Smart Selling: Data-Driven Strategy for Our Creative Stationery Line

- Maximizing Revenue Based on 6-Week Pilot Results
- Presenter: Xuan Suo
- Date: 2025/11/3

Our Mission

- The Goal: Determine the most effective sales strategy using actual performance data

- The Data Foundation: Cleaning & validating our results

- Key Findings: What the numbers definitively show us

- The Time Question: Balancing revenue with effort

- Action Plan: Implementing what works
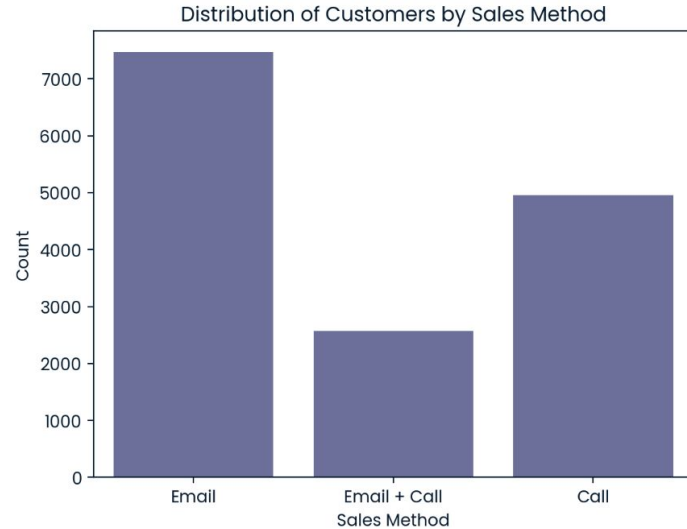
Building Trust in Our Data

- Our Starting Point: 15,000 customer interactions across 3 methods

- Data Quality Assurance:

  1 : Standardized categories — fixed inconsistent entries ('email' vs. 'Email')

  2 : Handled missing data — addressed 7% missing revenue values using averages

  3 : Removed errors — eliminated impossible customer tenure records

  4 : Zero duplicates — clean dataset ready for analysis

- Key Number: *14,998 clean customer records analyzed*

Customer Distribution by Method

- Email: 7,466 customers

- Call: 4,962 customers

- Email + Call: 2,572 customers

Key Insight: Heavy focus on Email outreach

```
Email          7466
Call           4962
Email + Call   2572
Name: sales_method, dtype: int64
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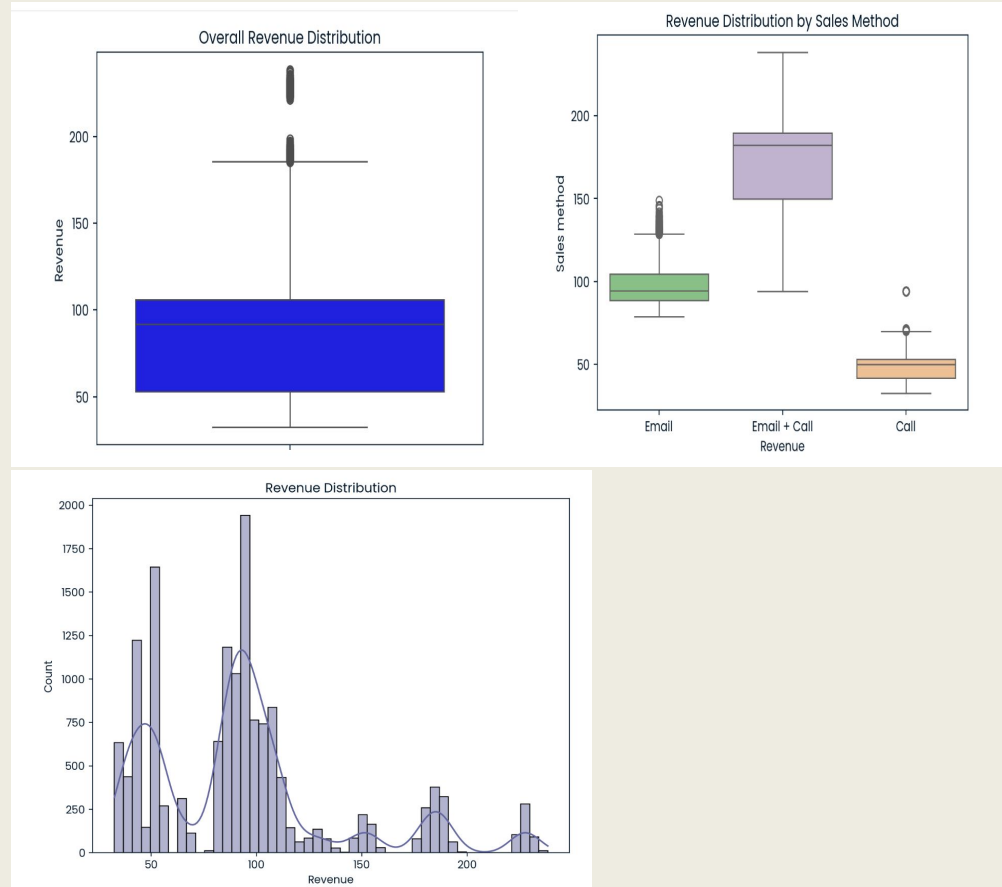

Distribution of Customers by Sales Method

Revenue Distribution Analysis

REVENUE PATTERNS

Boxplot Shows:

• Wide revenue distribution across methods

• Potential outliers in performance

• Different revenue clusters

Histogram Reveals:

• Bimodal distribution pattern

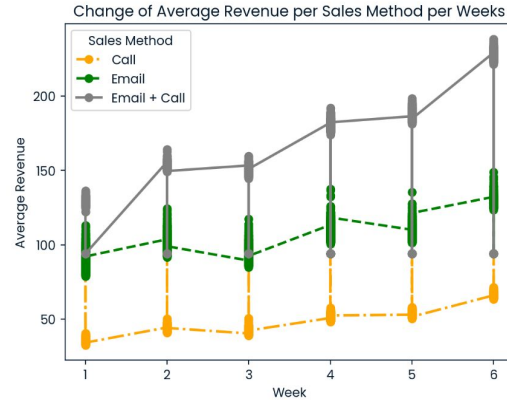• Two distinct performance groups

• Opportunities for optimization
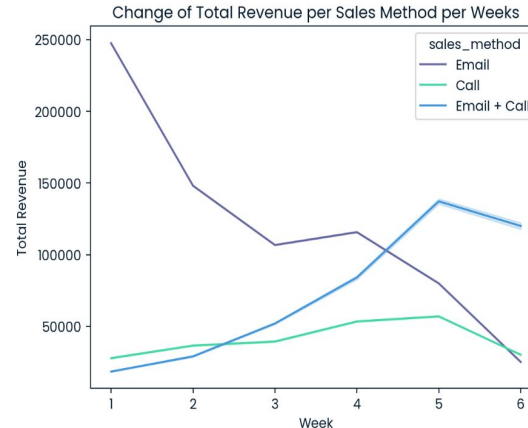
Weekly Performance Trends

WEEKLY TREND ANALYSIS

Average Revenue Trends:

• Email+Call: Consistently highest

• Email: Stable middle performance

• Call: Consistently lowest

Total Revenue Trends:

• Email drives volume due to high usage

• Email+Call shows strong per-customer value

• Call contributes least to overall revenue

Change of Average Revenue per Sales Method per Weeks

Change of Total Revenue per Sales Method per Weeks

But What About Our Time?

Email = $96.90 per customer

Email+Call = $171.48 per customer

Time Estimates — Email: 0.1 hr | Call: 0.5 hr | Email+Call: 0.6 hr

Initial Revenue Estimation

Sales Method	Avg. Revenue	Contact Hours	Revenue/Hour
Email	$96.90	0.1 hr	$969
Call	$49.29	0.5 hr	$99
Email + Call	$171.48	0.6 hr	$286

The Strategic Choice

Key Numbers:

- 10x difference between best and worst methods ($969/hr vs $99/hr)

- 77% higher revenue per customer with combined approach

- 6 minutes vs 36 minutes time investment

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Our New Sales Playbook

Three Simple Changes:

1:Stop call-only outreach to cold leads

2:Start using Email+Call for warm leads and repeat customers

3:Track Revenue per Hour as our main performance metric

Expected Impact & Q&A

What This Means for Our Team:

- Higher earnings from premium conversions

- Clearer daily priorities

- Better results with same effort

- Stronger customer relationships