Circle 12
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Posey Database Insights

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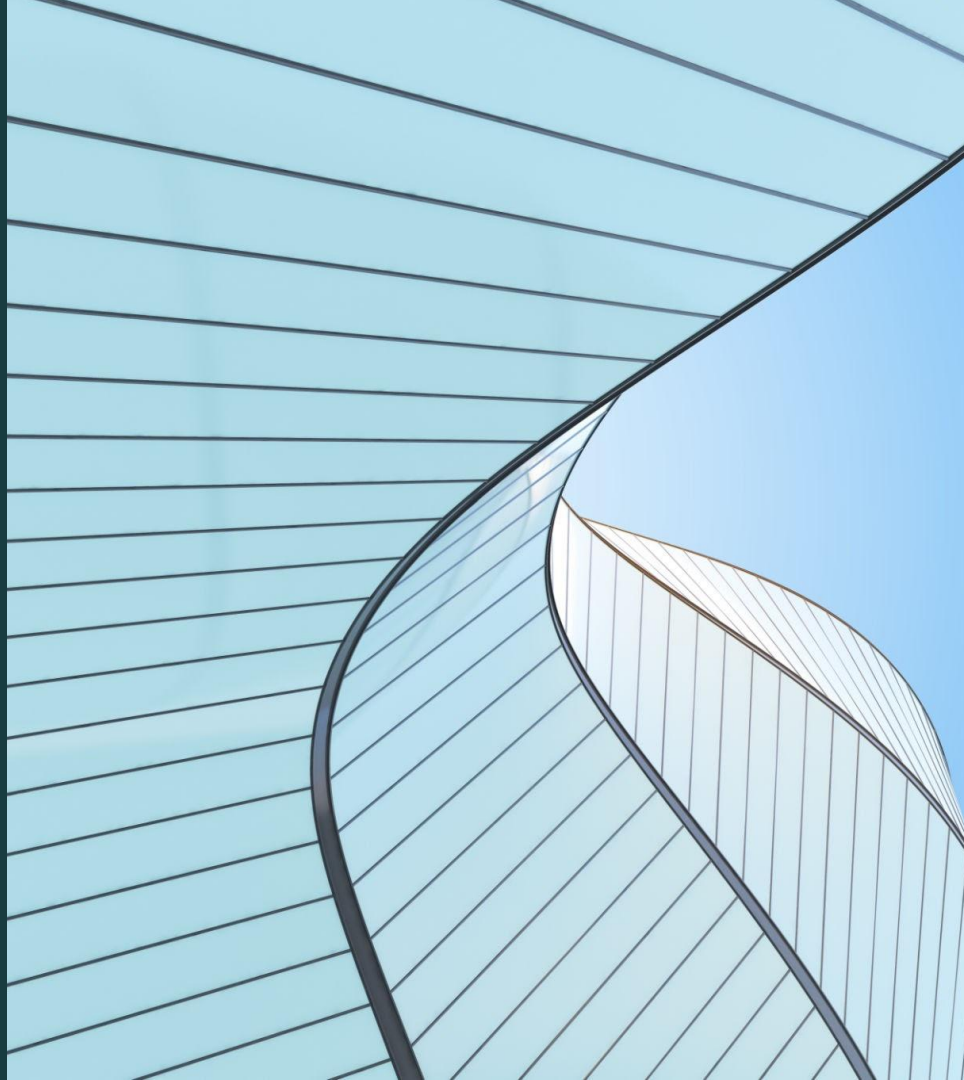


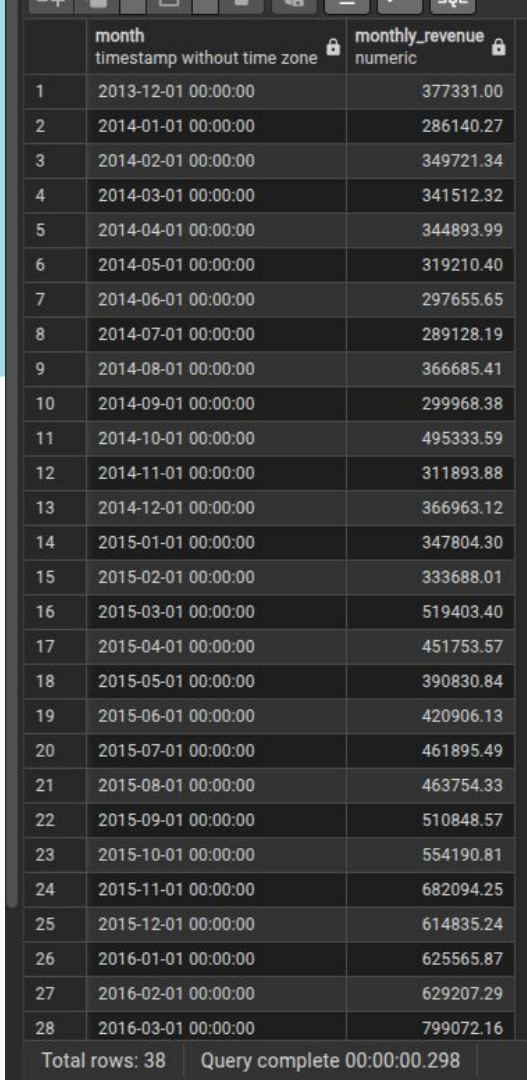
Monthly Sales Trend

Key Results (Summary):

- Sales start at $377k (Dec 2013), fluctuate in 2014–2015 ($286k–$682k/month).
- Strong growth in 2016, peaking at ~$1.77M (Dec 2016).
- Sharp drop in Jan 2017 (~$78k) indicates seasonality or incomplete data.

Insight:

- Revenue shows consistent growth with strong seasonal spikes in December.
- Focus on strategies to sustain growth and replicate 2016 trends.
- Plan for post-holiday dips in revenue.



	month timestamp without time zone	monthly_revenue numeric
1	2013-12-01 00:00:00	377331.00
2	2014-01-01 00:00:00	286140.27
3	2014-02-01 00:00:00	349721.34
4	2014-03-01 00:00:00	341512.32
5	2014-04-01 00:00:00	344893.99
6	2014-05-01 00:00:00	319210.40
7	2014-06-01 00:00:00	297655.65
8	2014-07-01 00:00:00	289128.19
9	2014-08-01 00:00:00	366685.41
10	2014-09-01 00:00:00	299968.38
11	2014-10-01 00:00:00	495333.59
12	2014-11-01 00:00:00	311893.88
13	2014-12-01 00:00:00	366963.12
14	2015-01-01 00:00:00	347804.30
15	2015-02-01 00:00:00	333688.01
16	2015-03-01 00:00:00	519403.40
17	2015-04-01 00:00:00	451753.57
18	2015-05-01 00:00:00	390830.84
19	2015-06-01 00:00:00	420906.13
20	2015-07-01 00:00:00	461895.49
21	2015-08-01 00:00:00	463754.33
22	2015-09-01 00:00:00	510848.57
23	2015-10-01 00:00:00	554190.81
24	2015-11-01 00:00:00	682094.25
25	2015-12-01 00:00:00	614835.24
26	2016-01-01 00:00:00	625565.87
27	2016-02-01 00:00:00	629207.29
28	2016-03-01 00:00:00	799072.16

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Revenue By Region

	region_name character varying (100)	region_revenue numeric
1	Northeast	7744405.36
2	Southeast	6458497.00
3	West	5925122.96
4	Midwest	3013486.51

Key Results (Summary):

- Northeast: $7,744,405 → highest revenue
- Southeast: $6,458,497 → strong
- West: $5,925,123 → moderate
- Midwest: $3,013,487 → lowest revenue

Insight:

- Northeast is the strongest region → allocate more sales/marketing resources.
- Midwest underperforming → opportunity for growth and targeted strategies.

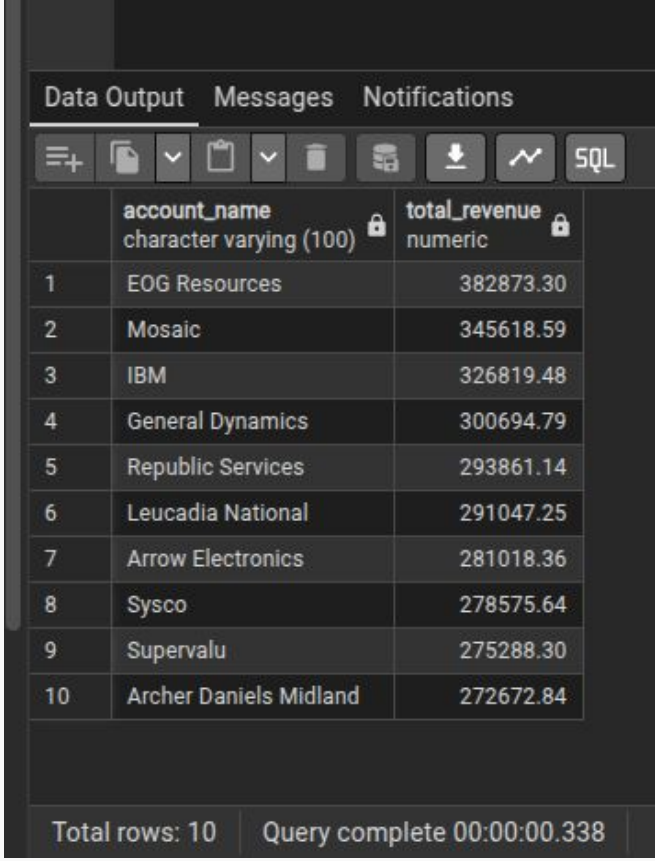
Top Accounts by Revenue

Key Results (Summary):

- Top 5 accounts: EOG Resources ($382,873), Mosaic ($345,619), IBM ($326,819), General Dynamics ($300,695), Republic Services ($293,861).
- Top 10 accounts collectively contribute significant revenue.

Insight:

- Prioritize account management and retention for top 10 clients.
- Personalize strategies per industry (energy, tech, manufacturing) for maximum impact.



Summary Insights

Key Results (Summary):

- High engagement accounts: Ecolab (101 visits, 53 orders), Charter Communications (96 visits, 58 orders).
- Efficient accounts (high conversion): Supervalu (57 visits, 68 orders), Arrow Electronics (77 visits, 67 orders).
- Web visits do not always equal more orders.

Insight:

- Optimize accounts with high visits but lower conversion → increase order rate.
- Study efficient accounts to replicate successful strategies.
- Web engagement is a strong but imperfect indicator of sales.

Web Engagement Vs Order per Account

Revenue Trends:

- Strong growth in 2016; monthly spikes in December.
- Seasonal dips observed in January.

Regional Performance:

- Northeast dominates revenue; Midwest has growth potential.

Accounts:

- Top 10 accounts contribute the most revenue → prioritize retention.

Web Engagement:

- High engagement generally correlates with orders, but conversion efficiency

	account_id integer	account_name character varying (100)	web_visits bigint	total_orders bigint
1	3051	Ecolab	101	53
2	3911	Charter Communications	96	58
3	2351	AutoNation	94	56
4	2731	Colgate-Palmolive	93	60
5	2871	FirstEnergy	91	61
6	1411	Marathon Petroleum	90	62
7	4211	EOG Resources	89	62
8	4161	Core-Mark Holding	89	56
9	1881	TJX	89	50
10	2051	Philip Morris International	86	65
11	1521	Disney	85	57
12	1601	New York Life Insurance	83	56
13	1531	Cisco Systems	83	61
14	4151	Mosaic	83	66
15	1181	Walgreens Boots Alliance	82	55
16	3471	ADP	82	60
17	2411	Southwest Airlines	80	51
18	1781	Cigna	79	40
19	1571	FedEx	79	57
20	1791	United Continental Holdings	78	63
21	2181	Arrow Electronics	77	67
22	4311	American Family Insurance Group	77	57
23	1871	General Dynamics	77	66

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