

Final Analysis Project to Improve Sales Performance

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Increasing sales performance within a company is very important as this performance directly affects the company's performance overall. The company has effective methods for marketing and sales, these are extremely important when selling their services or products. These would lead to increased sales revenue and margins, higher rates of customer satisfaction, and also keep a company disciplined. After analyzing the data, two solutions have been developed that have been determined to be beneficial to the company's success.

The first solution is to focus on making the company's shipping services more efficient. This is possible by reviewing the shipping data to determine what business processes could be streamlined to create a business process model to make all the services more efficient and systematized. Automation is one way that helps make shipping more efficient because this can help businesses track shipments faster and easily. Making these services more efficient would allow the company to leverage their quick and effective shipping services to attract and retain a larger customer base.

Second, the proposal is for the company to increase the marketing budget for the five highest grossing products. Creating more marketing materials to attract a new customer base for their most profitable products, would be very effective in increasing sales. Also, incentivizing their current customers to buy more of these products will increase the sales. Since their current customers are satisfied they are more likely to recommend the company to others, while they continue to buy from this company as well. These tactics for attracting and retaining their customer base will be constructive when aiming to attract more sales.

Pushing for more sales of their most popular and profitable products, combined with making their shipping services more efficient is a functional method for increasing sales. This is

advantageous for the company as it will increase their revenue, while maintaining and fulfilling their customer base to improve their profitability.