

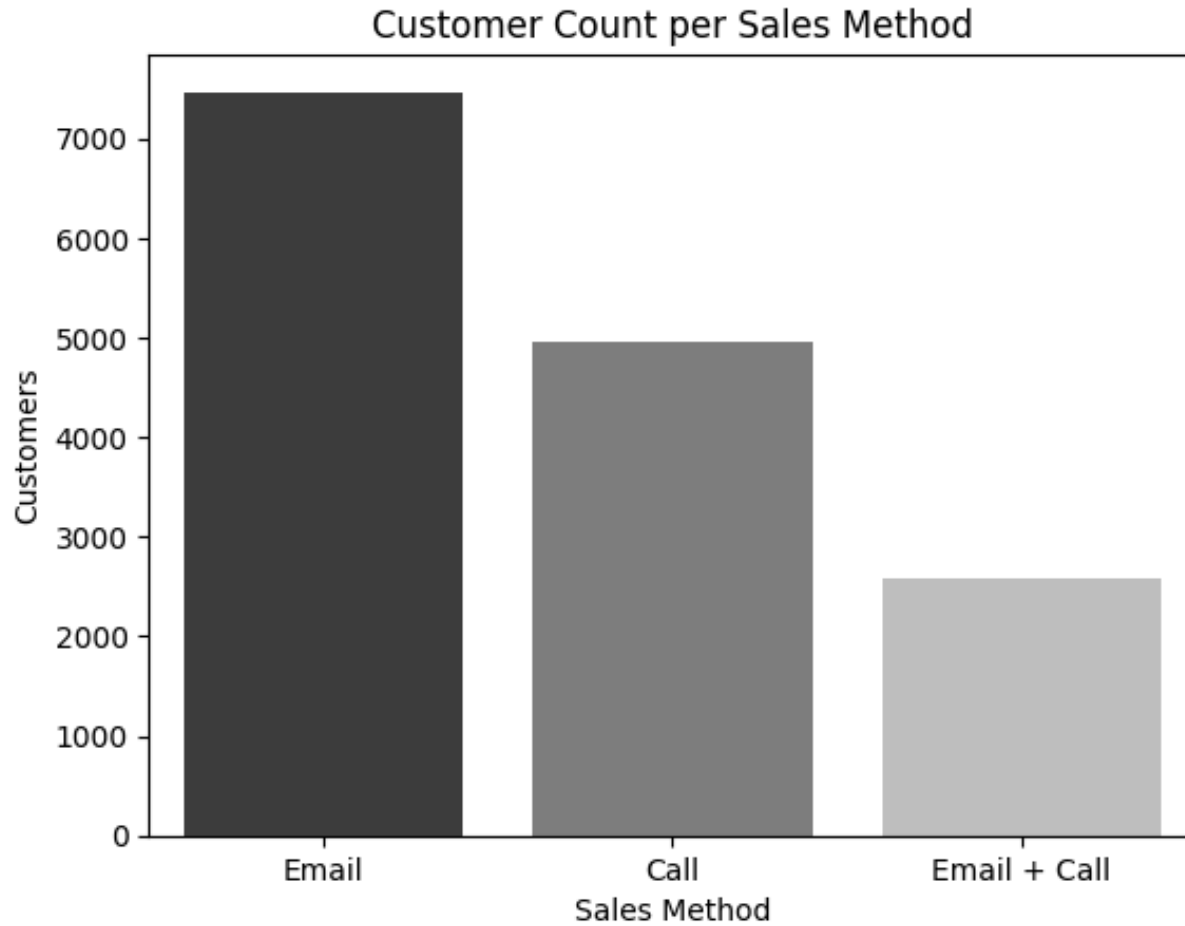
# Pens and Printers: Sales Methods Analysis

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## **Business Goal:**

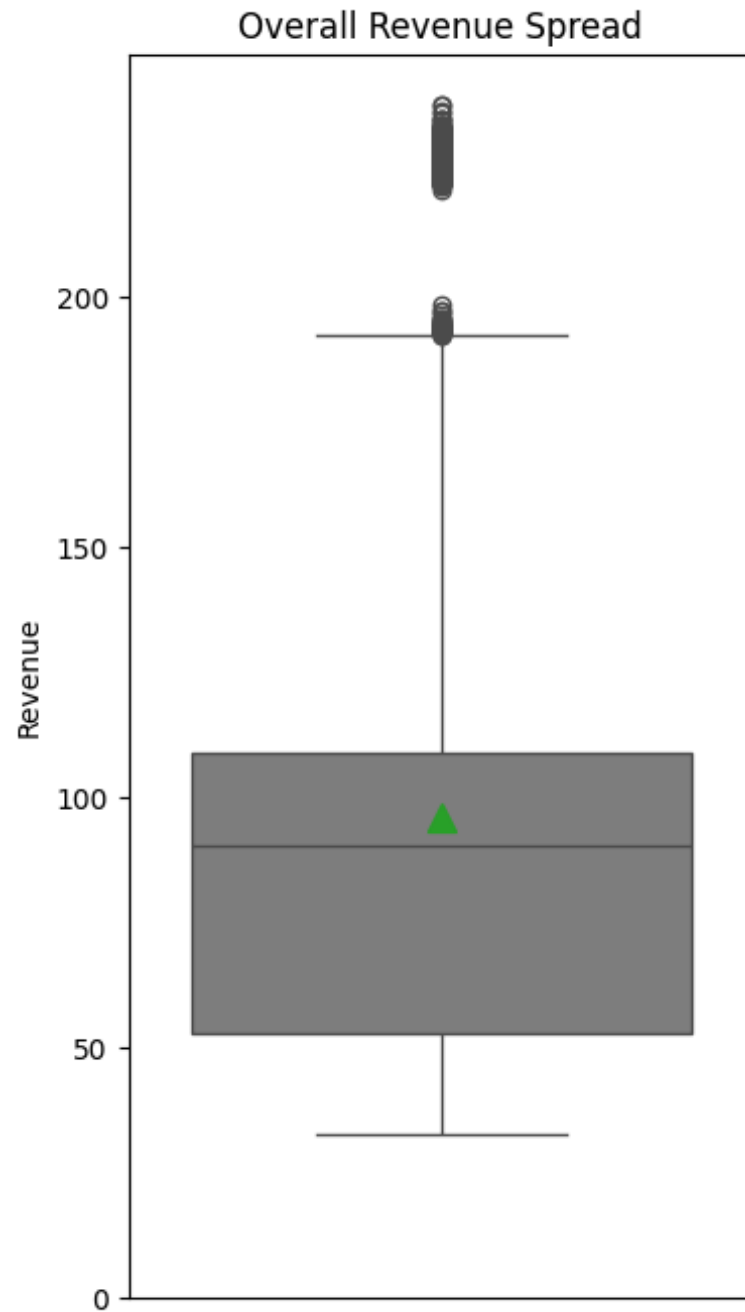
Evaluate the effectiveness of different sales methods by analyzing customer outreach, revenue distribution, and patterns overtime to find which is best for selling the new line of products.



## Outcomes:

### Customer Count per Sales Method

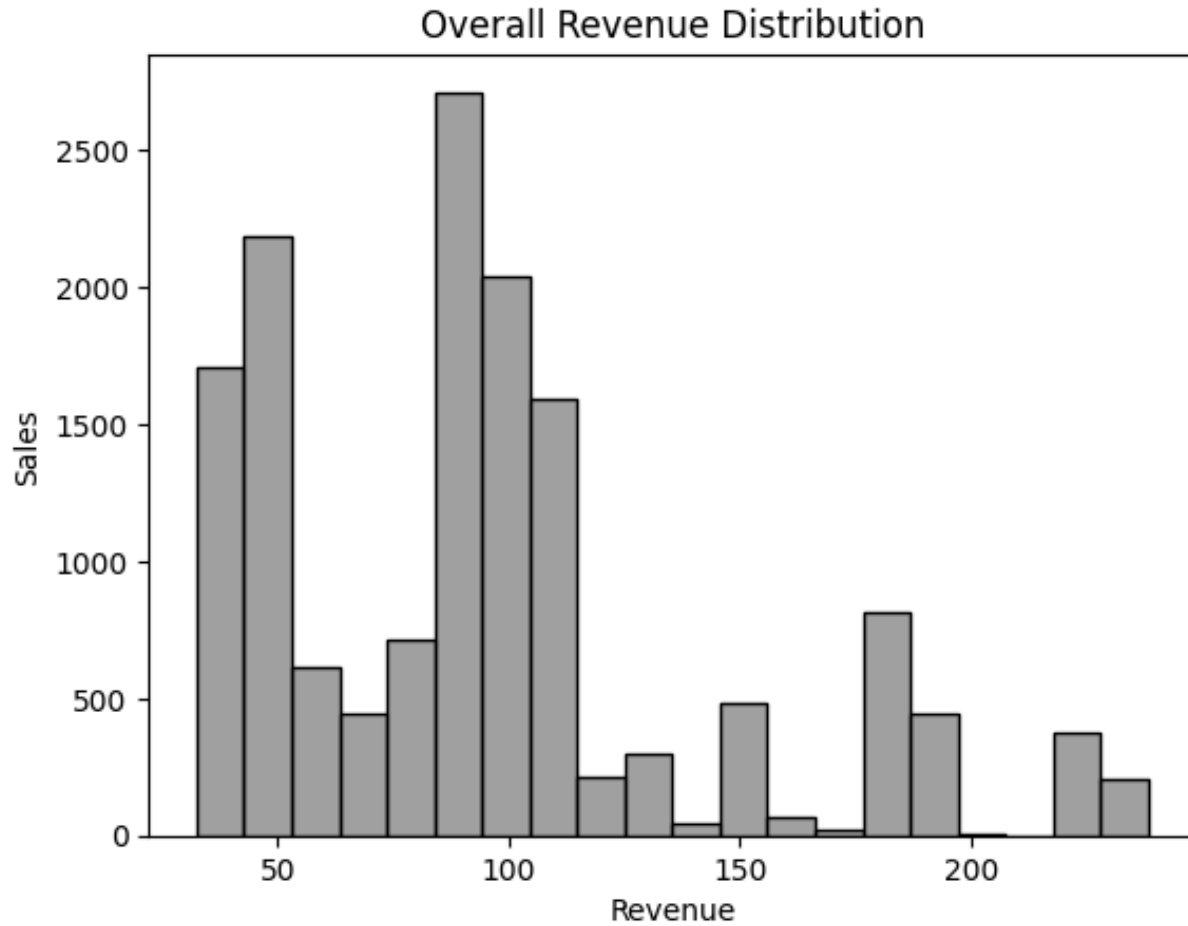
- Our primary sales methods are **Email**, **Call**, and a combined **Email + Call** approach. Currently, we engage the largest number of customers through Email, followed by Calls, while the combined Email + Call strategy receives comparatively less focus.



## Outcomes:

### Overall Revenue Spread

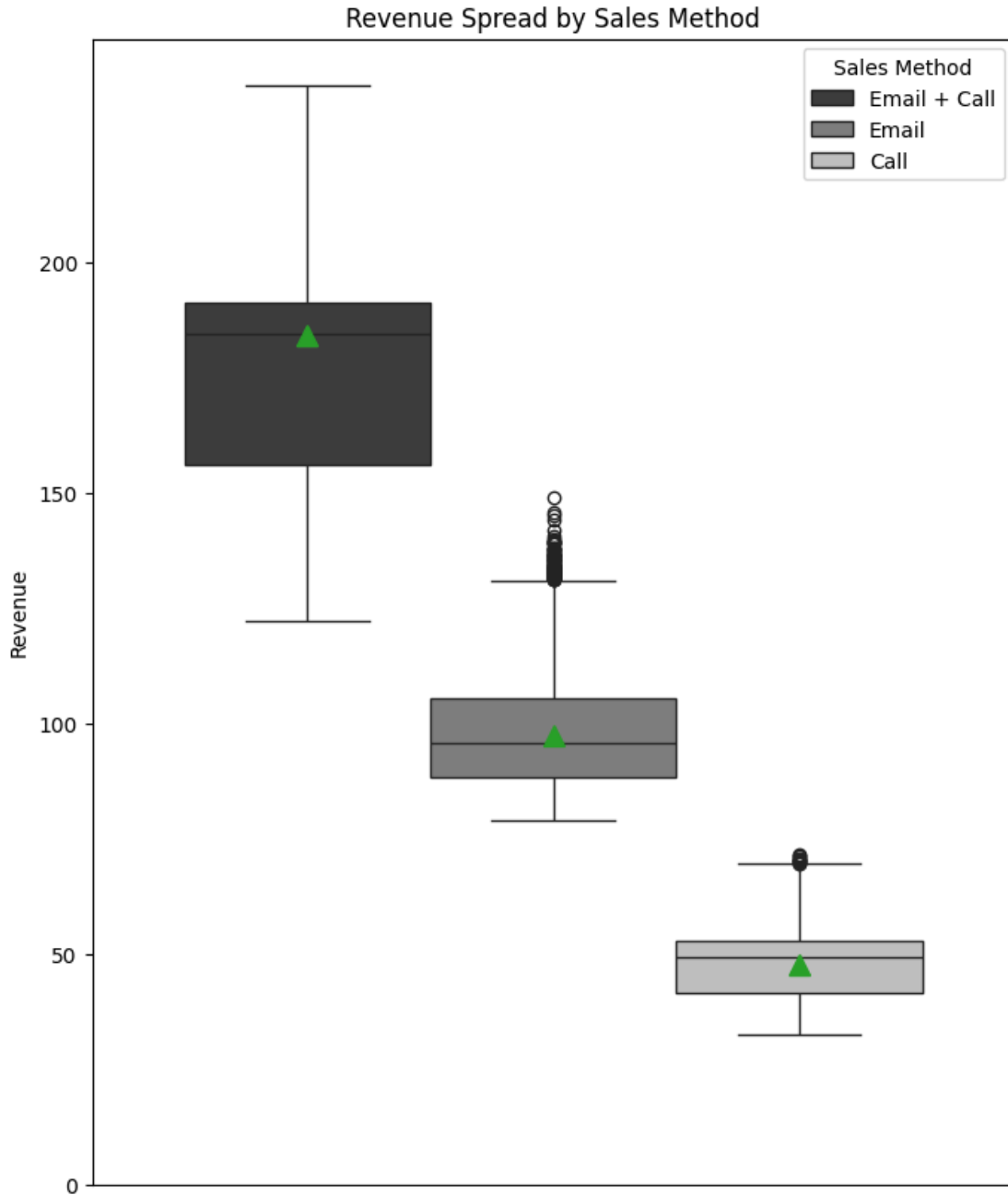
Our overall **revenue** typically **ranges** from around **\$50 to \$110**, with \$32 as the lowest and \$192 as the highest. On **average**, we make **\$95 per sale**. Here we can also see **617 transactions** that are **unusually high** compared to the rest of our sales figures.



## Outcomes:

### Overall Revenue Distribution

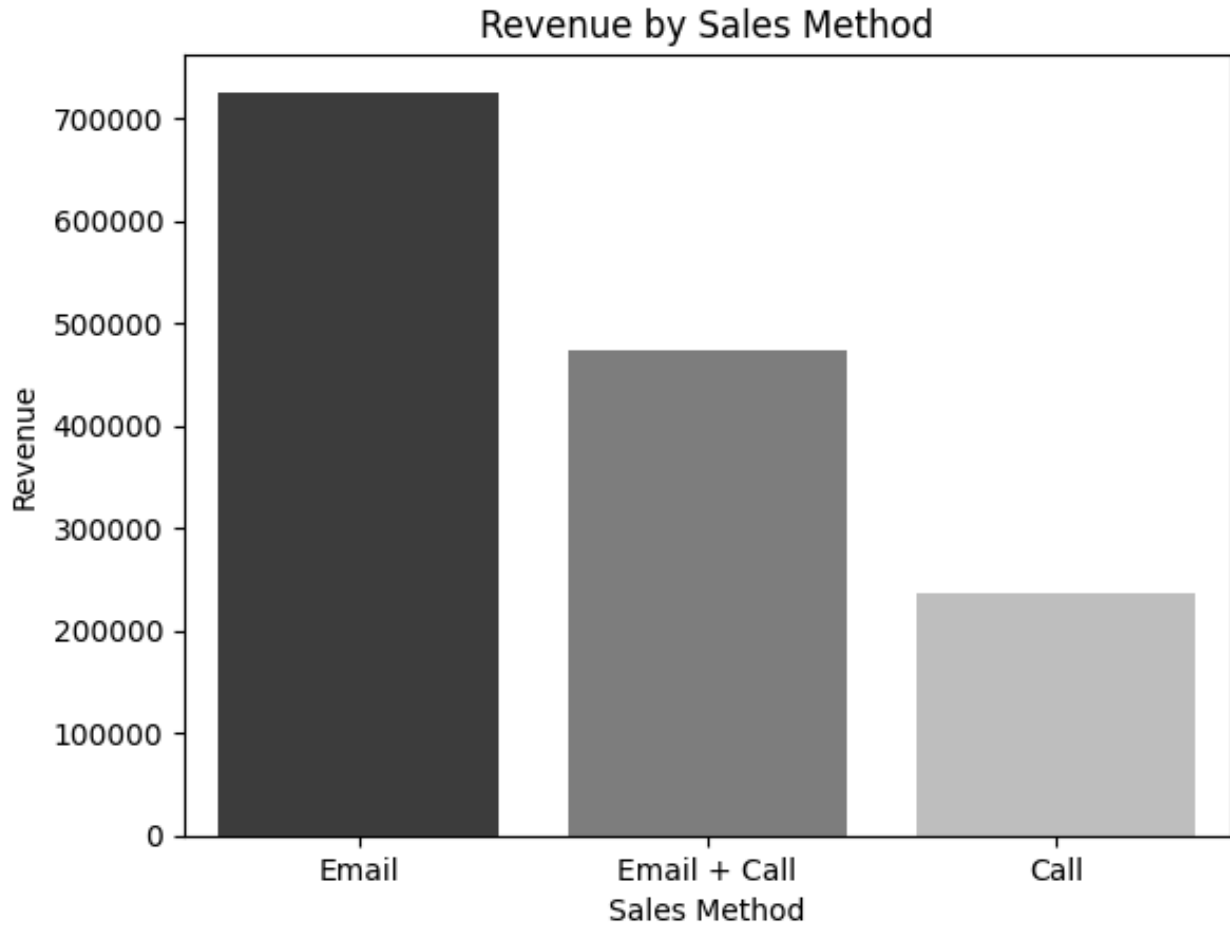
A **significant portion** of our sales occurs in the **lower revenue range**, with the **highest concentration around \$90**. There is a noticeable **lack of sales** in the **higher revenue range**. This highlights a potential area for improvement.



## Outcomes:

### Revenue Spread by Sales Method

Here we see how our revenue spread varies depending on the sales method. **Email + Call** brings in the **most money**, between \$160 and \$190. **Emails** alone make **less**, around \$90 to \$110. **Calls bring in the least**, at around just \$40 to \$50.

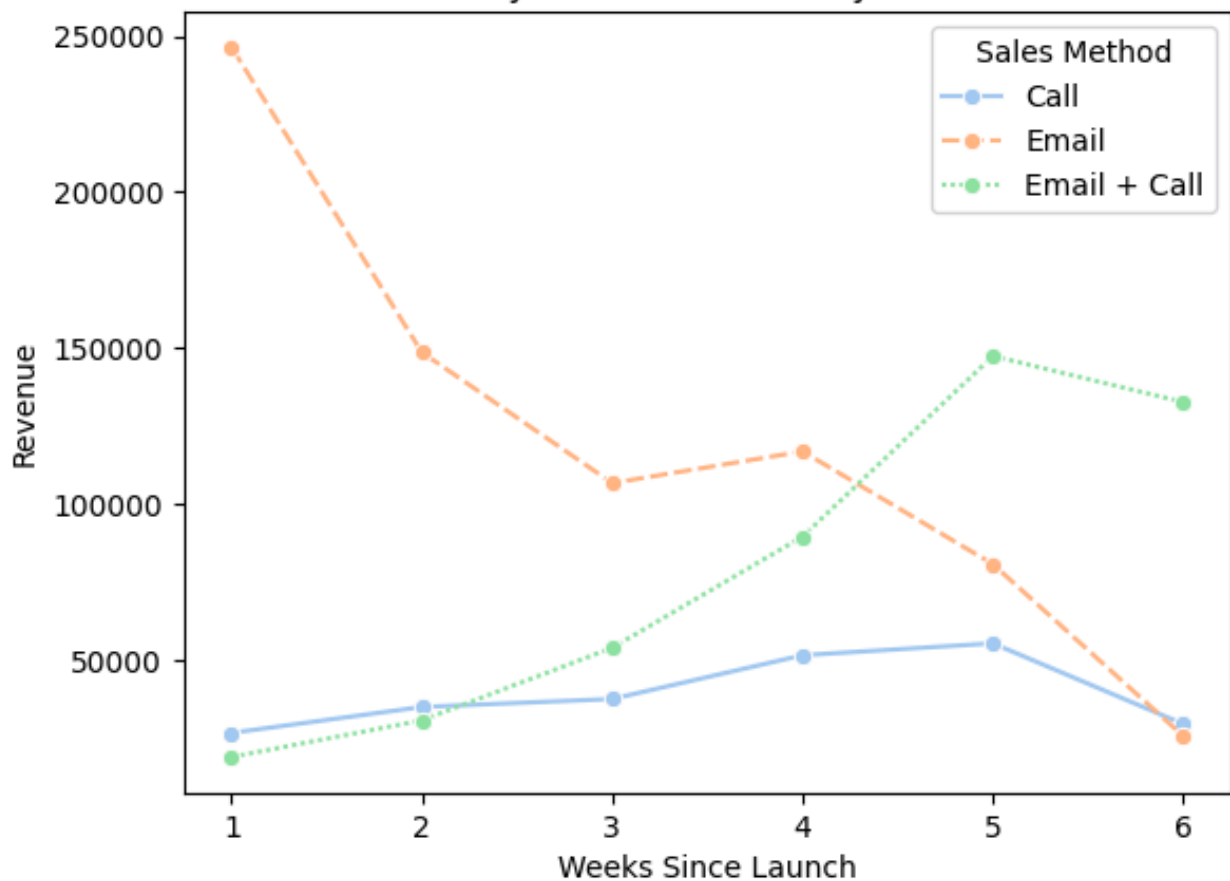


## Outcomes:

### Total Revenue by Sales Method

The **Email** sales method brings in the **most revenue**, over \$700,000. **Email + Call** comes **second**, generating about \$480,000. Finally, **Call** brings in the **least**, around \$230,000, which is roughly a third of what Email alone makes.

Weekly Revenue Trends by Method



## Outcomes:

Total Revenue Over Time by Sales Method

**Email** sales method **drops significantly at 85.7%**, still brings most revenue overall.

**Email + Call** takes a little time to get going but **passes the Call only sales method** shortly after week 2. **Call** significantly **underperforms**, producing the **least revenue** almost **every week** and overall.



## Business Metrics:

I recommend focusing on two key metrics to evaluate the effectiveness of our analysis for the new line of products: **Number of customers reached per sales method** and **Increase in Weekly Revenue**.

- A rise in customer reach through Email + Call, along with a decline for Call, confirms we are prioritizing the best sales method.
  - Example: 5% increase in Email + Call reach, resulted in 373 additional customers, directly contributing to higher revenue.
- An increase in weekly revenue for Email and Email + Call specifically, by a certain percentage, would indicate we're prioritizing methods with the best returns.
  - Example: A 10% rise in weekly revenue each week for Email + Call would indicate positive progress toward our goals.

# Recommendations:

Over the next six weeks, I would recommend:

## **1. Eliminate the Call-Only Sales Method:**

Decent success rate (due to amount used), least revenue and consumes more time.

## **2. Prioritize the Call + Email Approach:**

Consistently delivers highest revenue per sale, prioritize to maximize returns and improve slow start.

## **3. Optimize Email-Only Sales Method:**

While effective in success and revenue, aim to avoid such a drastic drop in weekly revenue overtime.

## **4. Reduce Call Duration in Email + Call Approach:**

Lower the average call time from 10 minutes to save time and money. Complete optimization when combining Email + Call to enhance efficiency.

## Recommendations (continued):

### 5. Perform Further Analysis:

- Regional Suitability: Identify if sales methods perform differently across states.
- Customer Preferences: Align strategies to match customer preferences. Ask for email if Call preferred.

### 6. Enhance Data Quality:

- Include customer demographic details such as age.
- Track sales duration to better evaluate time-efficiency for each method.
- Record time of day to identify the optimal periods for each sales approach.