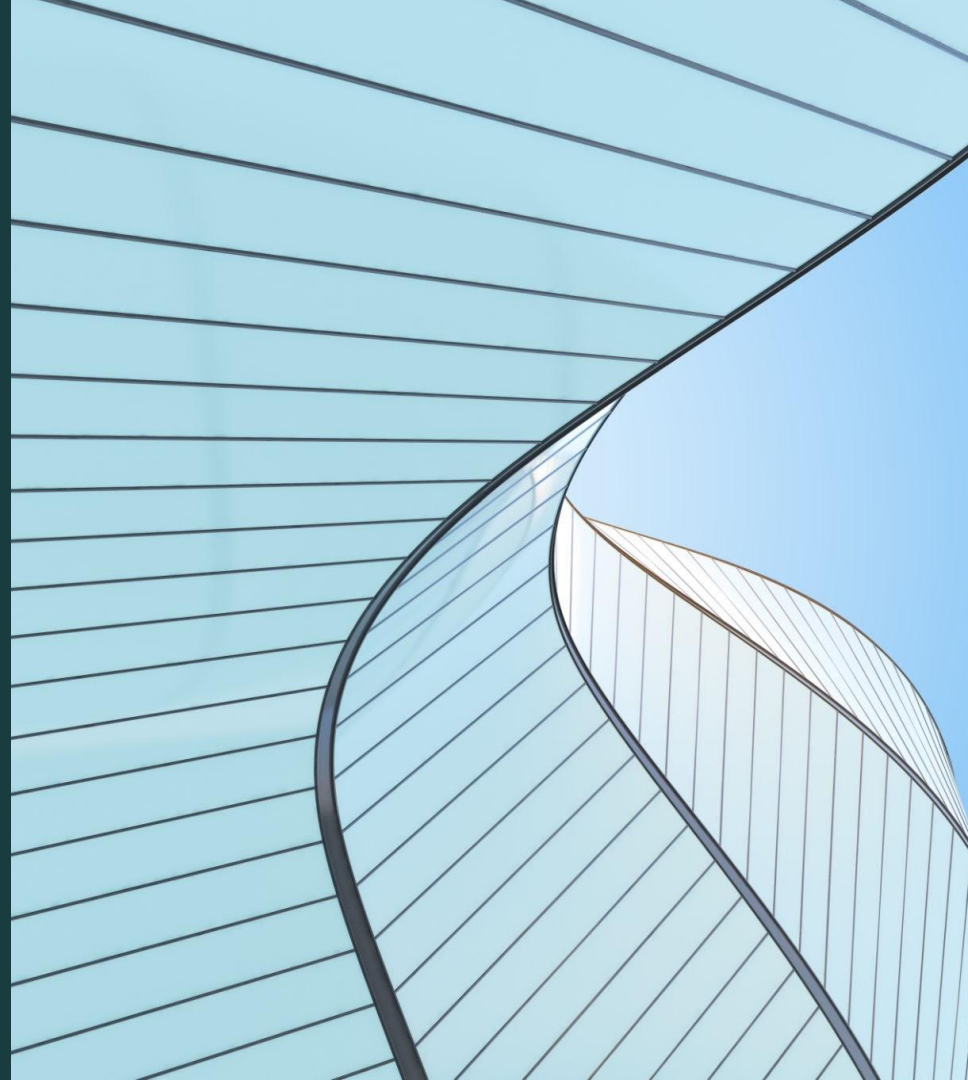


Circle 12  
10/09/2025

# Posey Database Insights

Oshundiya Oluwapelumi



# 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<br>timestamp without time zone 🔒 | monthly_revenue<br>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                    |
| Total rows: 38 |  | Query complete 00:00:00.298  |



# Revenue By Region

## 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.

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

# 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.

| Data Output  |   |                          | Messages                    |  | Notifications |  |
|--|---|--------------------------|-----------------------------|--|---------------|--|
| <div><div>≡+</div><div></div><div>▼</div><div></div><div>▼</div><div></div><div></div><div></div><div></div><div>SQL</div></div> |   |                          |                             |  |               |  |
|  | account_name<br>character varying (100) | total_revenue<br>numeric |                             |  |               |  |
| 1  | EOG Resources                           | 382873.30                |                             |  |               |  |
| 2  | Mosaic                                  | 345618.59                |                             |  |               |  |
| 3  | IBM                                     | 326819.48                |                             |  |               |  |
| 4  | General Dynamics                        | 300694.79                |                             |  |               |  |
| 5  | Republic Services                       | 293861.14                |                             |  |               |  |
| 6  | Leucadia National                       | 291047.25                |                             |  |               |  |
| 7  | Arrow Electronics                       | 281018.36                |                             |  |               |  |
| 8  | Sysco                                   | 278575.64                |                             |  |               |  |
| 9  | Supervalu                               | 275288.30                |                             |  |               |  |
| 10   | Archer Daniels Midland                  | 272672.84                |                             |  |               |  |
| Total rows: 10   |   |                          | Query complete 00:00:00.338 |  |               |  |

# Web Engagement Vs Order per Account

## 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.

|                 | account_id<br>integer | account_name<br>character varying (100) | web_visits<br>bigint | total_orders<br>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                     |
| Total rows: 351 |                       | Query complete 00:00:00.185             |                      |                        |