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## Executive Report for Trimble Customer Relations Team

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### Goal of the Analysis

We aim to evaluate contractor trends over time, both positive and negative, to determine if we need to incentivize those with positive trends and re-engage those with negative trends.

### Recommendations

- We recommend re-engaging with contractors that have negative trends in spending, products quoted, and the number of quotes over time; by sending direct inquiries offering our construction management solution services. That aims to help customers reduce lags in communication and deliver accurate construction estimations.
- Contractors that have positive trends in spending, products quoted, and the number of quotes over time, we recommend rewarding them with discounting our architect solutions services to provide our customers with enhanced modeling to gain efficiency.

### Summary of Findings

				Avg. Overall Trend	
				-86.90%	81.04%
Contractor ID	Contractor Name	Reason			
5330	Smith Development	Experiencing highest increase of 19.31% in the average amount of money quoted between Q3 and Q4	19.32%		
5522	KNK LCC	Decreasing number of quotes by 86.9% between Q3 and Q4	-86.90%		
7076	Panda LLC	Experiencing an increase of 49.79% in average number of products quoted between Q3 and Q4	49.79%		
8813	Nabi Holdings	Experiencing a decrease of 40.21 % in average number of products quoted between Q3 and Q4	-40.21%		
9707	Sarvi LLP	Increasing number of quotes by 81.04% between Q3 and Q4	81.04%		
9903	Rosie LLC	Experiencing the largest downward trend of 49.58% in average money quoted between Q3 and Q4	-49.58%		

## Data

The dataset contains 3058 contractors that have used Trimble's SEP. Information contained are contractor IDs, items, and manufacturers over the third and fourth quarters of 2022.

Variables measured in trends:

- Spending – Average total amount of money quoted for contractor over time(weeks)
- Products Quoted - Average quantity of products quoted for contractor overtime(week)
- Number of Quotes – Average number of quotes placed by contractor overtime(week)

## Limitations

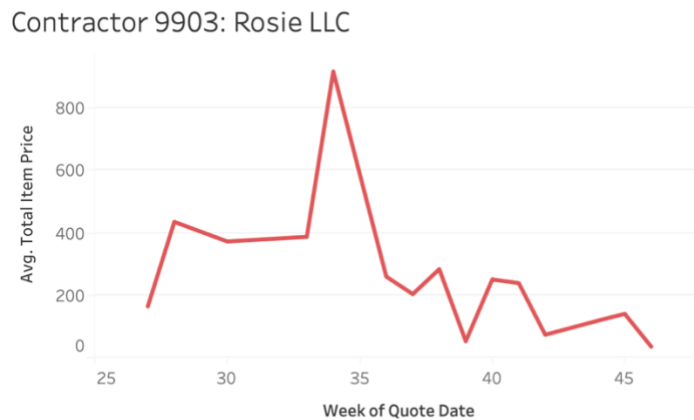
The analysis is concentrated on contractors who used the Supplier Exchange Program for 12 weeks or more and have purchased 20 or more unique items. Data from pre-Covid-19 would be beneficial to accurately determine trends of overtime. Recommendations are valid until quarter two of 2023, updated data will be needed to maintain accuracy.

## Appendix

### Spend Trend

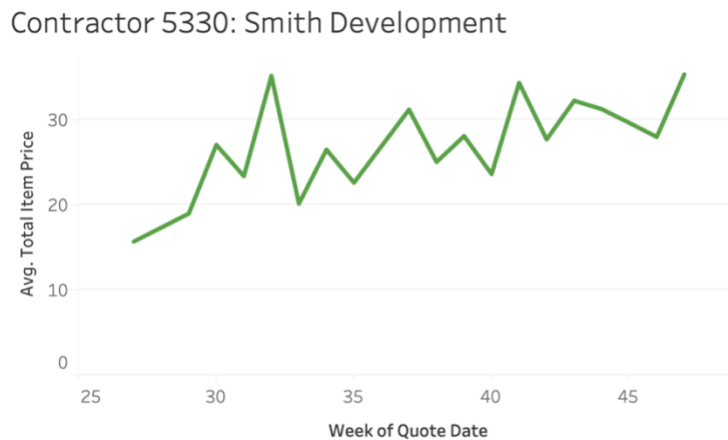
**Figure 1**

**Contractor 9903:** Rosie LLC has the largest decrease in the average amount spent overtime. Rosie LLC has an overall negative trend and a 49.58% decrease in the average amount spent in quote **Note:** Sharp decline in week 33 to 35 research states due to inaccurate estimations.



**Figure 2**

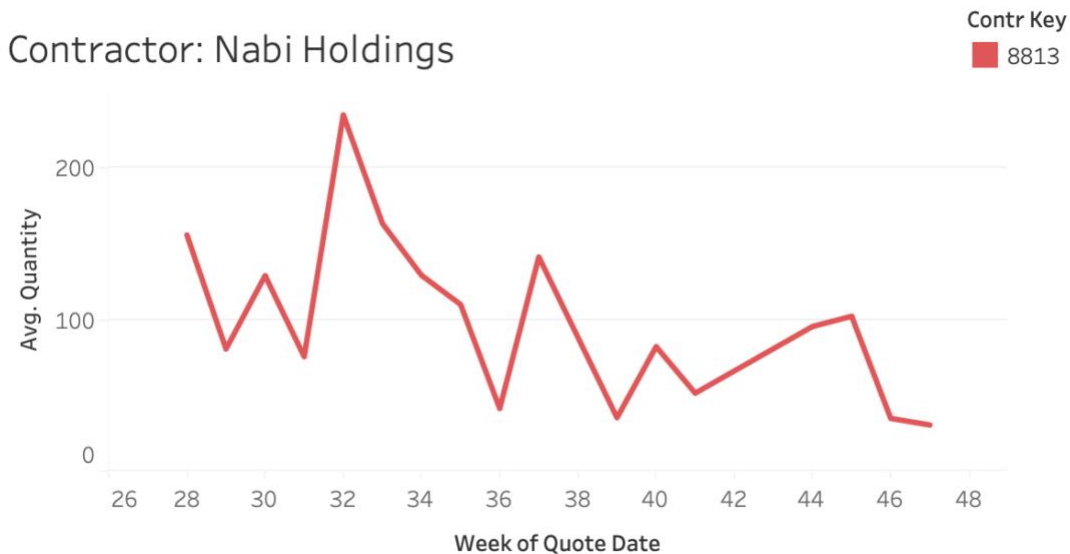
**Contractor 5330:** Smith Development has the highest increase in the average amount spent in quotes overtime. Smith Development has an overall positive trend and a 19.32% increase in the average amount spent in quote. **Note:** Gradual increase, contractor is an avid user of architect solutions.



## Product Trend

**Figure 3**

**Contractor 8813:** Nabi Holdings decreased the most in average products quoted overtime. Nabi Holdings has an overall negative trend and a 49.79% decrease in the average number of products quoted overtime in weeks. **Note** steep decline on week 32 to 36, due to communication issues.



**Figure 4**

**Contractor 7076:** Panda LLC. increased the most in average products quoted overtime. Panda LLC has an overall positive trend and a 49.79% increase in the average number of products quoted. **Note** increase in average products from week 32 to 36 due to customer receiving free one-time architect solutions services.



## Quotes Trend

**Figure 5**

**Contractor 5522:** KNK LLC has the largest decrease in amount of quotes overtime. KNK LLC has an overall negative trend and an 86.9% decrease in the number of quotes placed overtime.

**Note:** Sudden decline in quotes in week 35 due to contractor communication lag.

Contractor 5522 : KNK LLC



**Figure 6**

**Contractor 9707:** Sarvi LLP has the largest increase in amount of quotes overtime. Sarvi LLP has an overall positive trend and a 81.04% increase in the number of quotes placed overtime.

**Note:** Sharp incline in week 45 due to architect solutions enhanced modeling.

Contractor 9707: Sarvi LLP

