

DATA ANALYST PROFESSIONAL PRACTICAL EXAM

# Pens and Printers

Sales Strategy

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# Business Goals

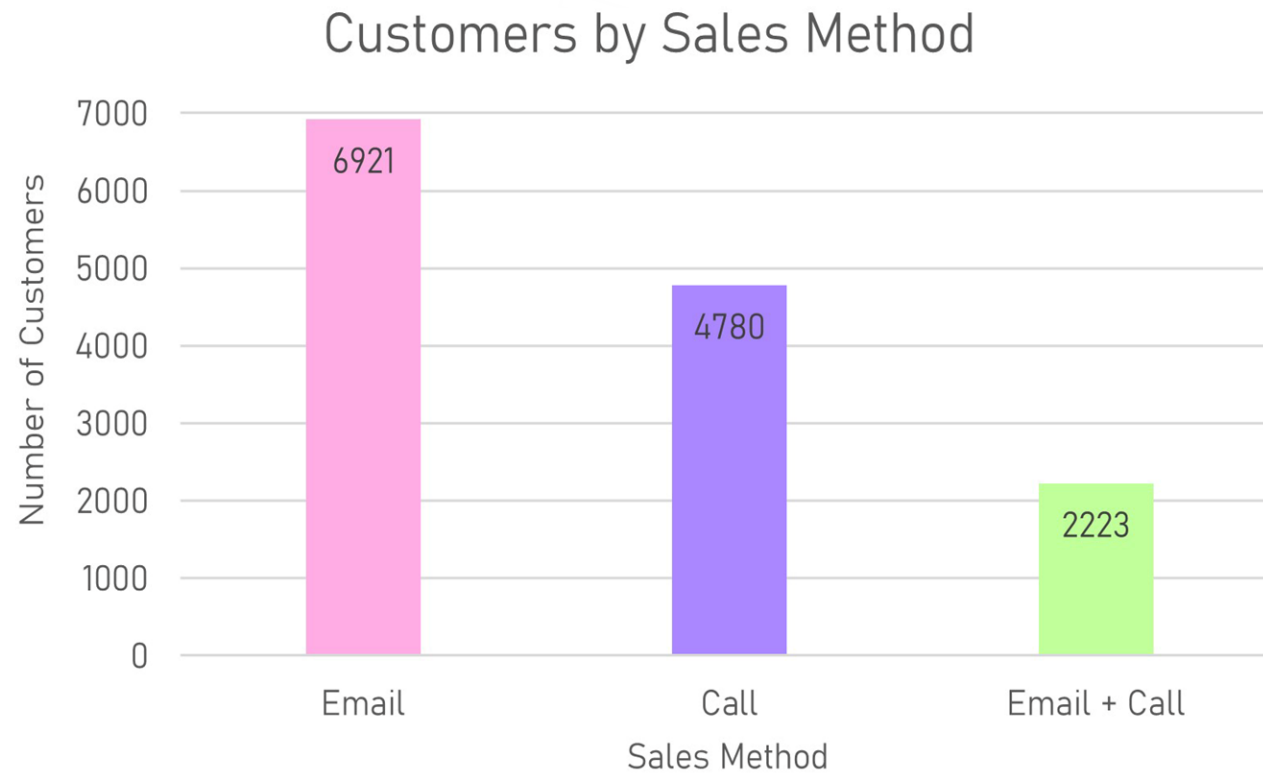
Six weeks ago, we launched a new office stationery line.

We want to make sure we are using the best techniques to sell the new product effectively.

The sales team wants to know the following insights:

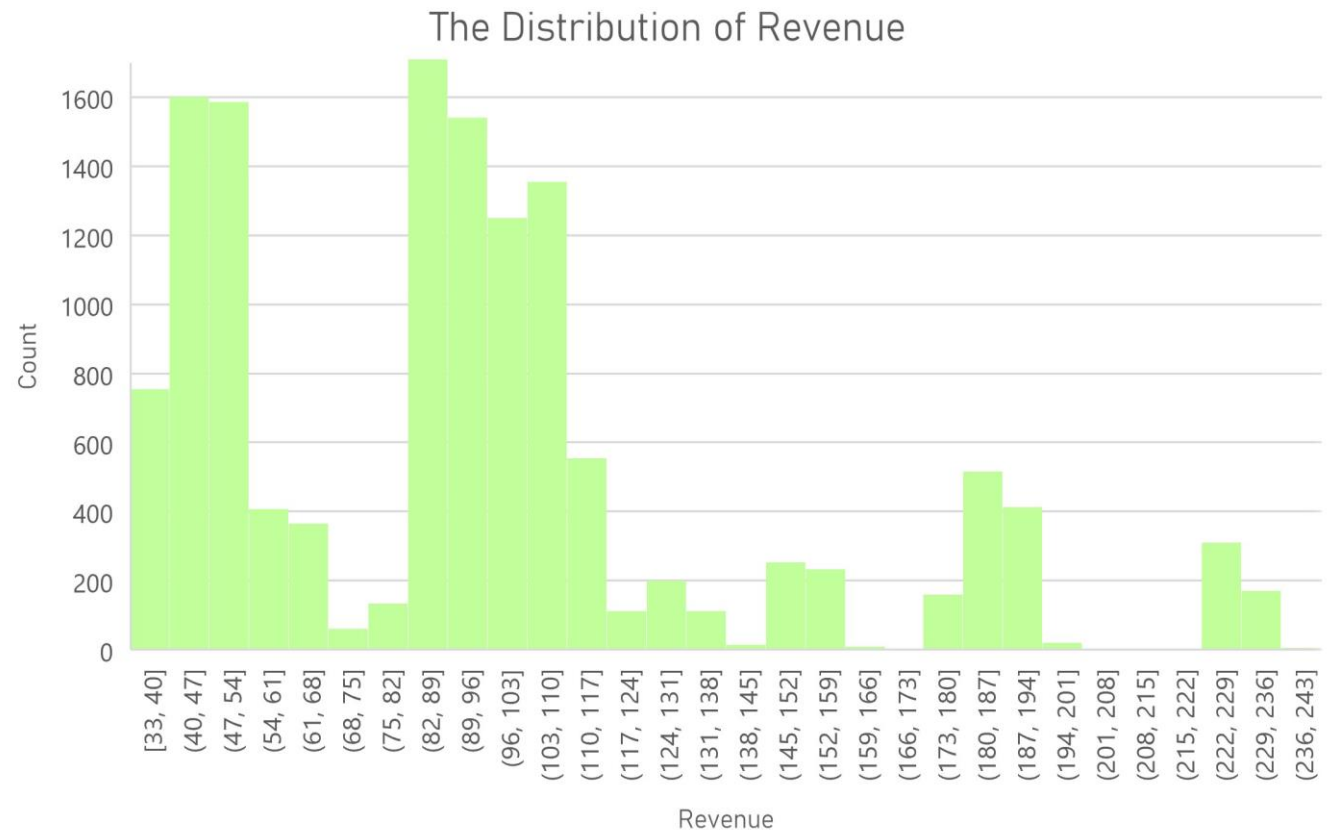
- Customer distribution by sales method
- Revenue overview and its distribution by sales method
- Revenue trends over time for each of the sales methods
- Which method should we continue?

# How many customers were there for each approach?



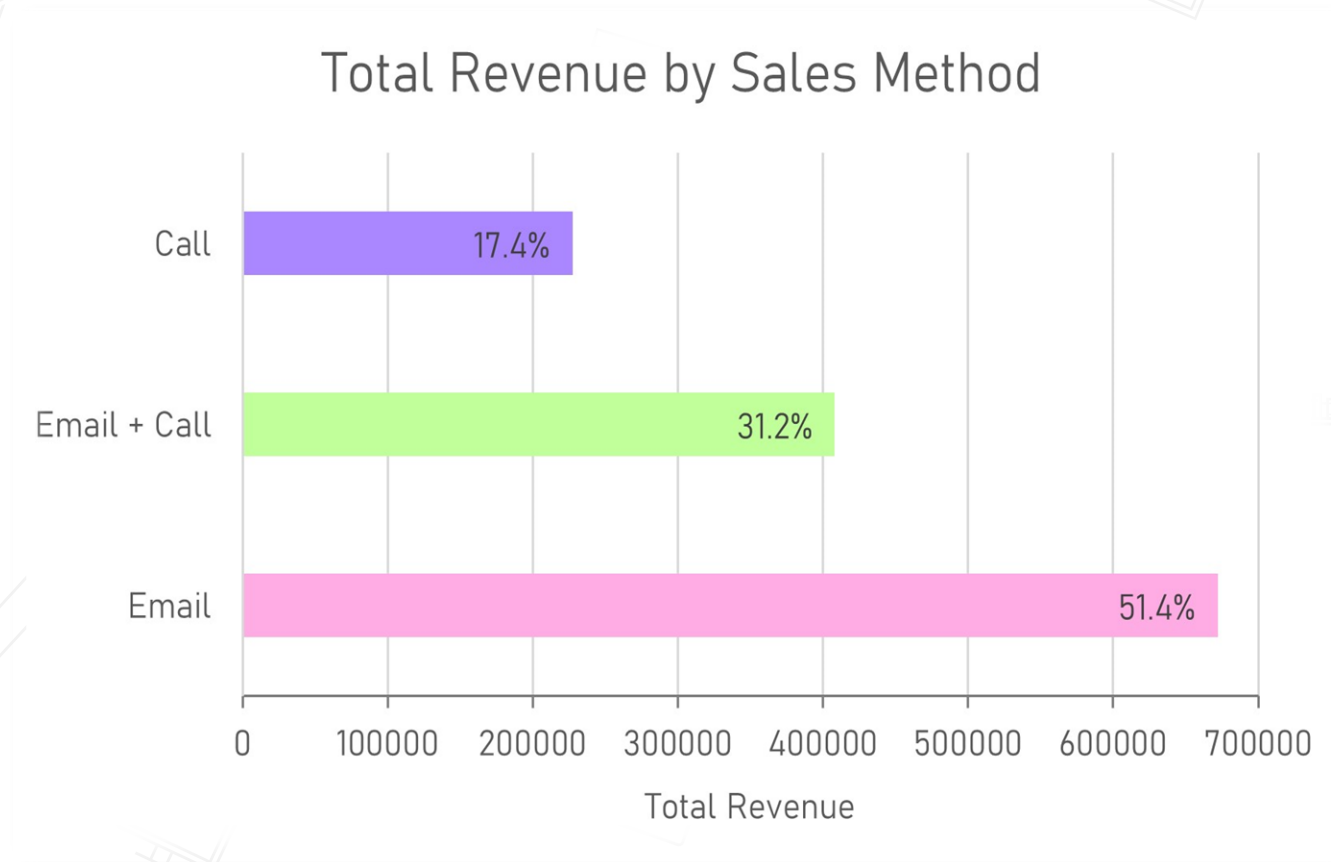
From the records of the last 6 weeks, nearly half of the sales were made through the '**Email**' sales method, followed by the '**Call**' sales method.

# What does the spread of the revenue look like overall?



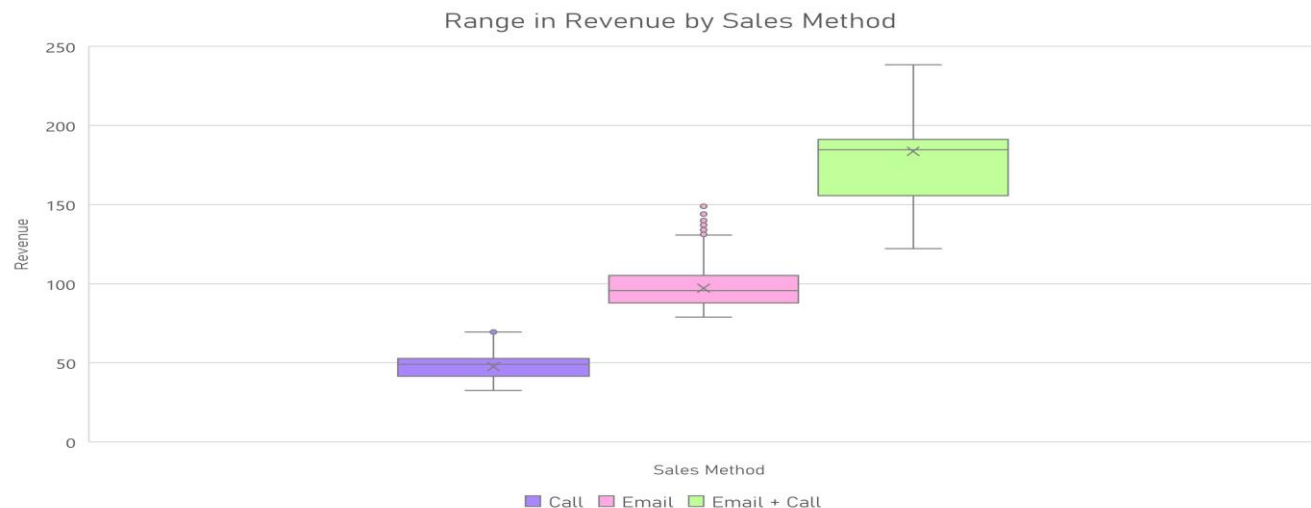
Looking at the **revenue distribution**, most of the sales are in the range of **40 to 110**. The distribution is especially concentrated between 40-55 and 80-95.

# What does the spread of the revenue look like for each method?



**51.4%** of the revenue is generated through the '**Email**' sales method, **31.2%** through the '**Email + Call**' sales method, and finally, **17.4%** through the '**Call**' sales method.

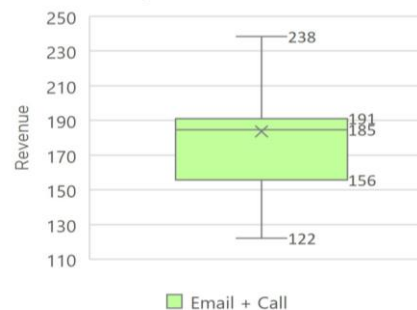
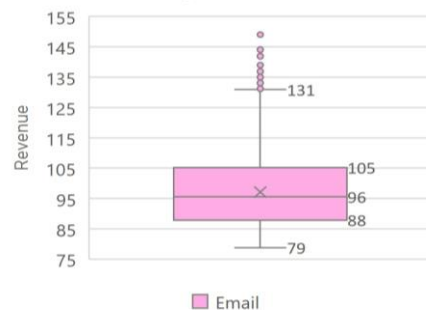
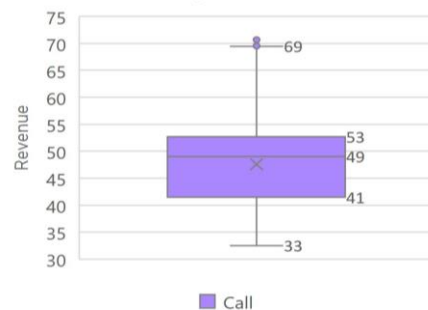
# What does the spread of the revenue look like for each method?



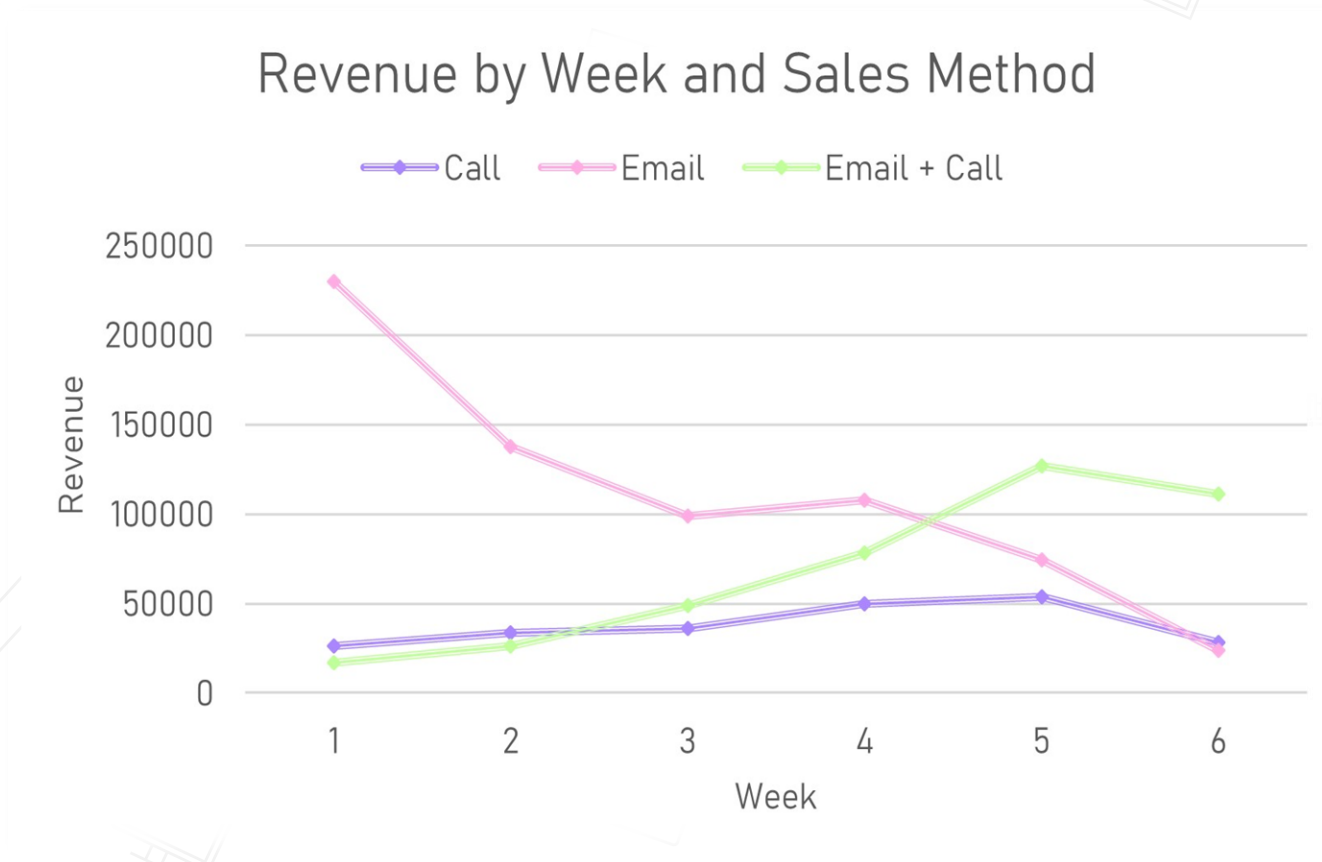
The '**Email + Call**' sales fall in the range of **156 to 191 USD**, which is higher than 'Email' and 'Call'.

'**Call**' sales fall in the range of **41 to 53 USD**, significantly lower than other methods.

This explains why '**Call**' contributes the smallest percentage (**17.4%**) to total revenue.

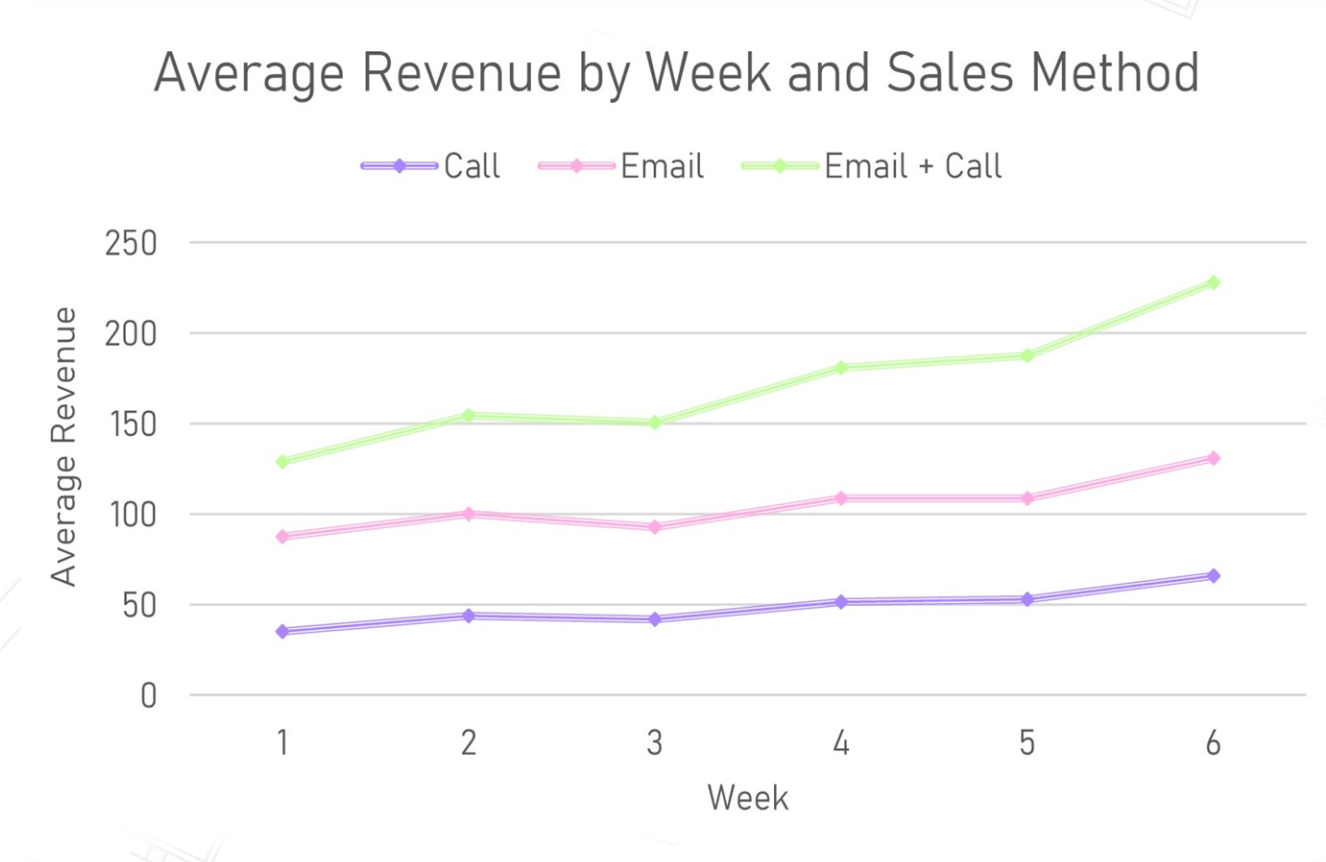


# Was there any difference in revenue over time for each of the methods?



The '**Email + Call**' sales method, despite a slow start, became the top revenue generator by the 6th week..

# Which sales method would I recommend continuing to use?



We should prioritize the '**Email + Call**' method, where we send product info emails followed by a call a week later. This approach has proven to yield the highest sales.



# Business Metrics

Since our objective is to enhance revenue using the most effective sales method, I would recommend using the **average revenue for each sales method by week** as our metric.

Based on our data from the last 6 weeks, 31.2% of the revenue is generated through the 'Email + Call' sales method. Therefore, if this percentage increases in the coming weeks, it would be a very positive indicator toward achieving our goal.

# Recommendations

For the following weeks, my recommendations would be:

- Prioritize 'Email + Call' method
- Optimize 'Email' Sales
- Continuous Monitoring
- Research and Innovation
- Set Growth Targets
- Data Quality