


Final Case Project: Dunder Mifflin Paper Company

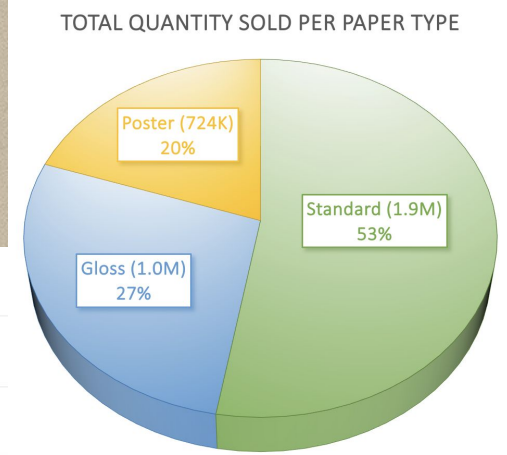
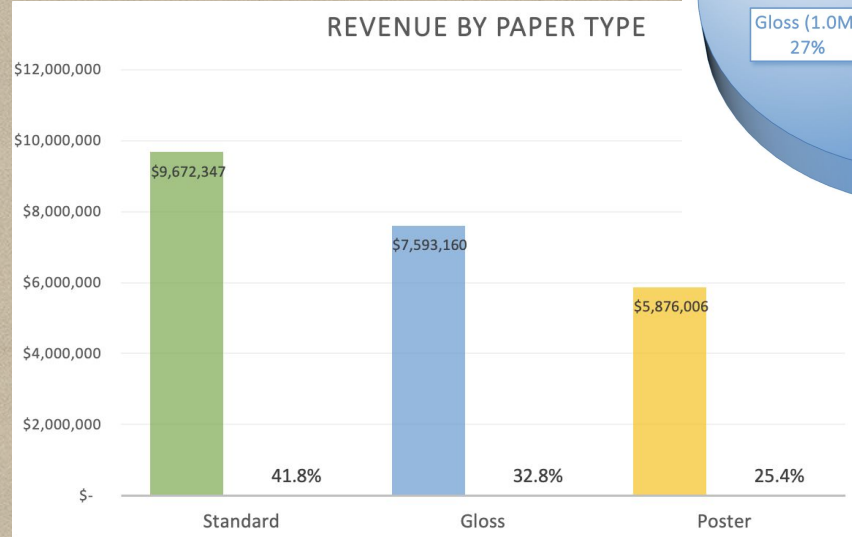
DSO 552: SQL Databases for Business Analysts



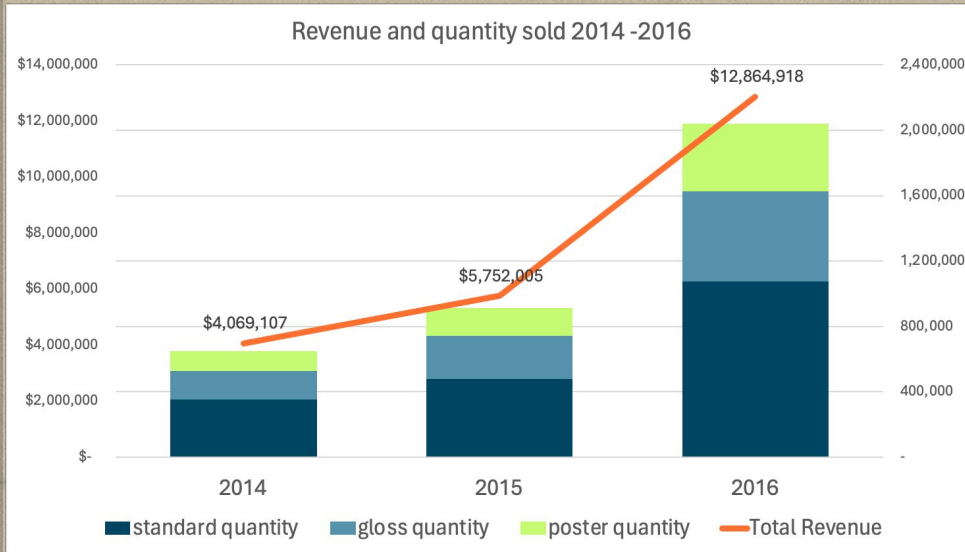
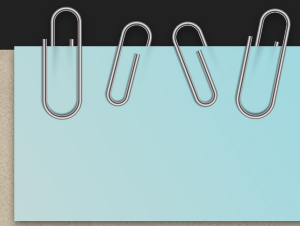
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Business Basics: Acquiring Parch & Posey

- 351 Customer Accounts
- 52 Sales Reps
- 3 Revenue Streams
- 7 Regions: International, Midwest, North, Northeast, South, Southeast, West
- 3 Paper Types: Standard, Gloss, Paper

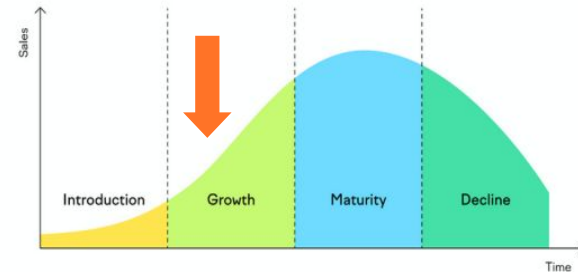


How is Parch & Posey Growing?







Year	Revenue	YoY
2014	4,069,107	
2015	5,752,005	41%
2016	12,864,918	124%

Business Life Cycle

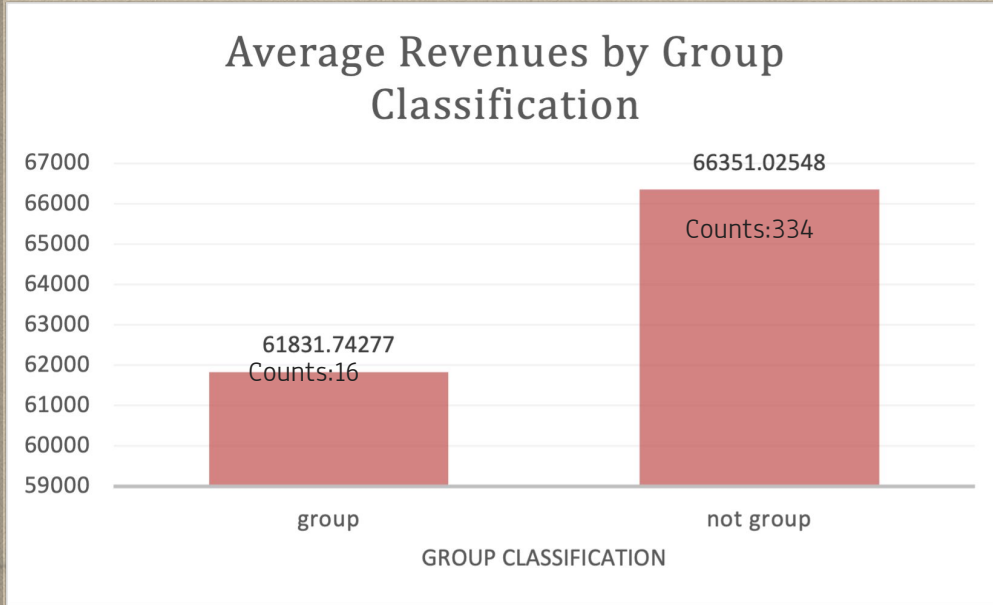


Company Expansion: Incorporating New Regions

	name character 	averageordrep bigint 	averageaccrep bigint 	avgrevrep numeric 
1	Midwest	53	4	190194.1388888888889
2	Northeast	56	4	190430.324761904762
3	Southeast	111	8	354548.7490000000000
4	West	96	9	360864.6360000000000

Order and Revenue Efficiency: Both the Northeast and Midwest regions exhibit lower order volumes and revenue per representative

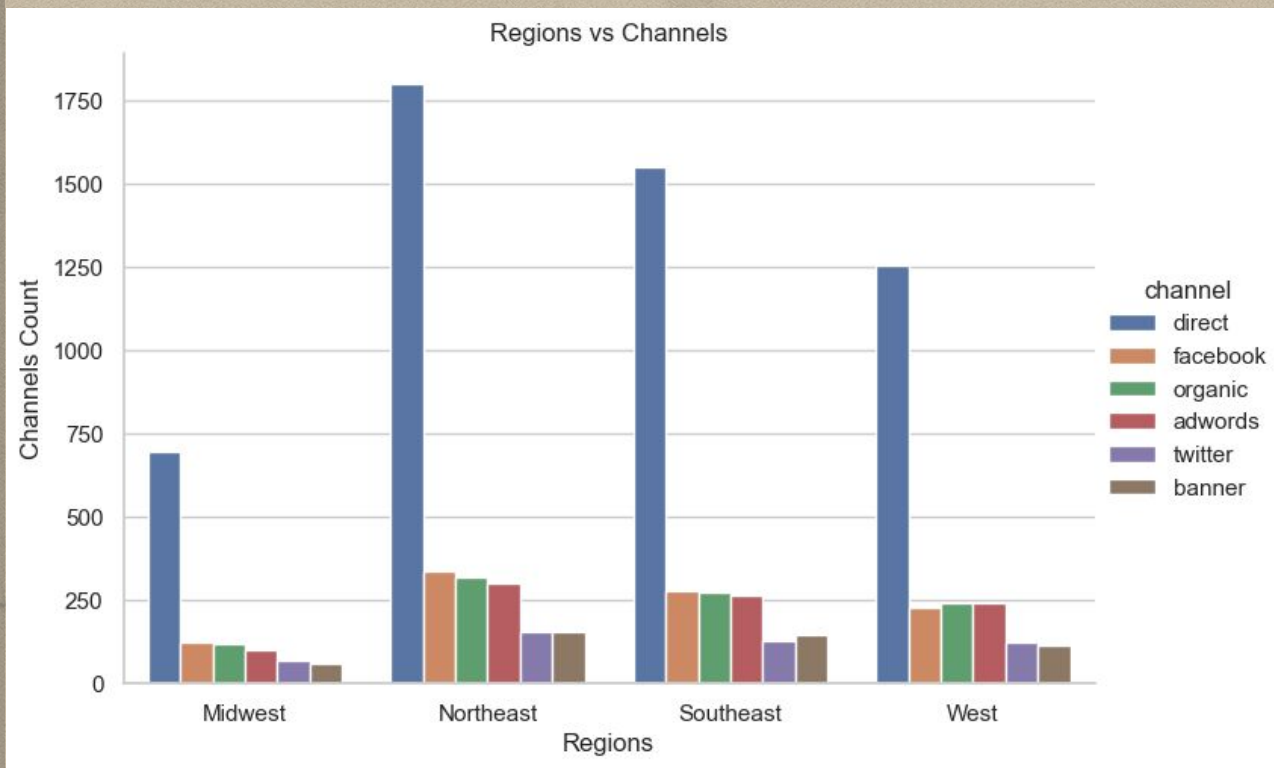
Identifying Bigger Accounts



Future Investigation Suggestions:

- Analyze historical data to spot trends
- Investigate frequency, volume, and value of purchases to differentiate between one-time and repeat high-spenders
- Tracking purchase dates to segment customers based on recent activity

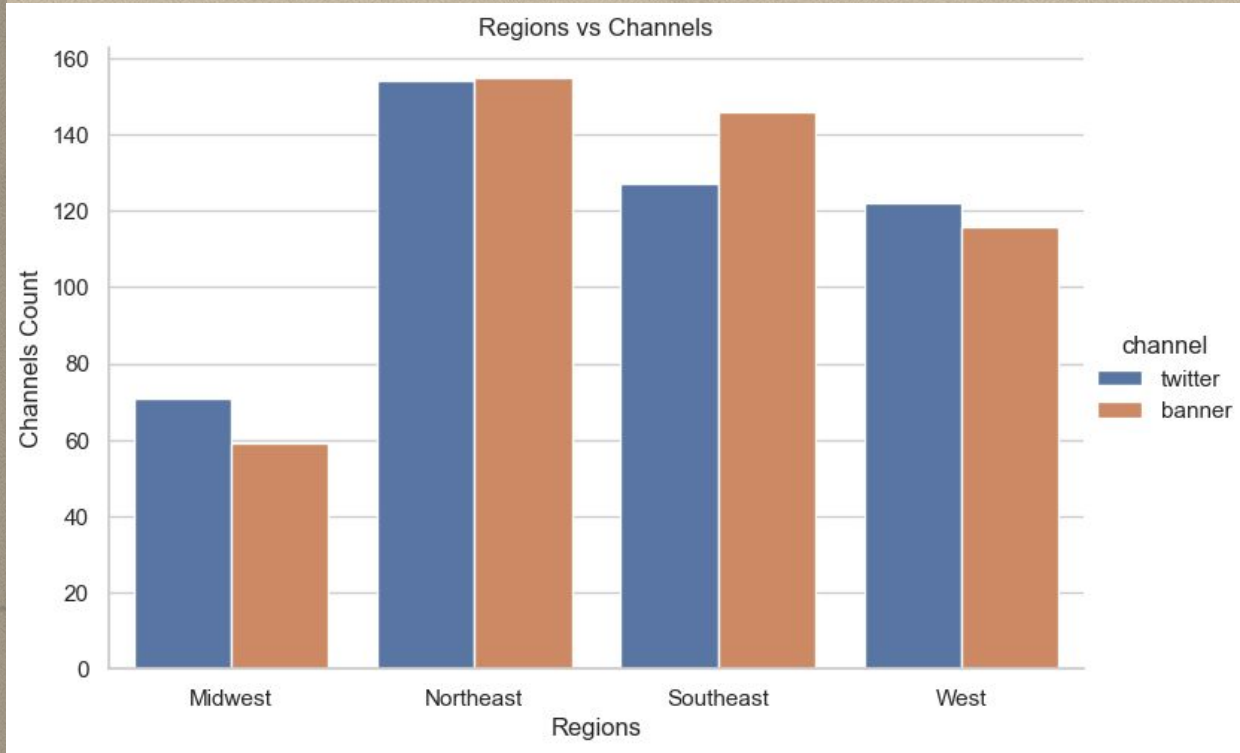
Optimizing Marketing Strategy



Most Effective:

- Direct across all regions

Optimizing Marketing Strategy



Least
Effective:

- Midwest:
Banner
- Northeast:
Twitter
- Southeast:
Twitter
- West:
Banner

More Directions to Explore

1. Deeper dive into customer accounts:
 - Average no. of orders per account
 - How many accounts placed more than the avg no. of orders per account
 - Customer Industries (what companies are purchasing our products)
 - Customer Orders: how many customer placed (or did not) orders in the past year?
2. Spending on marketing
3. Profit from sales (How is the company actually doing?)
4. Expand on Average sales per employee(sales rep) + how many employees are over/underperforming

Recommendation:

1. Need more information to proceed with acquisition

- Obtain detailed financial statements of Parch and Posey for the last several years.
- Analyze income statements, balance sheets, and cash flow statements to assess financial health and trends.

2. Strategic Fit

- Evaluate how well the acquisition aligns with the strategic goals and vision of Dunder Mifflin. If there are clear synergies and strategic advantages, it may be a positive signal.

3. Cultural Fit

- Consider the cultural fit between the two companies. Mergers often face challenges when there are significant cultural differences. If there is a plan to address these differences, it may be a positive indicator.



Thank you!

Questions?