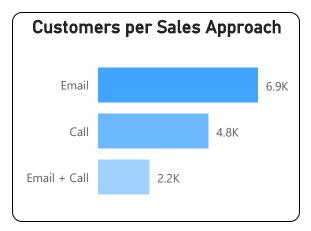# Analysis of Sales Approaches used by Pen and Printers

Customers per Sales Approach
- Email: 6.9K
- Call: 4.8K
- Email + Call: 2.2K

Number of Products sold per Sales Approach
- Email: 67K
- Call: 45K
- Email + ...: 27K

Total Revenue by Sales Approach
- Email: 0.67M
- Email + Call: 0.41M
- Call: 0.23M

Revenue Distribution per Sales Approach
(box plot with Call, Email, il + Call; revenue axis 50, 100, 150, 200)

Weekly Revenue per Sales Approach
(line chart: Call, Email, Email + Call; Revenue vs Week)

Total Revenue vs Years as Customer and Sales per Week
(scatter plot: week 1 2 3 4 5 6; Weekly Revenue vs Years as Customer)
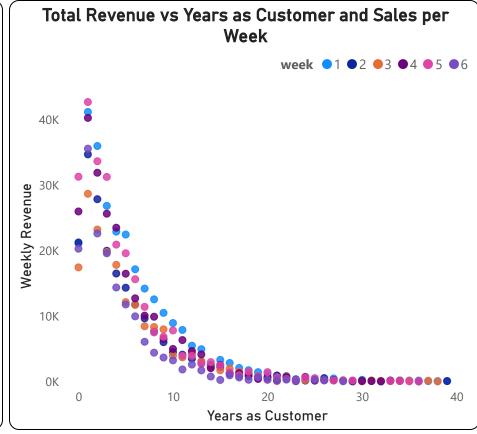
Recommendations:
- The Email method should be used frequently to communicate new products to customers, then a follow up call in the second and third week to talk about their needs and how the new product will support their work.
- The Call method should be used less often, and if possible not at all. This is because it takes more time to make sales via this means and in the end it generates the least revenue, even with a high number of sales.
- The sales team should focus more on the Email and Email + Call approaches. As evident, Email sales approach generates the most revenues within the first three weeks, though with a decline as the week progresses. This should be followed up with a call from the second or third week to further boost sales, and hence further generate more revenue.
- Expand their customer segment by improving marketing means and conversion rate based on the website visits. This is evident from the scatter plot, the longer the customer stays, the less revenue generated from the particular customer. Thus to mitigate this, new customers should be on-boarded and a retention means developed for existing customers to increase sales.