

ChemCorp Presentation

Cover Sheet	Introduction	Customers	Profitability	Revenue, Profit, Market size by Indust..	Dive into Biotech, M&I	Dive into Medical Equ..
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The slide has a solid blue background. On the left, there is a faint, light blue molecular structure graphic. In the center, a large white circle contains the text "Chemcorp Inc Analysis" in a blue sans-serif font, followed by "Golnaz Pourmazar", "Springboard", and "Feb 20, 2025" in a smaller black sans-serif font. On the right side of the slide, there is a white laboratory flask containing a red liquid with white bubbles, held by a metal clamp on a stand. Below the flask is a small white burner with a yellow flame.

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Context:

ChemCorp, a top chemical producer, is losing customers to tech-savvy competitors, causing a 10% revenue drop. To stay strong, it should focus on growing industries, improve its product lineup, and better understand its customers.

Objective:

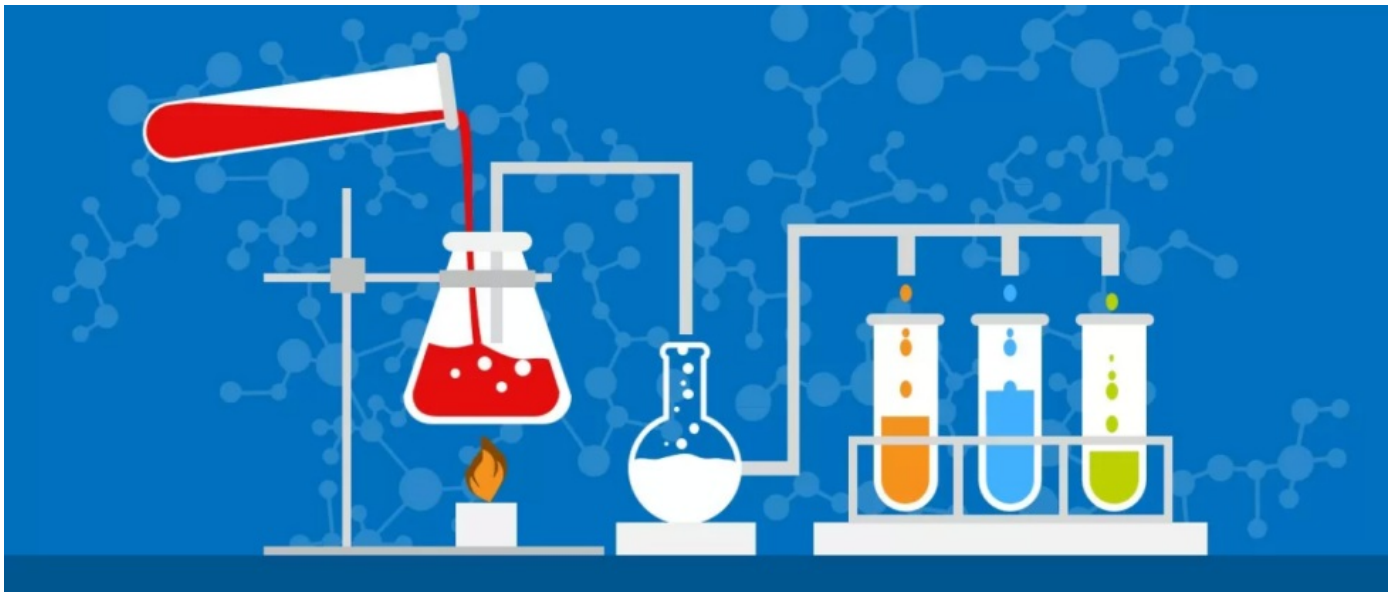
Reducing losses and increasing profit by focusing on:

Identifying high-growth industries and market opportunities.

Recommending which products to divest based on profitability and market demand.

Data Sources:

Sales Data (transactional data and market data from the year of 2015)



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Customers Distribution Across Segments

More than 50% of customers buy chemicals: D, E, B, C, F and G.
Chemicals A and K are less popular, however, 73% paper & packaging customers buy chemical K.

Unique Customer

	Paper and Packaging	Machinery and Industrial Goods	Biotechnology	Pharmaceuticals	Aerospace Defense	Medical Equipment	Grand Total
Chemical D	41 41.84%	78 79.59%	97 100.00%	91 96.81%	81 92.05%	66 95.65%	454 83.46%
Chemical E	36 36.73%	75 76.53%	96 98.97%	89 94.68%	82 93.18%	62 89.86%	440 80.88%
Chemical B	31 31.63%	76 77.55%	94 96.91%	92 97.87%	81 92.05%	64 92.75%	438 80.51%
Chemical C	31 31.63%	75 76.53%	81 83.51%	71 75.53%	71 80.68%	60 86.96%	389 71.51%
Chemical F	41 41.84%	68 69.39%	37 38.14%	61 64.89%	60 68.18%	56 81.16%	323 59.38%
Chemical G	21 21.43%	53 54.08%	78 80.41%	65 69.15%	57 64.77%	39 56.52%	313 57.54%
Chemical I	89 90.82%	28 28.57%	18 18.56%	12 12.77%	26 29.55%	17 24.64%	190 34.93%
Chemical J	15 15.31%	35 35.71%	21 21.65%	24 25.53%	18 20.45%	27 39.13%	140 25.74%
Chemical H	87 88.78%	13 13.27%	3 3.09%	7 7.45%	14 15.91%	6 8.70%	130 23.90%
Chemical A	30 30.61%	13 13.27%	8 8.25%	12 12.77%	10 11.36%	12 17.39%	85 15.63%
Chemical K	72 73.47%	1 1.02%	1 1.03%	1 1.06%	1 1.14%		76 13.97%
Grand Total	98 100.00%	98 100.00%	97 100.00%	94 100.00%	88 100.00%	69 100.00%	544 100.00%



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Which Industry and Products drive profit?

Top 3 chemicals are E, C, and G with the heighest profit.
Biotech with 64.37% and Machinery &Industrial Goods with 63.49% profit are the most profitable industry.

Profit Margin by Industry and Product

	Machinery and Industrial Goods	Biotechnology	Medical Equipment	Pharmaceuticals	Aerospace Defense	Paper and Packaging	Grand Total
Chemical E	88.69%	88.11%	87.36%	87.35%	85.38%	84.00%	87.45%
Chemical C	69.19%	66.18%	64.95%	62.81%	54.48%	60.68%	63.17%
Chemical G	61.36%	63.61%	62.37%	60.70%	61.56%	63.26%	62.25%
Chemical J	63.89%	58.97%	61.84%	59.95%	57.14%	58.27%	59.96%
Chemical K	86.80%	71.47%		55.52%	75.61%	59.05%	59.11%
Chemical H	70.08%	78.48%	46.45%	73.72%	72.31%	55.39%	55.73%
Chemical F	61.01%	56.56%	43.79%	56.64%	56.82%	52.63%	53.94%
Chemical D	52.91%	51.93%	50.09%	47.57%	38.58%	35.67%	48.44%
Chemical I	51.67%	65.37%	53.45%	58.43%	43.70%	44.19%	44.91%
Chemical B	50.56%	43.39%	41.44%	41.55%	33.23%	21.86%	41.73%
Chemical A	2.53%	-4.31%	-21.97%	6.57%	12.76%	2.34%	1.60%
Grand Total	63.49%	64.37%	55.42%	58.04%	53.92%	50.49%	57.40%



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Introduction	Customers	Profitability	Revenue, Profit, Market size by Indust..	Dive into Biotech, M&I	Dive into Medical Equipment	Impact of Negative Profit Transactions
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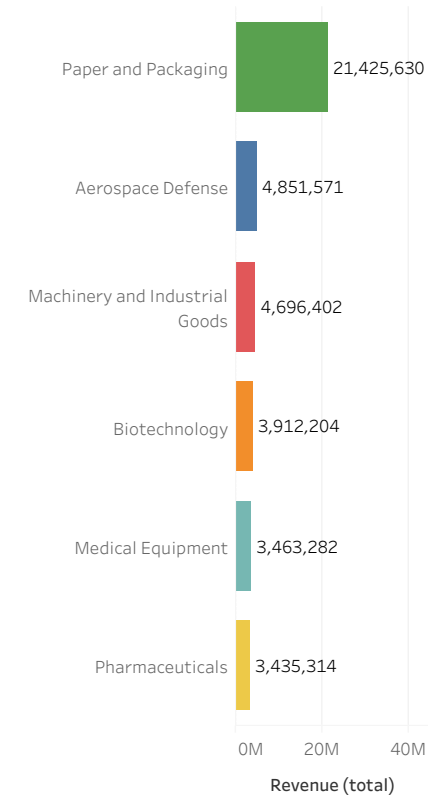
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Compare Revenue, Profit and Market Size by Industry

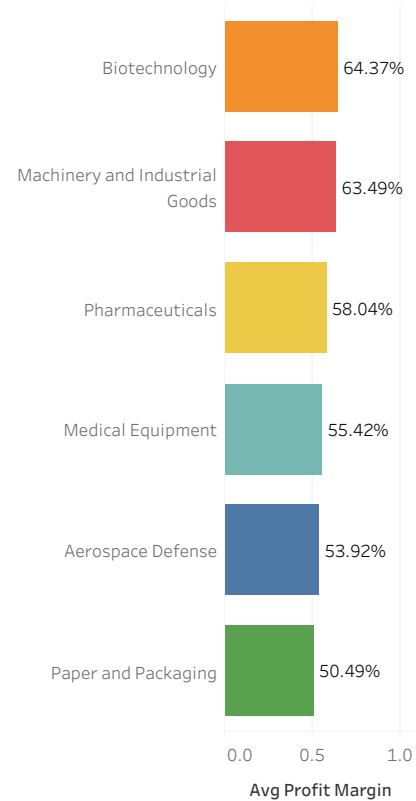
Paper & packaging has the highest Revenue at \$21.5M, while having the lowest Profit Margin.
Biotech and Machinery and Industrial Goods has the highest Avrage Profit Margin.
Considering both market size and avrage profit marging, Machinery and Industrial Goods is the most attractive industry.

- Aerospace Defense
- Biotechnology
- Machinery and Industrial..
- Medical Equipment
- Paper and Packaging
- Pharmaceuticals

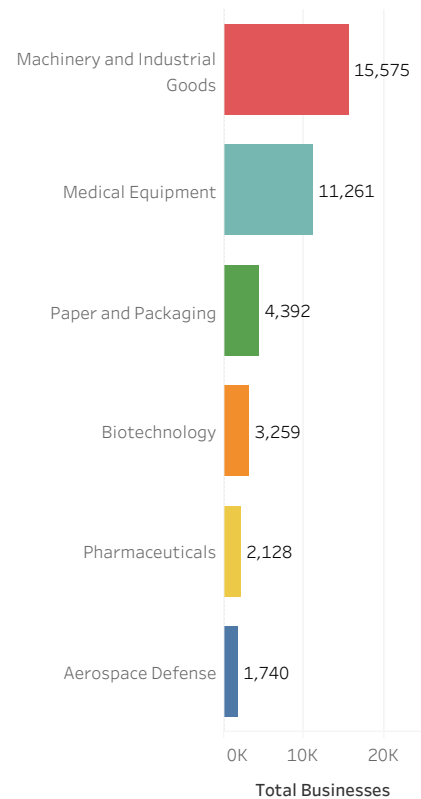
Revenue by Industry



Total Profit Margin by Industry



Market Growth



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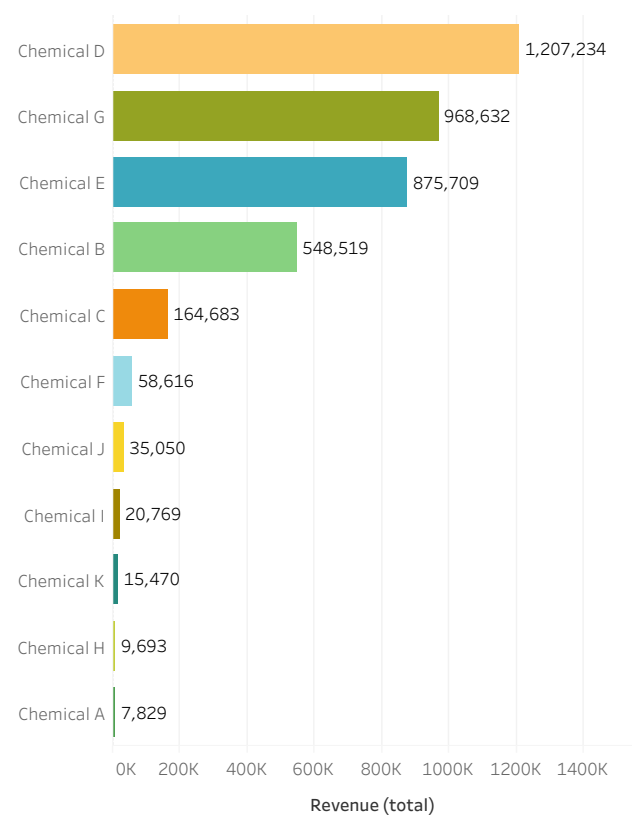
Customers	Profitability	Revenue, Profit, Market size by Indust..	Dive into Biotech, M&I	Dive into Medical Equipment	Impact of Negative Profit Transactions	Product Revenue Seasonslity
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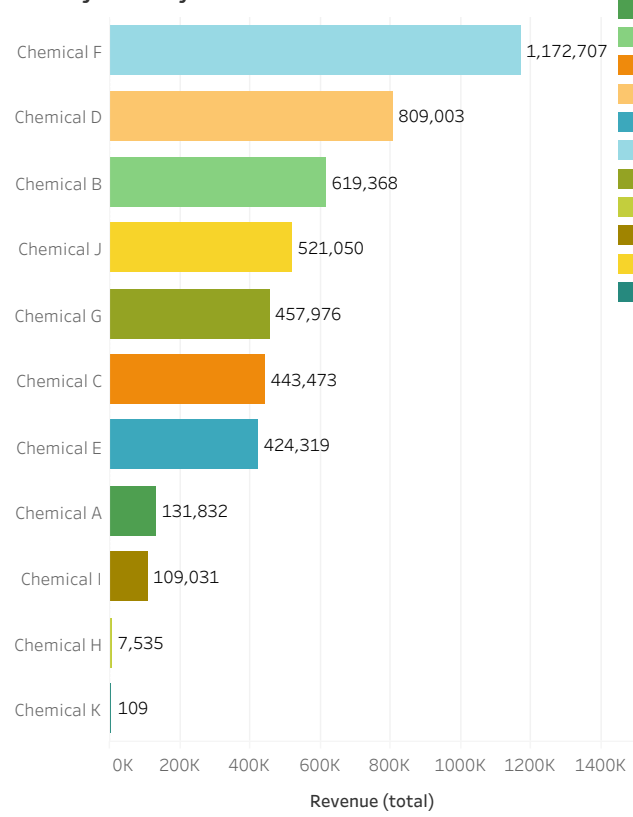
Dive into Biotech and Machinery & Industry

Chemical D, G, E, B and F are important for Biotech and M&I. So these Shoude be continued and promote.

Biotech Total Revenue



Machinery & Industry Total Revenue



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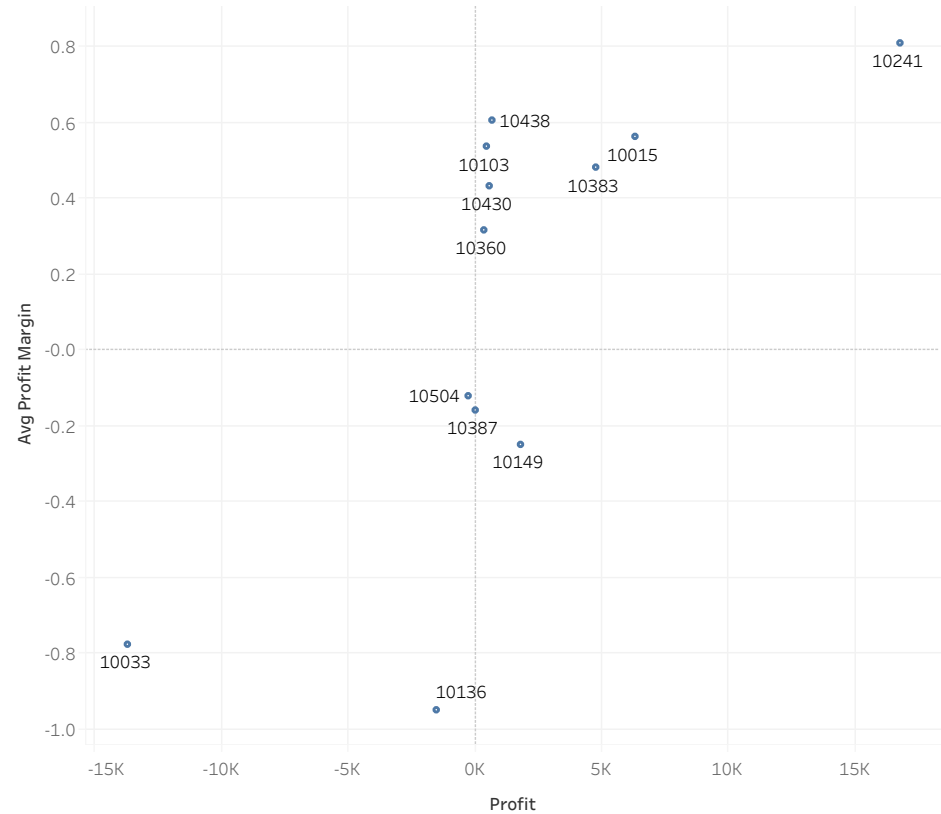
Profitability	Revenue, Profit, Market size by Indust..	Dive into Biotech, M&I	Dive into Medical Equipment	Impact of Negative Profit Transactions	Product Revenue Seasonslity	Profitability by Geography
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Dive into Medical Equipment Indusry and Chemical A

Focusing on Chemical A and the Medical Equipment Industry, the profit generated by customers is close to zero, and the rare outliers cancel each other out.

Chemical A and Medical Equipment Industry Customer Divestment



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Revenue, Profit, Market size by I..	Dive into Biotech, M&I	Dive into Medical Equipment	Impact of Negative Profit Transactions	Product Revenue Seasonslity	Profitability by Geography	Insights
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Impact of negative profit transactions

We can see that some customers have negative profit margins but we do not know their effect size. By removing negative transactions from our analysis, we observe a significant change for Chemical A, while other chemicals remian unaffected. This indicates that chemical A is the only product with large negtaive profit transactions.

Avg. Profit Margin

	Aerospace Defense	Biotechnology	Machinery and Indus..	Medical Equipment	Paper and Packaging	Pharmaceuticals
Chemical E	85.38%	88.11%	88.69%	87.36%	84.00%	87.35%
	85.38%	88.11%	88.69%	87.36%	84.00%	87.35%
Chemical C	57.38%	66.18%	69.19%	65.79%	61.26%	63.55%
	54.48%	66.18%	69.19%	64.95%	60.68%	62.81%
Chemical G	61.56%	63.61%	61.36%	62.37%	63.26%	60.70%
	61.56%	63.61%	61.36%	62.37%	63.26%	60.70%
Chemical J	57.14%	58.97%	63.89%	61.84%	58.27%	59.95%
	57.14%	58.97%	63.89%	61.84%	58.27%	59.95%
Chemical K	75.61%	71.47%	86.80%		59.33%	55.52%
	75.61%	71.47%	86.80%		59.05%	55.52%
Chemical F	57.86%	56.56%	61.01%	57.44%	56.04%	57.00%
	56.82%	56.56%	61.01%	43.79%	52.63%	56.64%
Chemical H	72.31%	78.48%	70.08%	46.45%	55.58%	73.72%
	72.31%	78.48%	70.08%	46.45%	55.39%	73.72%
Chemical I	50.37%	65.37%	53.15%	56.24%	53.27%	58.43%
	43.70%	65.37%	51.67%	53.45%	44.19%	58.43%
Chemical D	48.49%	52.78%	53.03%	53.39%	43.88%	50.57%
	38.58%	51.93%	52.91%	50.09%	35.67%	47.57%
Chemical B	43.64%	46.40%	50.81%	47.68%	40.60%	45.12%
	33.23%	43.39%	50.56%	41.44%	21.86%	41.55%
Chemical A	35.48%	56.61%	60.61%	54.19%	37.46%	37.20%
	12.76%	-4.31%	2.53%	-21.97%	2.34%	6.57%



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Dive into Biotech, M&I	Dive into Medical Equipment	Impact of Negative Profit Transactions	Product Revenue Seasonslity	Profitability by Geography	Insights	Recommendations
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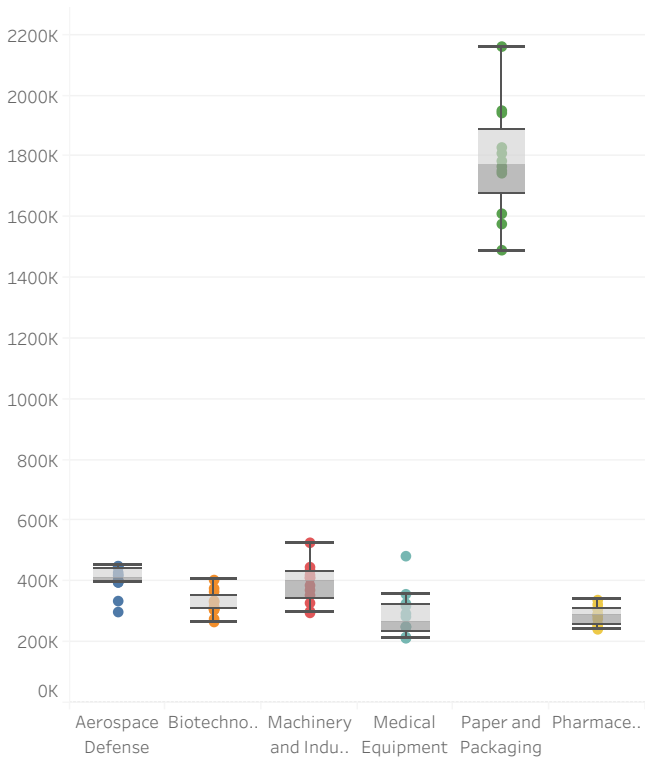
Industry and Product Revenue Seasonality

At the industry level, the paper and packaging industry is the most volatile market, showing a significant change from April to May.

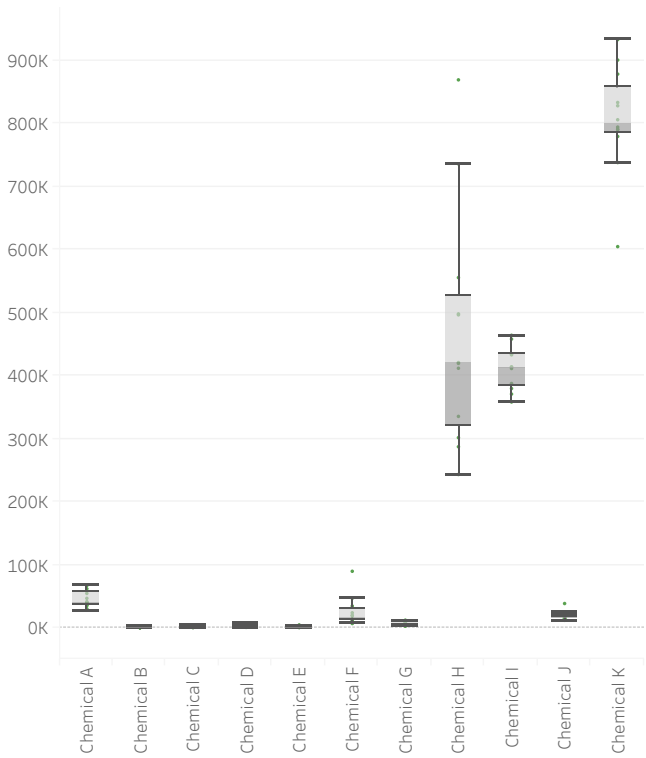
Focusing only on the Paper and Packaging industry, we see that among the products, Chemicals K and H exhibited the most volatile revenue behavior in 2015:

Chemical K had the highest revenue in June, reaching 932.6K.
Chemical H had the second highest revenue in May, at 868.9K.

Revenue by Industry and Month



Revenue by Product and Month for Paper and Packaging Industry



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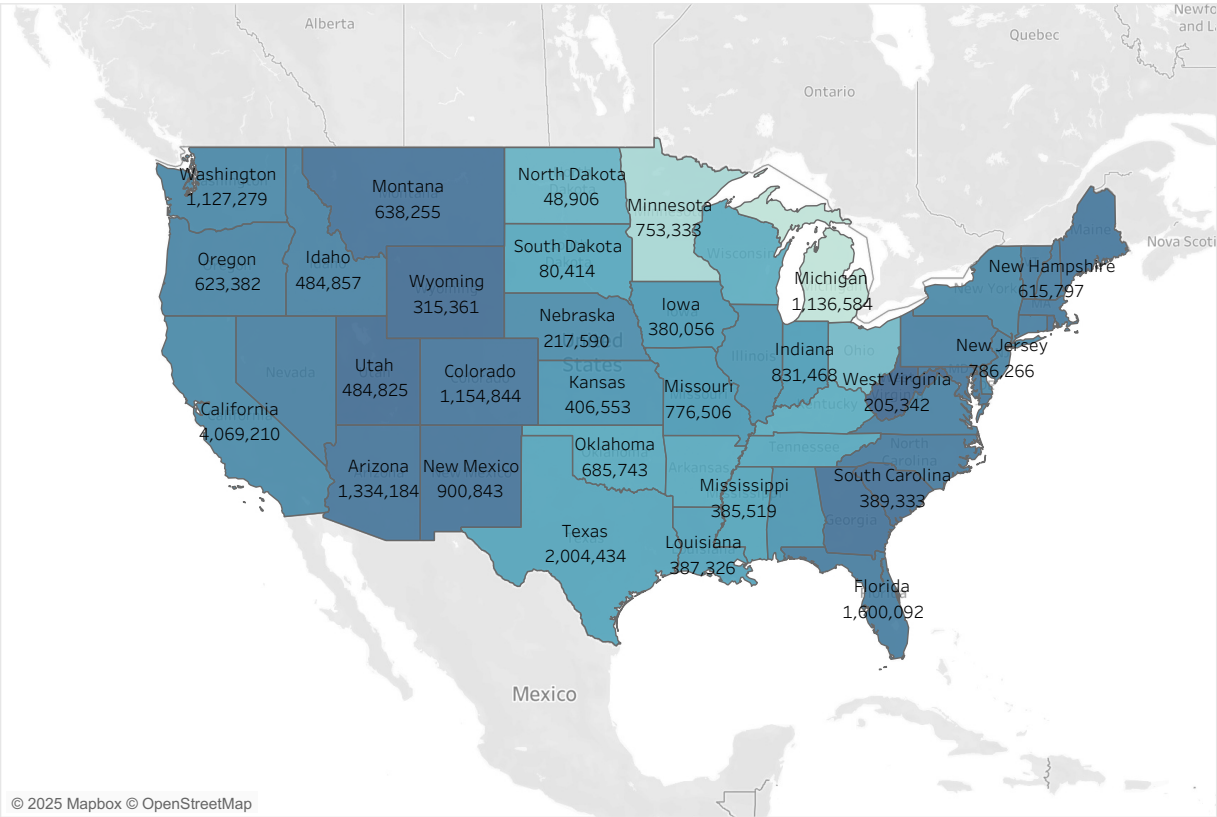
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Profitability by Geography

Top 5 states with highest Revenue are: California, New York, Texas, Florida, Ohio.
East Cost and Mountion Region has the most Profit Margin.

Customer Profit Margin (Geospatial)



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Insights:

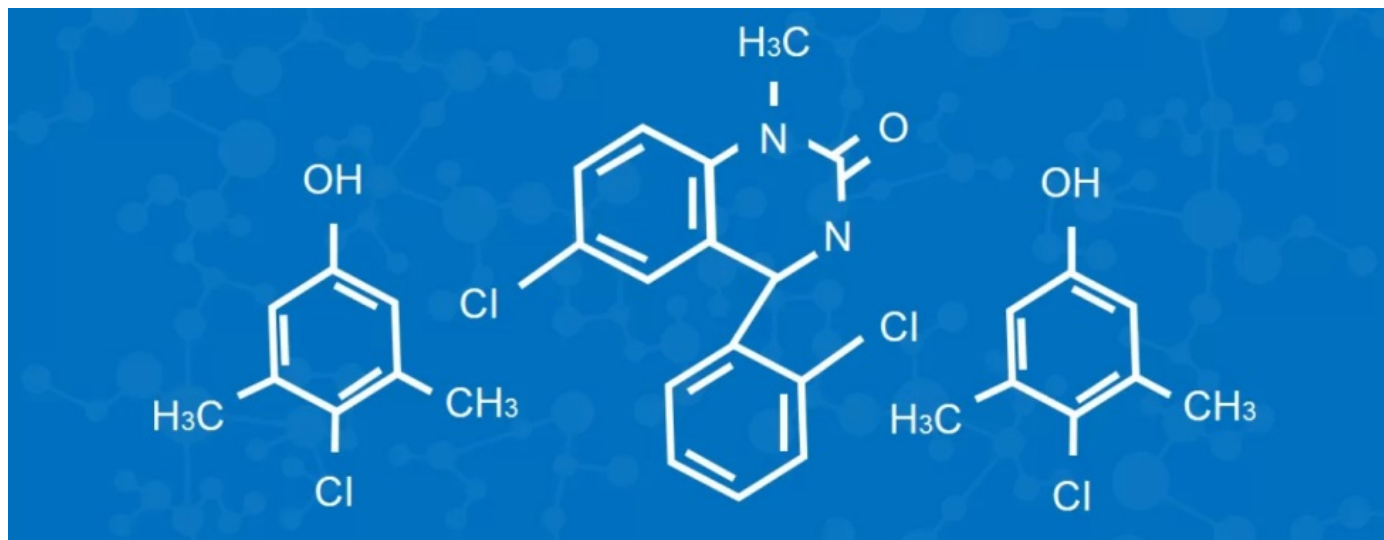
Chemical A and K are less popular, however, 73% of Paper and Packaging customers buy Chemical K.

Highest profitable chemicals are E, C, and G while in the industry level Biotech and Machinery & Industrial Goods are the top ones.

Machinery & Industrial Goods is the most attractive industry considering both market size and average profit margin.


Chemical A has the lowest profit margin across all the segments except Machinery and Industrial Goods.

Paper and Packaging segment has the lowest profit margin among all segments but drives the highest revenue. At the industry level, it is also the most volatile market, showing a significant change from April to May. Within this industry, Chemicals K and H exhibited the most volatile revenue behavior...



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Recommendations:

Divesting from chemical A altogether would be beneficial towards our overall profit margin.

Promote Chemicals D, E, B, C and G. these are most profitable and popular, also important for M&I and Biotech.

To increase profit and keep customers, focus on M&I and Biotech industries; specially in East Coast and Rocky Mountions regions.

