



Analysis of Product Sales by Method

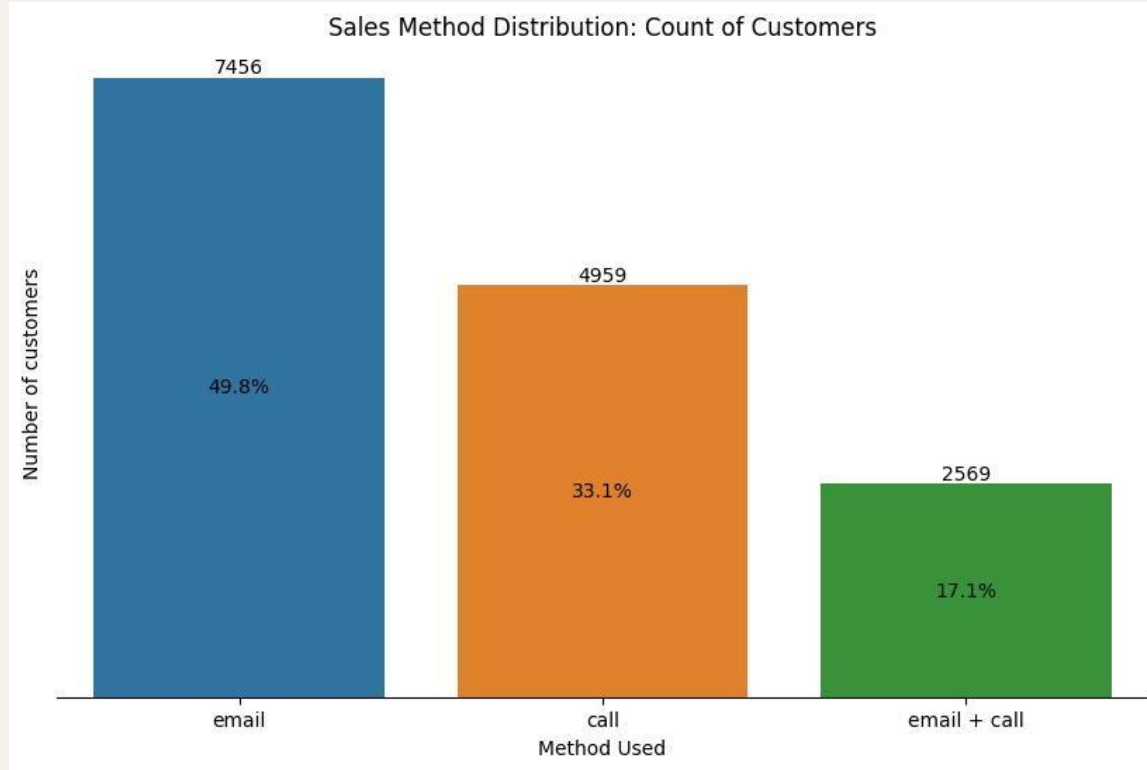
Pens and Printers



Business Goals:

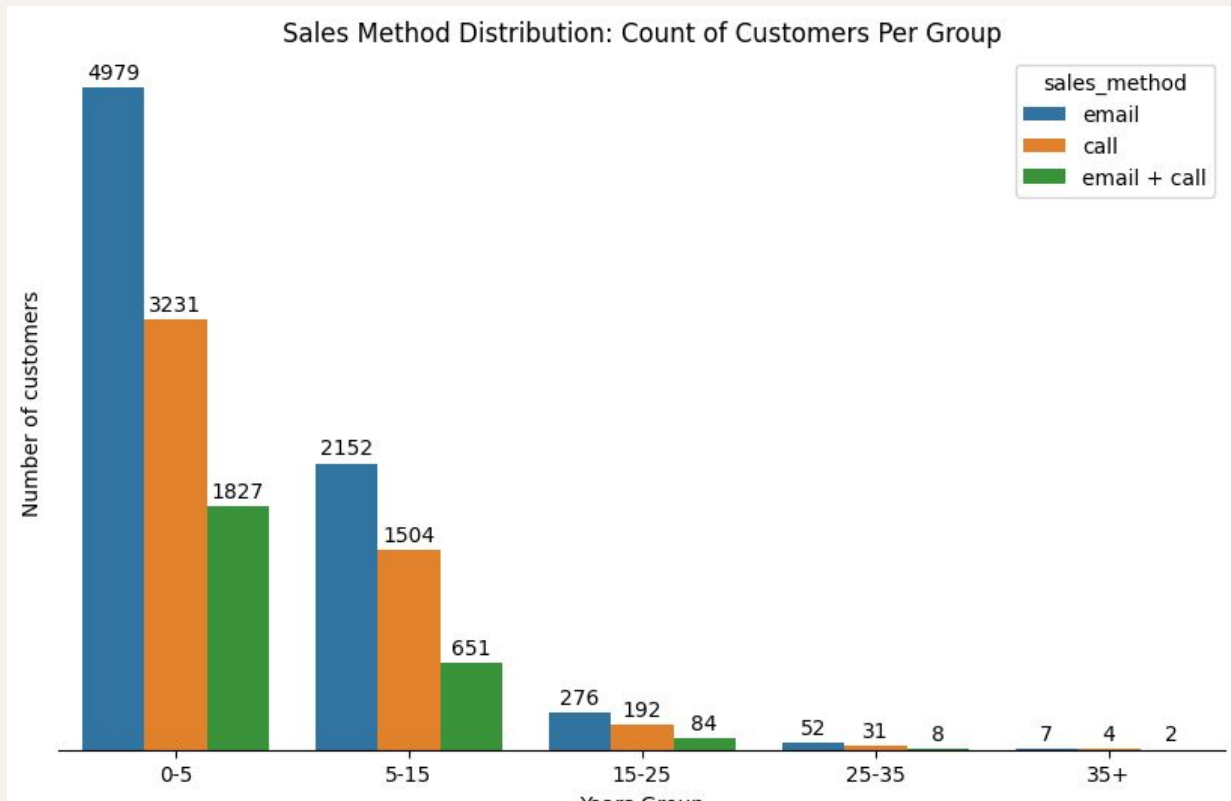
- Pens and Printers is trusted with providing the customers with the best office supply products. As the way the customers buy products are changing, our sales tactics must change as well
- The company launched a new product line, and they want to make sure they are using the best techniques to sell the new products effectively. so the marketing team is interested in knowing:
 - **How are the three sales methods different?**
 - **Which sales strategy is the best?**

Sales Method Distribution



Only 17% of our customers received both calls and emails, with the majority of our purchases coming from customers who received an email.

Sales Method Distribution

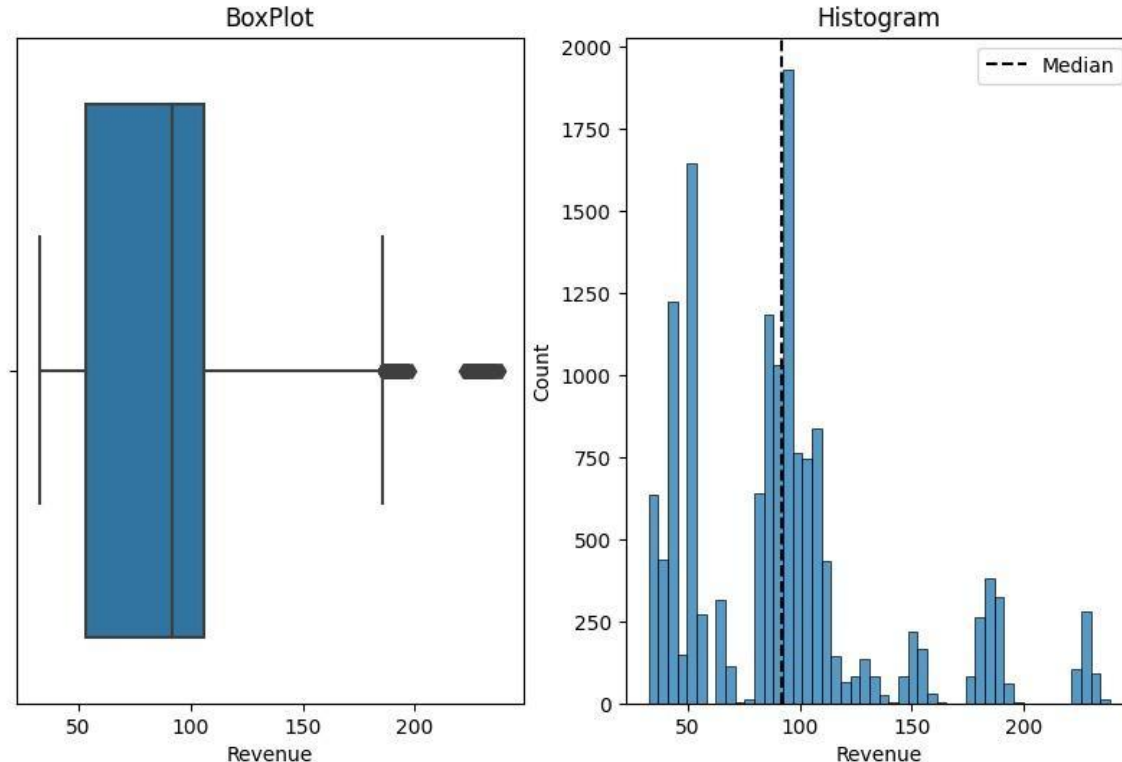


We can see that all of our customer segments (divided into groups based on how long they have been using our products) respond to emails the most.

We can draw the conclusion that it's our best sales strategy.

Spread of Revenue

Spread of Revenue Overall

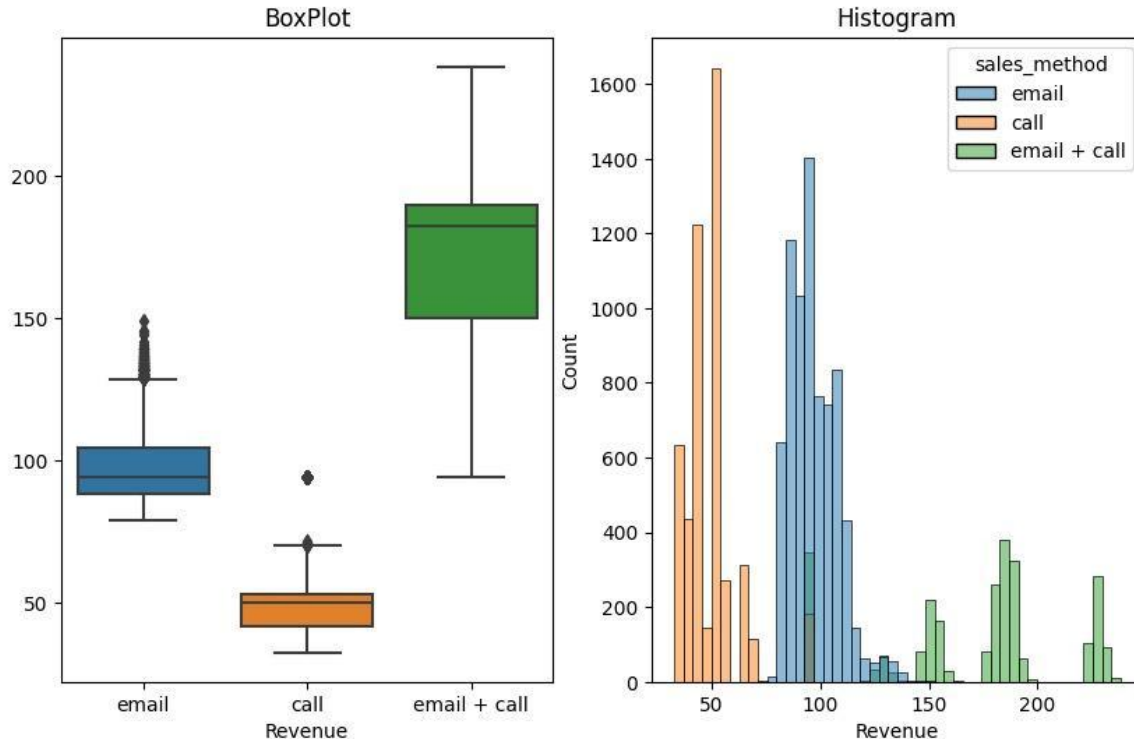


We can observe that, excluding a few outlier situations, the median revenue from our sales is approximately 90 dollars, and the interquartile range (IQR) is approximately 53 dollars.

But examining our Sales Methods distribution in more detail reveals more

Spread of Revenue

Spread of Revenue by Sales Method



The 'E-mails + Calls' Method, as shown here, has a higher median and range than the other 2 ways.

Therefore, consumers who receive both an email and a call are more likely to make larger purchases.

Revenue Over Time



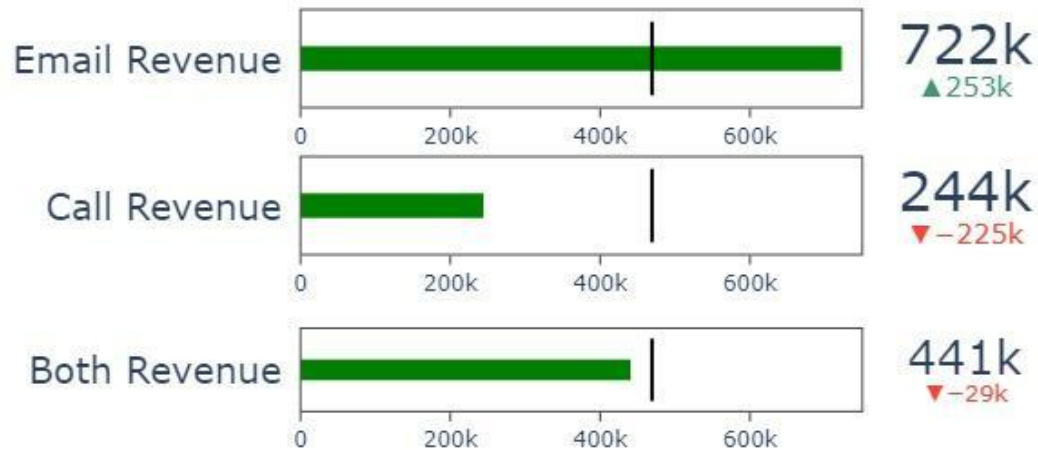
We can observe that email dominates sales methods throughout the first four weeks of a product's introduction.

However, "email + call" surpasses the other 2 approaches in terms of revenue share after the fourth week.

During the first six weeks of a product's debut, calling alone continues to yield modest returns.

Revenue By Sales Method

Comparative Analysis of Revenue by Sales Method



We compare each sales method revenue to the average of all 3 methods (indicated by the black line):

E-Mails: exceeds the mean by a wide margin, almost double

E-Mails + calls: barely falls short of the mean, could be improved

Calls: barely passes 50% of the mean

Business Metrics

Total revenue per method is the best metric to use since our objective is to identify the most productive sales techniques.

According to our data, 50% of consumers purchased the product following receipt of an email, and 17% more did so following receipt of both an email and a call. Therefore, it is a very positive sign that we are on track if these figures continue to rise over the next six months.

Recommendation

For the following weeks, I would recommend we can focus on the following steps:

- 1) Sending out more emails to customers because they generate the most income
 - 2) Sending out more calls and emails since those who receive them are more likely to make larger payments
 - 3) Decrease the numbers of Calls only, as they take more time and effort than the other 2 methods and their returns aren't as high
 - 4) Using key metrics to monitor whether there is a strong sign to see the sales will increase.
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Thank You
