Chemcorp Case Study

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Executive Summary

Key indicators

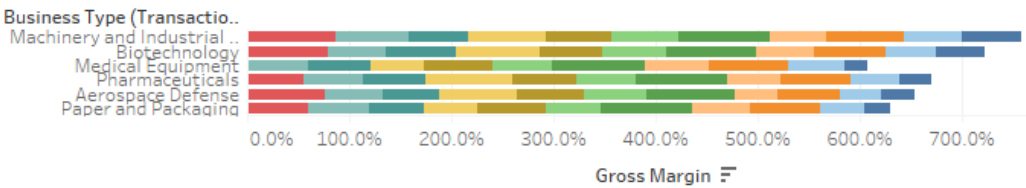
Business Type (Transaction Data)	Gross Margin	Cost (total)	Number of Customers	Profit	Revenue (total)	Quantity
Machinery and Industr..	66.1%	$1,590,637.09	98	$3,105,342.17	$4,695,979.26	665,760
Biotechnology	64.8%	$1,378,704.24	97	$2,533,499.91	$3,912,204.15	599,150
Medical Equipment	63.3%	$1,269,879.40	69	$2,191,875.10	$3,461,754.50	550,772
Pharmaceuticals	59.9%	$1,376,391.43	94	$2,058,922.26	$3,435,313.69	584,442
Aerospace Defense	58.1%	$2,034,856.23	88	$2,816,715.13	$4,851,571.37	975,080
Paper and Packaging	55.9%	$9,442,941.69	98	$11,982,688.81	$21,425,630.50	6,290,306

Product ID
- Chemical A
- Chemical B
- Chemical C
- Chemical D
- Chemical E
- Chemical F

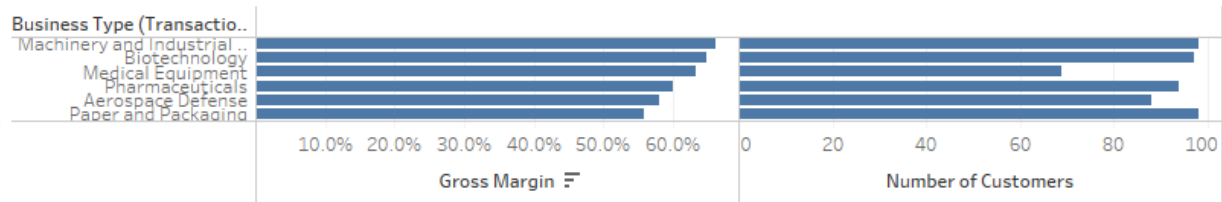
Region
- Middle Atlantic
- Mountain
- New England
- North Central
- Pacific
- South Atlantic
- South Central

Gross Margin
51.2% 71.1%

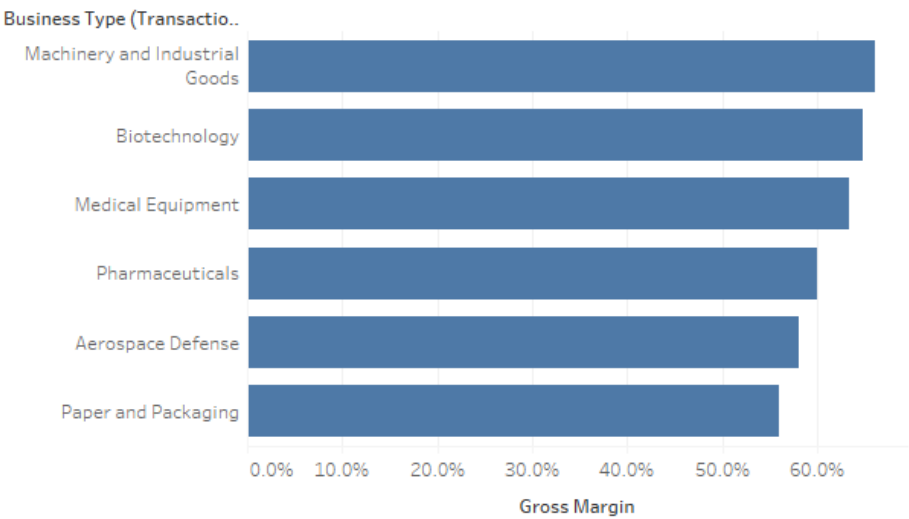
Gross Margin by Business Type and Chemical



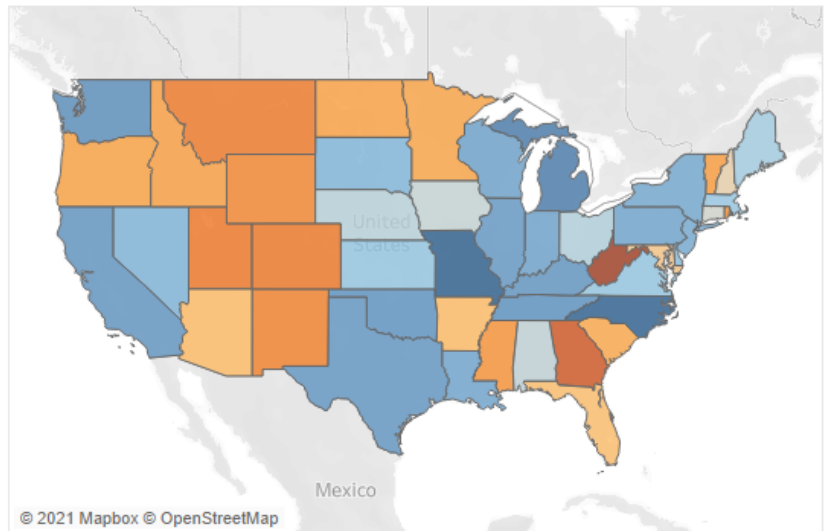
Gross Margin and #customers by Business Type



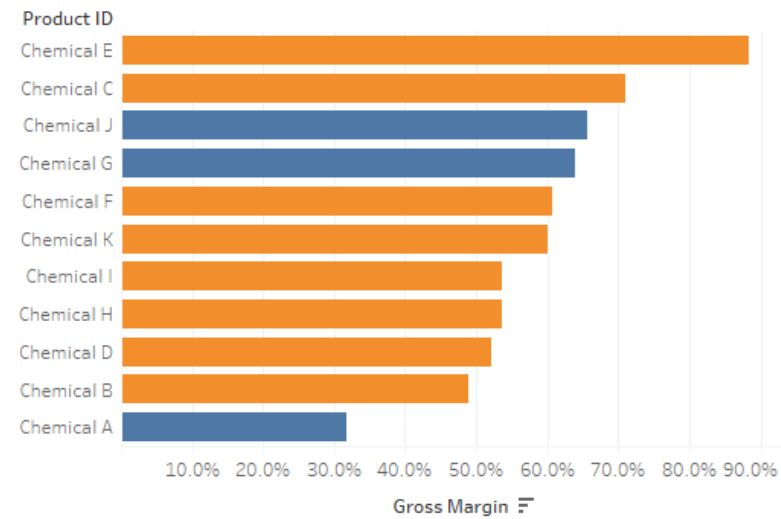
Gross Margin by Business Type



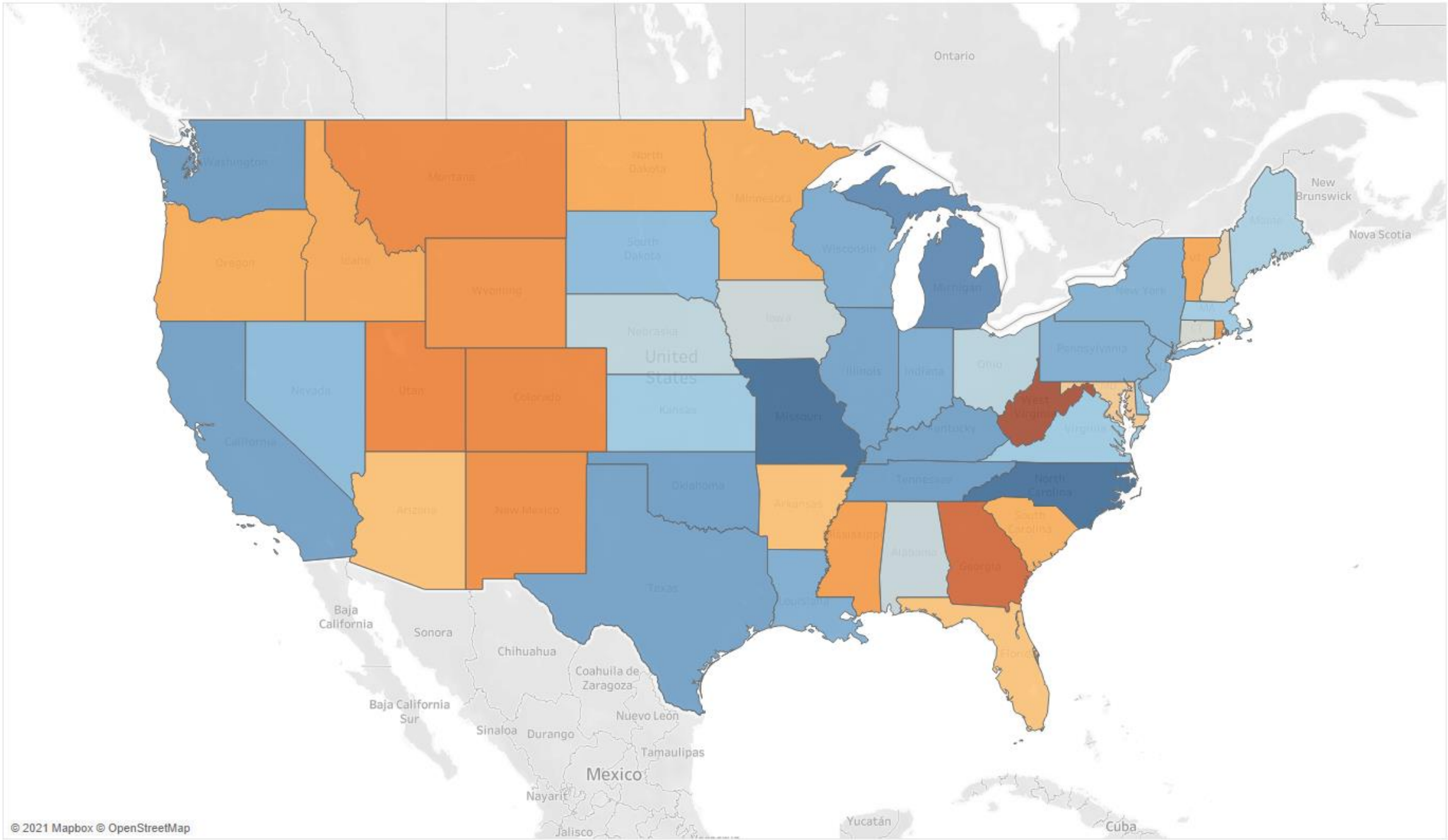
Gross Margin by State



Gross Margin by Chemical

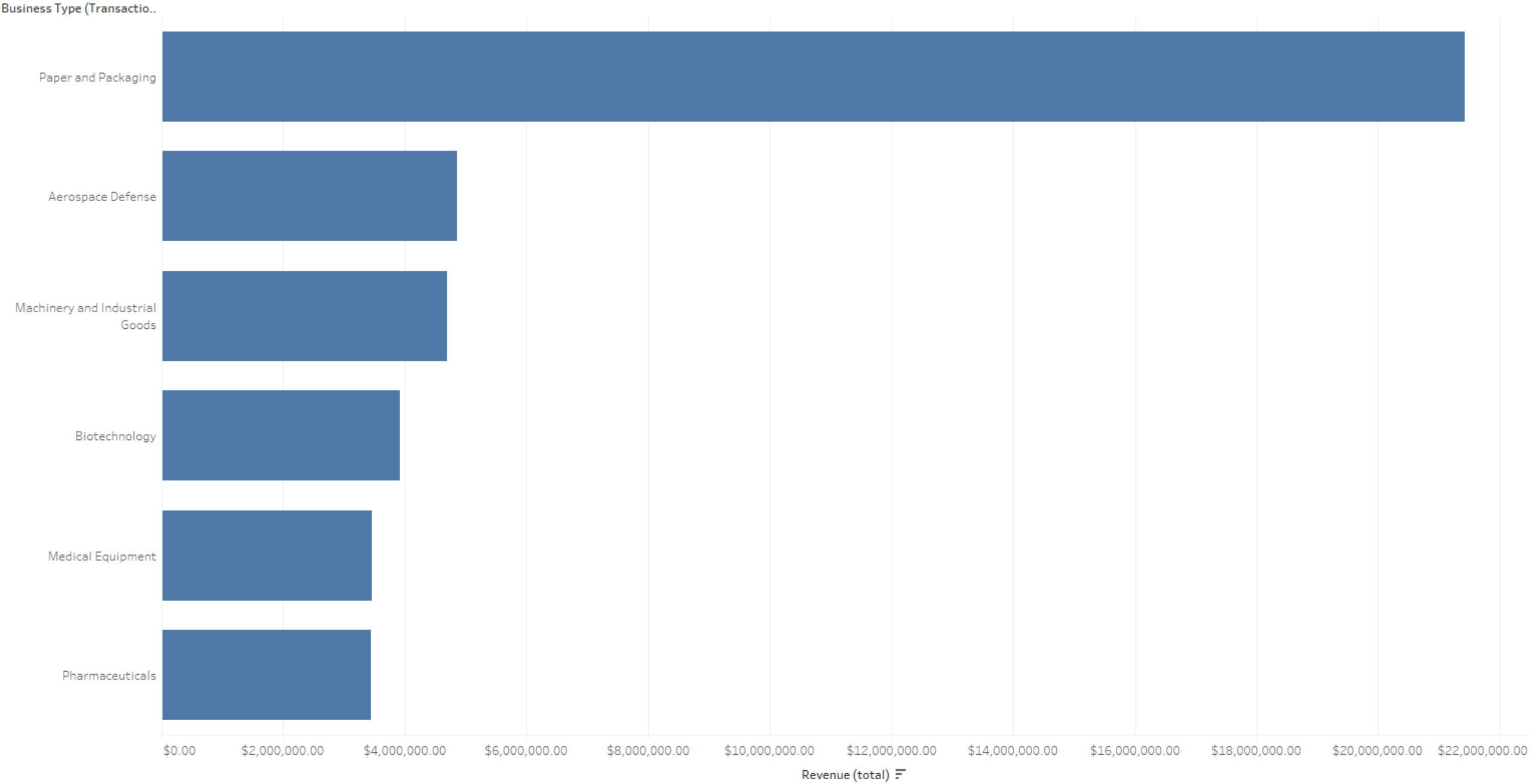


Gross Margin by State



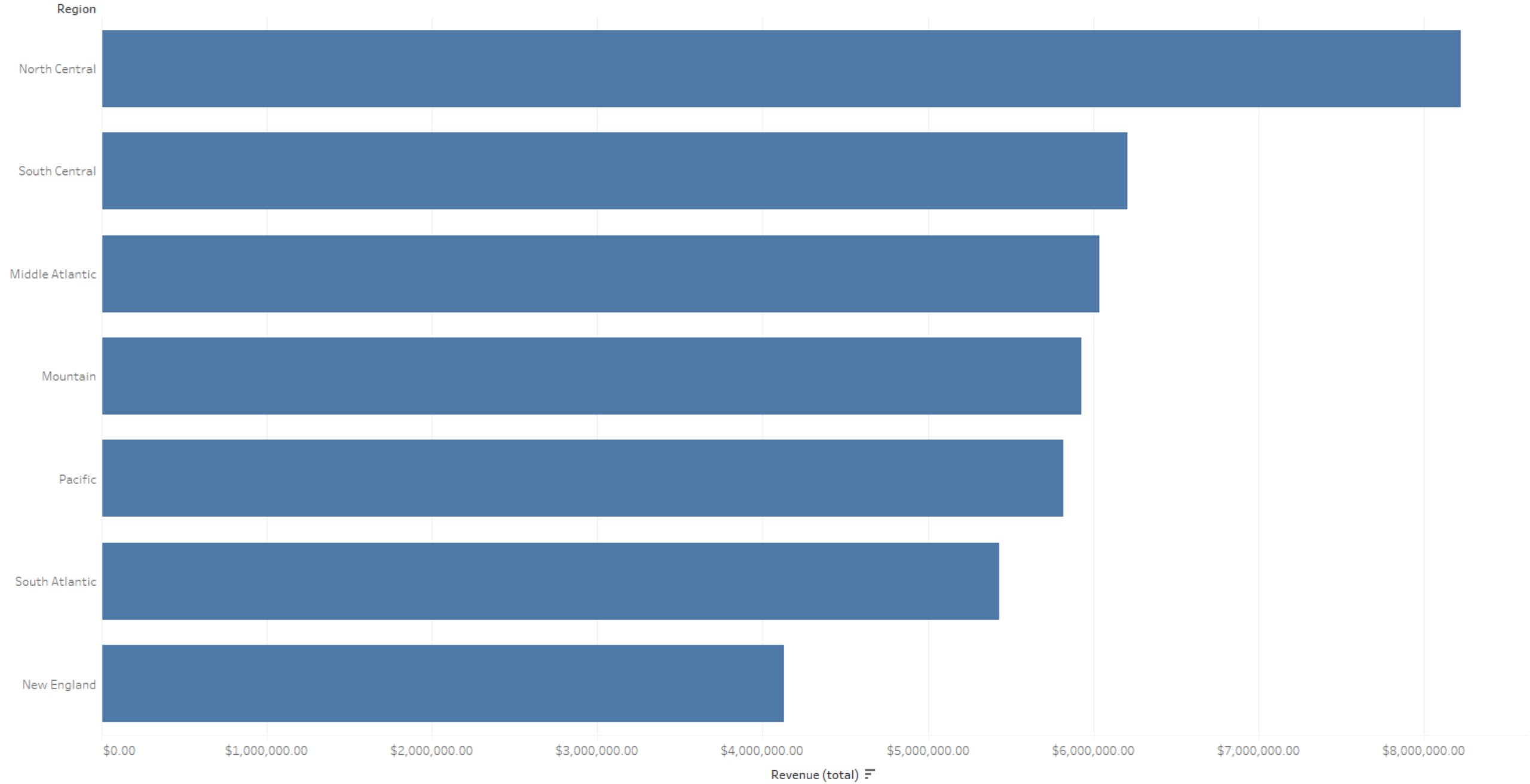
Map based on Longitude (generated) and Latitude (generated). Color shows Gross Margin. Details are shown for State. The data is filtered on Region, which keeps 7 of 7 members.

Revenue by Business Type



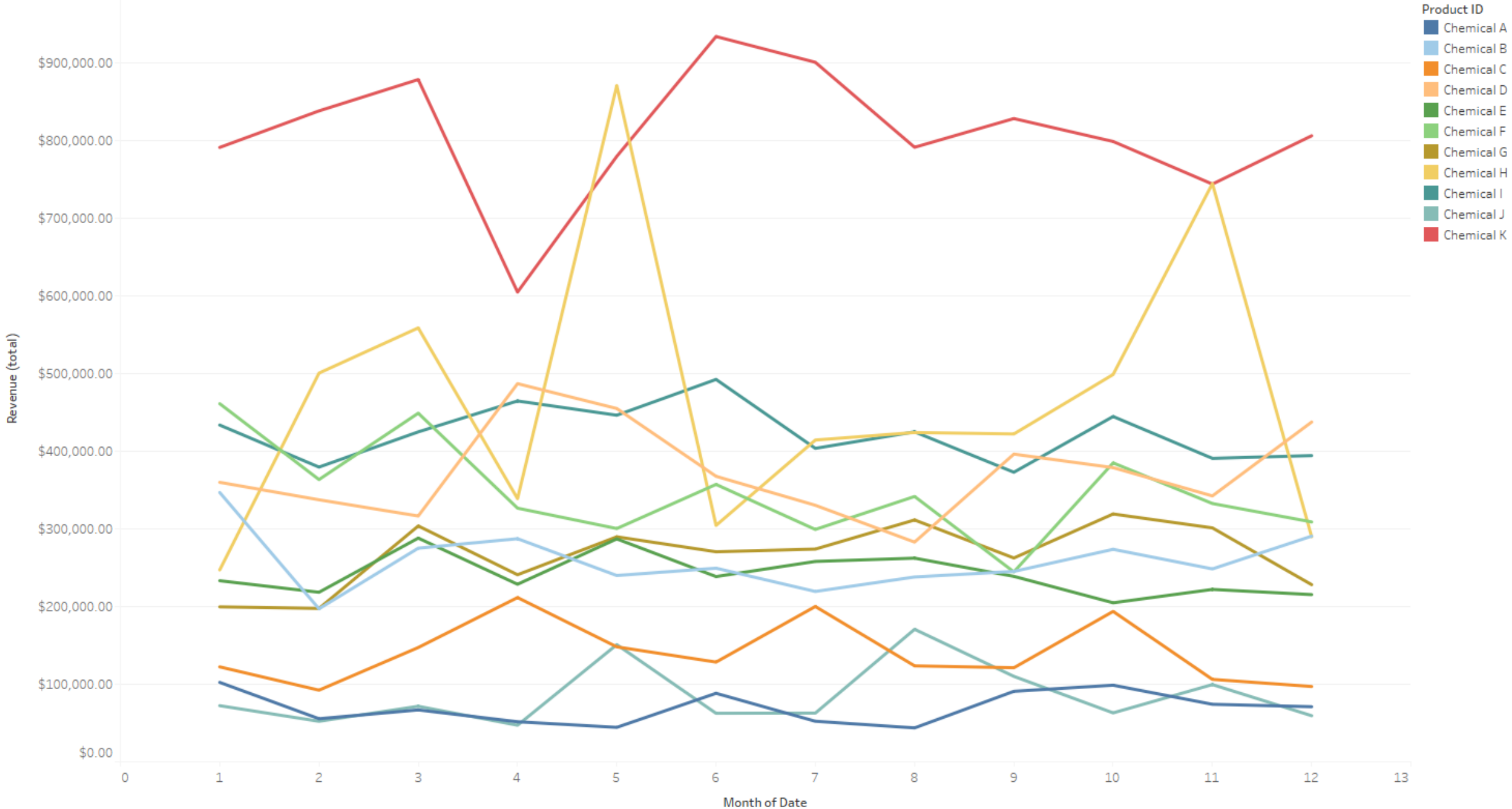
Sum of Revenue (total) for each Business Type (Transaction Data).

Revenue by Region



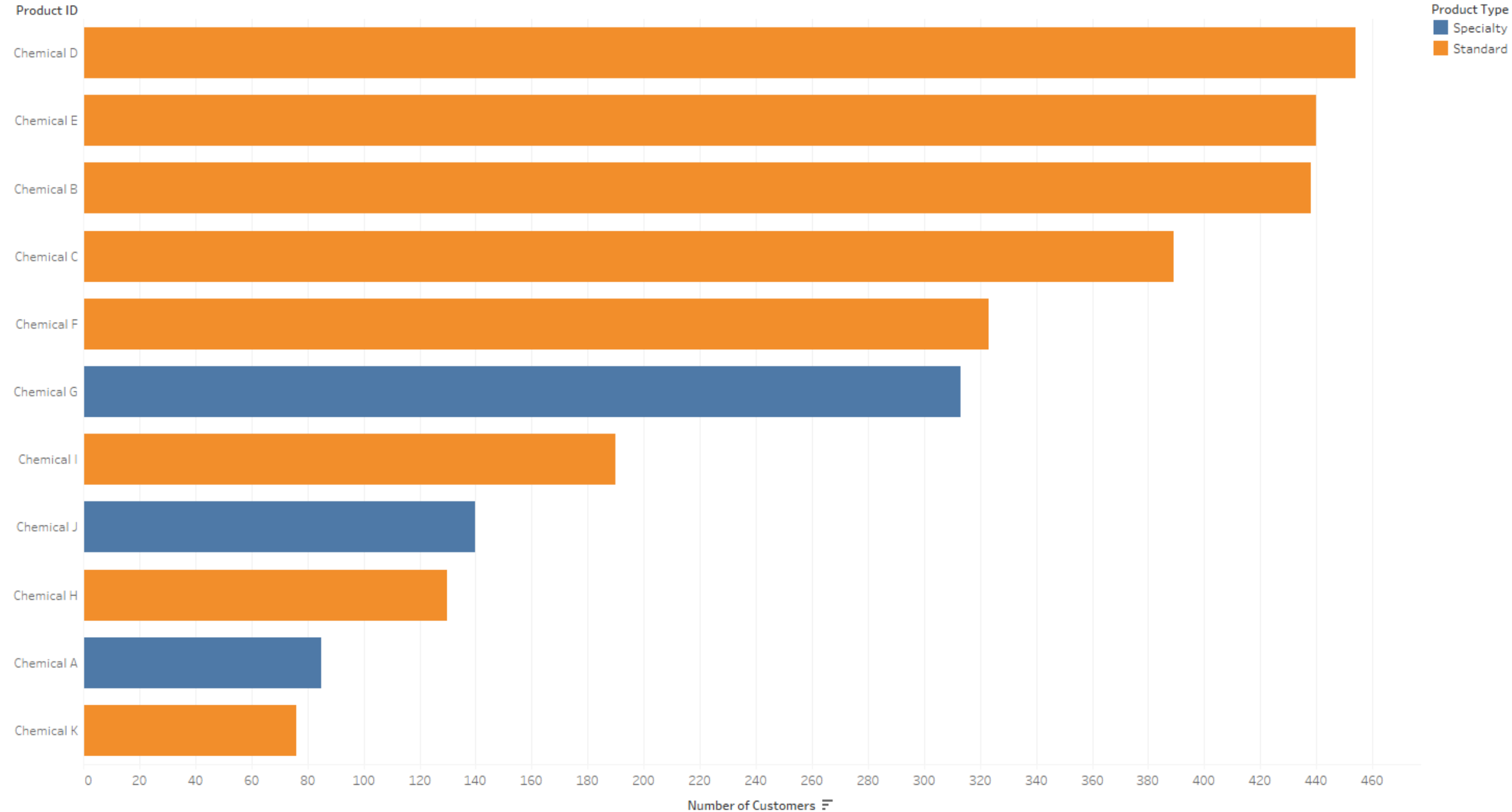
Sum of Revenue (total) for each Region.

Revenue by Date and Chemical



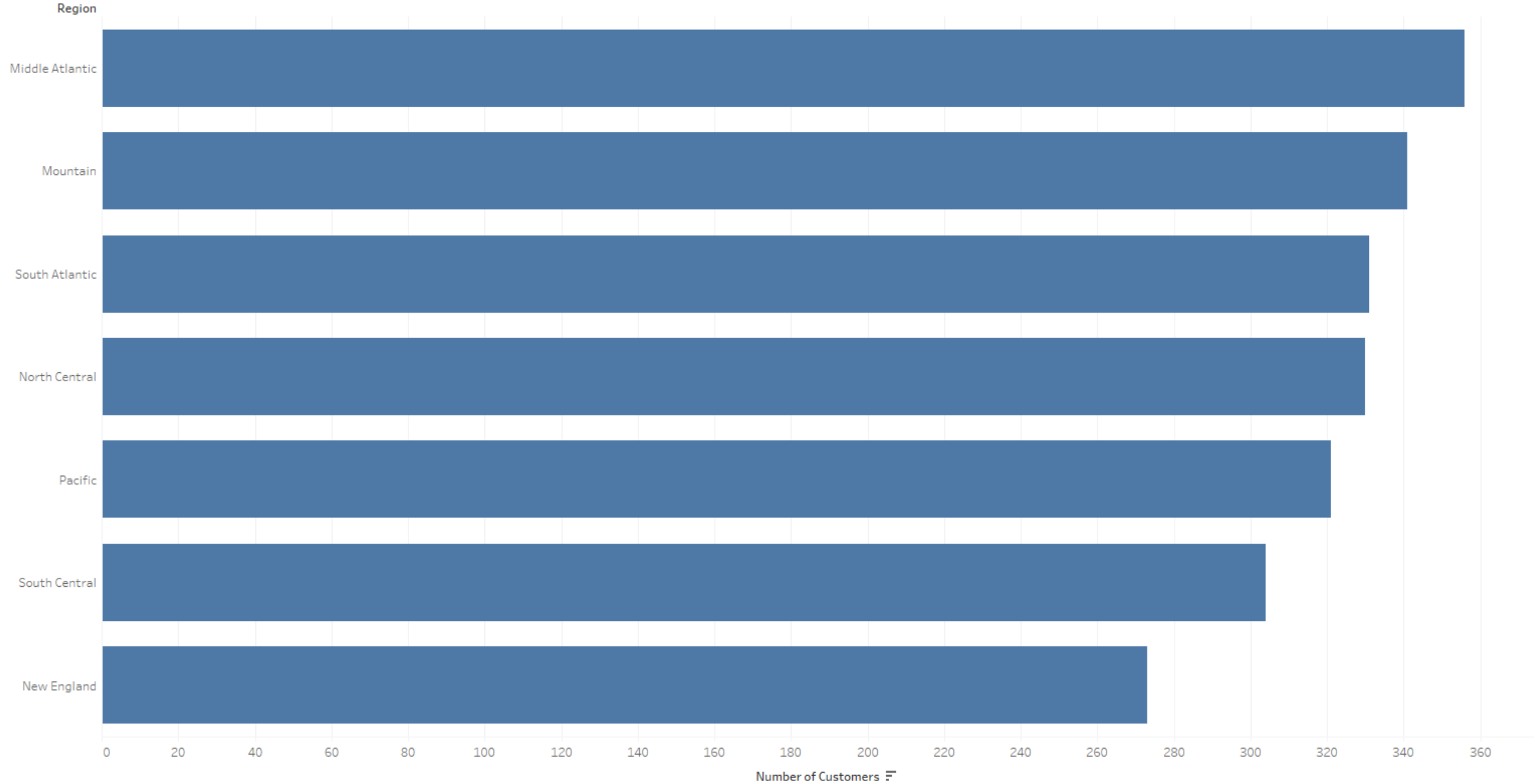
The trend of sum of Revenue (total) for Date Month. Color shows details about Product ID.

of Customers by Chemical



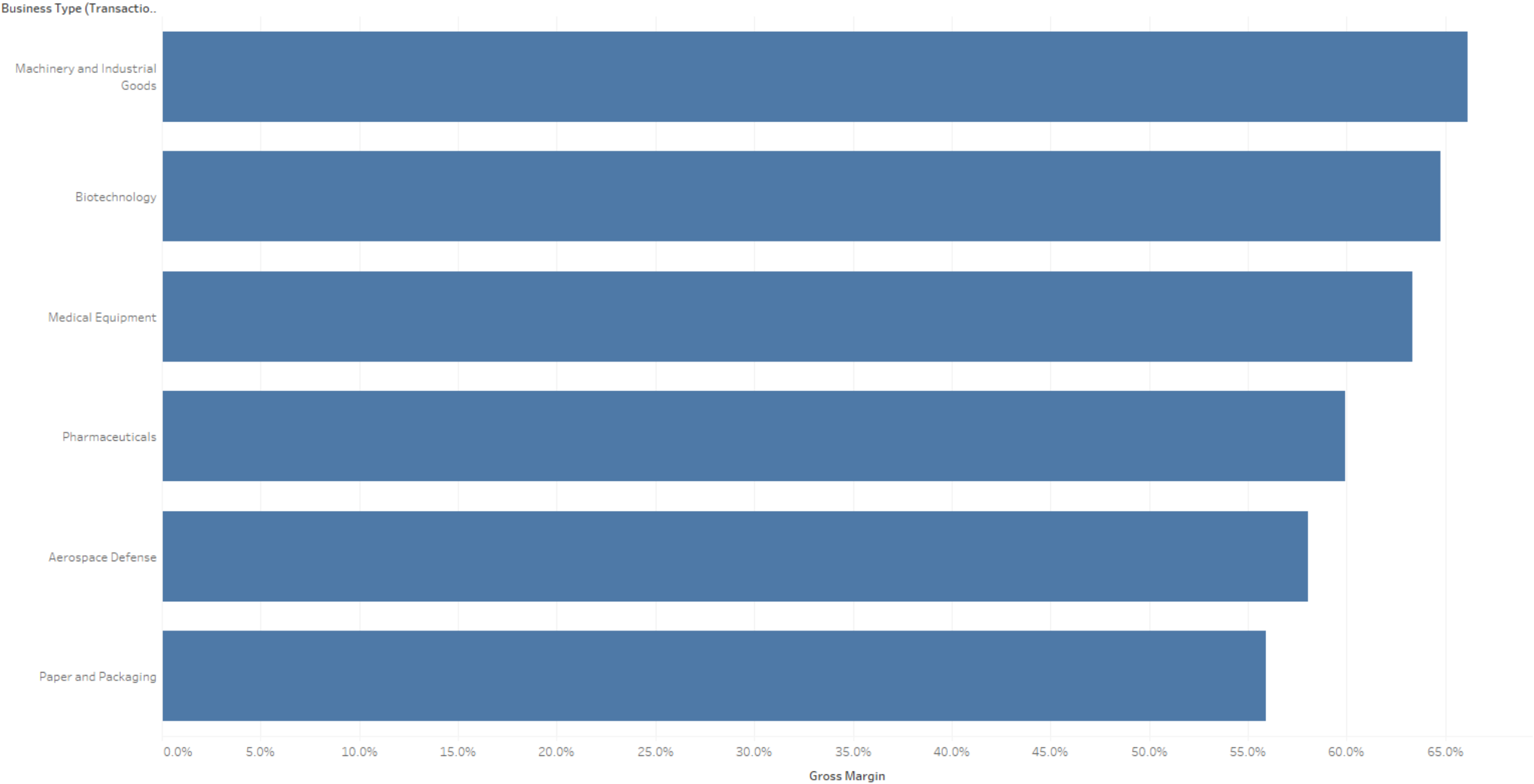
Number of Customers for each Product ID. Color shows details about Product Type.

of Customes by Region and Chemical



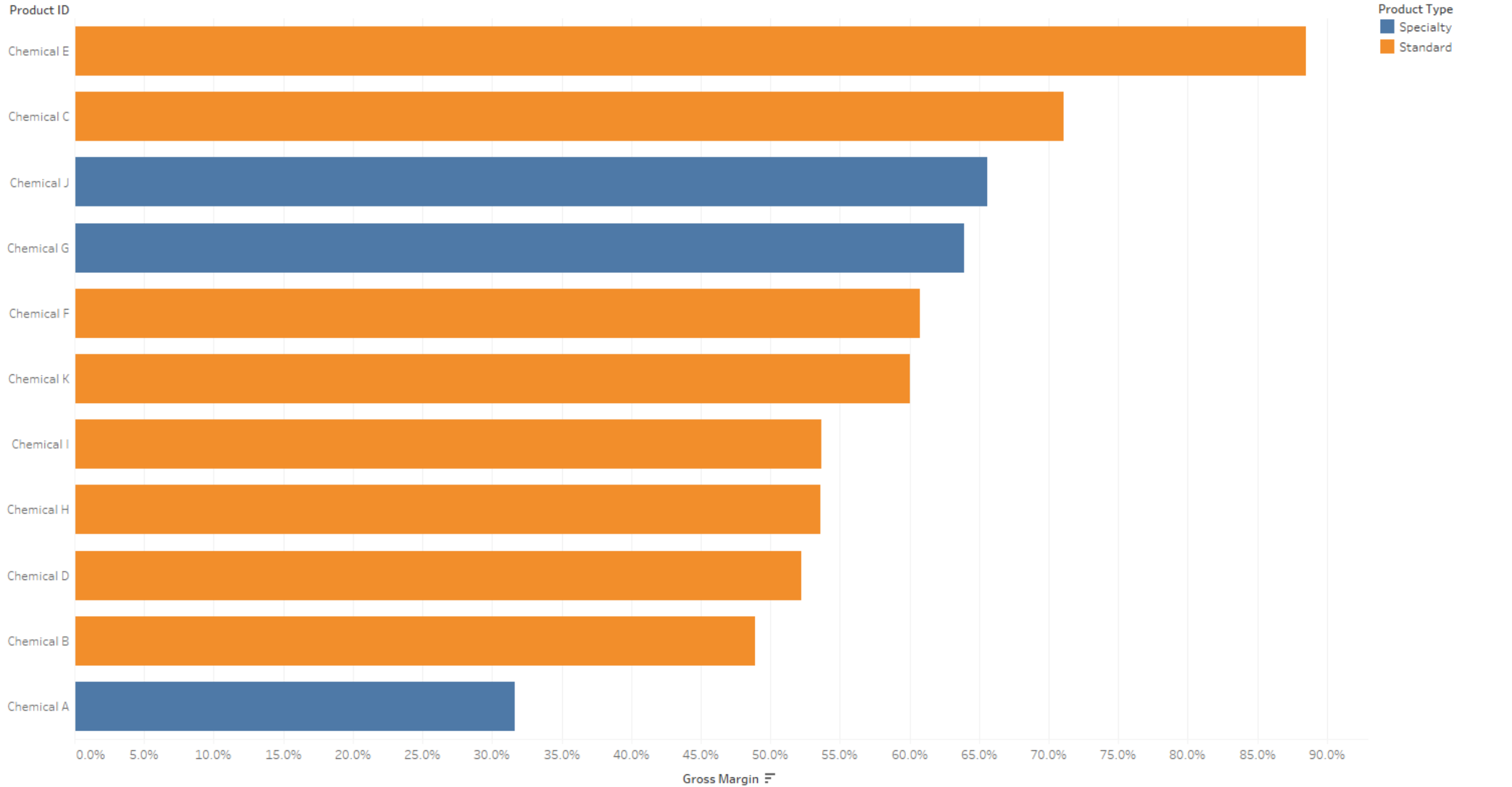
Number of Customers for each Region.

Gross Margin by Business Type



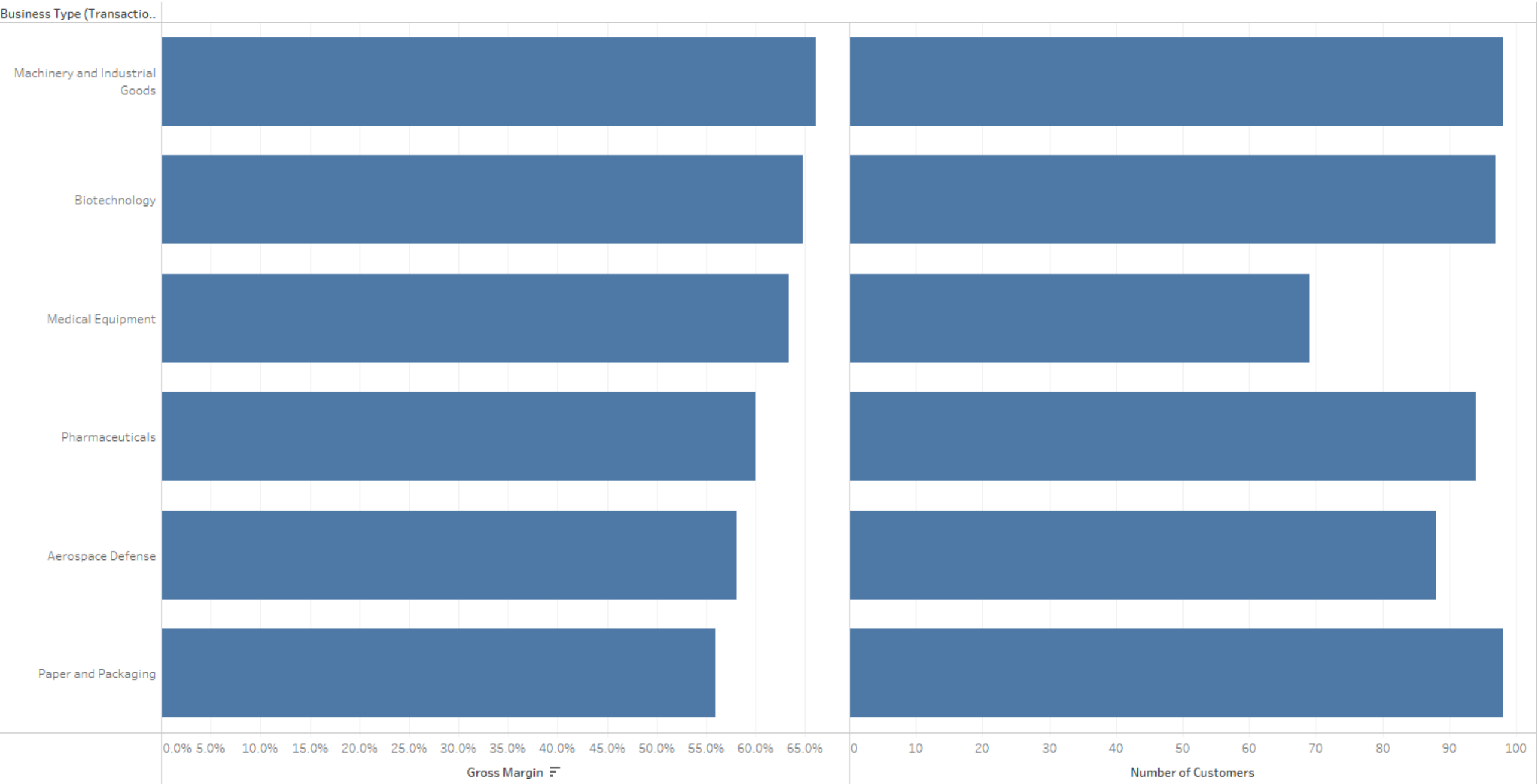
Gross Margin for each Business Type (Transaction Data).

Gross Margin by Chemical



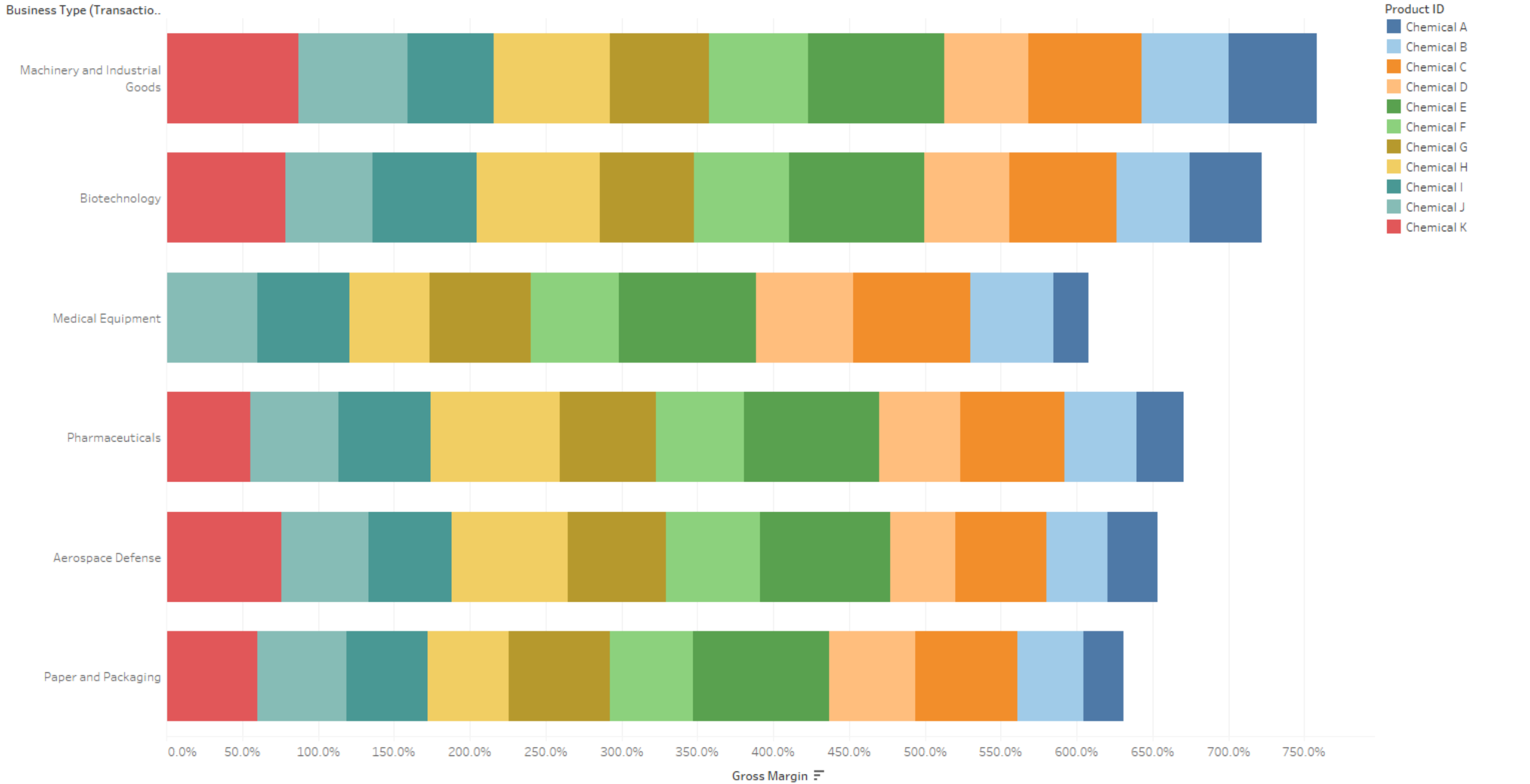
Gross Margin for each Product ID. Color shows details about Product Type.

Gross Margin and #customers by Business Type



Gross Margin and Number of Customers for each Business Type (Transaction Data).

Gross Margin by Business Type and Chemical



Gross Margin for each Business Type (Transaction Data). Color shows details about Product ID.