

est.1984

Pens and Printers

Six weeks ago we launched a new line of office stationery. Despite the world becoming increasingly digital, there is still demand for notebooks, pens and sticky notes.

We have tested three different sales strategies for this, targeted email and phone calls, as well as combining the two.

Email: Customers in this group received an email when the product line was launched, and a further email three weeks later. This required very little work for the team.

Call: Customers in this group were called by a member of the sales team. On average members of the team were on the phone for around thirty minutes per customer.

Email and call: Customers in this group were first sent the product information email, then called a week later by the sales team to talk about their needs and how this new product may support their work. The email required little work from the team, the call was around ten minutes per customer.

We need to know:

- How many customers were there for each approach?
- What does the spread of the revenue look like overall? And for each method?
- Was there any difference in revenue over time for each of the methods?
- Based on the data, which method would you recommend we continue to use? Some of these methods take more time from the team so they may not be the best for us to use if the results are similar.

other differences between the customers in each group?

Column Name	Details
week	Week sale was made, counted as weeks since product launch
sales_method	Character, which of the three sales methods were used for that customer
customer_id	Character, unique identifier for the customer
nb_sold	Numeric, number of new products sold
revenue	Numeric, revenue from the sales, rounded to 2 decimal places.
years_as_customer	Numeric, number of years customer has been buying from us (company founded in 1984)
nb_site_visits	Numeric, number of times the customer has visited our website in the last 6 months
state	Character, location of the customer i.e. where orders are shipped

We have some steps to take first:


- Check the data into a workbook
- Cleaning the data

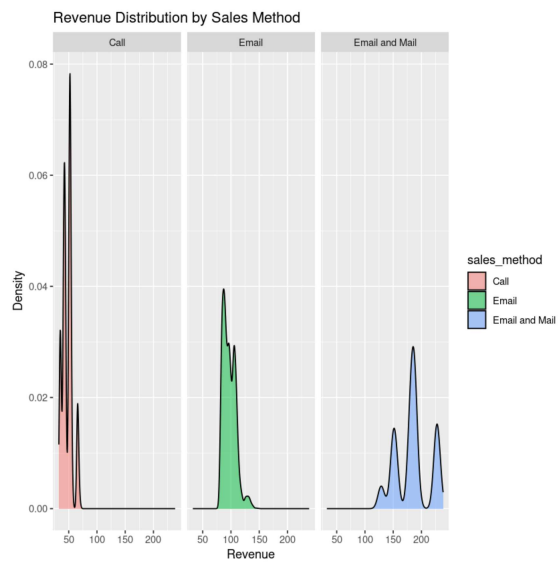
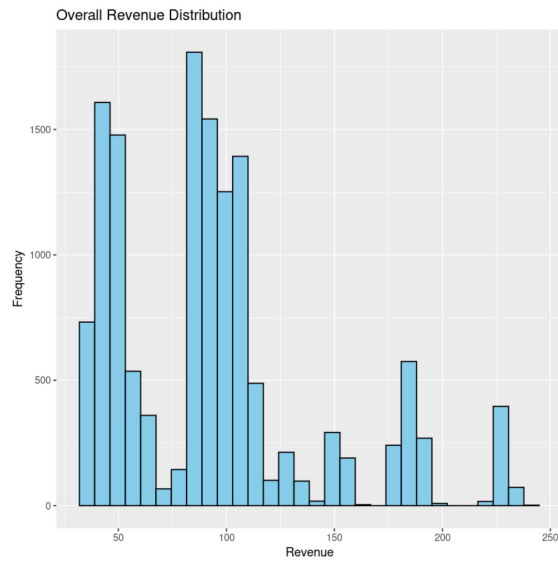
Great now that our data is cleaned we can take some closer looks!

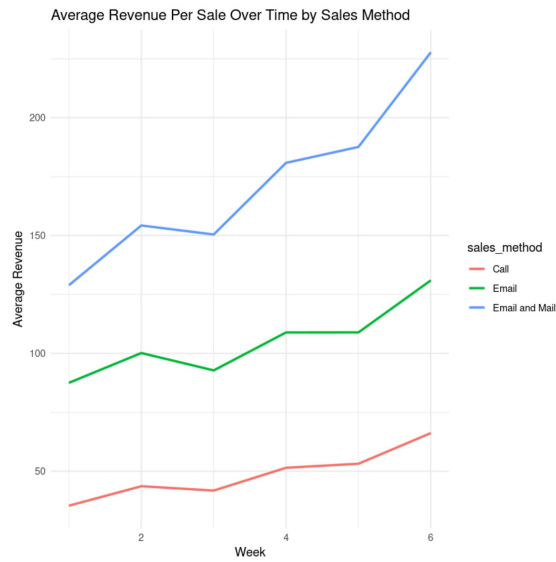
Min.		1st Qu.	Median	Mean	3rd Qu.	Max.
32.54		52.46	89.47	93.82	107.23	238.32

index	...	↑↓	sales_method	...	↑↓	count	...	↑↓	min_revenue	...	↑↓	q1	...	↑↓	median	...	↑↓	mean
1			Call			4781			32.54			41.47			49.07			
2			Email			6922			78.83			87.88			95.58			
3			Email and Mail			2203			122.11			155.775			184.77			

Rows: 3

 Expand



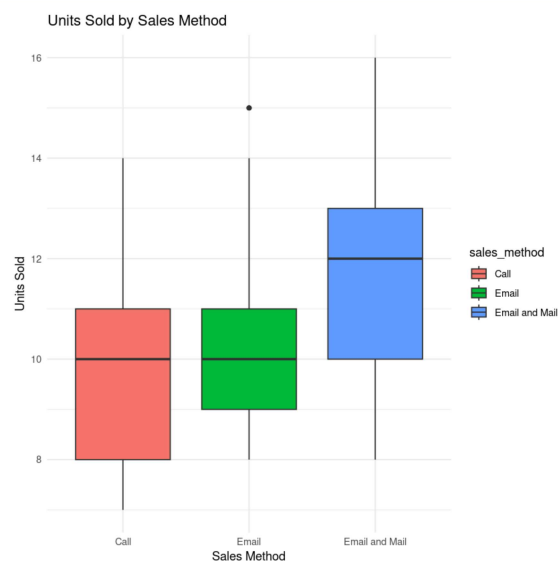
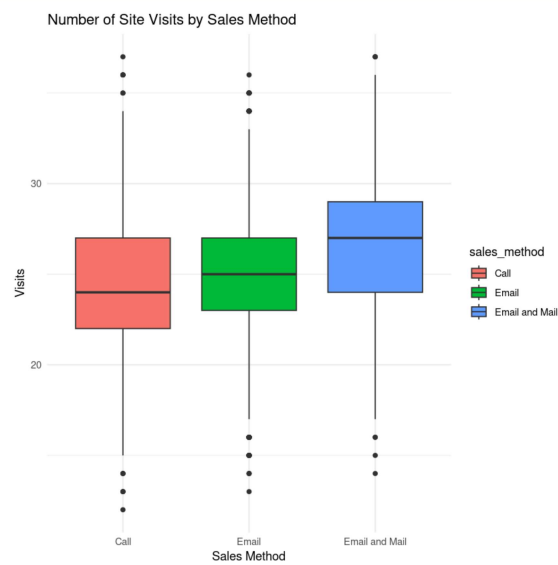
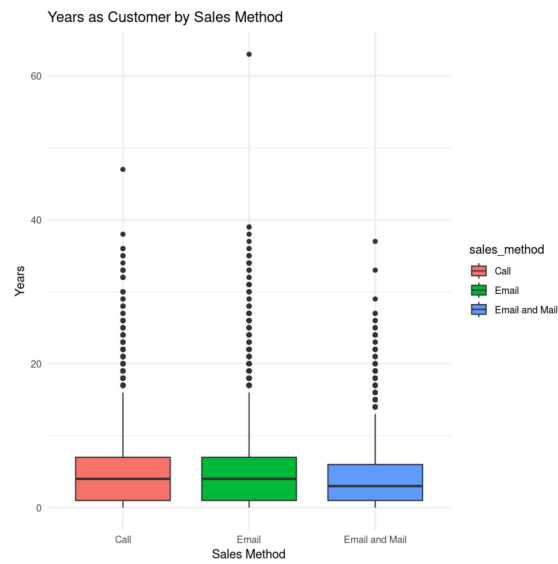


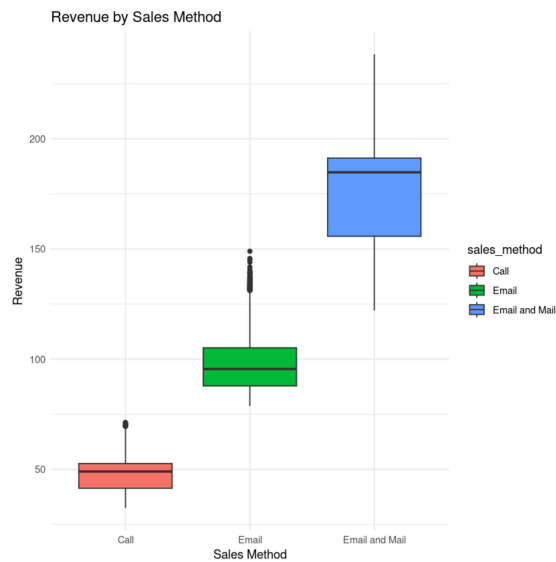
Great these are our major factors ready for analysis!

but lets grab some other numbers just in case

- years as customer
- site visits
- number sold
- revenue

are all pertinent factors.





These graphs give us a full picture of our data, and the anova may not be used but it is helpful to have!