# DataCamp Professional Data Analyst Certification

Practical Exam: Sales Strategies Analysis (Pens and Printers)

Backgrounds

- Six weeks ago, Pens and Printers launched a new line of office stationery. Despite the increasing digitalisation of the world, there remains a demand for notebooks, pens, and sticky notes.

- The company has tested three sales methods for our new product line: email, phone, and email + phone.

- The company has released data for six-week sales using the sales methods outlined above. This will be used to determine the most effective sales approach for the new product line for future sales.
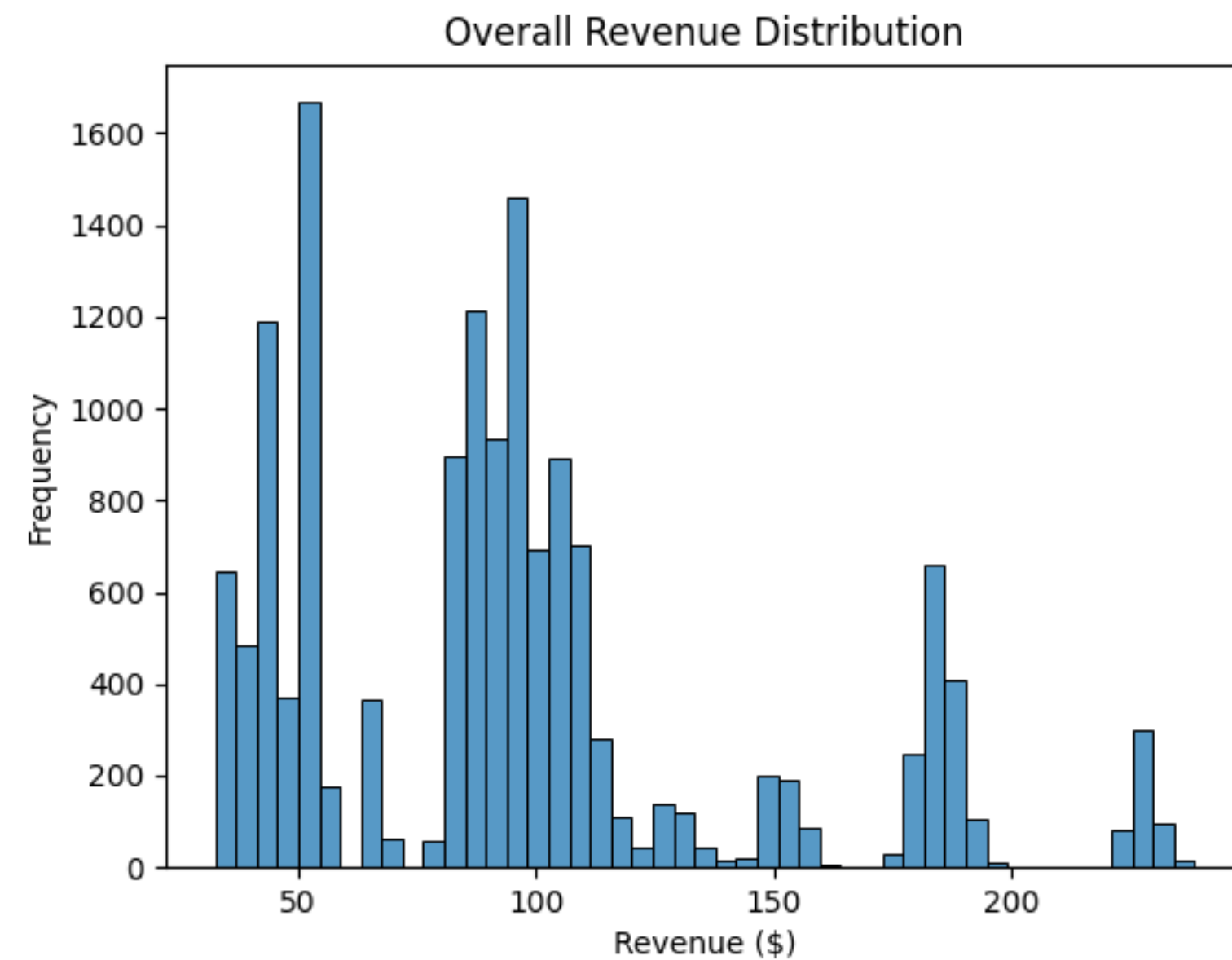
Outcomes
Number of Customers for Each Sales Method
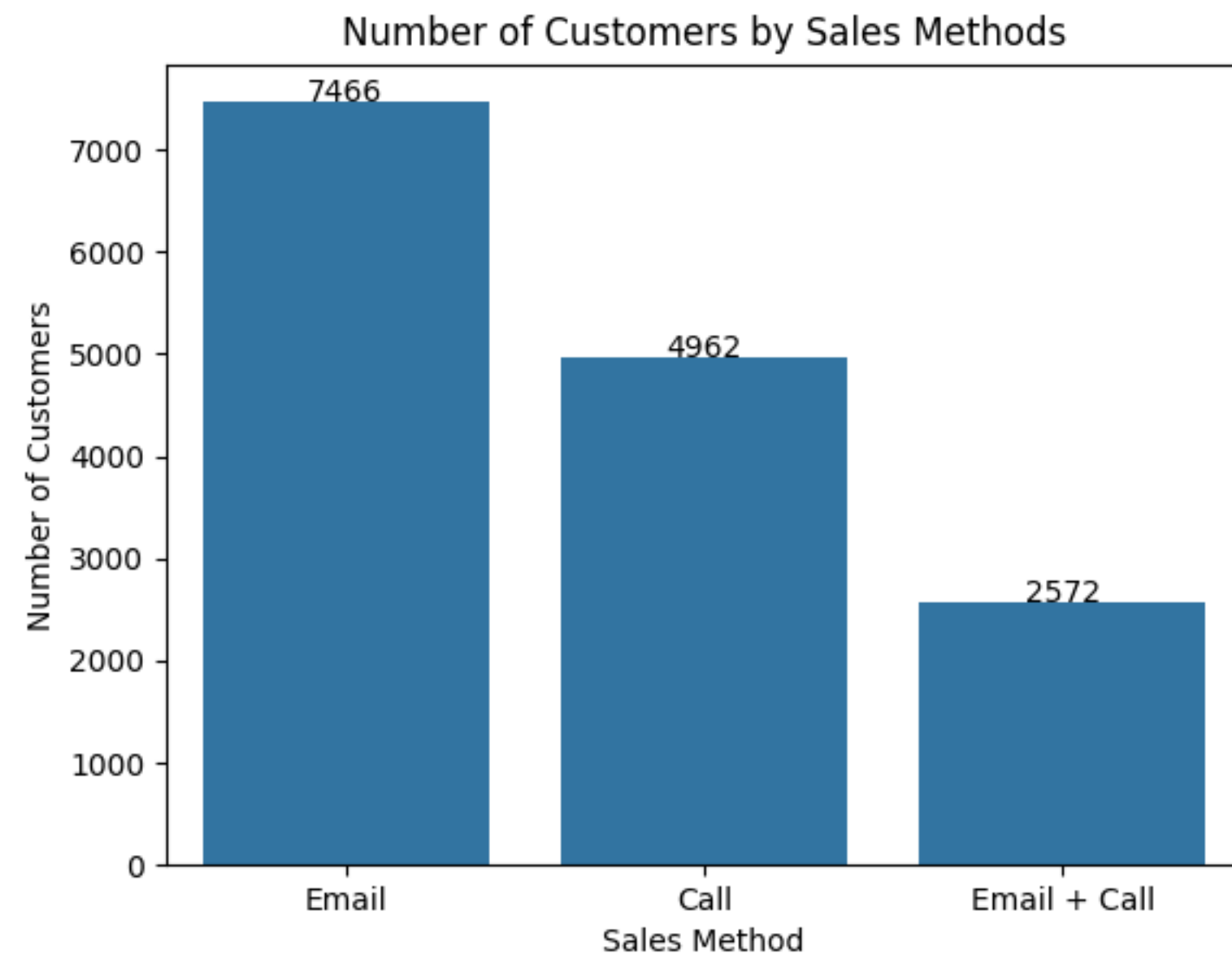
The total number of customers approached during the six-week period was **15000**, which consisted of **7466** via Email, **4962** via Call**,** and **2572** via both methods (Email + Call).
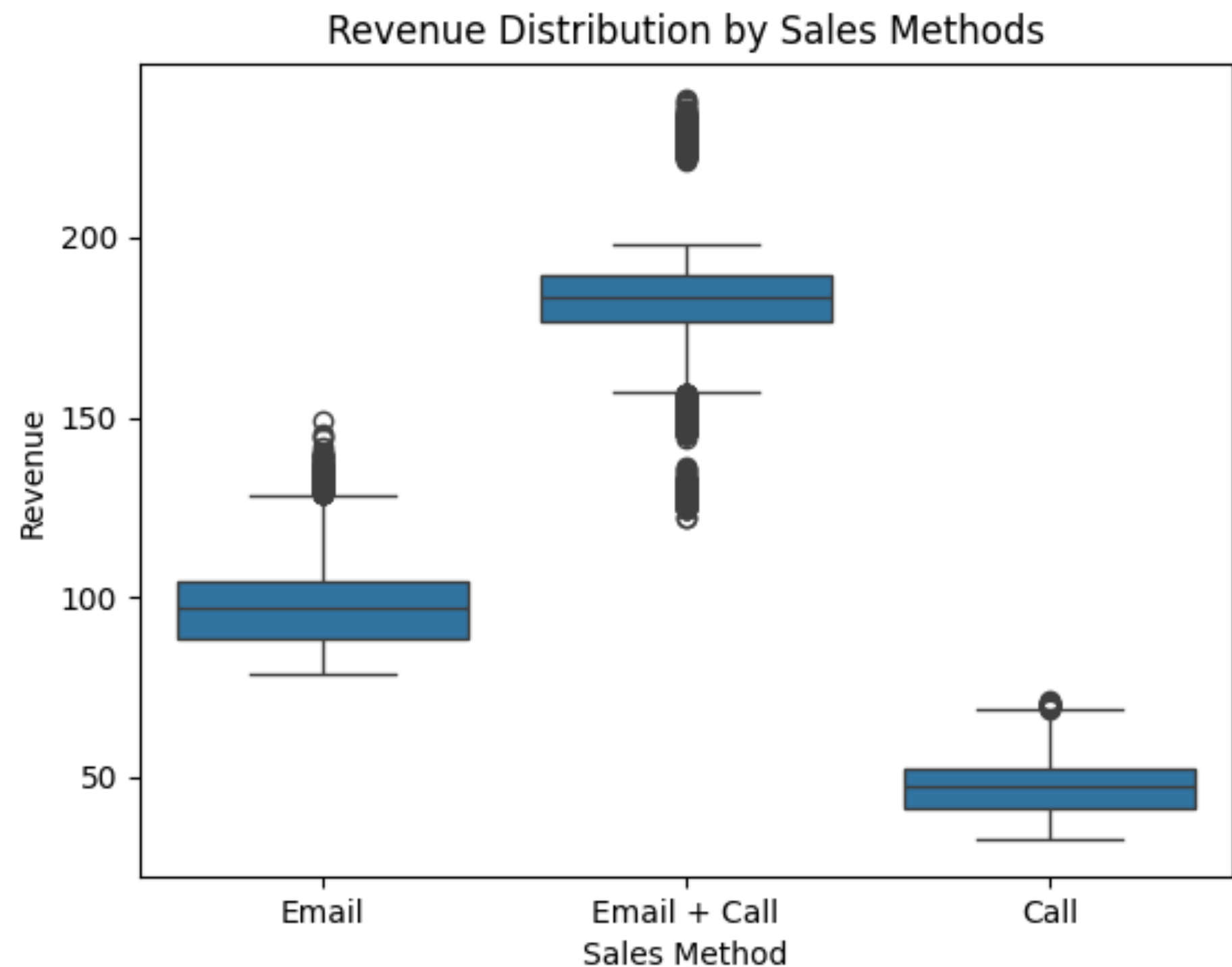
Outcomes

The Distribution of Overall Revenue

Overall Revenue Distribution

Revenue distribution for the following six weeks indicates that most customers spend between **$50 and $100** on our new products.

Outcomes

## The Distribution of Revenue For Each Sales Method

Revenue Distribution by Sales Methods

Revenue distribution for the following six weeks indicates that the **Email + Call** sales method generated the highest revenue, exceeding **$150**. The **Email** sales method generated a total revenue of approximately **$70 to $150**. The **Call** sales method generated the lowest revenue with a total of approximately **$50**.

Outcomes

The Distribution of Number of Products Sold For Each Sales Method

Number of Products Sold by Sales Methods
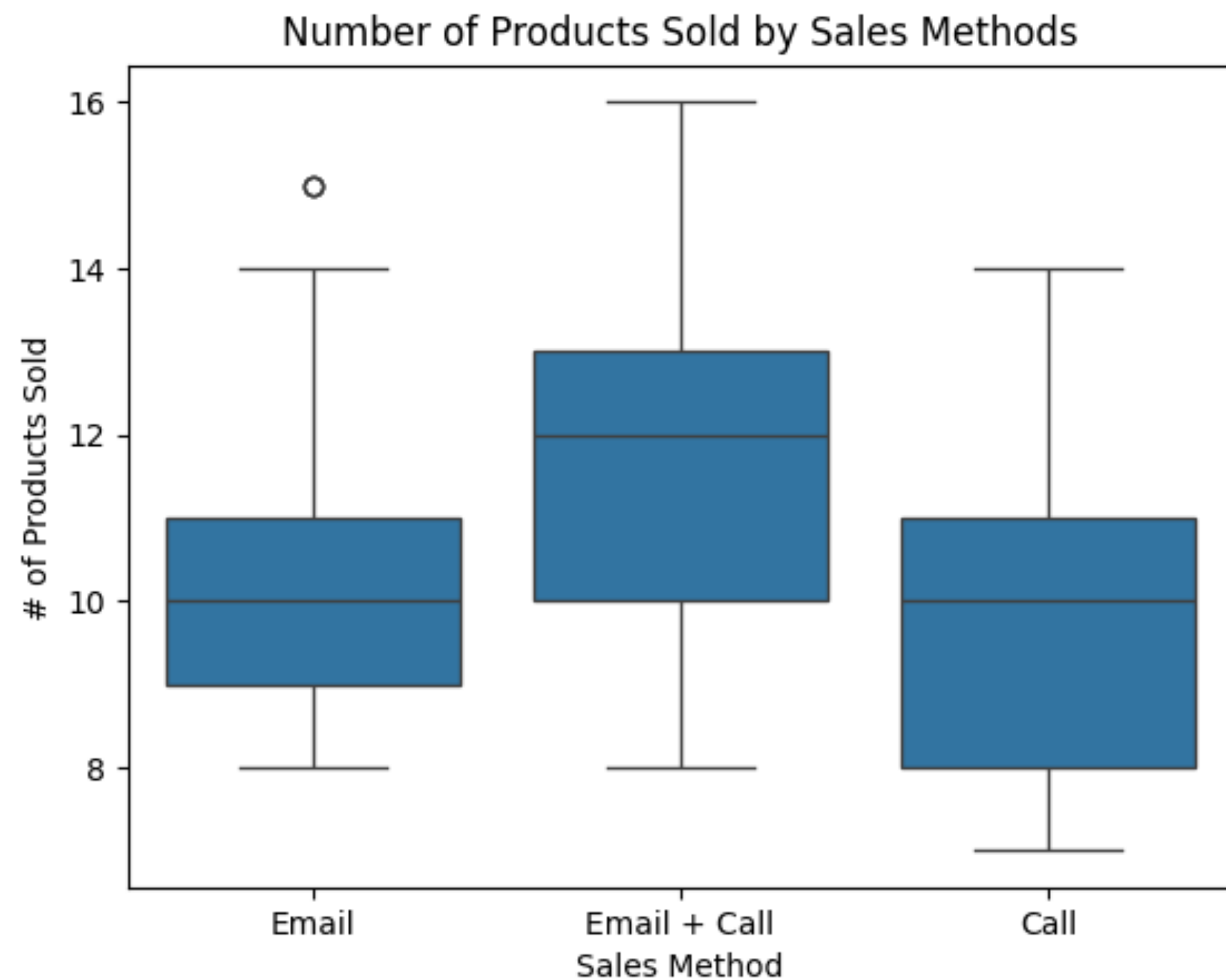
Following our revenue distribution, the number of products sold indicates that the product sold with the highest volume was via the **Email + Call** method, with an average of 12 units. This was followed by the **Call** method and the **Email** method, which have the same average of 10 units, but **Call** sold more products than **Email**.

Outcomes

Revenue Over Time For Each Sales Method

Revenue Over Time by Sales Method
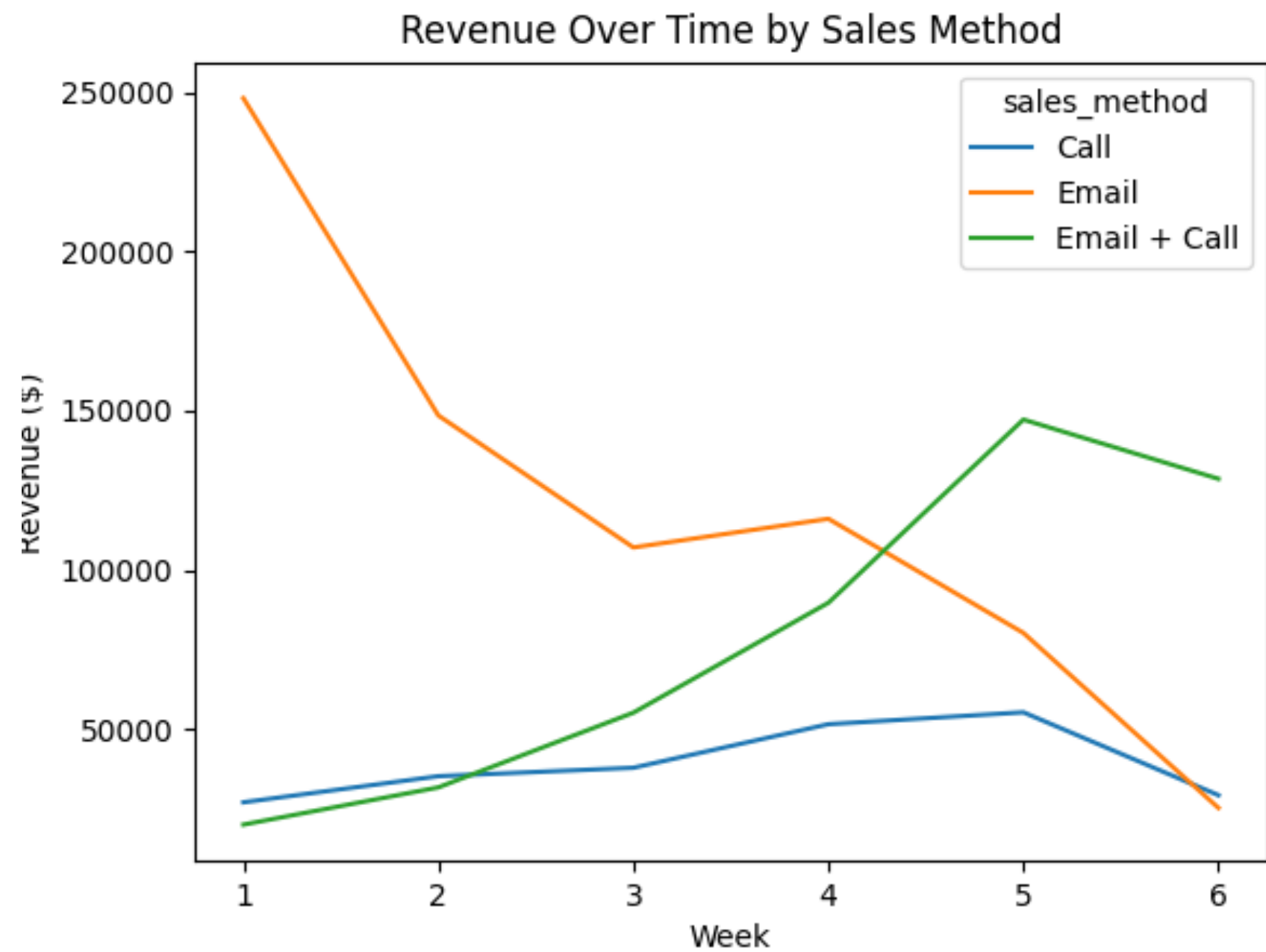
Email generated the **most** revenue in Week 1, while **Email + Call** generated the **least** revenue. The trend indicates a gradual decline in the Email method for the following week. In contrast, **Call** and **Email + Call** show **increasing** revenue each week, resulting in **Email + Call** generating the **most** revenue in Week 6.

Business Metrics

- Based on our last six weeks of data, the revenue generated from the **Email + Call** sales method shows positive trends that can be considered for our new product line.

- To determine the most effective sales method for our new product line, we recommend using **the average revenue generated by each method during the first six weeks** as our metric.

Business Metrics

Average Revenue Per Customers by Sales Method

Average Revenue per Customer by Sales Method over Time
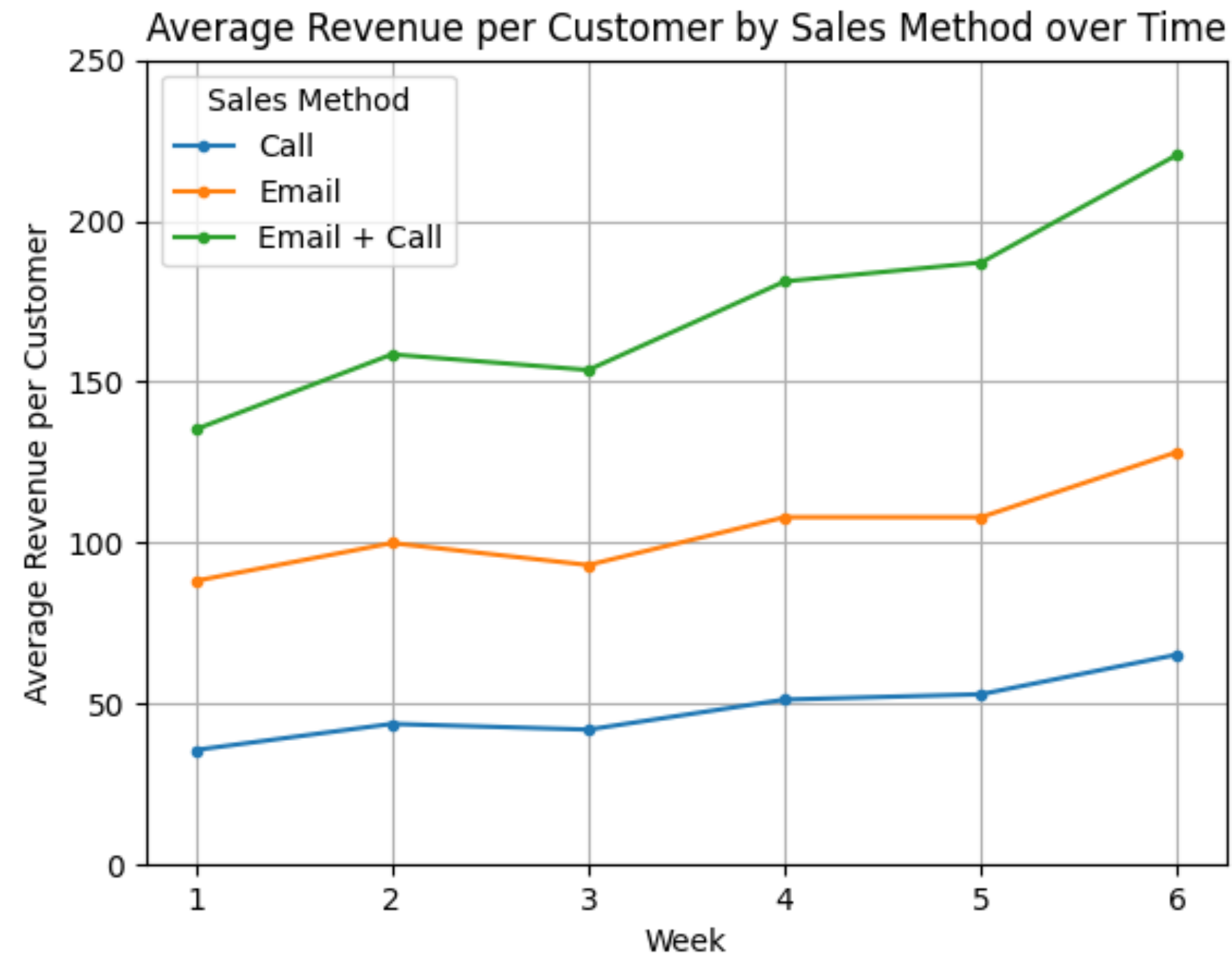
The average revenue trend shows an upward trend for all sales methods from week one to week six. **Email and Call** generated the **largest average revenue** for all weeks, while **Call** generated the **least average revenue**.

Recommendation

- Based on the recent six-week sales method performance and its impact on revenue, we recommend that the **Email + Call** sales method be prioritised for our new product line. This is evidenced by the number of products sold and the highest revenue achieved.

- The **Email + Call** campaign demonstrated a positive trend in revenue generation over six weeks, indicating its potential for continued success.