



Case Study

Turning B2B Market Insights
and Order Analysis into
Growth Opportunities

About the Client

A Fortune 500® full-service provider of packaging, Jan San and hygiene products and services.

- B2B Distributor
- Supporting variety of industries
- Serving customers throughout North America
- 125+ Distribution Centers



The Challenge

The distributor wanted to identify missed opportunities (customers, orders, and revenue) due to their limitations on order size.



Actionable Big Data Solutions:

Precision partnered with the Distributor to analyze their customer, order, and revenue data. Leveraging Precision's market data, deep industry experience, and proprietary statistical models, we:

- Benchmarked the client's typical order size & order profile to that of the total Jan San and Packaging Market
- Leveraged k-means clustering to identify statistically significant order breakouts
- Quantified the revenue opportunity for increasing order size minimums



Outcome & Results:



49% Under Indexed

Small Orders as % of Total Orders under indexed to rest of market



\$4.3B Opportunity

Missing market opportunity in Small Orders through distribution



\$243M Fair Share

Revenue growth opportunity if client attained fair share of Small Orders market

About Precision:

We help B2B distributors, suppliers, and wholesalers uncover growth opportunities, increase revenue, and maximize margin leveraging the inherent power of data and data insights. Leverage our 20+ years of experience to achieve your company's goals.

Connect with Us



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