

PRODUCT SALES APPROACH ANALYSIS

PENS & PRINTERS





Business Goals

- The primary goal is to generate revenue by selling the new line of office stationery products. Launching a new product line is expensive and we need to make sure we are using the best techniques to sell the new product effectively.
- The sales rep wants to determine which sales approach (email, call, or email+call) is most successful in terms of customer engagement and revenue generation.



Outcomes

How many customers were there for each approach?



From 1984, we contacted 6921 customers through email, 4780 through call, and 2223 through both email and call.



Outcomes

Percentage of customers for each approach

Sales Method Distribution



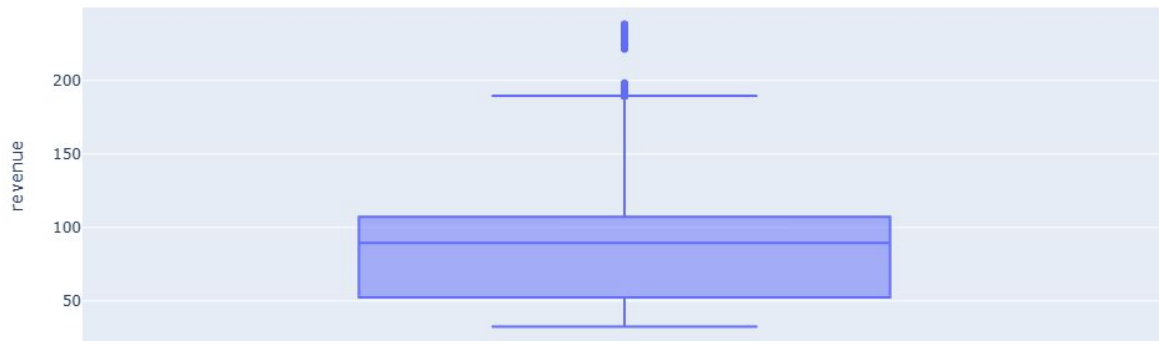
About 49.7% customer received Email, 34.3% received Call, and only 16% received from Email+Call.



Outcomes

Spread of the revenue overall

Spread of Revenue Overall

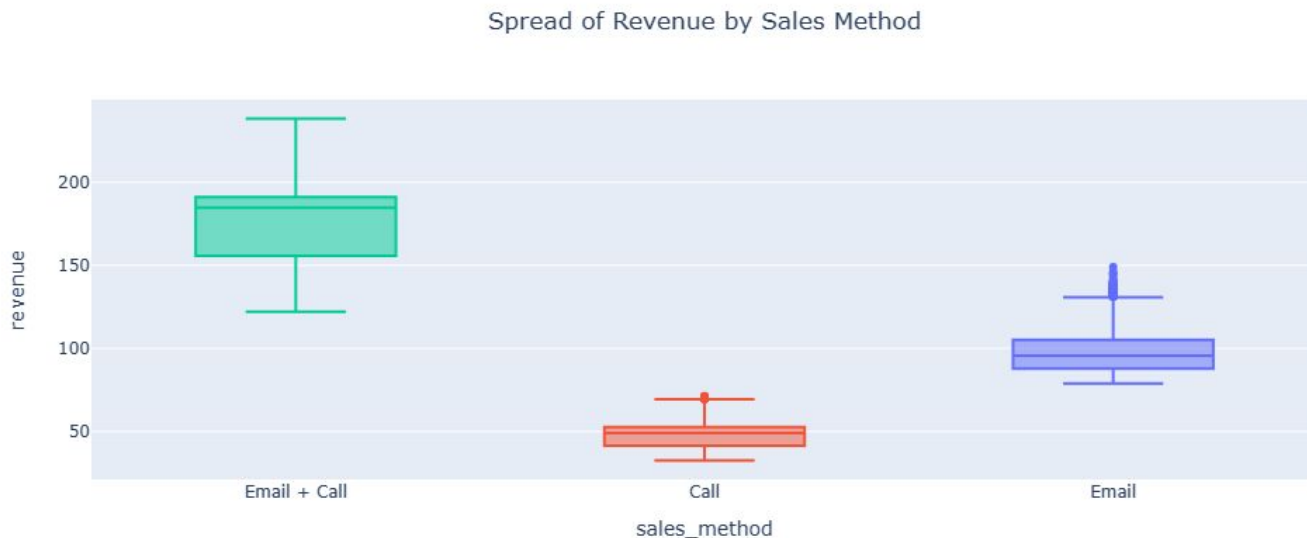


We can see majority of the overall revenue we gain from sales range from 32.54 to 107.33



Outcomes

Spread of the revenue for each method



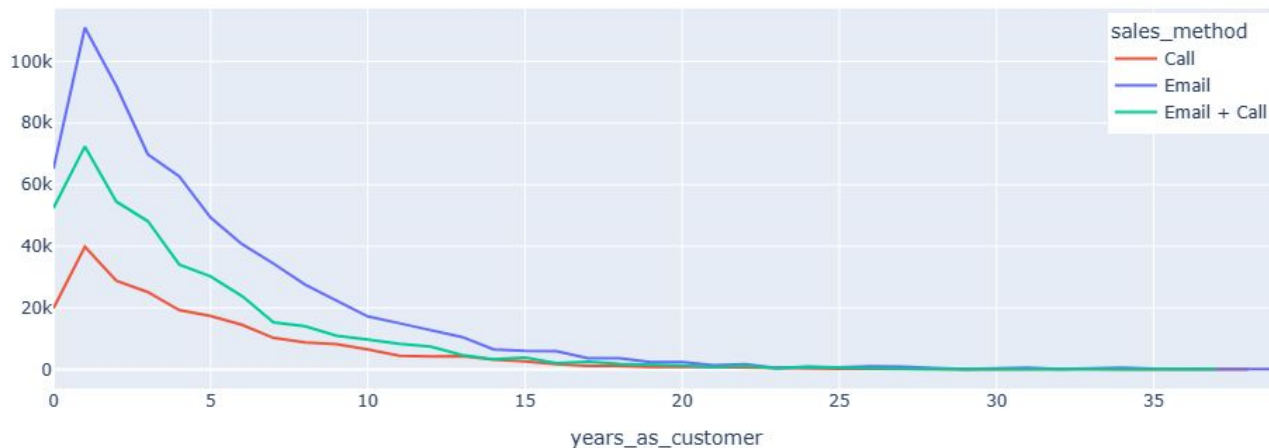
For individual sales methods, the majority of the sales revenue for Email+Call range from 155.77 to 191.12, for Call range 41.47 from to 52.68, for Email range from 87.88 to 105.17.



Outcomes

Difference in revenue over time for each method

Revenue Over Time by Sales Method



From this line chart, most revenue is gained from customers over time via Email. Email+Call is the closest revenue-gainer method compared with Email. Call is the lowest revenue-gainer sales method. Also in customers' first year, we obtain the most revenue. But it gradually decreased over time.



Business Metrics

Since our goal is to choose most effective sales method, I would recommend we use the **revenue gained by sales method** as our metric.

Based on the data, the median revenue of **Email+Call** is **184.74**, gained from **16%** of total customers. And the median revenue of **Email** is **95.58**, gained from **49.7%** of total customers. So Email+Call is a very effective approach.



Recommendation

I would recommend we can focus on the following steps:

- Monitor key metrics to identify trends and patterns in order to assess the performance of our sales efforts and identify areas for improvement.
- Track the results of each sales method to determine which method is most effective for our new line of office stationery.
- Educate our customers about the new product and its benefits. We can do this through:
 - marketing campaigns
 - sales brochures
 - customer training programs
- Implement customer retention and loyalty programs, especially for customers who have been with us for 10 years or more.
- We increase using Email+Call method.
- Data Collection for in-depth analysis
 - Improve data quality - reduce null values
 - Avoid inconsistent values in years_as_customer, two rows have data before 1984