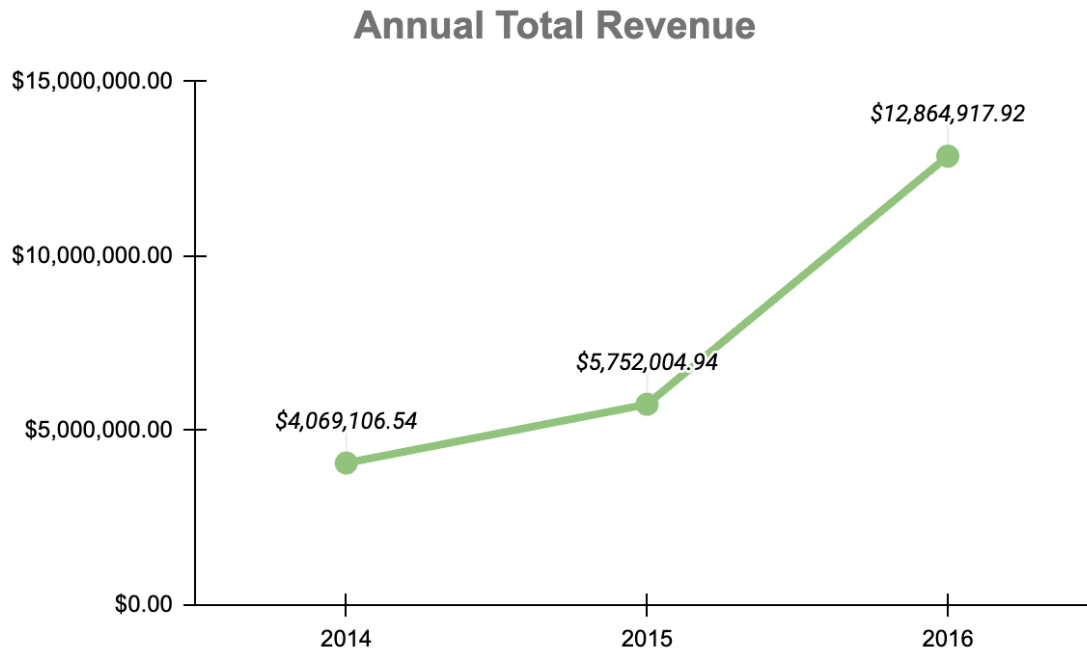


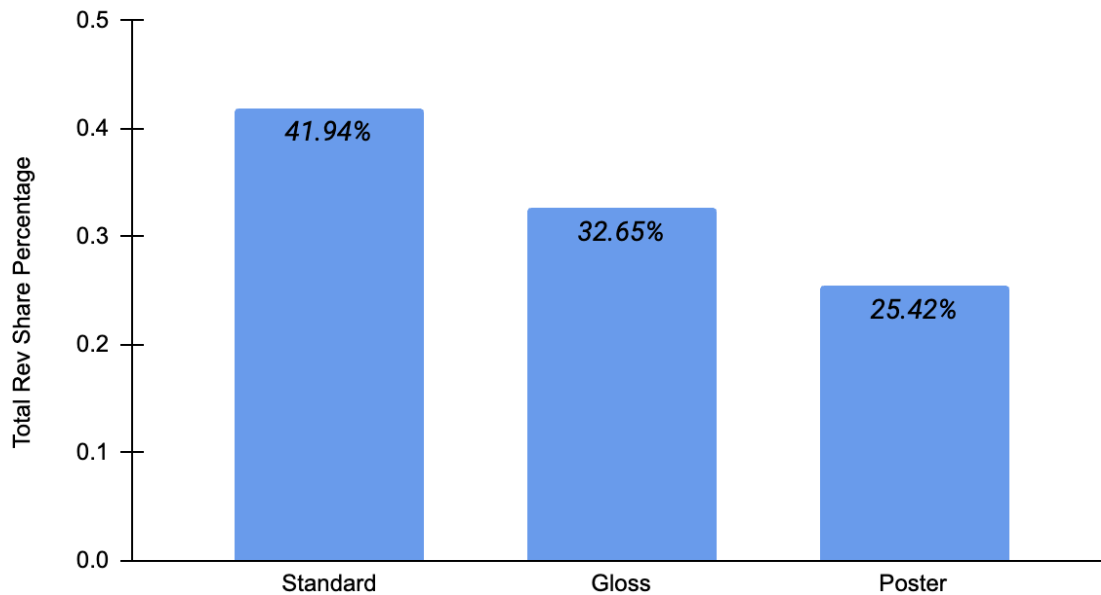
Executive Summary

This analysis was conducted to support Dunder Mifflin's strategic consideration of acquiring Parch & Posey, a smaller yet rapidly growing paper company. Using structured SQL-based exploratory data analysis (EDA), this project evaluates the target company's customer base, revenue composition, growth trajectory, sales force allocation, and marketing efficiency to inform executive decision-making.

Key findings show that Parch & Posey has a healthy and growing customer base of 351 accounts across 7 sales regions, with a strong upward trend in both revenue and unit sales from 2014 to 2016. Revenue more than tripled in that time frame, signaling accelerated business momentum. The company's sales are driven largely by standard paper products, although gloss and poster paper lines generate disproportionately higher revenue per unit.

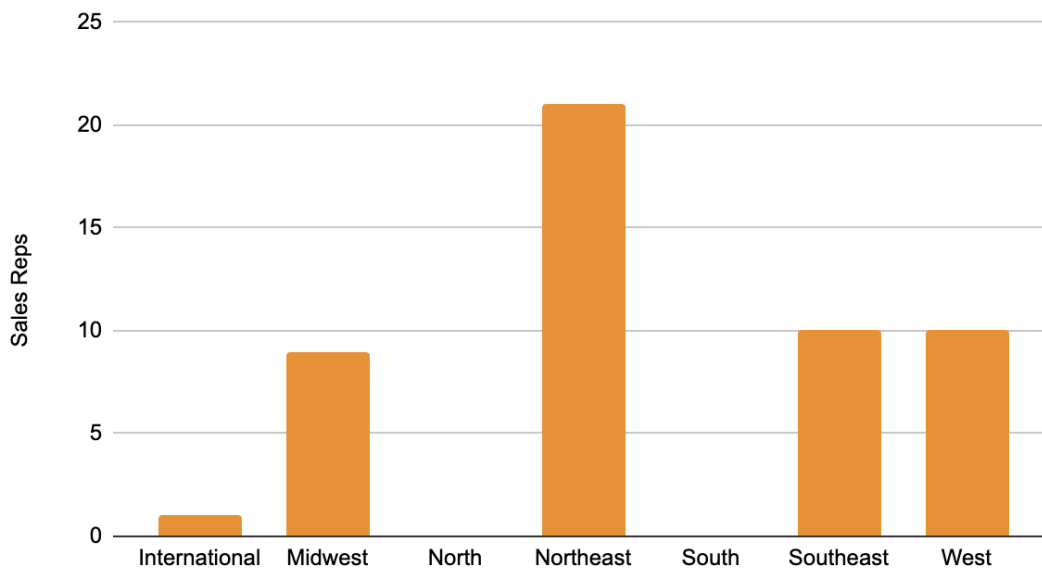


Total Rev Share Percentage by Paper Type



Analysis of sales rep distribution reveals overstaffing in the Northeast region, while newly established regions like North, South, and International remain under-supported. This presents a clear opportunity to reallocate existing sales resources to better align with future growth strategies.

Sales Reps vs. Region



Additional segmentation uncovered that accounts ending in “Group” do not generate higher revenue, contradicting the original assumption that they may represent multi-business clients. Marketing channel analysis using window functions identified the least-used digital channels by region, guiding resource optimization efforts for the upcoming expansion.

Recommendation

- Proceed with the acquisition based on demonstrated growth.
- Reallocate sales reps from the Northeast to underrepresented new regions.
- Focus marketing efforts on high-performing channels; deprioritize underused ones in legacy regions.
- Treat all accounts equally regardless of naming, as “Group” accounts do not yield greater value.

This analysis supports the acquisition decision with data-backed insights and operational recommendations to ensure a smooth post-acquisition integration and sustainable growth.