

# NEW PRODUCT SALES STRATEGY

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# BUSINESS GOALS

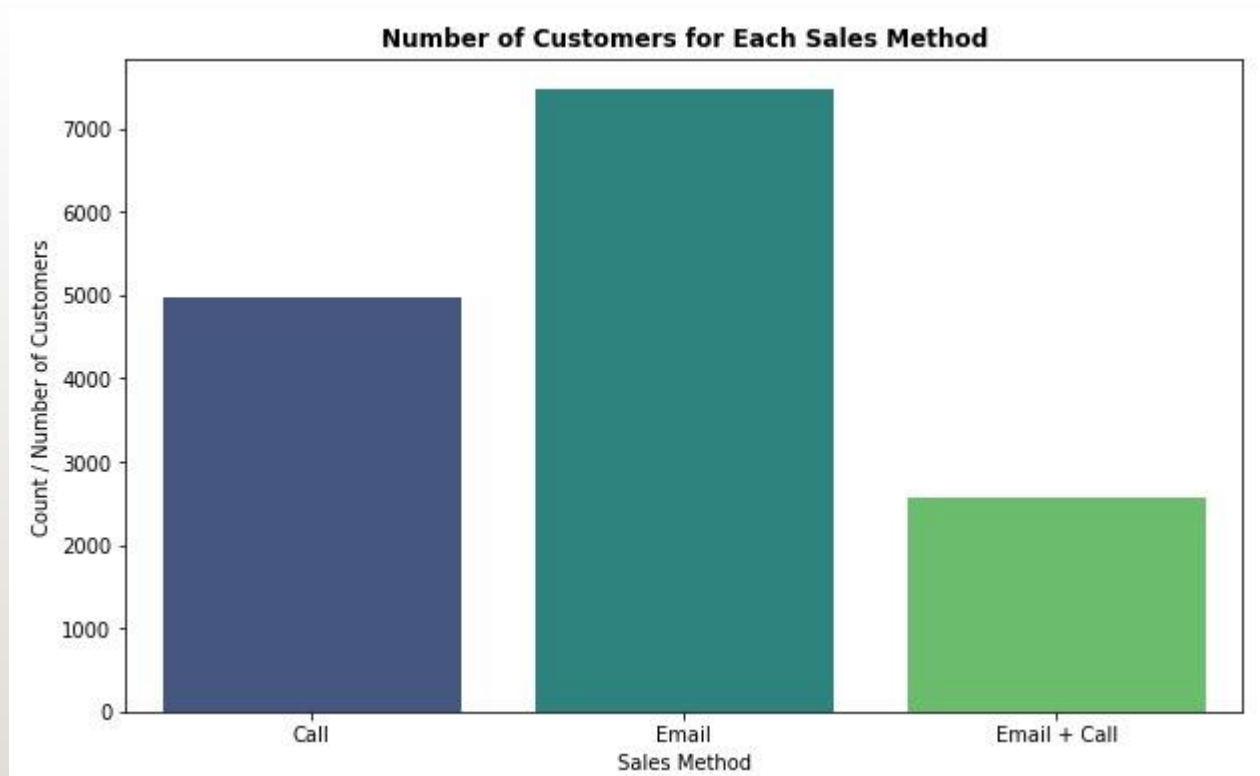
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- Considering the launch of new products for office stationery needs, accompanied by changing customer purchasing methods, the sales strategy must also change. therefore, the sales team needs to ensure that the sales methods used are the best to sell the new product effectively.
- The sales tim want to know the following insights:
  - Differences in the number of customers based on each sales strategy approach
  - The distribution of revenue overall and for each method
  - Differences of revenue over time for each method
  - The best method to sell products effectively

# OUTCOMES

Differences in the number of customers based on each sales strategy approach

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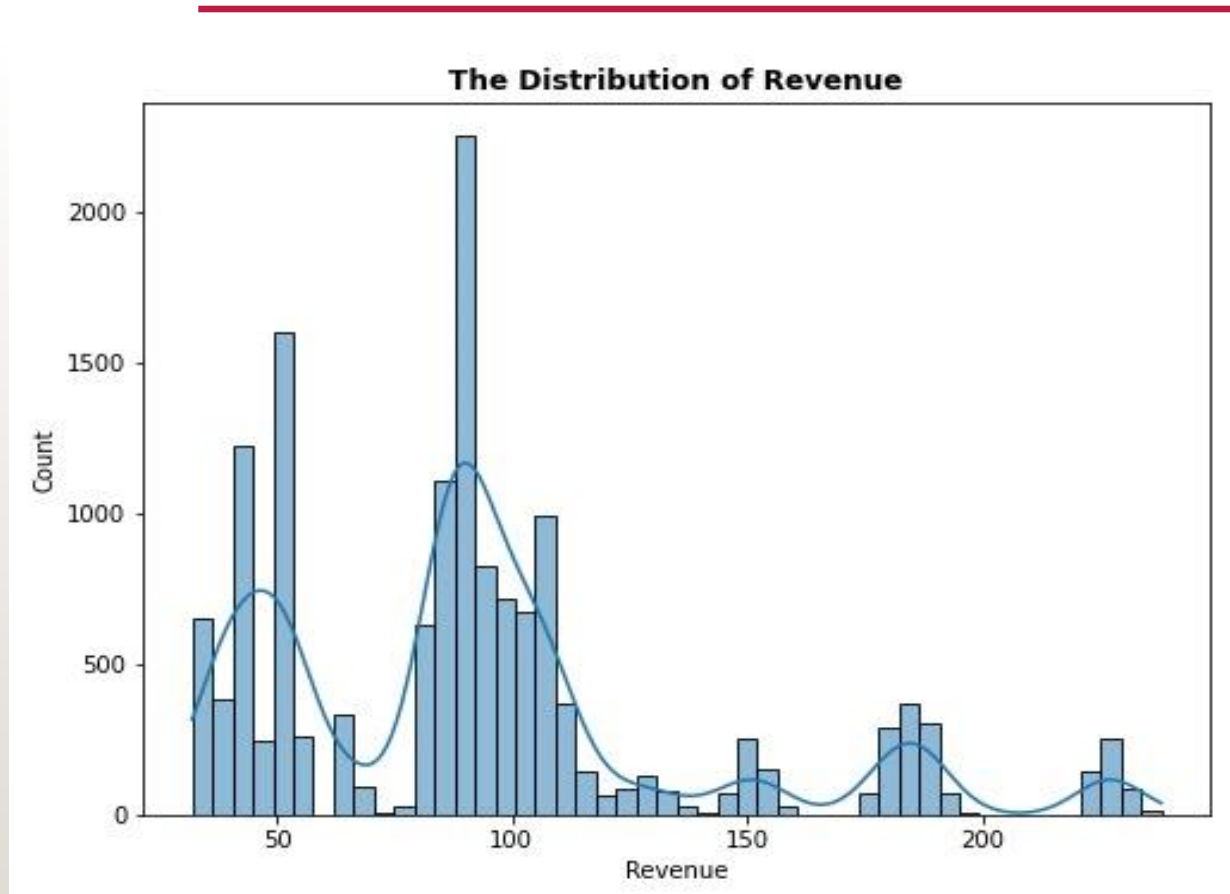
From the last 6 weeks record. When a new product was launched, the sales strategy was carried out by the sales team mostly used an email strategy. Followed by the call method and finally the combination method of the two. Also we can see that the email sales method is 3 times higher than the combination Email + Call method. And the call method is twice as large.

Therefore we can conclude that the sales method frequently used by the sales team is using email in the last 6 weeks

# OUTCOMES

Differences in revenue for each sales method approach - Revenue

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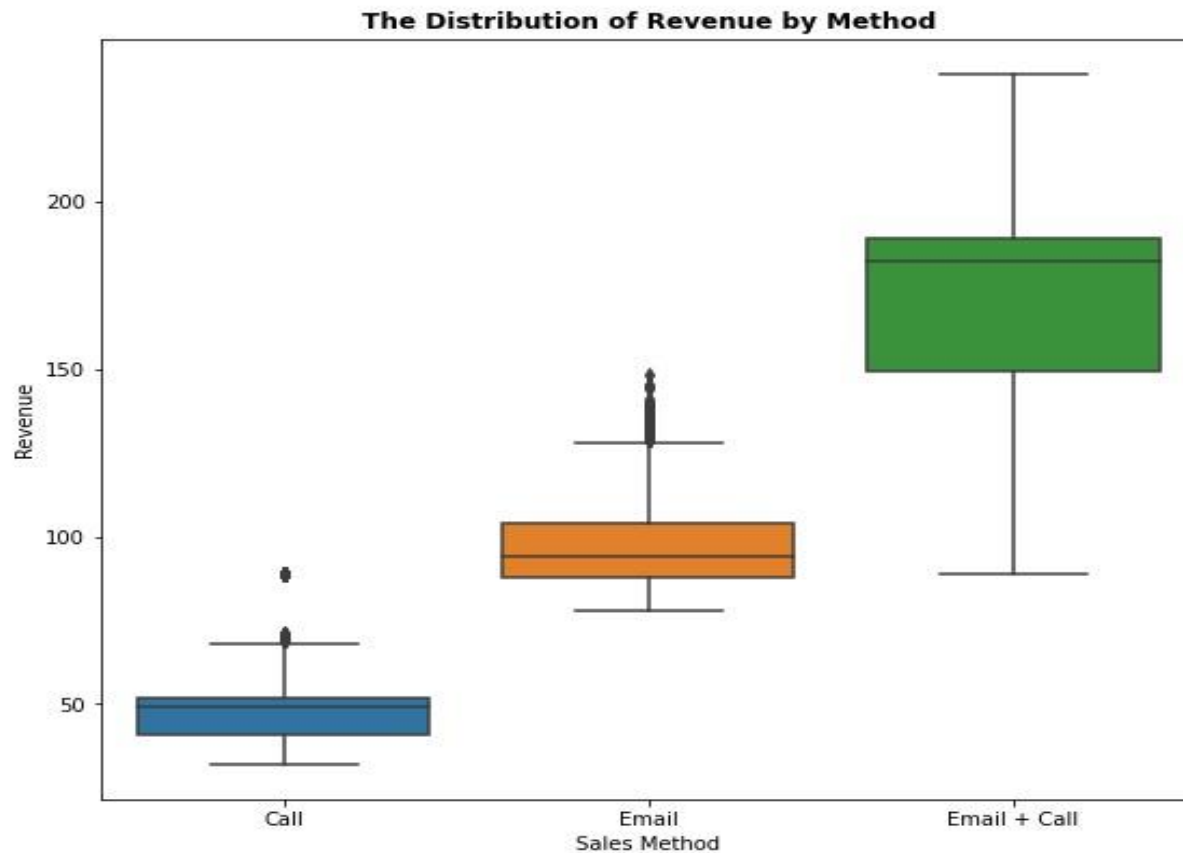


We can see the distribution of revenue generated through a histogram. The majority of revenue achieved in the last 6 weeks was less than 200. For revenue more than 200, this could be considered an outlier.



# OUTCOMES

## Differences in revenue for each sales method approach - Revenue

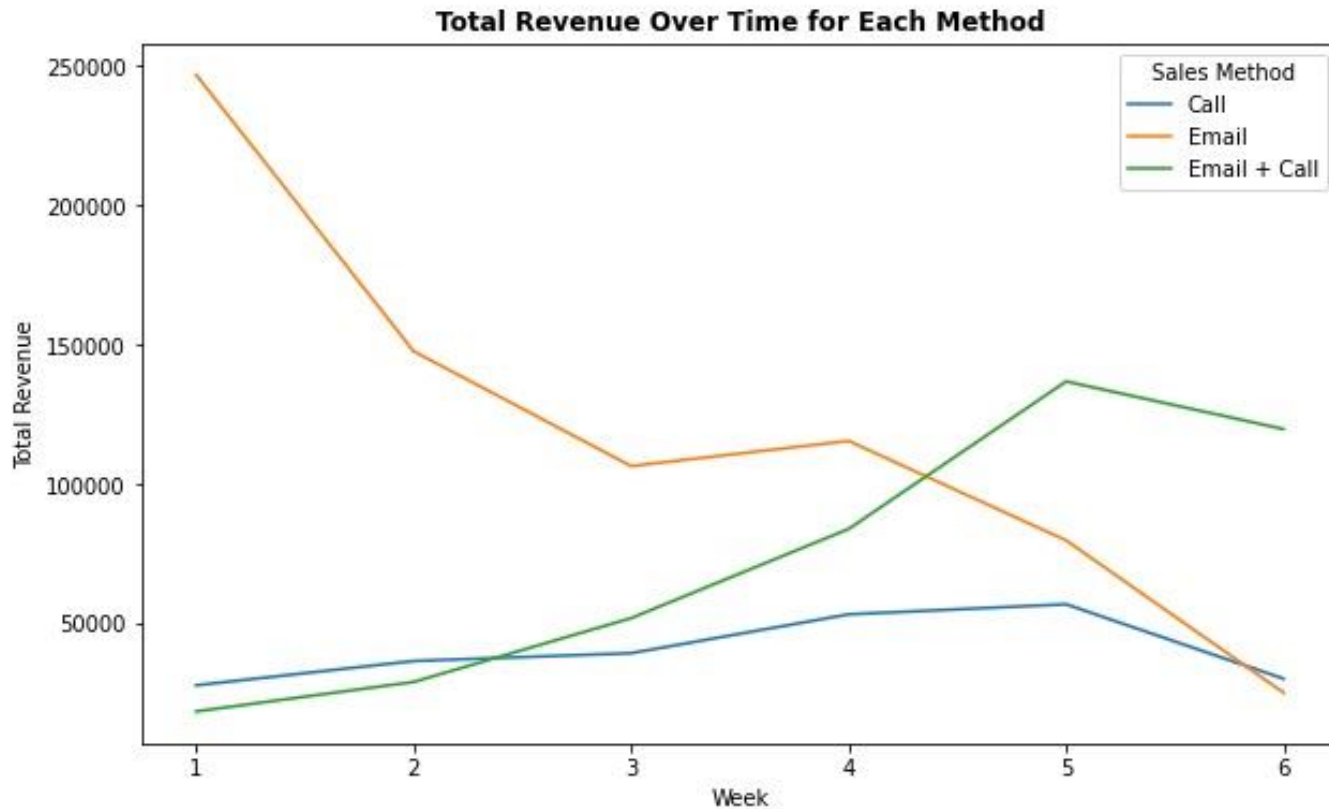


The distribution of revenue based on each sales method shown in the boxplot. We can see that the majority of the largest revenue is achieved by the email + call sales method, **namely in the range of 149.82 to 189.53**, this number is greater than the email sales method, which is the method frequently used over the last 6 weeks by the sales team.

# OUTCOMES

Difference in revenue over time for each sales method - Revenue

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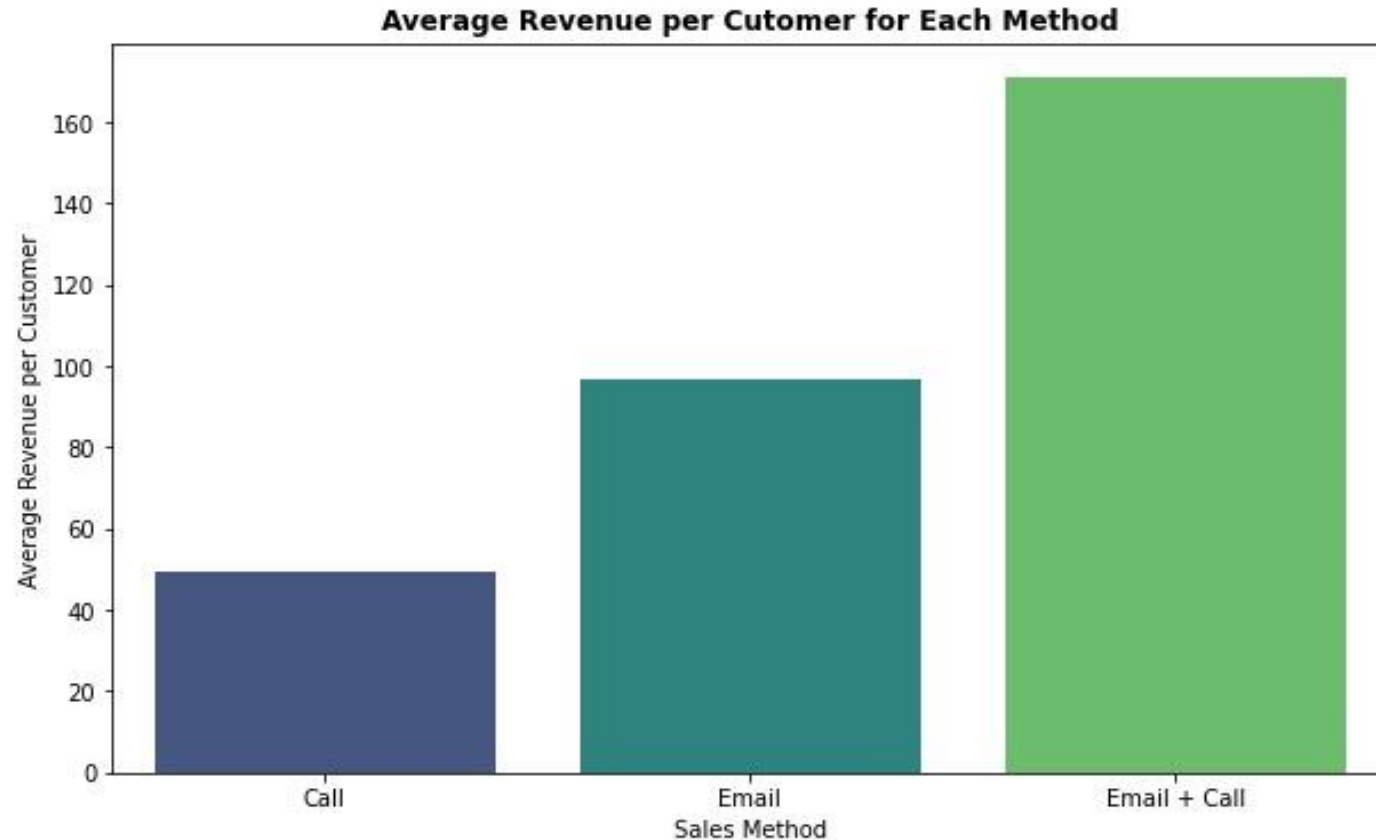
From this line chart, it can be seen that the total revenue resulting from the Email+Call sales method tends to increase.

We can also see that total revenue via email sales method tends to decrease, and total revenue via call sales method shows no significant changes each week.

# OUTCOMES

Average revenue per customer for each sales method - Revenue

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From this bar chart graph, it can be seen that the highest average revenue per customer was achieved by the Email+Call sales method, **namely 170.88 per customer.**

It can be concluded that the email+call method is the most effective for achieving good revenue

# BUSINESS METRICS

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Given the launch of a new product in office stationery six weeks ago, Our focus is to ensure that we use the best techniques to sell new products effectively. I recommend we use **the average revenue per customer last six weeks** to measure the success of a sales strategy as a key metric.



Based on data from the last 6 weeks, the analysis results show **the highest average revenue per customer of 170.88 was achieved through the Email + Call sales method**. Therefore, if this number increases in the next 6 weeks, it bodes well for achieving our goals.



# RECOMMENDATION

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For the following weeks, I would recommend we can focus on the following steps:

- Using key metrics to monitor whether there is a strong sign to see the average revenue per customer will increase.
- To implement the sales strategy, I recommend prioritizing the Email+Call method as the main focus for your upcoming sales strategy. because this method provides the highest average revenue per customer, and has a total revenue that tends to increase over time.