



Product Sales Analysis

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Agenda

- I. Business Goals
- II. Analysis Process
- III. Recommendations
- IV. Business Metrics
- V. Next Steps





Business Goals

Identify the most effective sales method for a new product line.

Compare performance of each method in terms of:

- Number of customers
- Revenue distribution and trends over time

Recommend a method that maximizes revenue while minimizing team effort.

Provide guidance for **future sales strategy decisions**.

Analysis Process

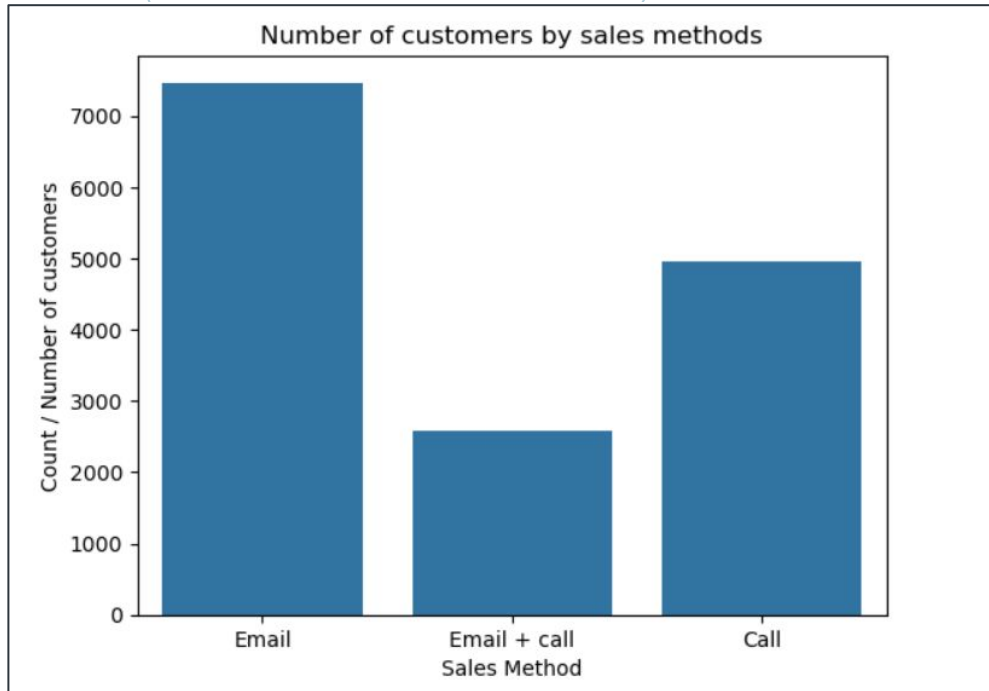
Identify the most effective sales method for a new product line.

Compare performance of each method



- 1. Customers Count per Sales Method***
- 2. Sales Performance Distribution***
- 3. Spread of Revenue by Method***
- 4. Revenue Growth Overtime for Each of The Methods***
- 5. Sales Method Recommendation***

Outcome

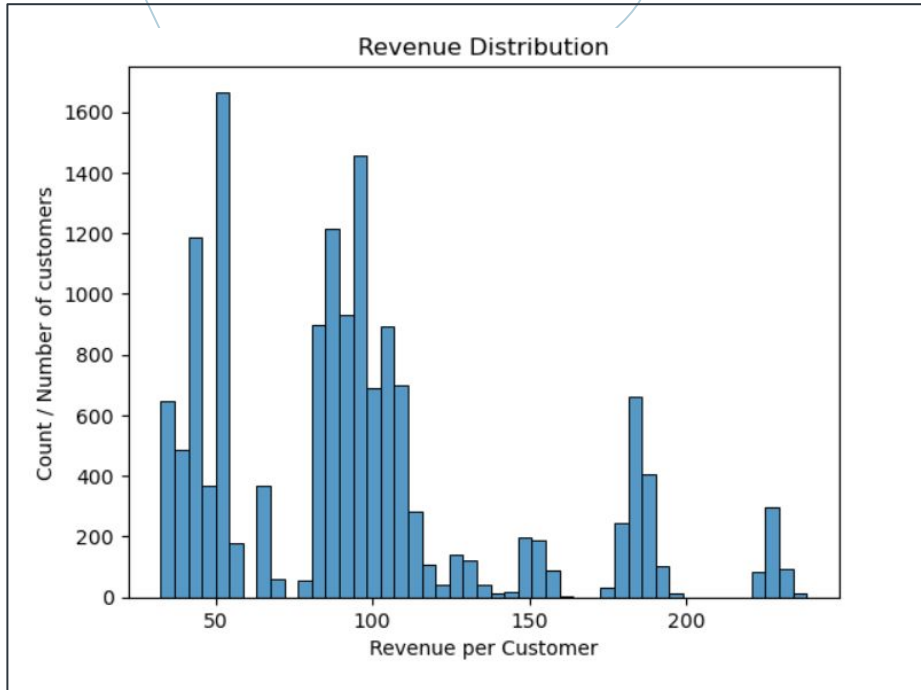


How Many Customers Were There for Each Approach?

- **Emailing** boasts the **highest** number of customers, with **over 70000 customers**.
- The number of customers in the **Email + Call** category is **only half that of the Call-only category**.

→ This suggests **significant growth potential for the Email + Call method**, especially given that it requires less effort than traditional Calling

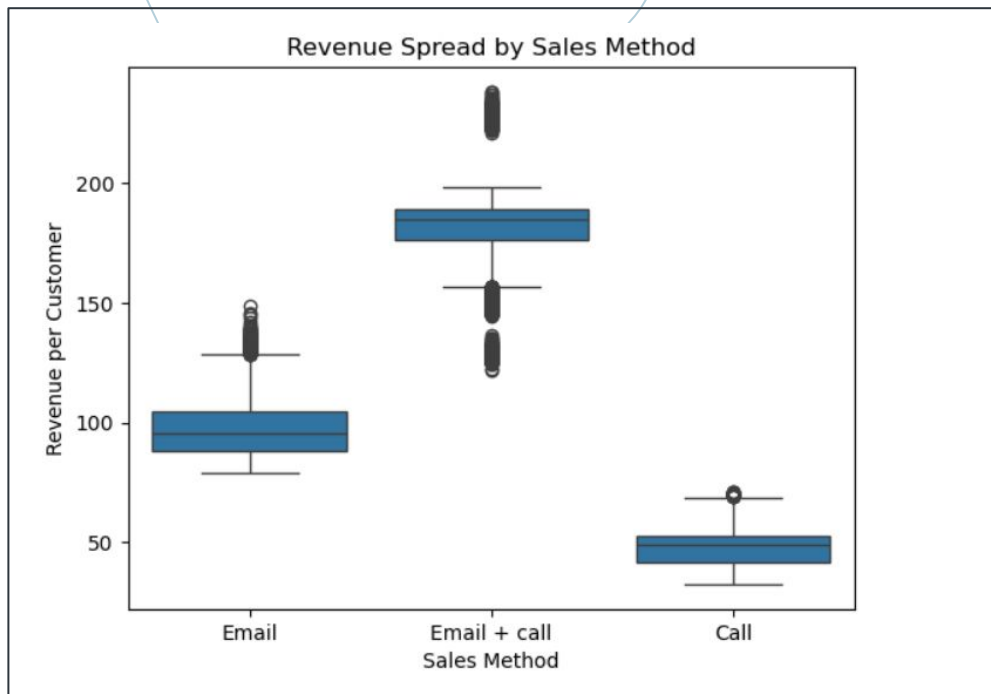
Outcome



What does the spread of revenue look like overall?

- The majority of products sold last 6 weeks are **less than 200 USD**.
- Products sold for **more than 200 USD** could be considered **outliers**.

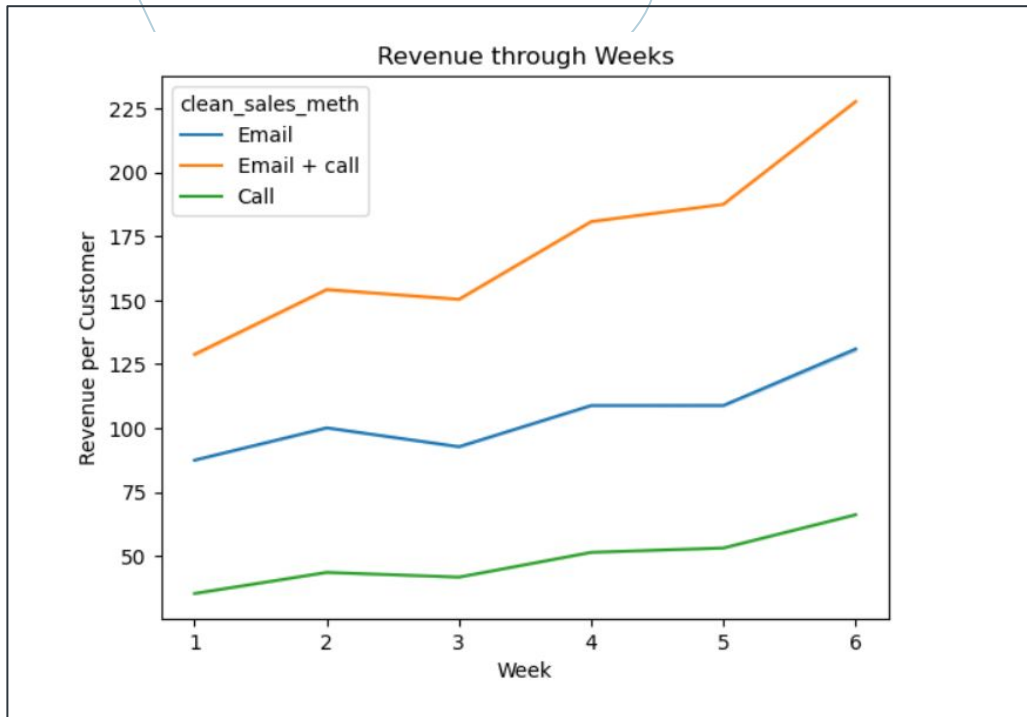
Outcome



Spread of revenue by Method

- **Email + Call:** Highest revenue, ~170–190 USD/sale
- **Email-only:** Moderate performance, ~90–100+ USD/sale (some reach 150 USD)
- **Call-only:** Lowest revenue, ~30–50 USD/sale

Outcome



Revenue Over Time For Each Methods

- **All methods** show upward trends over 6 weeks
- **Email + Call**: Most significant growth, from **~125 USD to 225 USD** per sale
- **Other methods**: Moderate growth, **~15 USD** increase over time



Insight: Email + Call shows strong performance acceleration.



Recommendations

1. Focus on E-mail related methods
2. Transitions from Call-only to Email + Call

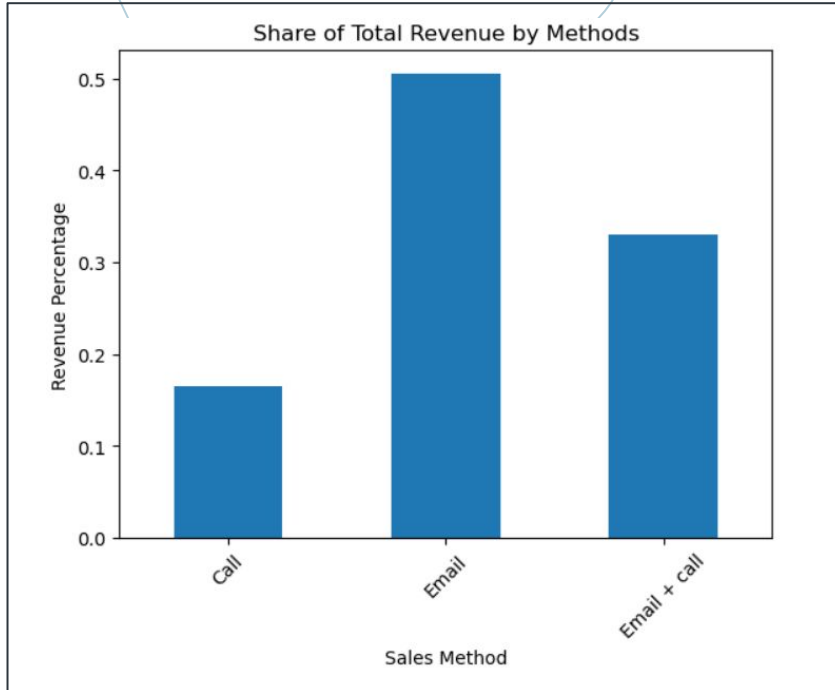
Business Metrics

This report aims to **identify the most effective sales methods** and **provide recommendations on which strategy to prioritize** in order to maximize future revenue.

To support this analysis, I propose using 2 key metrics:

- **Share of Total Revenue by Methods**
- **Revenue Growth Rate per Method**

Business Metrics



According to data from the past six weeks, **Email + Call** accounted for **33% of total revenue** and demonstrated an **impressive 80% growth rate** (from 125 to 225 USD/customer) **from Week 1 to Week 6**.

If this upward trend continues in the coming weeks, it will be clear that Email + Call should be our top-priority strategy.

Business Metrics

For future purposes, I recommend **3 metrics to measure the effectiveness** of focusing on the Email + Call sales methods:

- **Mean revenue per method**
 - **Number of customers**
 - **Total revenue**

Next Steps

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

- Using key metrics to monitor whether there is a strong sign to see the sales will increase.
- Slowly transitions from the Call-only strategy to Call + Email.
- Use A/B Comparison (before/after transition)
 - Segment the data:
 - Pre-transition: Weeks 1–3
 - Post-transition: Weeks 4–6
 - Then compare:
 - Mean revenue per method
 - Number of customers
 - Total revenue
- Improve email-related sales approaches, as these are the major contributors to the new product line's revenue.
- Data Collection for in-depth analysis:
 - Improve data quality - Keep track of revenue made per sale and carefully record it.

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Thank you for listening!

