# PRACTICAL EXAM PRESENTATION

Product Sales

BUSINESS GOALS

- Increase revenue by choosing effective sales strategy. Since the new products launch sales team used to provide three different sales approaches: '**Call**', '**Email**', '**Email+Call**'. Our purpose is to explore each method and find method with the best overall revenue and is there any difference in revenue over time for each of the methods.

- Improve sales team working resources usage. Considering that each of the methods requires different amount of works, we need to choose the proper method in sales usage.

CONCLUSIONS

How number of new products sales and revenue differ for different types of the sales method?

New products sold, total revenue and count of unique customers engaged by different sales method
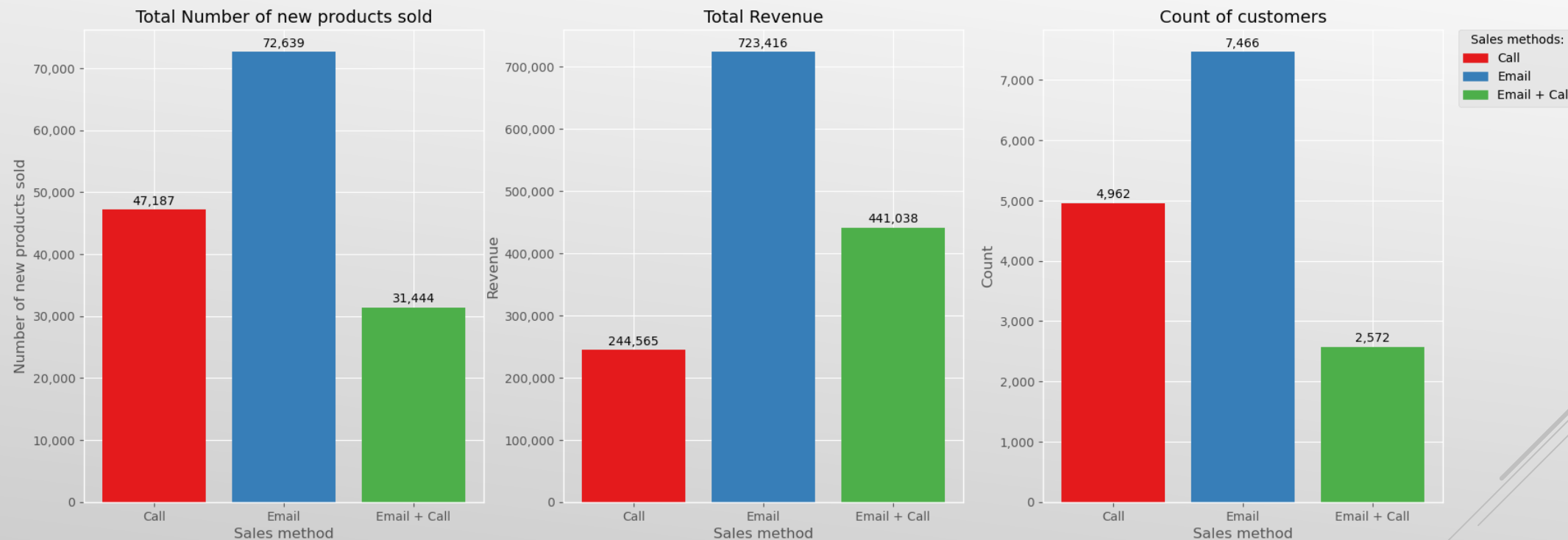
We have a report for the last **6 weeks** of new products sold by different sales methods. The proportion of Revenue for new sales by **Email** is 51.3% (723,416$), **Email+Call** - 31.3%, **Call** - 17.4% of total revenue.

Revenue of sales by **Email** is half of the total revenue, and sales by **Email** and **Email+Call** is 82.6% of total revenue.

Revenue per customer engaged by the **Email+Call** is **171.5$** and by the **Call** is **49.3$**.

CONCLUSIONS

Was there any difference in revenue over time for each of the methods?

Distribution of total revenue and new products sold to a week since product launch by different sales method
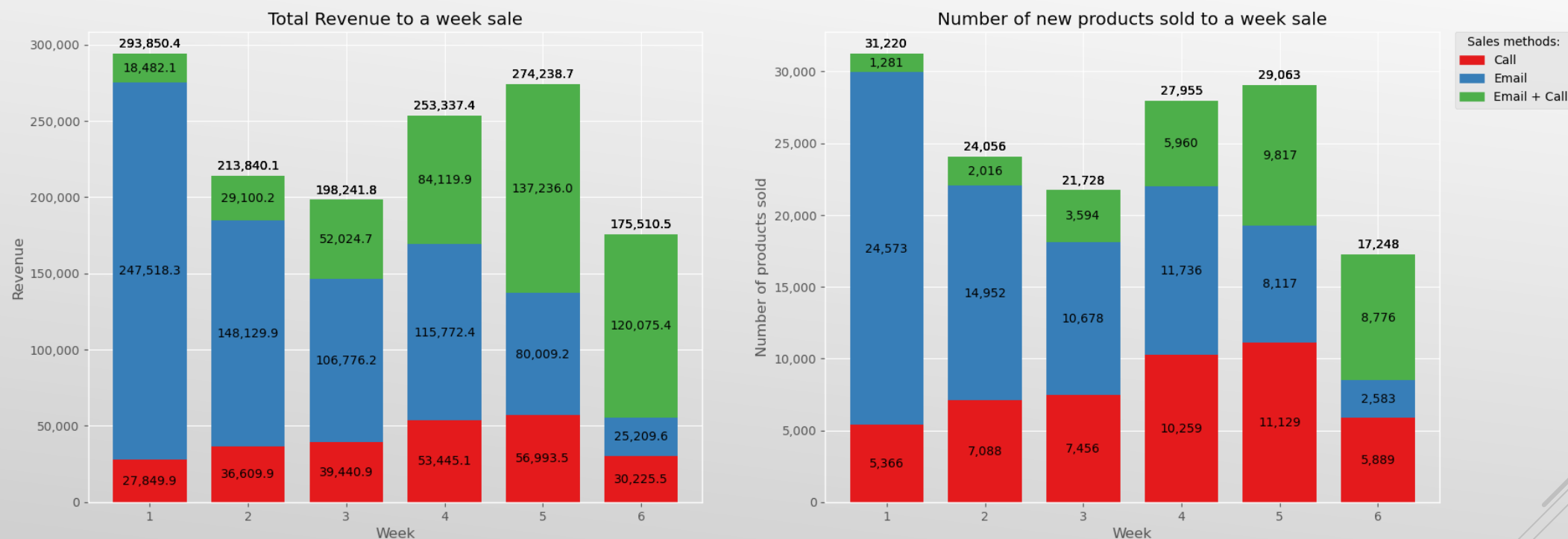
In the first week, the major sales method is **Email** with a revenue - 247,518.3$, next weeks revenue by this method is noticeably fading, with a little growth in the 4th week. The **Call** revenue is slowly growing through the weeks but twice fold on the 6th week. The **Email+Call** method has strong growth through the weeks, and on the **5th** and **6th** week it has the best revenue, **$137,236 (50%)** and **$20,075 (68.4%)** respectively. Number of the new product sales looks proportional to its revenue. The 6th week has the lowest revenue and number of new sales.

CONCLUSIONS

Changing on the number of visits customers has made on our website in the last 6 weeks.

Number of website visits per a week since new product launch
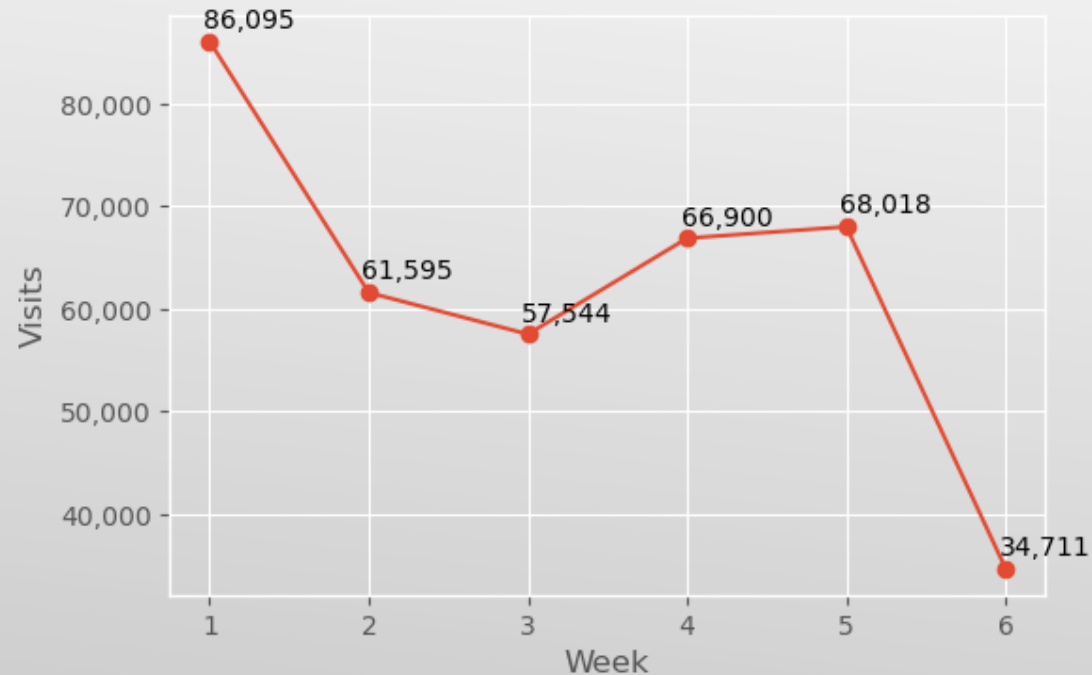
The first week since the new product launch had the most considerable amount of visits - 86,095, and the second week it faded to 28.5%, the following weeks it rather grew to the 5th week. But in the 6th week, the number of visits dropped by **51.0%**, from 68,018 to 34,711. So, it could be one of the problems for sales slowing, when revenue fell in the same week 36%.

CONCLUSIONS

Distribution of revenue per customer by sales method

Range of Revenue by Sales method
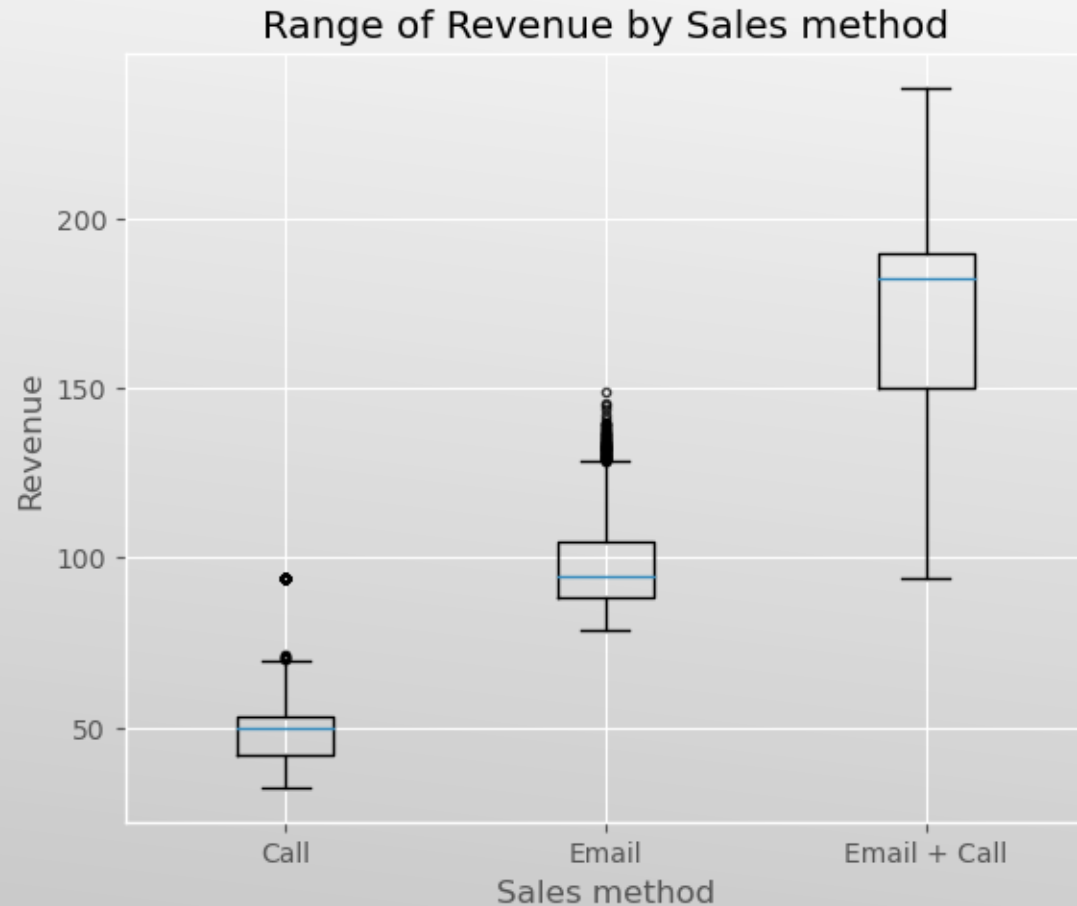
The **Call** method has the lowest range of revenue and the **Email+Call** method has the largest range of revenue. Considering the resources needed for **Call**, this method is ineffective. The **Email+Call** method brings significant revenue, with majority of revenue in range **from 150$ to 185$** per customer.

The **Email+Call** strategy has an average revenue per customer of **171.5$**, **Email** strategy - **96.9$**, **Call** strategy - **49.3$**.

CONCLUSIONS

Difference in average revenue over time for each of the sales methods

Average revenue to a week sale by sale method with error bars
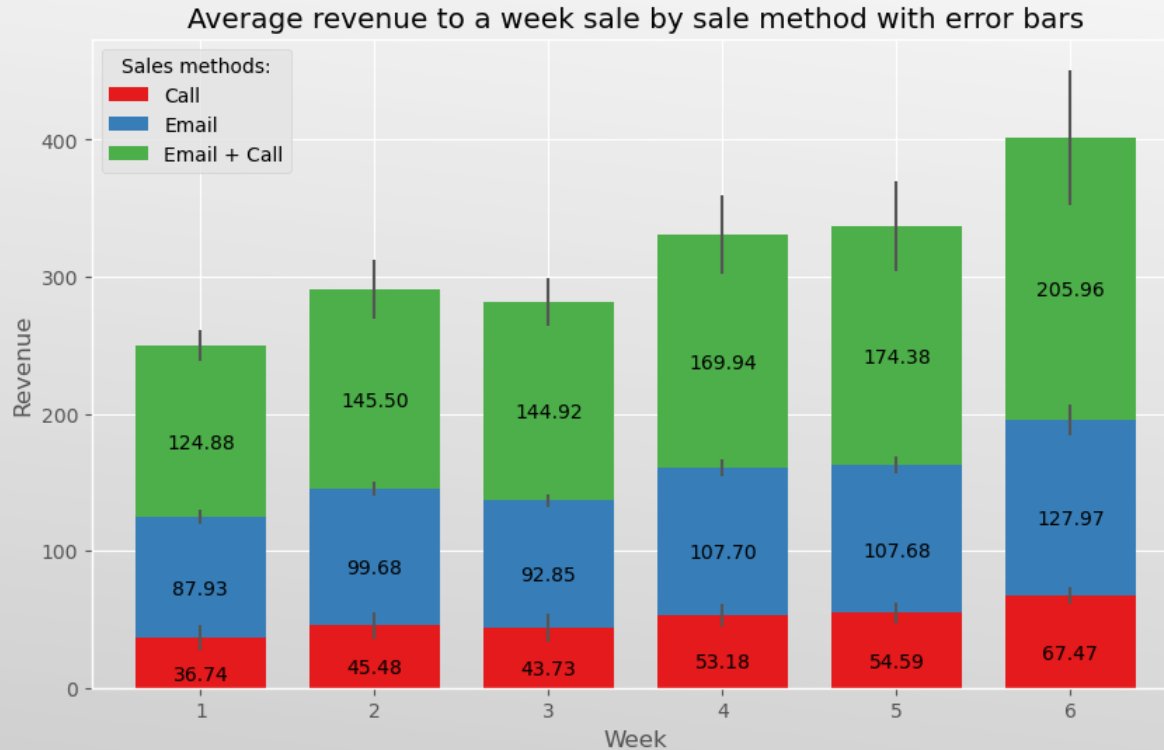
Previously we saw that the **Email+Cal**l strategy has had significant revenue growth since the 5th week of sale.

Average revenue is always slowly growing by all methods. And an average revenue by **Email+Call** is approximately equal to the sum of **Call** and **Email** methods.

It's reasonable to decrease the number of resources for the Call method since it is less effective and requires much more work for the sales team.

Therefore, I recommend concentrating on the **Email+Call** strategy, while it is a point of growth in the amount of revenue compared to others sales strategies.

CONCLUSIONS

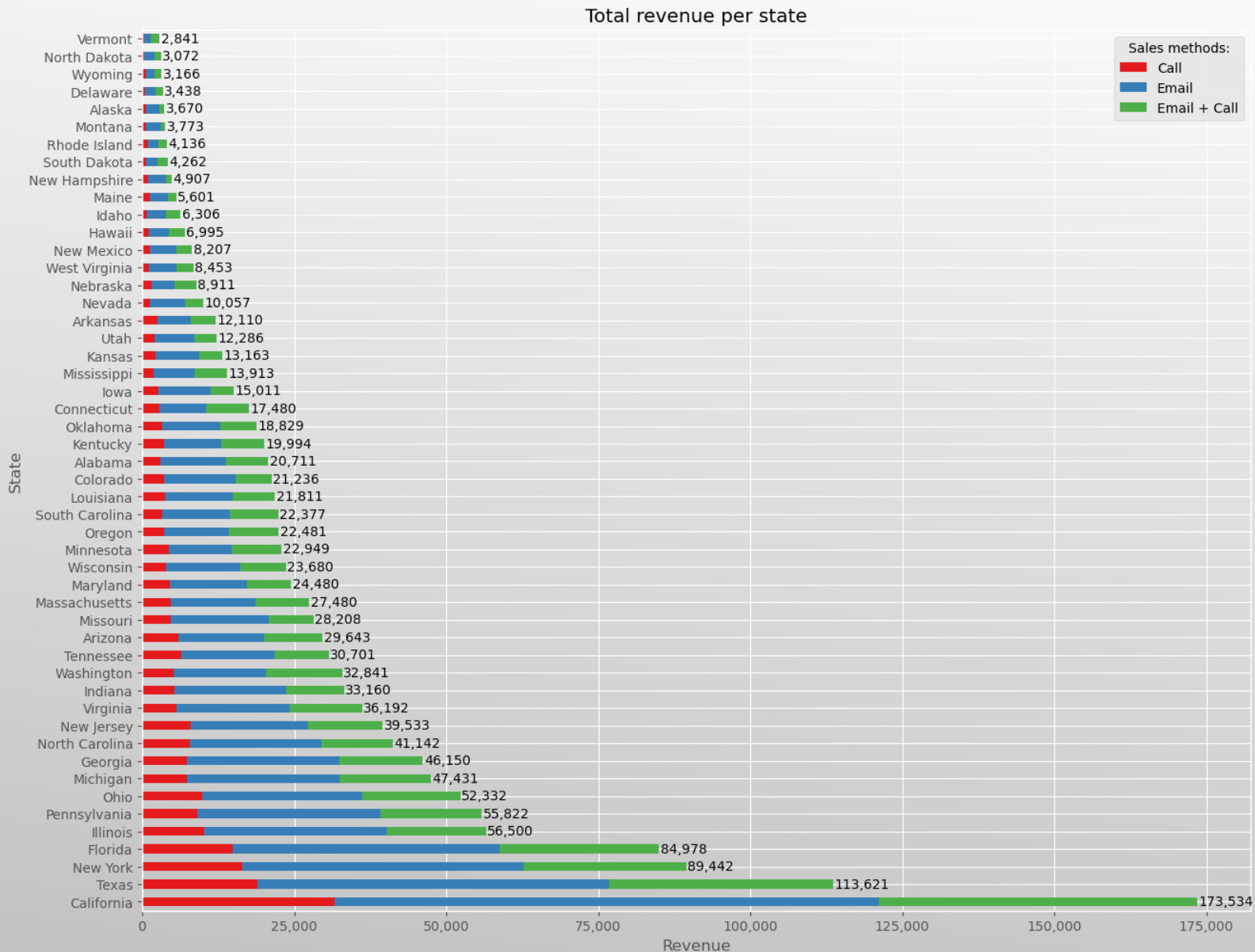**What number of new products sales is dominant?**

Number of customers bought particular number of new products
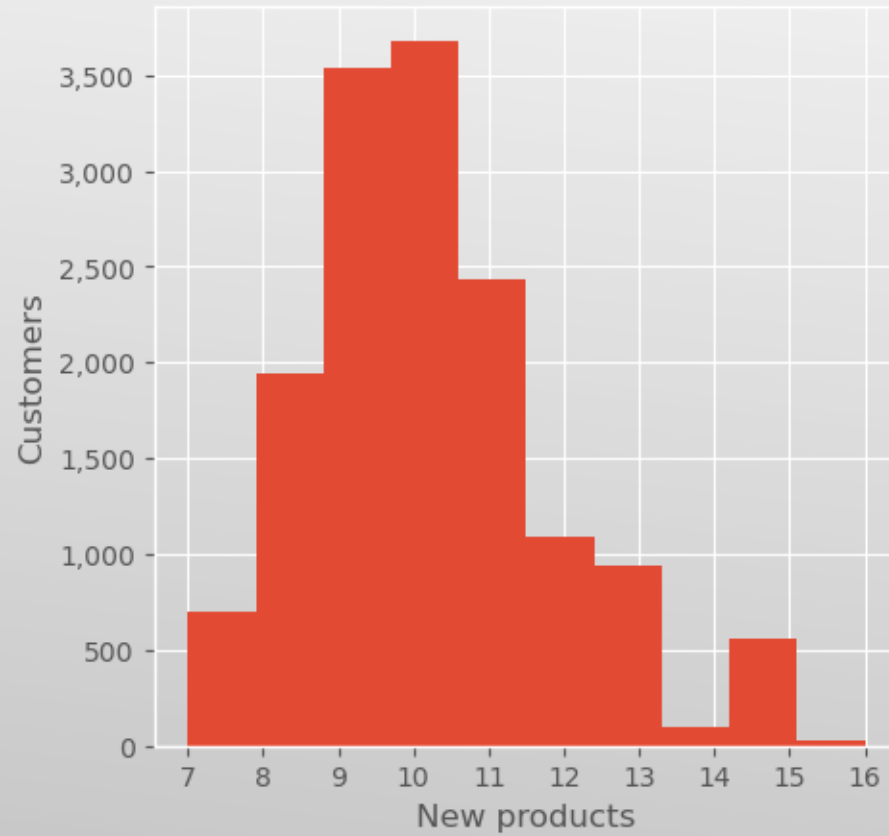
We can see from this histogram graph that customers more frequently between 9 and 10 new products. It shows what amount of new products we can effectively advertise and sell to customers.

CONCLUSIONS

Total revenue per state

Distribution of revenue per state

California, Texas, New York, and Florida states have the biggest revenue. This graph is helpful for marketing and advertiser teams to consider promising states for growth. We can consider concrete states or regions where our products can be distributed to improve overall sales.

BUSINESS METRICS

Considering on sales approaches the sales team used, I would recommend using further **revenue of new products by sales methods per week** as our metric.

In the first four weeks when products launch primary sales method is Email, and in the 5th and 6th weeks, the essential sales method is Email+Call. Our goal is to increase resources for improving the **Email+Call** strategy, while it is a point of growth in the amount of revenue and its average value compared to others sales strategies. The **Email+Call** strategy has an average revenue per customer of **171.5$**, which is **350%** more valuable compared to the **Call** strategy - **49.3$.**

RECOMMENDATION

For the following weeks since the products launched, my recommendation would be:

- Using key metrics to monitor whether there is a strong sign on sales strategies to see the sales will increase.
- We need to increase marketing company, while the number of visits customers has made on our website on 6th week decreased by 51%.
- The sales team should change the distribution of work resources:
  - Decrease resources for the Call strategy, while it requires much more work resources and shows the lowest overall and average revenue.
  - Increase resources for **Email+Call** strategy, it takes lower resources, shows the biggest average revenue and stays as the primary way of revenue from the 5th week since the product launch.
  - Track changing of the revenue and count customers that were engaged.
  - Considering sales per state and its markets we can investigate regions where we could increase our growth.
- Data Collection for in-depth analysis:
  - Test and provide other sales strategies.
  - Arrange the number of sales by groups or categories of products to see the difference in what type of product is better sale compared to sales strategies.