

The slide features a light gray background with abstract geometric shapes in blue and light gray at the top and bottom. On the left and right sides, there are circuit-like lines with small circles at their ends, resembling a technical or digital theme.

Dunder Mifflin Expansion Analysis

Team 5

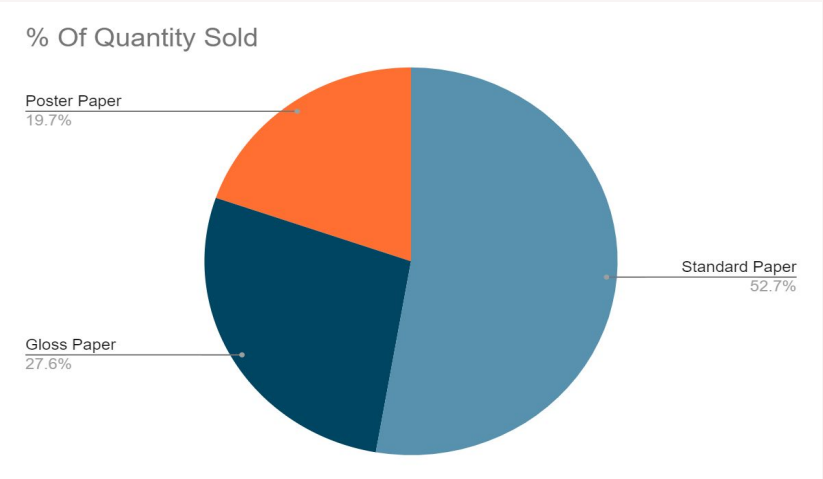
Business Basics

How big is the customer base of Parch and Posey? 351

How many areas do they sell at? 7

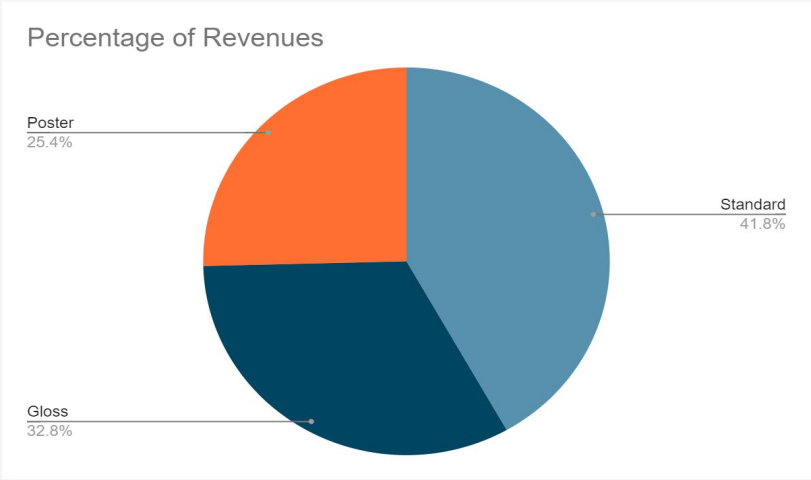
3. How many types of paper do they sell and what percentage each one of them makes out of the total quantity sold?

Standard % Qty Sold	Gloss % Qty Sold	Poster % Qty Sold
52.73%	27.58%	19.69%



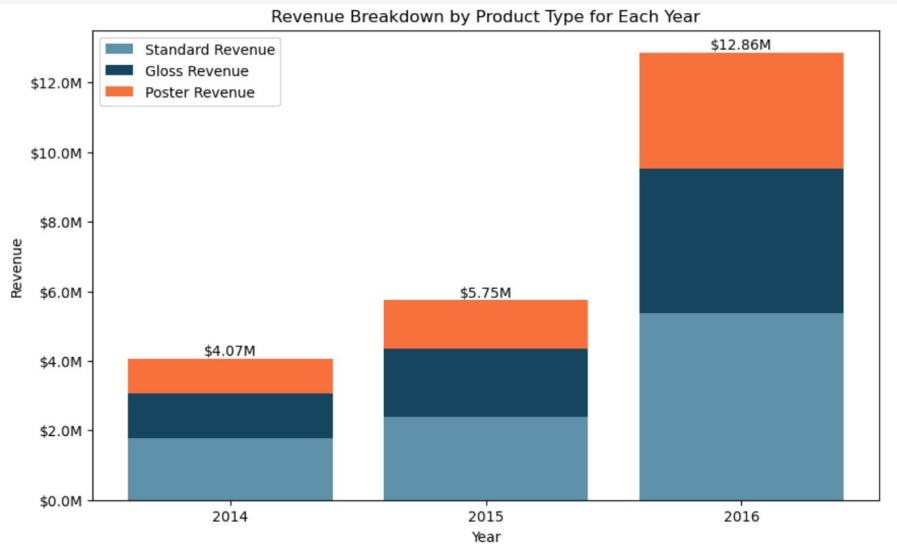
4. How many types of paper do they sell and what percentage each one of them makes out of the total quantity sold?

Standard % Rev	Gloss % Rev	Poster % Rev
41.8%	32.81%	25.39%



Business Growth

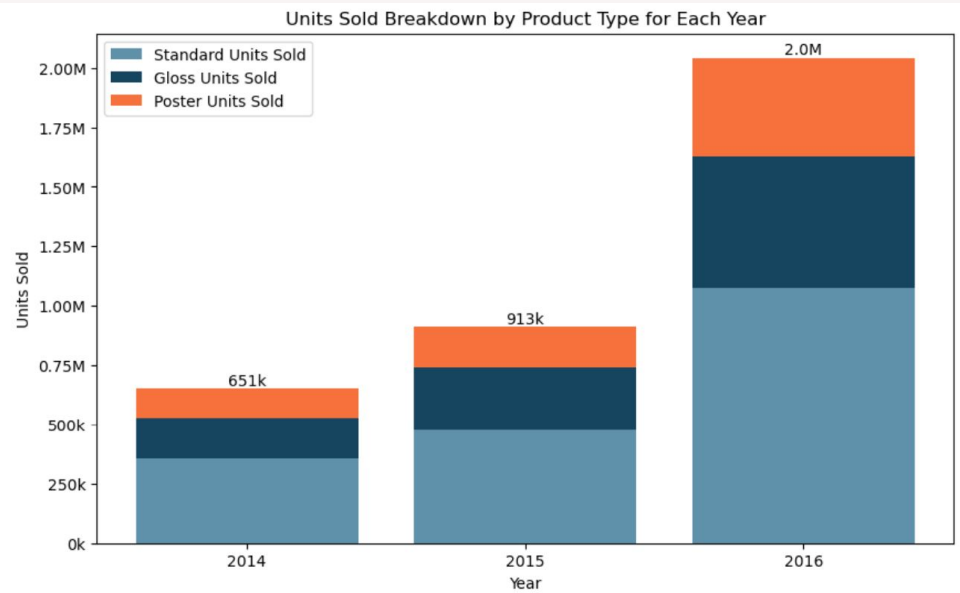
A) How have revenues been year over year?



	year numeric	standard_revenue numeric	gloss_revenue numeric	poster_revenue numeric	total_revenue numeric
1	2014	1766295.33	1286999.21	1015812.00	4069106.54
2	2015	2384167.11	1971749.99	1396087.84	5752004.94
3	2016	5363007.49	4148074.35	3353836.08	12864917.92

Business Growth

B) How have units sold evolved year over year?



	year numeric	standard_units_sold bigint	gloss_units_sold bigint	poster_units_sold bigint	total_units_sold bigint
1	2014	353967	171829	125100	650896
2	2015	477789	263251	171932	912972
3	2016	1074751	553815	413034	2041600

Reallocating Sales Representatives

Region	Number of Sales Representatives
International	1
Midwest	9
North	0
Northeast	21
South	0
Southeast	10
West	10

- Average Accounts Handled: **4**
- Average Orders Per Rep: **53**
- Average Revenue Per Rep: **\$190,194.14**

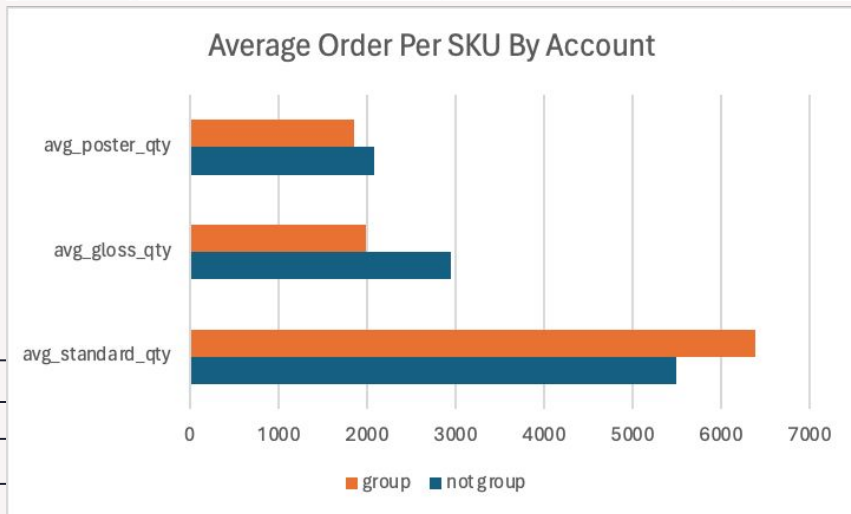
- Average Accounts Handled: **4**
- Average Orders Per Rep: **56**
- Average Revenue Per Rep: **\$190,430.32**

- Average Accounts Handled: **8**
- Average Orders Per Rep: **111**
- Average Revenue Per Rep: **\$354,548.75**

Identifying Larger Accounts

Group vs Not Group

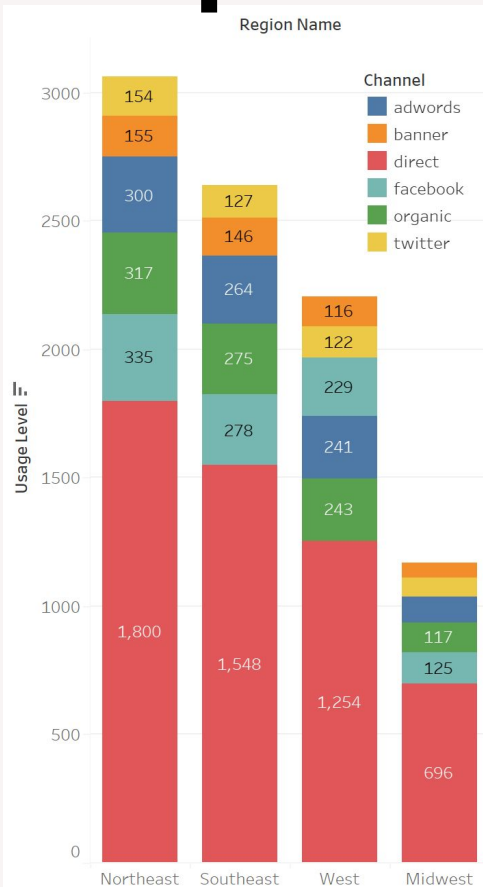
	accounttype text	avgrevenue numeric	numaccounts bigint
1	not group	66351.03	332
2	group	61831.74	18



Future Investigation

- Order size and frequency
- CLV: Margin, Retention
- Product Analysis
- Geography and Sector Analysis

Optimize Marketing Strategies



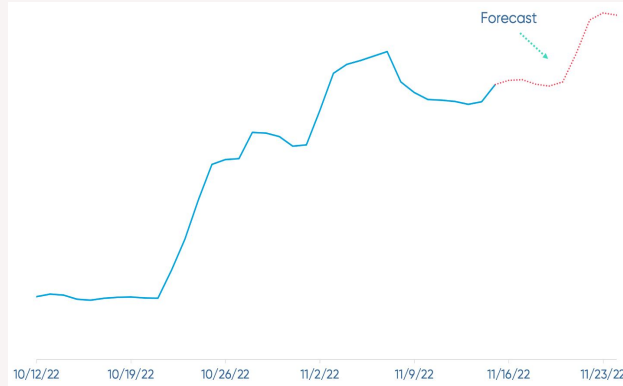
	region_name character	channel character	usage_level bigint	usage_rank bigint
1	Northeast	twitter	154	1
2	Southeast	twitter	127	1
3	West	banner	116	1
4	Midwest	banner	59	1

More Directions to Explore

Customer Segmentation



Seasonal Trends & Demand Forecasting



Supplier Relationships



Recommendations

Given the following reasons, we recommend acquiring Parch and Posey:

1. Increase in total revenue year over year
2. Business growth with 3 newly added regions

However, we recommend analyzing Dunder Mifflin's internal data to ensure that the opportunities that we're looking to capture with the acquisition cannot be captured with the current structure of the company