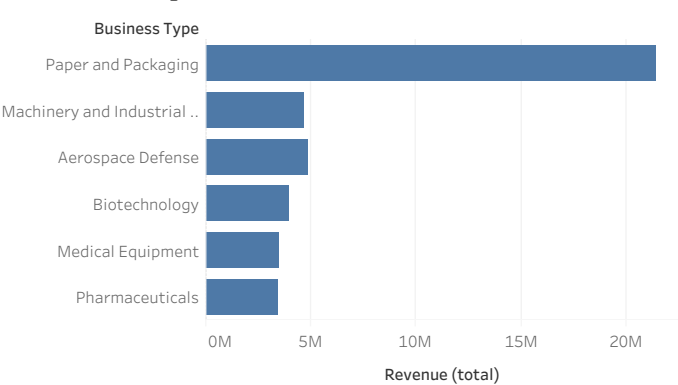
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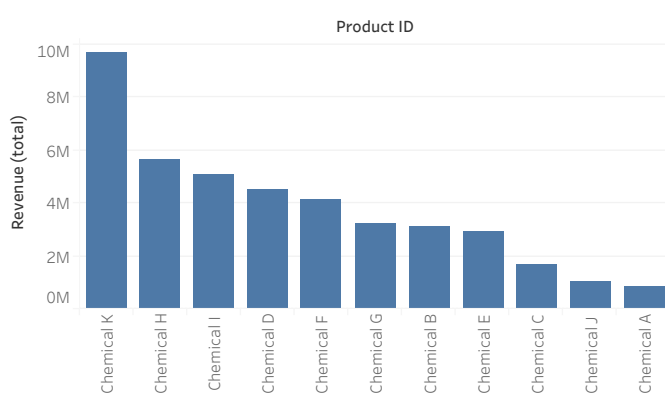
Total Revenue overview

Paper and packing generating the highest revenue per buisness over 20 M , in the other hand Chemical A generating the lowest revenue per Product .

Total Revenue per Buisness



Total Revenue per Product ID

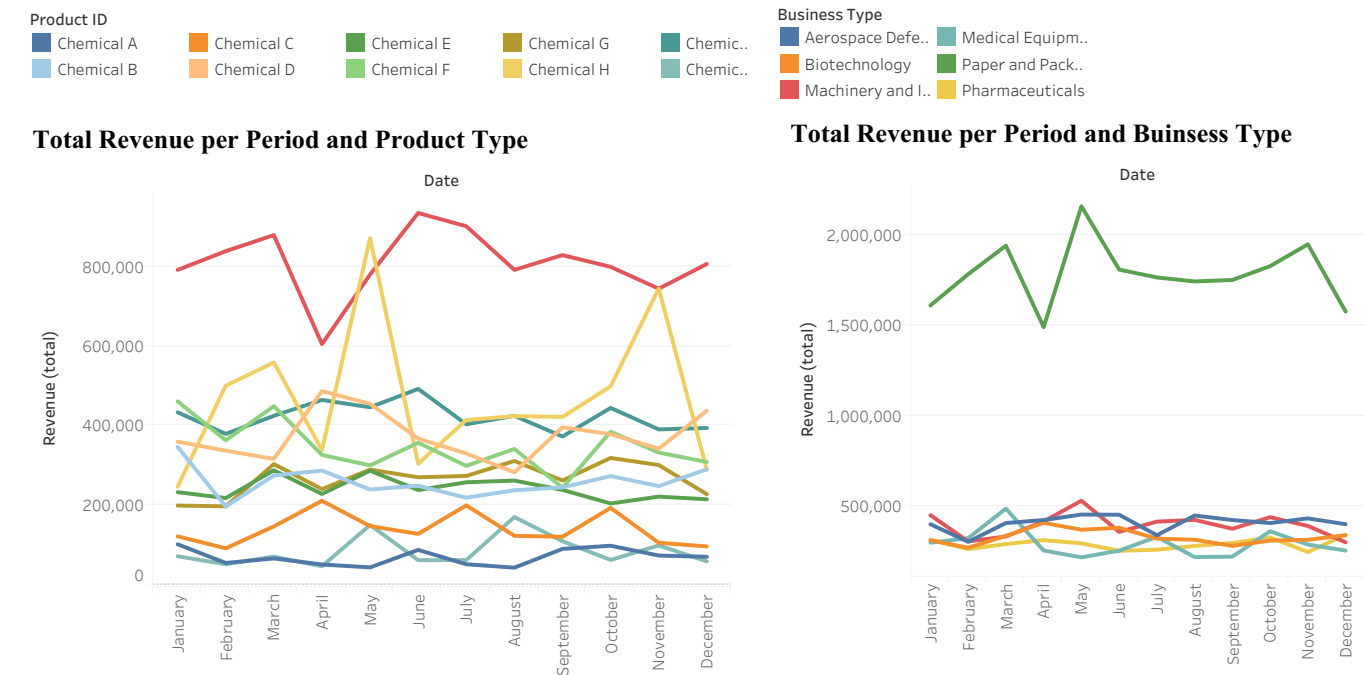


Story 2

A little bit about us	Understand the Market	Total Revenue overview	Seasonality	Geographic	MARKET OPPORTUNITY	Product Divestement	.
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Seasonality

Chremicals K,H shows a high fluctuation in sales month to month, same things for Paper and packaging buisness



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Understand the Market	Total Revenue overview	Seasonality	Geographic	MARKET OPPORTUNITY	Product Divestement	Deep Dive	.
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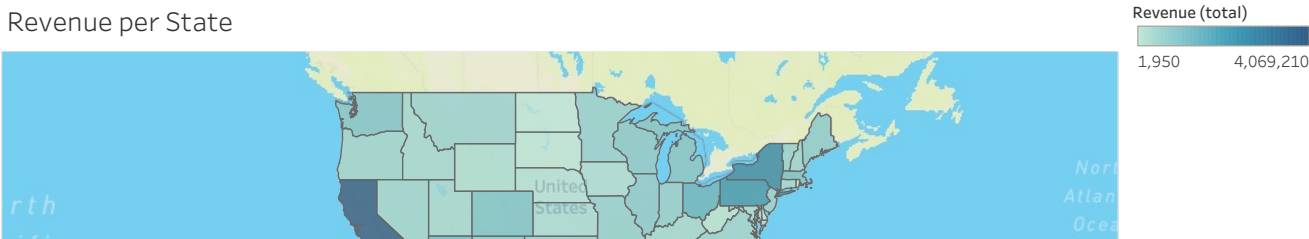
Geographic

The majority of revenues are from California, Texas and New York with that been said they are generating together over 7M dollars on revenue.

Number of Customers per Region

Business Type	Region								Grand Total
	Middle Atlantic	Mountain	New England	North Central	Pacific	South Atlantic	South Central		
Grand Total	356	341	273	330	321	331	304		544
Aerospace Defense	52	44	28	49	51	49	44		88
Biotechnology	83	83	64	74	63	81	73		97
Machinery and Industrial ..	60	49	59	73	59	48	58		98
Medical Equipment	31	43	13	32	33	36	23		69
Paper and Packaging	59	64	64	53	50	60	44		98
Pharmaceuticals	71	58	45	49	65	57	62		94

Revenue per State



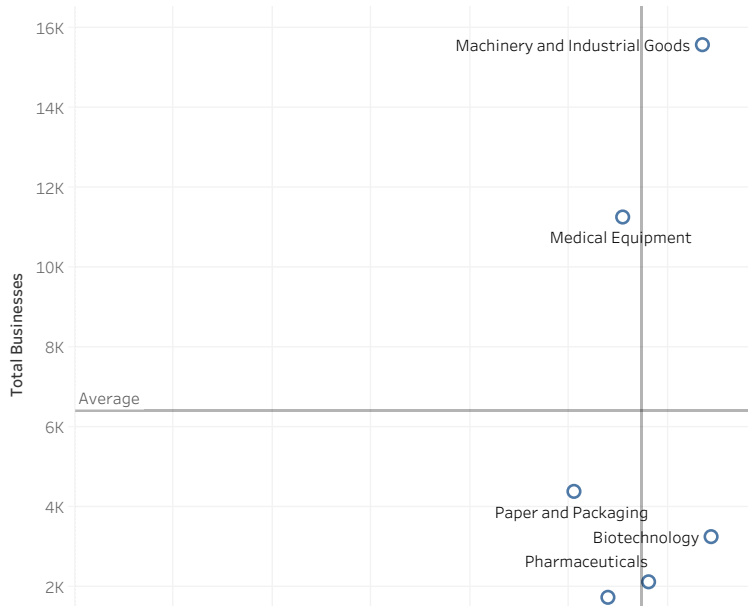
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Un.	Total Revenue overview	Seasonality	Geographic	MARKET OPPORTUNITY	Product Divestement	Deep Dive	Recap
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MARKET OPPORTUNITY

Per Below, the best growth opportunity is Machinery due the combination of profit margin and number of buisness (over 15K) .

Sheet 19



Avg Profit Margin Per Buisness

Business Type	
Biotechnology	64.37%
Machinery and Industrial ..	63.49%
Pharmaceuticals	58.04%
Medical Equipment	55.42%
Aerospace Defense	53.92%
Paper and Packaging	50.49%

Avg Profit Margin Per Product ID

Product ID	
Chemical E	87.45%
Chemical C	63.17%
Chemical G	62.25%
Chemical J	59.96%
Chemical K	59.11%
Chemical H	55.73%

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U n. -	Total Revenue overview	Seasonality	Geographic	MARKET OPPORTUNITY	Product Divestement	Deep Dive	Recap
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Product Devaste

Chemical A has the lowest profit margin per buisness type and it's negative in some buisness . Recommend to revise the prices and to look for new distribution channel or potential divestment .

Business Type	Product ID										
	Chemical A	Chemical B	Chemical C	Chemical D	Chemical E	Chemical F	Chemical G	Chemical H	Chemical I	Chemical J	Chemical K
	A	B	C	D	E	F	G	H	Chemical I	J	K
Aerospace Defense	12.76%	33.23%	54.48%	38.58%	85.38%	56.82%	61.56%	72.31%	43.70%	57.14%	75.61%
Biotechnology	-4.31%	43.39%	66.18%	51.93%	88.11%	56.56%	63.61%	78.48%	65.37%	58.97%	71.47%
Machinery and Industrial ..	2.53%	50.56%	69.19%	52.91%	88.69%	61.01%	61.36%	70.08%	51.67%	63.89%	86.80%
Medical Equipment	-21.97%	41.44%	64.95%	50.09%	87.36%	43.79%	62.37%	46.45%	53.45%	61.84%	
Paper and Packaging	2.34%	21.86%	60.68%	35.67%	84.00%	52.63%	63.26%	55.39%	44.19%	58.27%	59.05%
Pharmaceuticals	6.57%	41.55%	62.81%	47.57%	87.35%	56.64%	60.70%	73.72%	58.43%	59.95%	55.52%

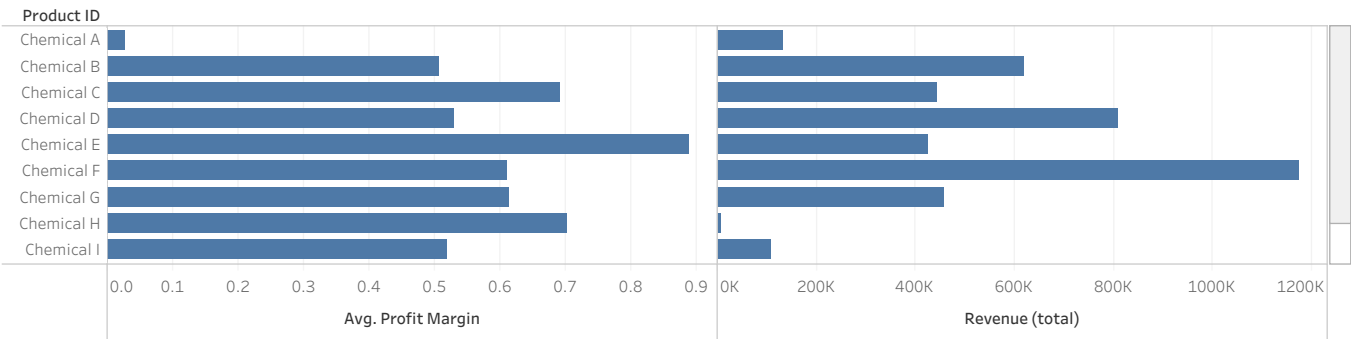
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Deep Dive

Chemical k and E have a very high potential of growth as they are generating the highest profit margin.
Same for Chemical F he is generating the highest revenue .

Deep Dive Machenery Industrial



Chemical revenue per Region

Region	Product ID										
	Chemical A	Chemical B	Chemical C	Chemical D	Chemical E	Chemical F	Chemical G	Chemical H	Chemical I	Chemical J	Chemical K
Middle Atlantic	3,405	181,135	82,481	113,330	71,979	110,351	65,762	248	1,663	717	
Mountain	2,575	50,489	45,080	191,172	64,552	87,071	36,994	259	1,340	8,943	

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Recap

- A-Maintain Paper and packaging as it generates the highest revenue, so we need to maintained.
- B- Promote Machinery industrial as it has the highest number of business and high growth opportunity with highest profit margin.
- C- Discontinue A. Very low profitability and not popular within our customers.