

Sales Method Analysis

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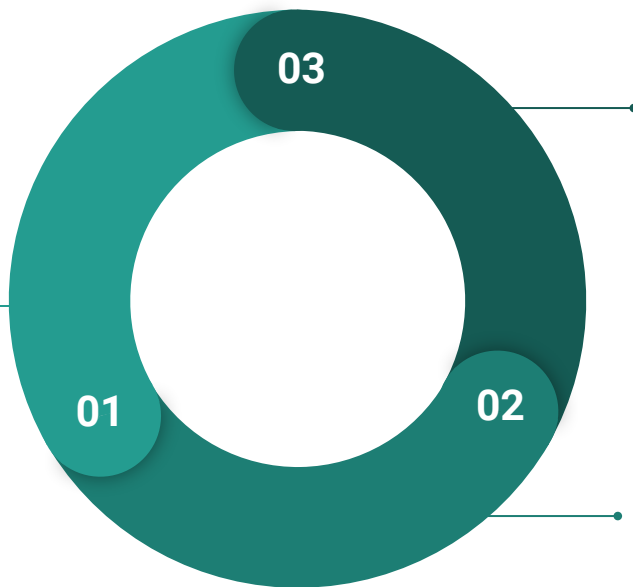




Business Project Overview

Launch of a new product line of Office Stationery

Despite the world becoming increasingly digital, there is still demand for notebooks, pens and sticky notes.



Business Metric to Monitor

The analytics team will present the findings from the data as well as a suggested business metric to monitor for the sales team

Sales Method Experiment

The sales team has tested three different sales strategies, targeted email, phone calls, as well as combining the two, trying to figure out what strategies to stick with



Findings and Solutions

**The customer base
for each method**

50% of customers were reached out by emails only, 33% were contacted by calls only, and 17% were reached out emails and calls

**What sales method to
continue with**

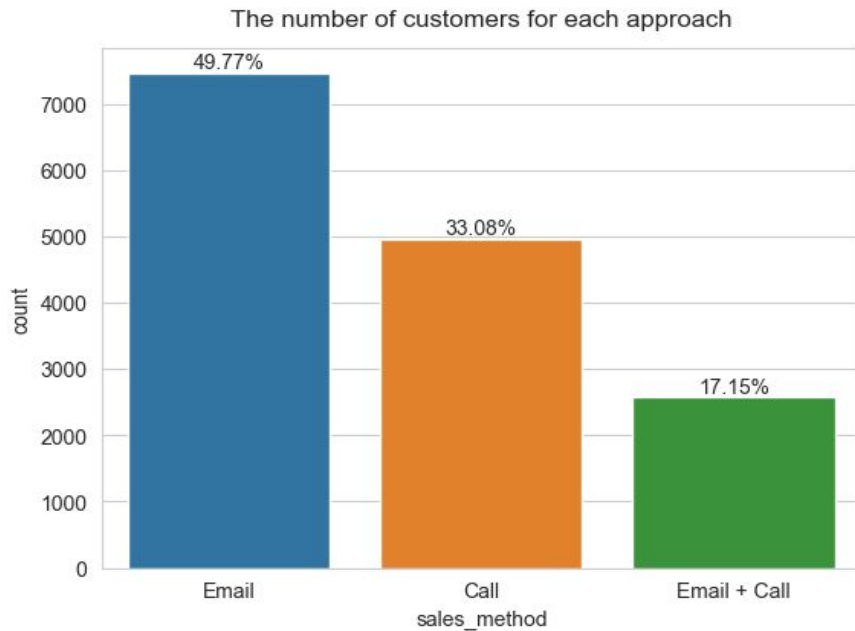
Emails only and the combination of emails and calls should be continued, and the strategy of calls only should be aborted

**What metric to
monitor in the future**

The average purchasing price of new products the customer purchased

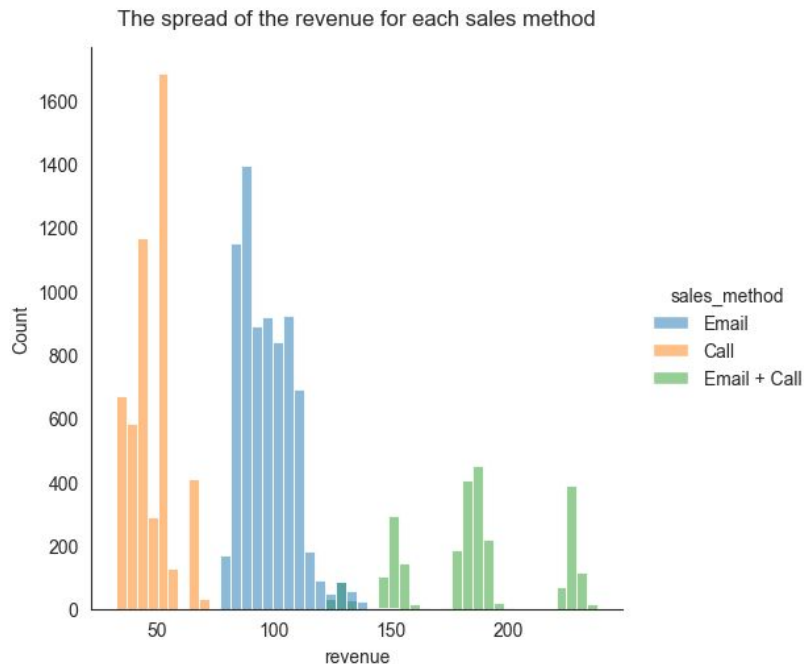


Customer Base across methods



- Almost half of the customers were contacted by emails only
- Around one third of the customers were reached out by calls only
- The rest one sixth of the customers were contacted by a combination of emails and phone calls

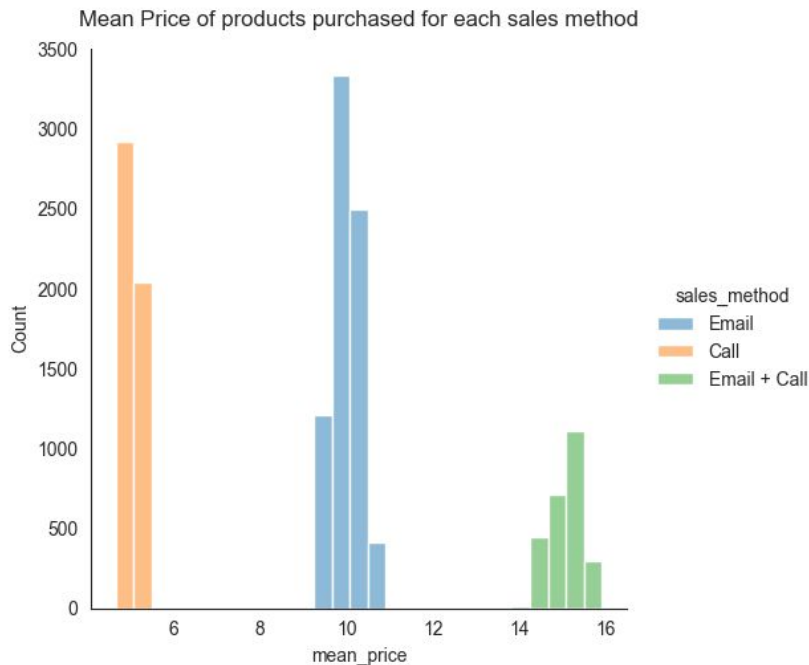
Distinguishable Spread of Revenue



- The revenue distributions were separated by the three sales methods well, indicating significant differences in revenue among different sales methods
- Email + Call turns out to be the group with the highest expected revenue, followed by the email only group.
- Call has the lowest revenue. Given it costs more human resources than Email, it's suggested to be aborted.



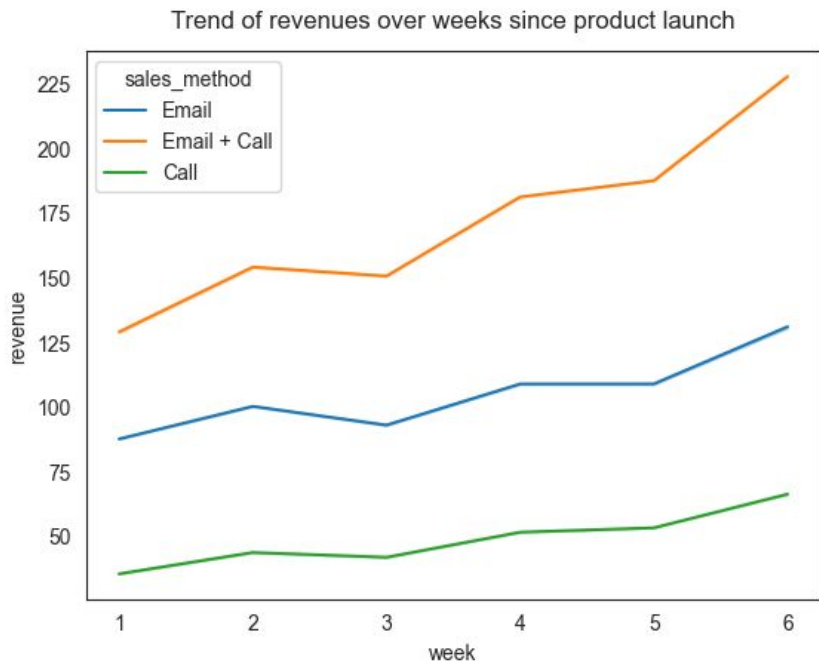
Average Purchasing Price: the metric to monitor



- The differences in the average prices of the products purchased among the three groups are even more distinct than the customer revenue.
- Distinct differences help us predict customer behavior well.
- Future advertising/promotion strategies can be specified by different average prices.



Revenue increases over time



- The customer revenue increases as the number of weeks since the product line launch increases.
- Significant differences in revenue exist among different sales method.

Recommendations

Email + (Call)

Use Email as the general advertising strategy, while apply additional follow-up Phone Call to customers with higher purchase power



Average Purchasing Price to Monitor

3 Use the average price of the products the customer purchased as the monitor metric to understand their purchase power and apply specific advertising strategy

Stick with Email and Email + Call

1 Email and the combination of Email and Call result in better revenue than Call only, while Call requires more resources than Email

Thank you for listening