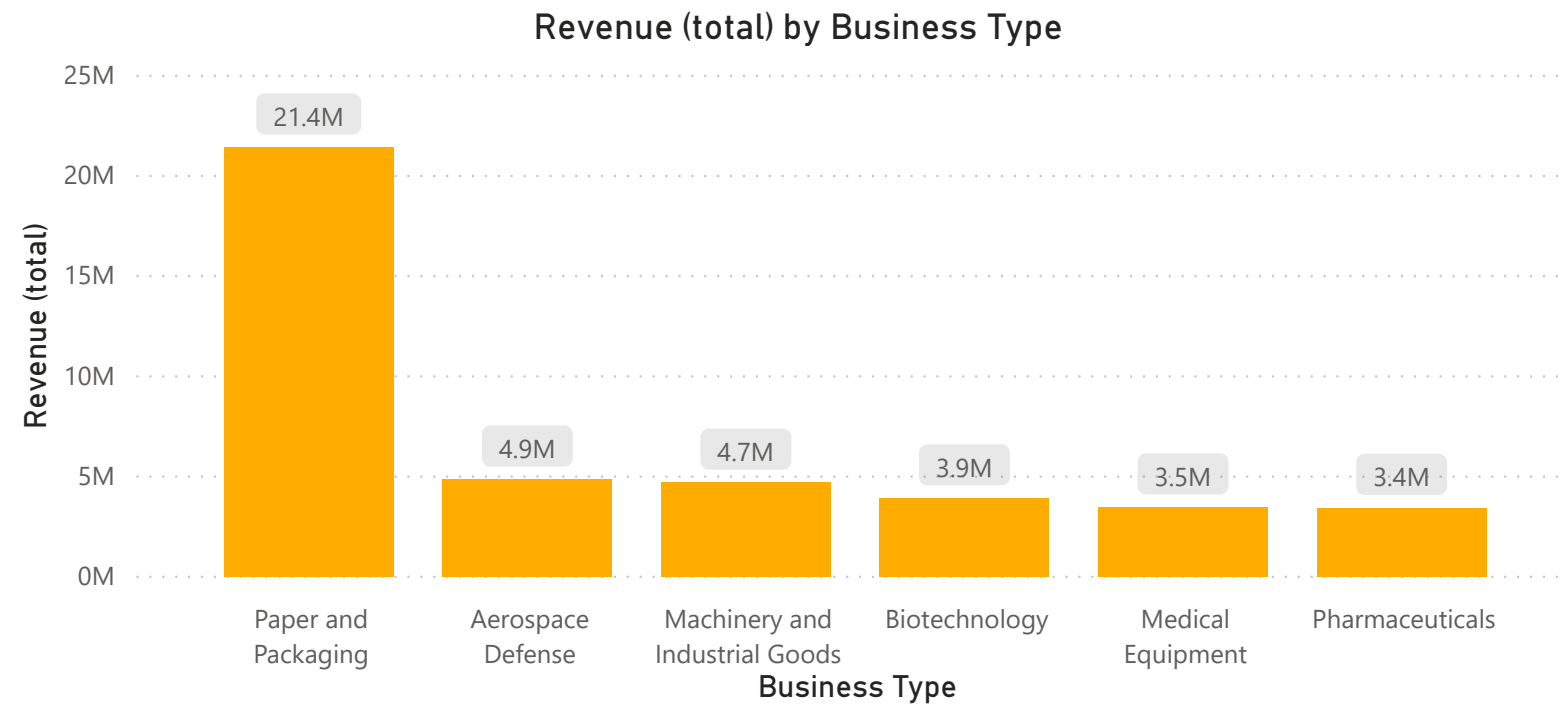


**Market Segment Analysis:**

- a. The Aerospace Defense Industry has highest customer percentage of 27.65% for Chemical D.
- b. The Biotechnology has highest customer percentage of 34.87% for Chemical D.
- c. The Machine and Industrial Goods Industry has highest customer percentage of 28.07% for Chemical D.
- d. The Medical Equipment Industry has highest customer percentage of 26.96% for Chemical F.
- e. The Paper and Packaging Industry has highest customer percentage of 38.01% for Chemical I.
- f. The Pharmaceuticals Industry has highest customer percentage of 25.29% for Chemical D.

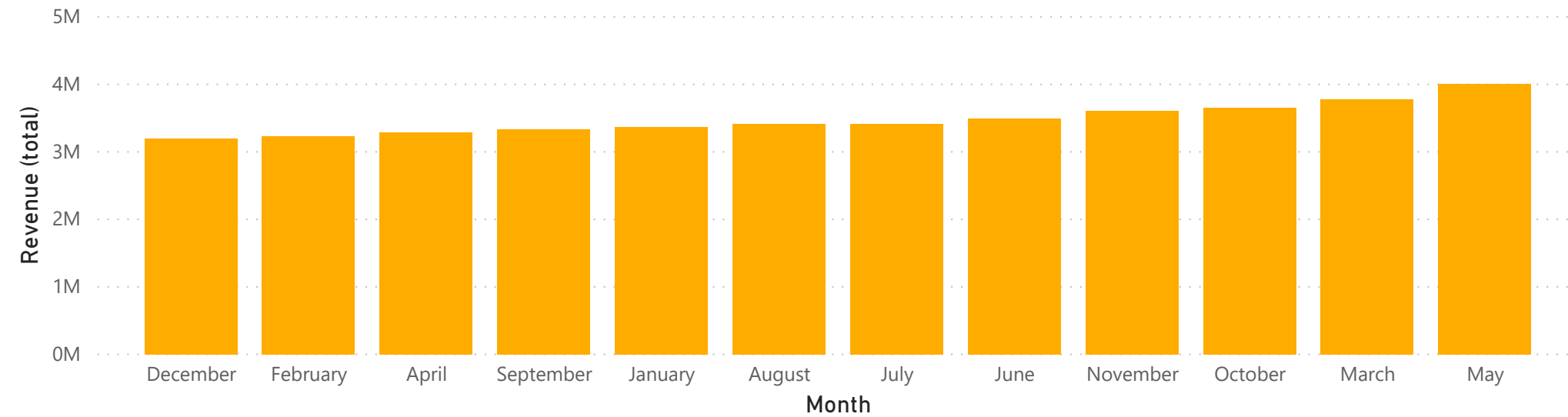


**Analysis:**

Paper and Packaging Industry has the highest Revenue of \$21.4 M which is 51% of Total Revenue.



## Revenue (total) by Month

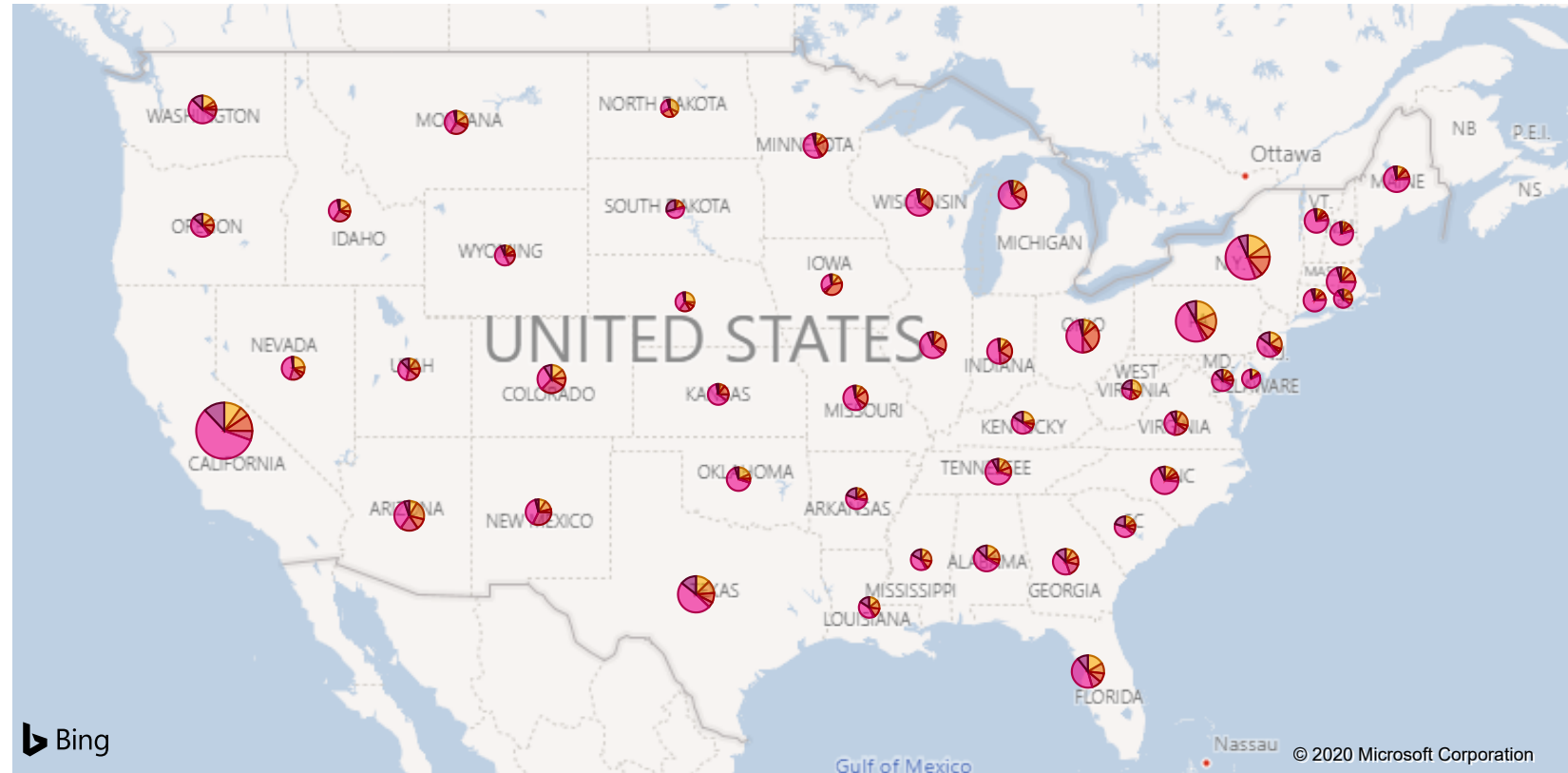


### Analysis:

Seasonality does not affect the sales of products here since there is not much variation in sales for different months of the year.

## Revenue (total) by State and Business Type

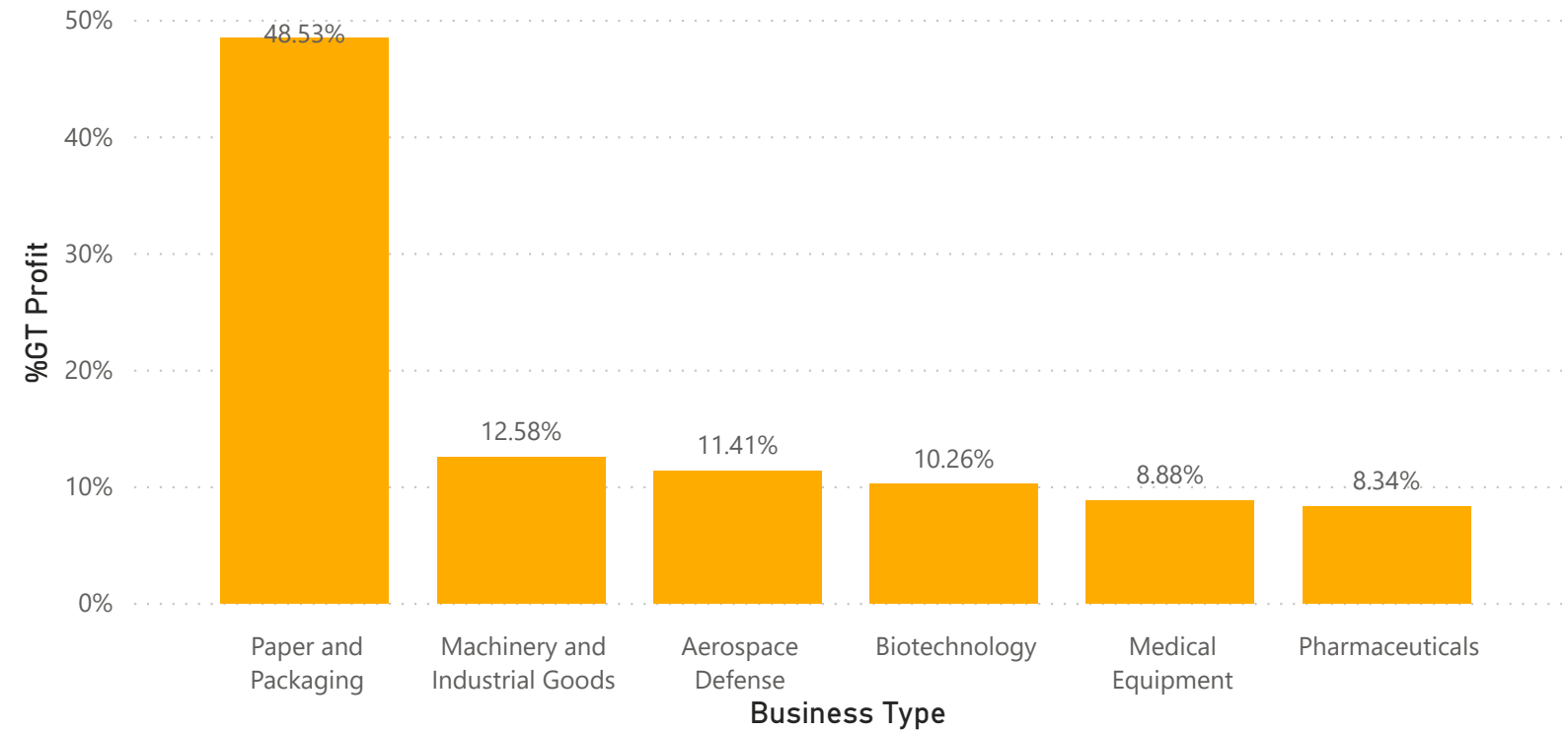
**Business Type** ● Aerospace Defense ● Biotechnology ● Machinery and I... ● Medical Equip... ● Paper and Pa... ● Pharmace...



### Analysis:

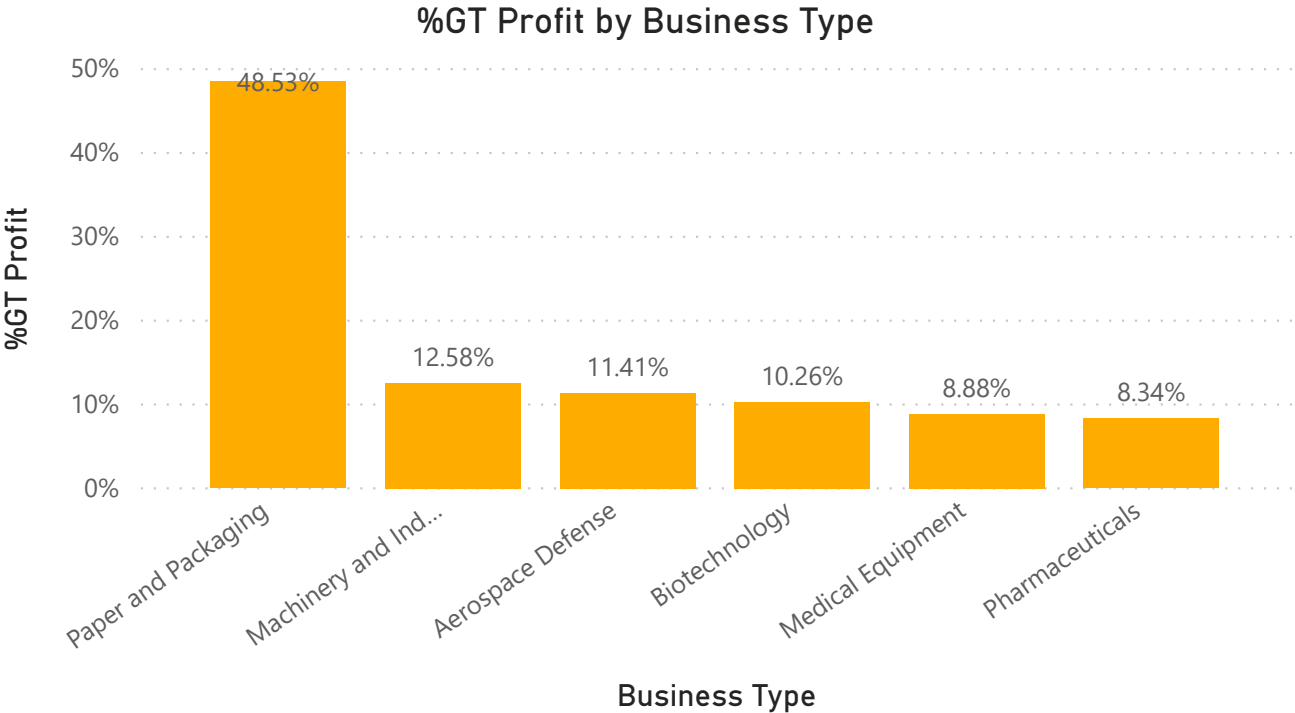
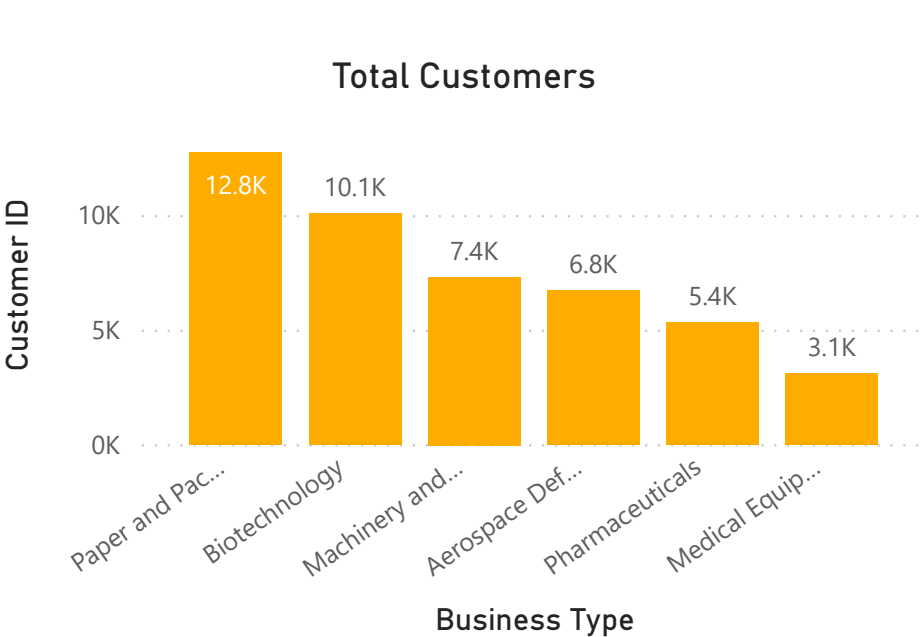
As we can see from the above plot, Paper and Packaging Industry has the highest amount of sales in the State of California.

**%GT Profit by Business Type**



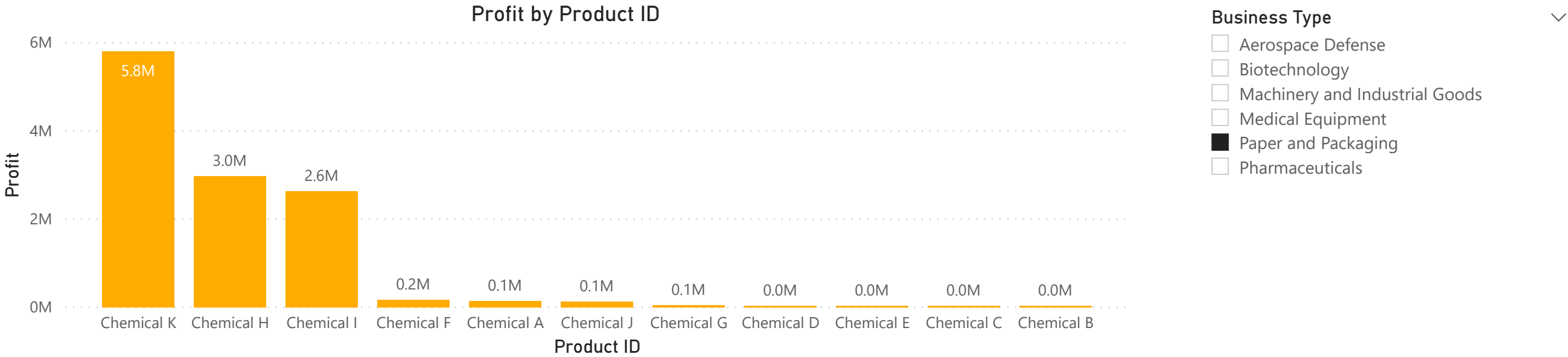
**Analysis:**

As we can see from the plot above, Paper and Packaging Industry has the highest profit margin of 48.53%.

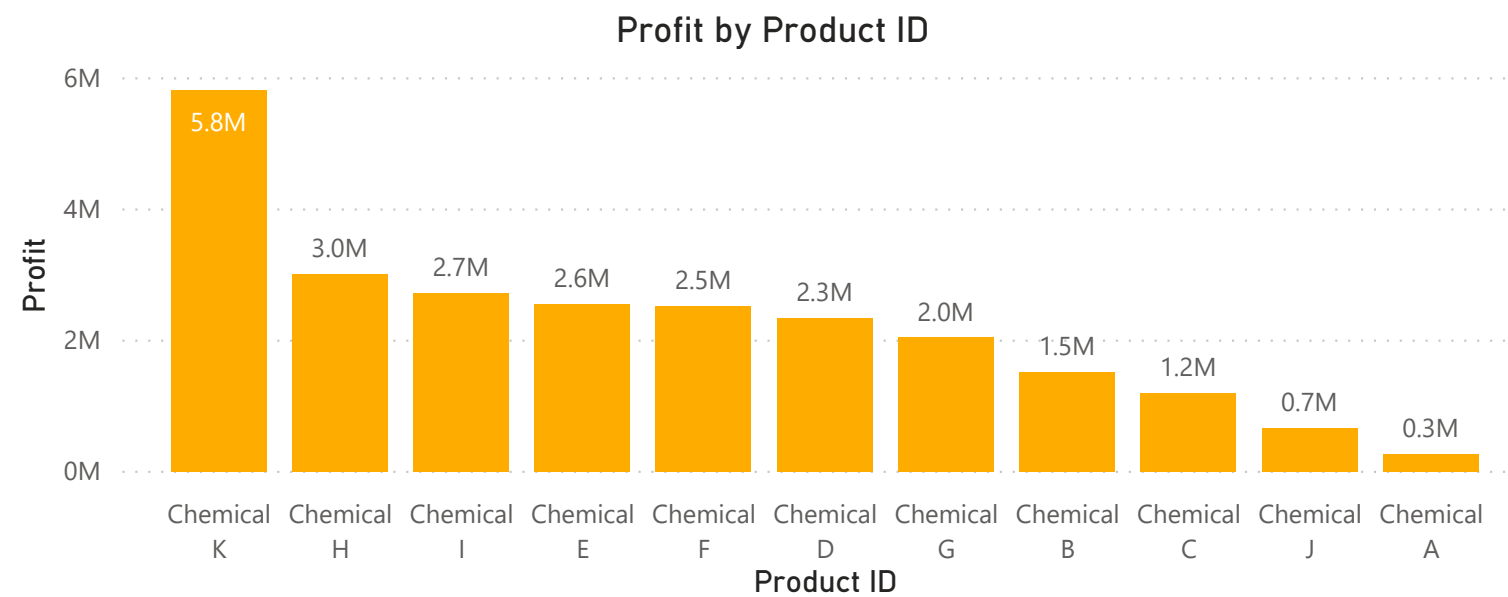


- Business Type**
- ☐ Aerospace Defense
  - ☐ Biotechnology
  - ☐ Machinery and Industrial Goods
  - ☐ Medical Equipment
  - ☐ Paper and Packaging
  - ☐ Pharmaceuticals

**Analysis:**  
As we can analyze from the above plots for Paper and Packaging Industry, it has total customers count of 12.8K and total profit margin of 48.53%.



**Analysis:**  
We can analyze from the above chart that Chemical K is most responsible for driving the highest profit of \$5.8 M.

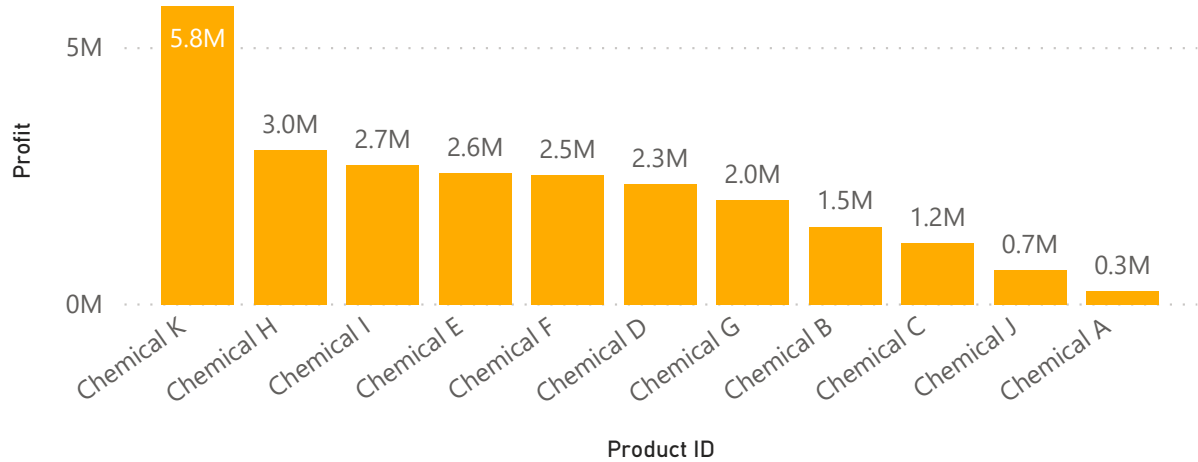


**Analysis:**

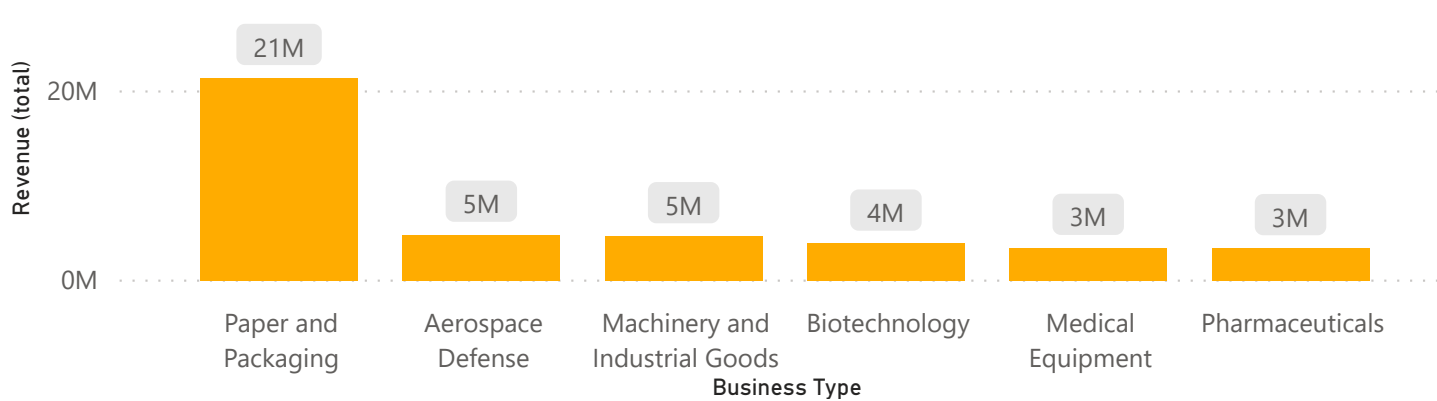
We can analyze that Chemical A is the only product with very low profit margin of \$0.3 M.



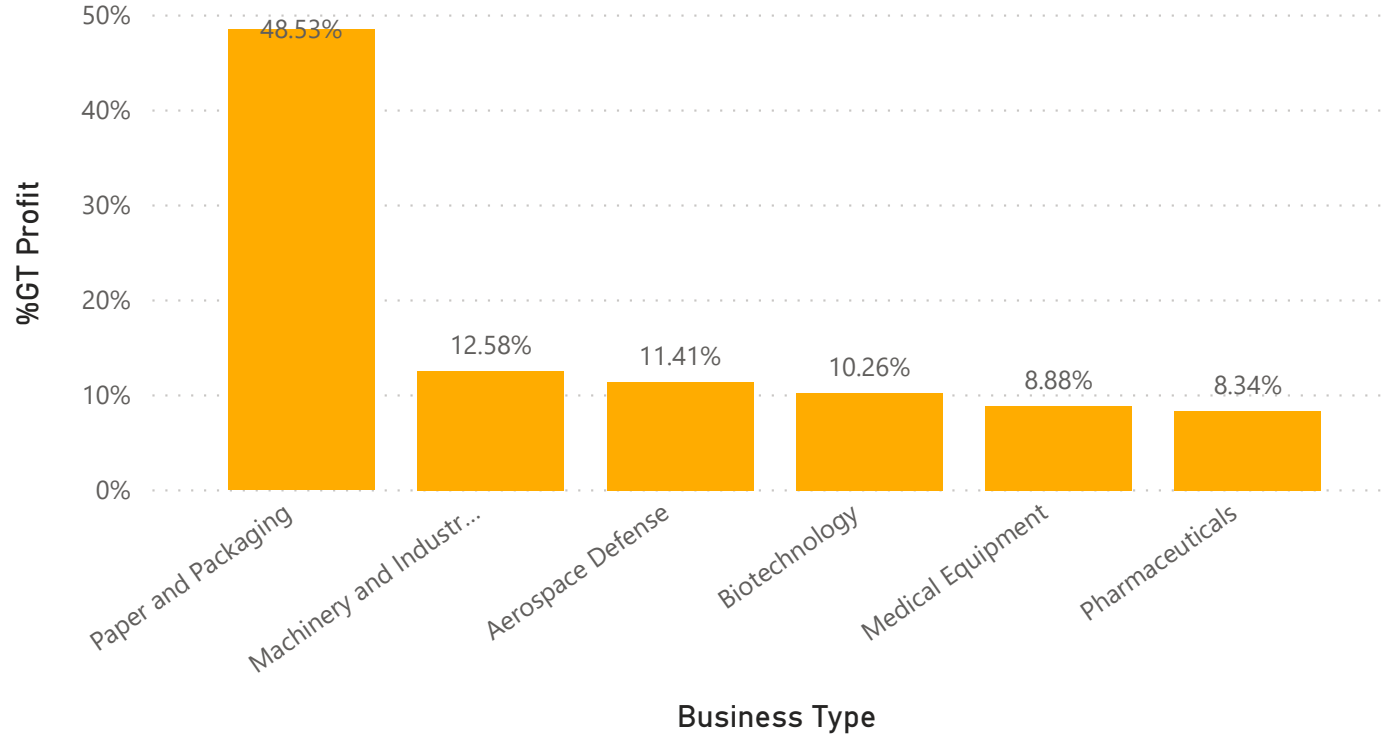
Profit by Product ID



Revenue (total) by Business Type



%GT Profit by Business Type



**Recommendations:**  
a. ChemCorp should divest Chemical A completely because its not generating much profit.  
b. ChemCorp should focus more on Paper and Packaging industry since they generate most of the revenue.