



Sales strategy analysis for the new product line

Presented by: Wiktoria Dawidczyk

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Certification Data Analyst - Practical
Exam DA601P



Objectives

1

Evaluate the effectiveness of different sales methods.

2

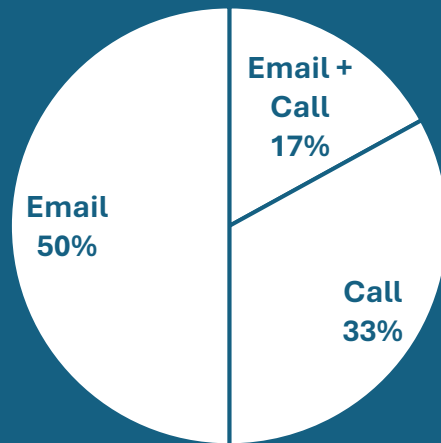
Provide data-driven recommendations to optimize sales strategies.

3

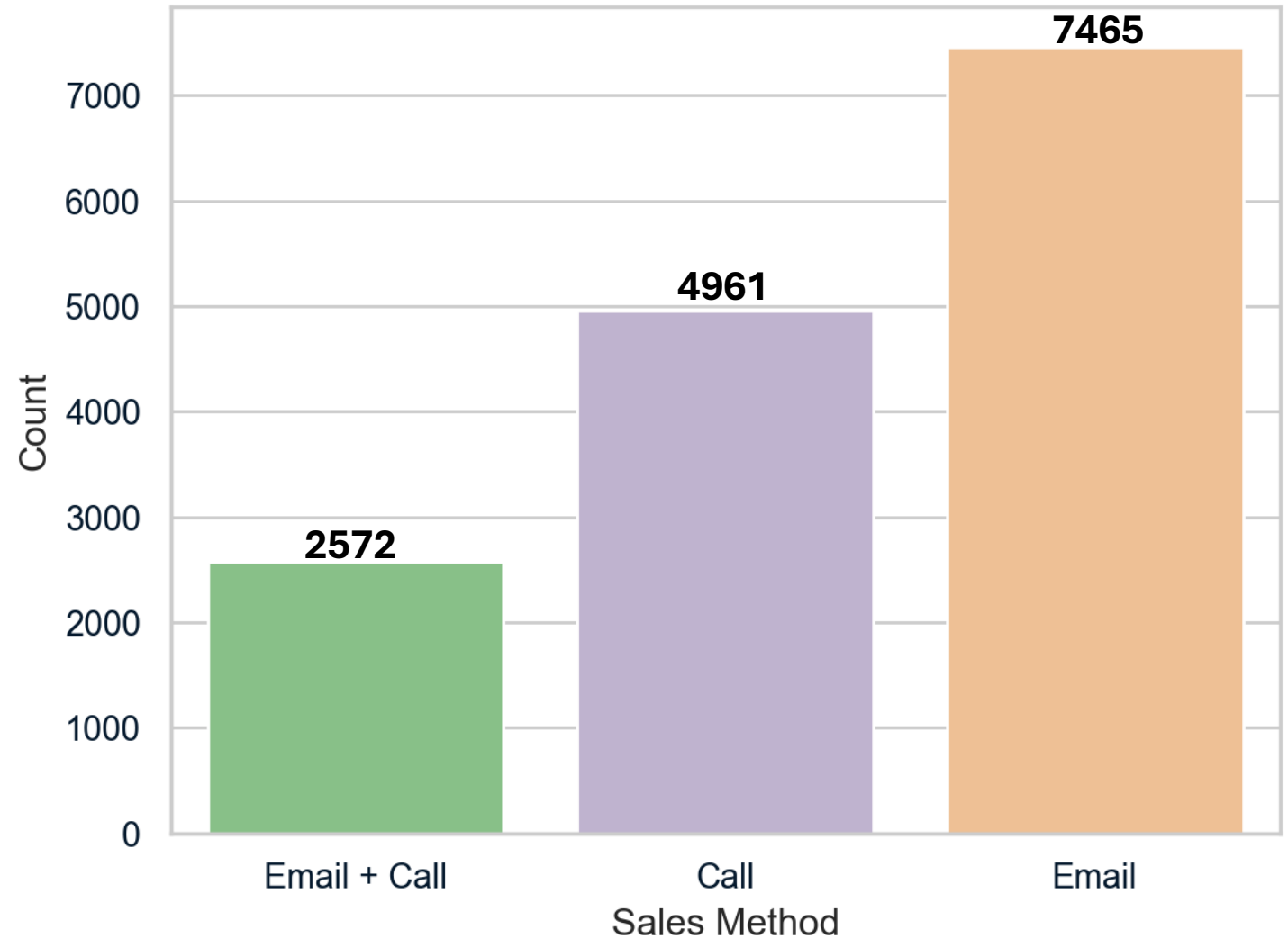
Establish a key metric for ongoing performance monitoring.

Customer Engagement

DISTRIBUTION OF CUSTOMERS BY SALES METHOD [%]

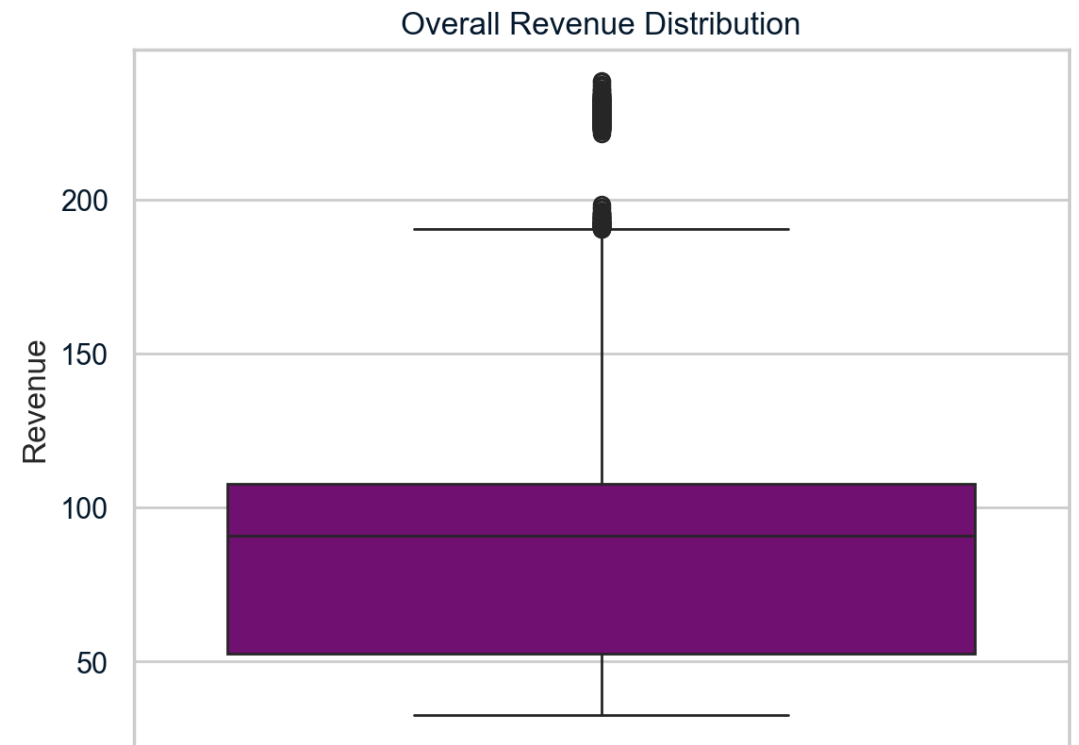
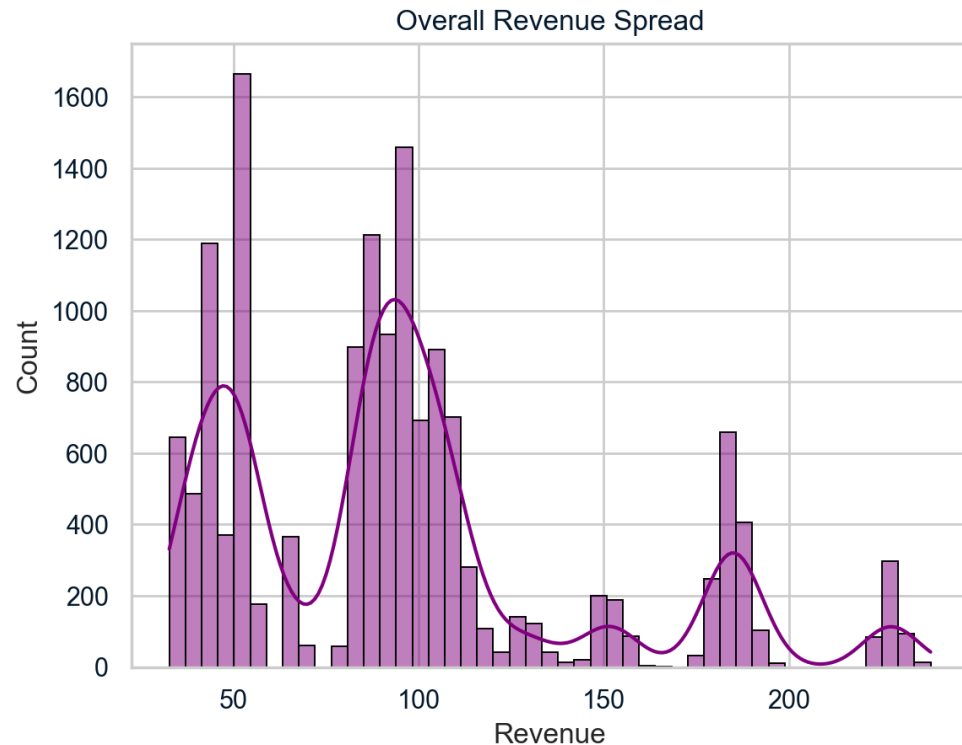


Distribution of Customers by Sales Method



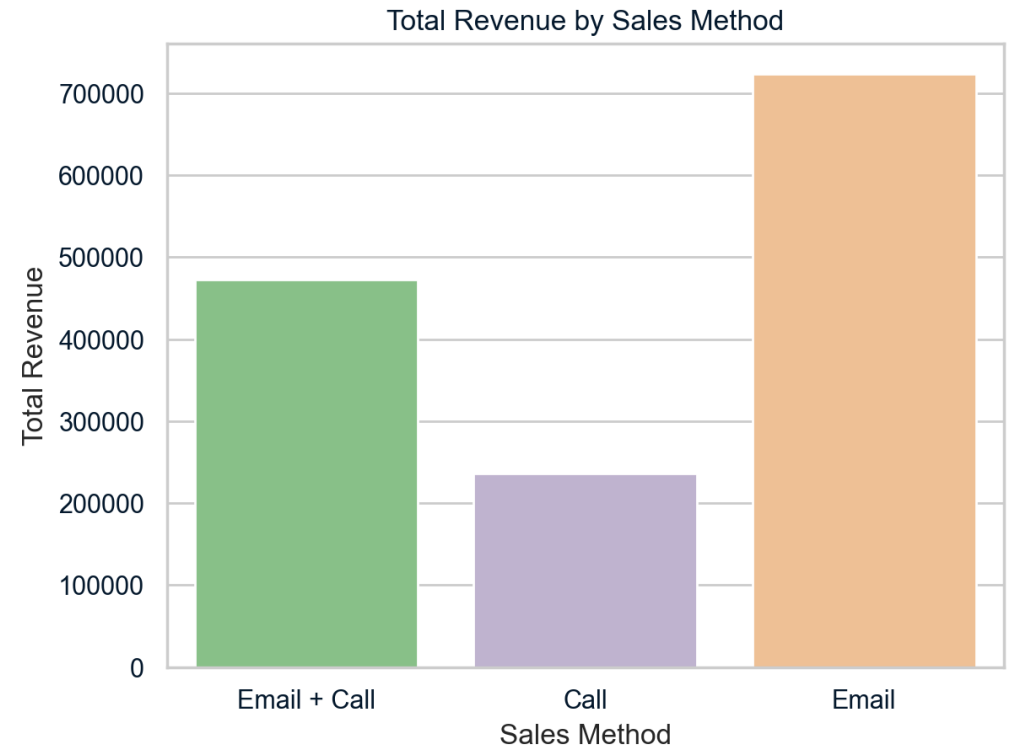
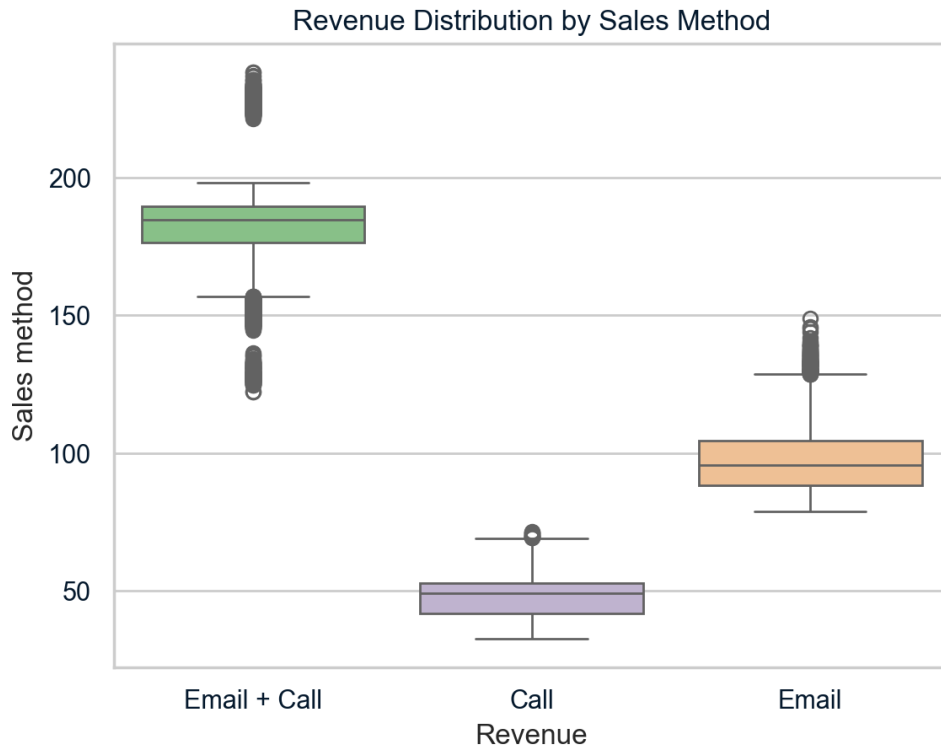
Revenue Distribution Analysis

- **Mean:** ~ \$95
- **Median:** ~ \$91
- **Range:** \$32.54 to \$238
- **Distribution:** Right-skewed with 5 peaks
- **Key Peaks:** Sales concentrated around \$50, \$90, and a smaller peak at \$185



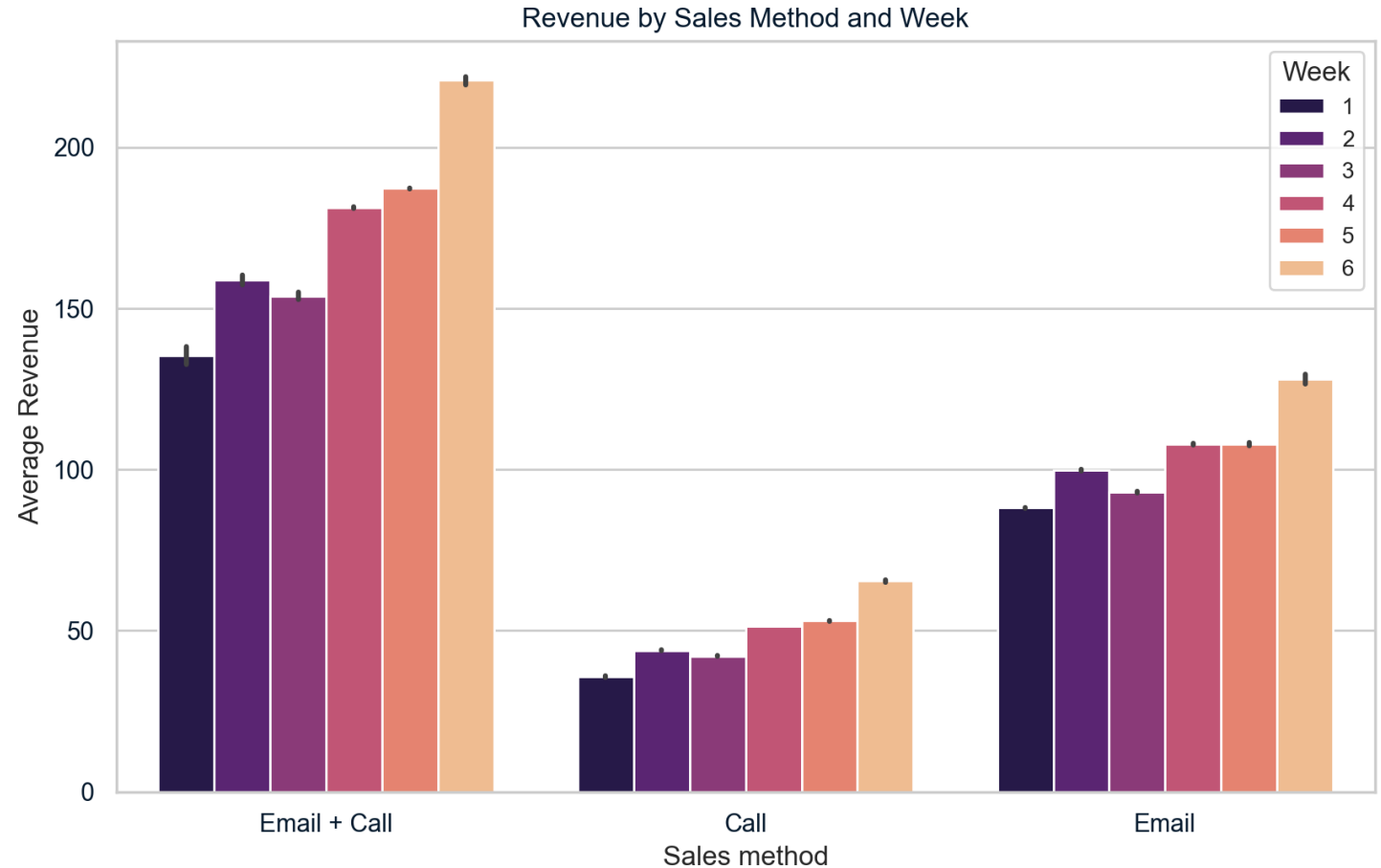
Revenue Distribution Analysis

- **Call Method:** Lowest average revenue (\$47.65), narrowest spread (IQR: \$11).
- **Email Method:** Higher average revenue (\$97.01), broader spread (IQR: \$16).
- **Email + Call:** Highest average revenue (\$183.80), wide variability with notable outliers.
- **Total Revenue:** Email method leads, followed by Email + Call; Call method trails.



Trend analysis over time

- **Overall Trend:** All sales methods show an upward trend in revenue over time, peaking in Week 6.
- **Call:** 83% increase with \$65.36 final revenue, showing steady growth but starting from a lower base.
- **Email:** 46% increase with \$128.10 final revenue, demonstrating a strong upward trend.
- **Email + Call:** 63% increase with \$220.76 final revenue, showing the most substantial growth and highest final revenue.



Business Metric to Monitor

- **Key Metric: Average Revenue by Sales Method**
- **Description:** Measures the average revenue generated per customer for each sales method (Email, Call, and Email + Call).
- **Purpose:**
 - **Evaluate Efficiency:** Compare revenue per customer by method to prioritize and refine strategies.
 - **Resource Allocation:** Guide investment towards the most effective sales methods.
 - **Performance Tracking:** Monitor changes over time to assess the impact of strategic adjustments.

Sales Method	Total Revenue	Number of Customers	Average Revenue
Email	\$724,216	7,465	\$97.01
Call	\$236,391	4,961	\$47.65
Email + Call	\$472,731	2,572	\$183.80

Summary

The analysis of the sales data reveals important insights into the effectiveness of different sales methods used for the new product line of office stationery:

Customer distribution:

- The Email reached the most customers, followed by Call and then Email + Call. Despite its broad reach, Email generated lower revenue per customer compared to the more personalized methods.

Revenue distribution:









- The Email + Call generated the highest average revenue per customer, suggesting that a combination of initial email outreach and follow-up calls is most effective for maximizing revenue.

Revenue trends:

- All sales methods showed positive revenue trends over the six-week period, with Email + Call demonstrating the highest growth in revenue.



Recommendations

-  **Prioritize Email + Call Method**
 - Higher revenue per customer
-  **Allocate Resources Wisely**
 - Invest more in Email + Call
 - Train sales teams
-  **Use Email for Broad Outreach**
 - Initial engagement with many customers
-  **Consider Phasing Out Call Method**
 - Lower revenue, high resource use
-  **Regularly Monitor Metrics**
 - Track Average Revenue by Sales Method
-  **Improve Data Collection**
 - Address missing data
-  **Enhance Insights**
 - Analyze feedback, optimize content/scripts
-  **Develop a Sales Dashboard**
 - Real-time monitoring of key metrics





Q&A