

SALES PERFORMANCE TREND FOR J.P. MORGAN

This presentations shows how Small Business Sales is boosting Through Data-Driven Product, Marketing, and Customer Insights.

Insights & Analysis

- Online retailers had the highest average 5 yr CAGR at 72%, followed by small business at 49%. Medium business and wholesale distributors lagged at 27% and 24% respectively.
- The percentage of companies utilizing various marketing tactics. Social media, catalogs, & coupons were used most extensively.
- 3 product companies grew fastest at 52% CAGR. 1 product companies grew slowest at 24% CAGR. Offering more products correlates with higher growth.





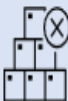
Total Sales Unit
1,480,848

JPMORGAN
CHASE & CO.

SALES TREND PERFORMANCE DASHBOARD



Account Type
4

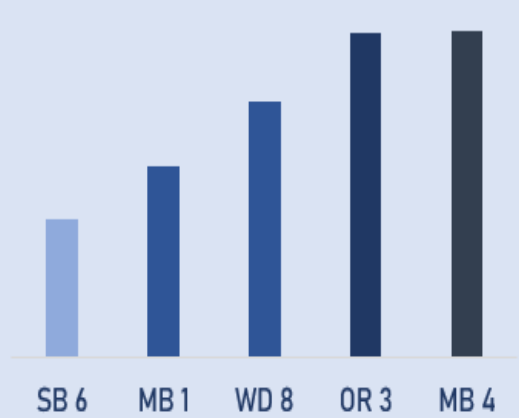


Total Account
60

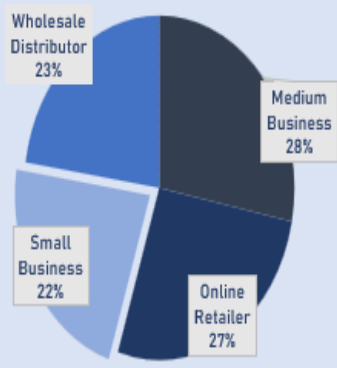


5 YR CAGR Avg
51.8%

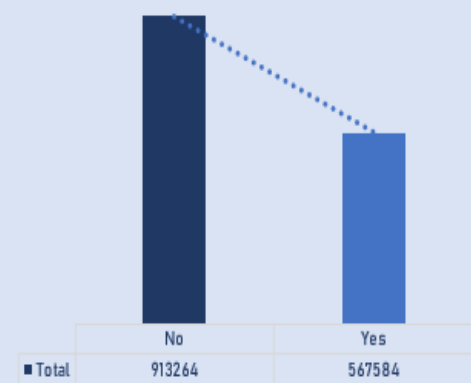
Top 5 Accounts



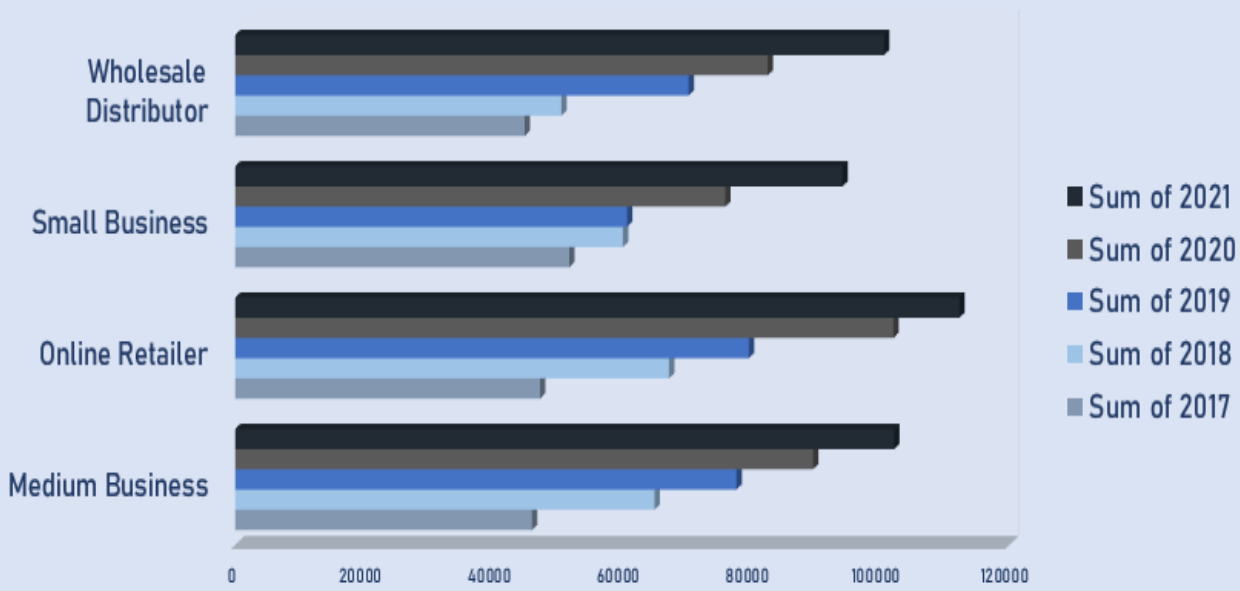
5YR CAGR by Account Type



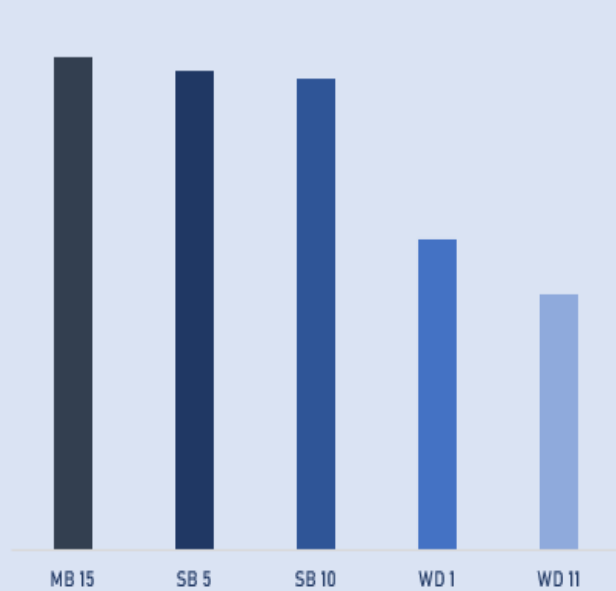
5YR Sales Response by Social Media



Total Sales by Account and Year



Bottom 5 Accounts



Observations

- ✓ Marketing tactics like social media, coupons, catalogs and posters correlate strongly with sales growth, especially for small businesses. Continue investment in multi-channel marketing.
- ✓ Performance across medium businesses and wholesale channels is mixed, with high performers and strugglers. Take tailored approaches to identify high potential partners.
- ✓ Small business partners represent a sizable customer segment with solid growth. Nurture these relationships through hands-on support and value-added services.

Summary

The growing online and broadening product lines while leveraging marketing tactics and customer insights are key opportunities highlighted by the data to drive higher sales performance. A targeted, data-driven approach is recommended versus any one-size-fits-all solution.