

The best selling strategy over the last 6 weeks



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Agenda

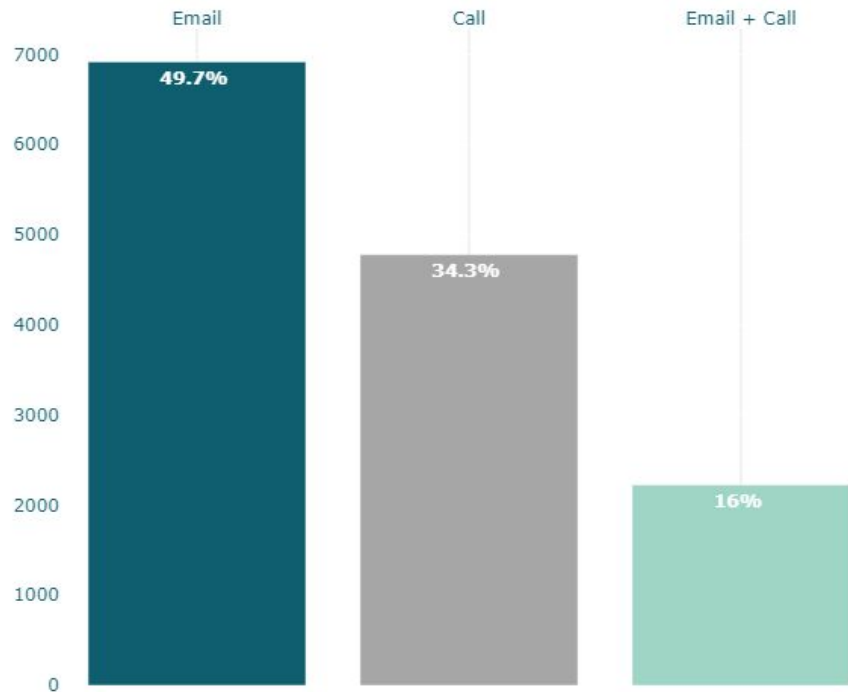
- Business Goals
- Number of customers by each approach
- The overall spread of the revenue
- The spread of the revenue for each approach
- Total revenue for each approach
- Difference in revenue over time for each approach
- Business metric
- Recommendations

Business Goals

- Making sure we are using the best approach to sell the new product effectively.
- Learning quickly what works and what doesn't since the best approach may vary for each new product.

Number of customers for each approach

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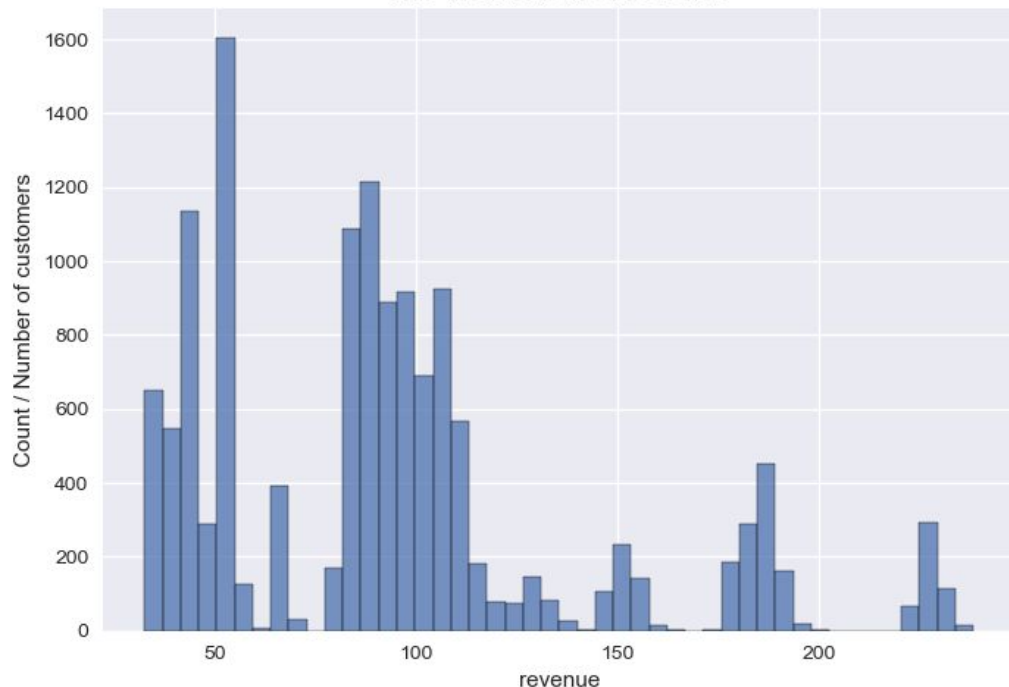


- About 50% of our customers came through email, making it **the top selling approach**
- Call as a selling technique came **in second** with around 34% of our customers coming through it.
- Email + Call came **in last**, with approximately 16% of our consumers coming through them.

The overall spread of the revenue

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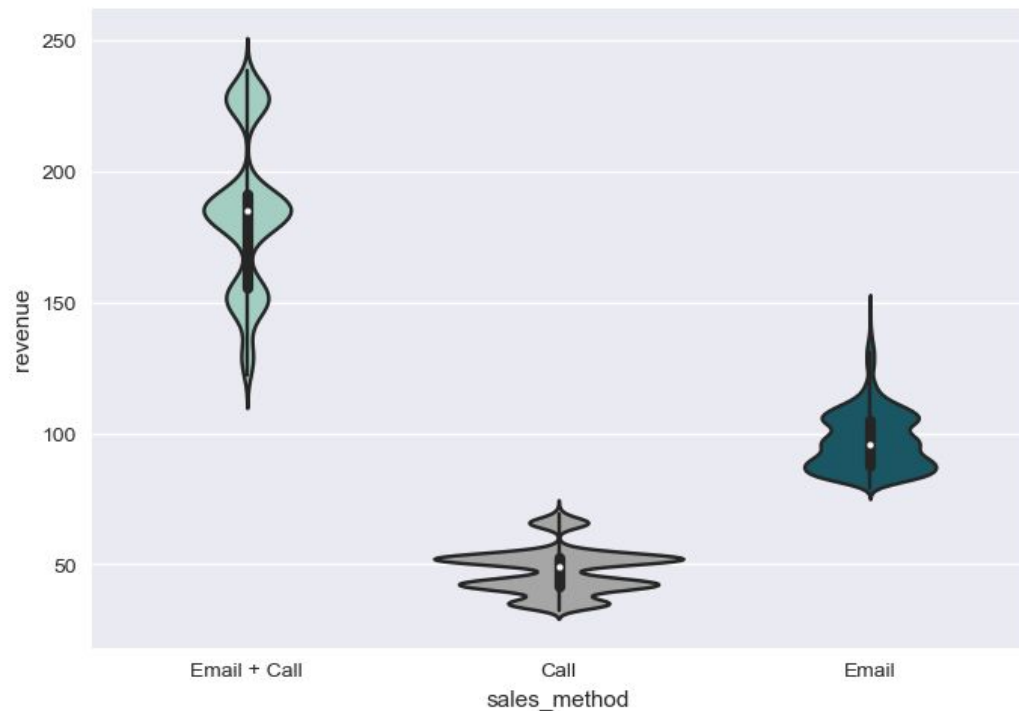
The distribution of revenue



The majority of our customers
spend less than 150 USD.

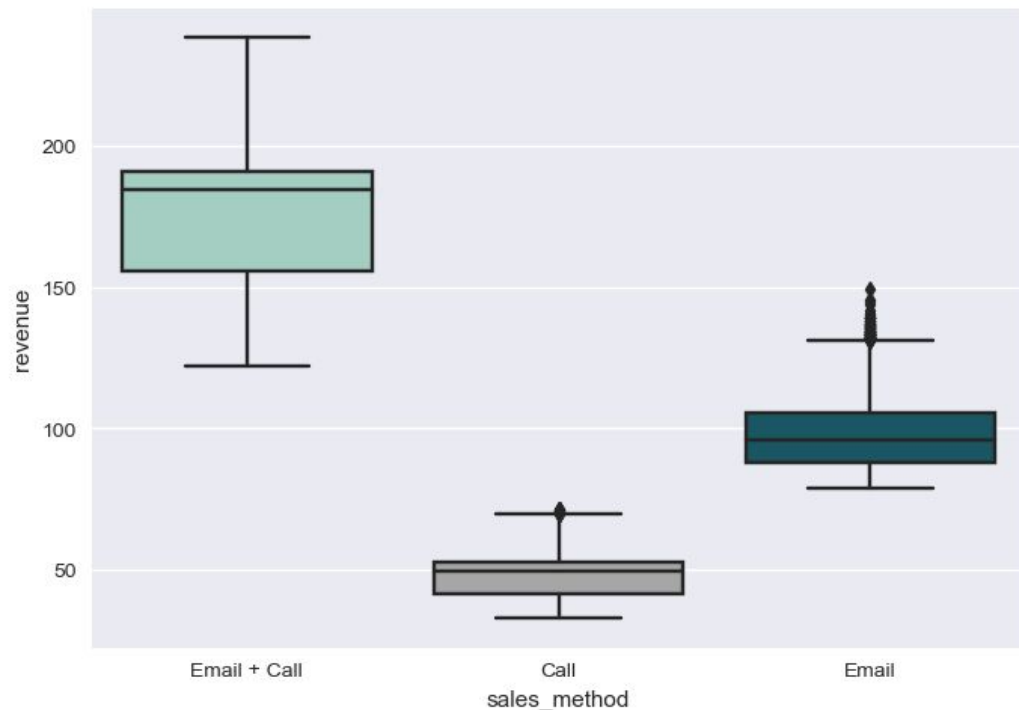
The spread of the revenue for each method

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- Email + Call has the largest revenue spread.
- Call and Email have nearly the same revenue spread.

The spread of the revenue for each approach

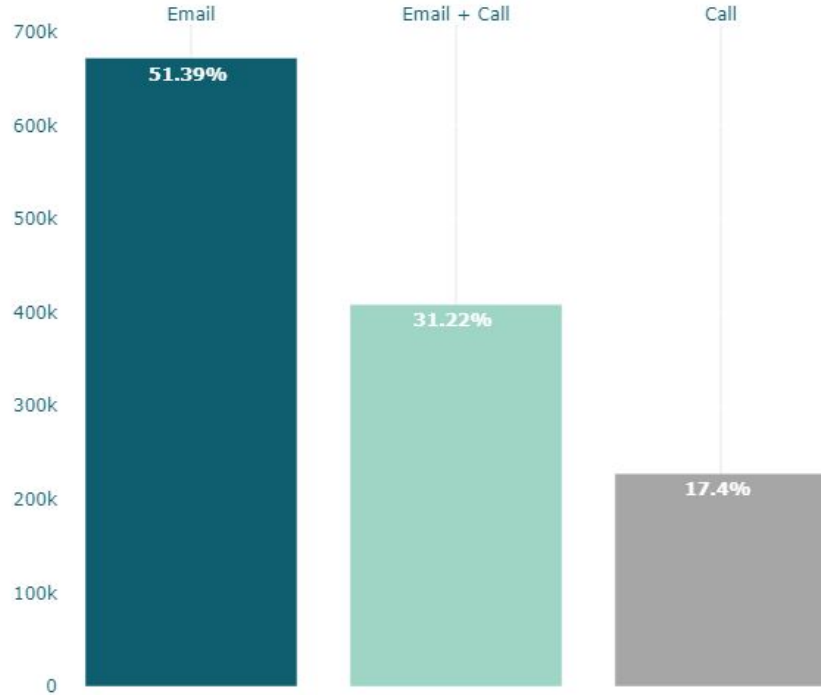


- The majority of the revenue by Email + Call range from 122 to 238 USD, which is higher than other sales methods.
- Customers who came by Email + Call **spent more money** than the other 2 categories, with an average of around 183 USD.
- Customers who came through Call **spent the least**, with an average of around 47 USD.
- Customers that came by Email **spent an average of 97 USD**.

Total revenue for each approach

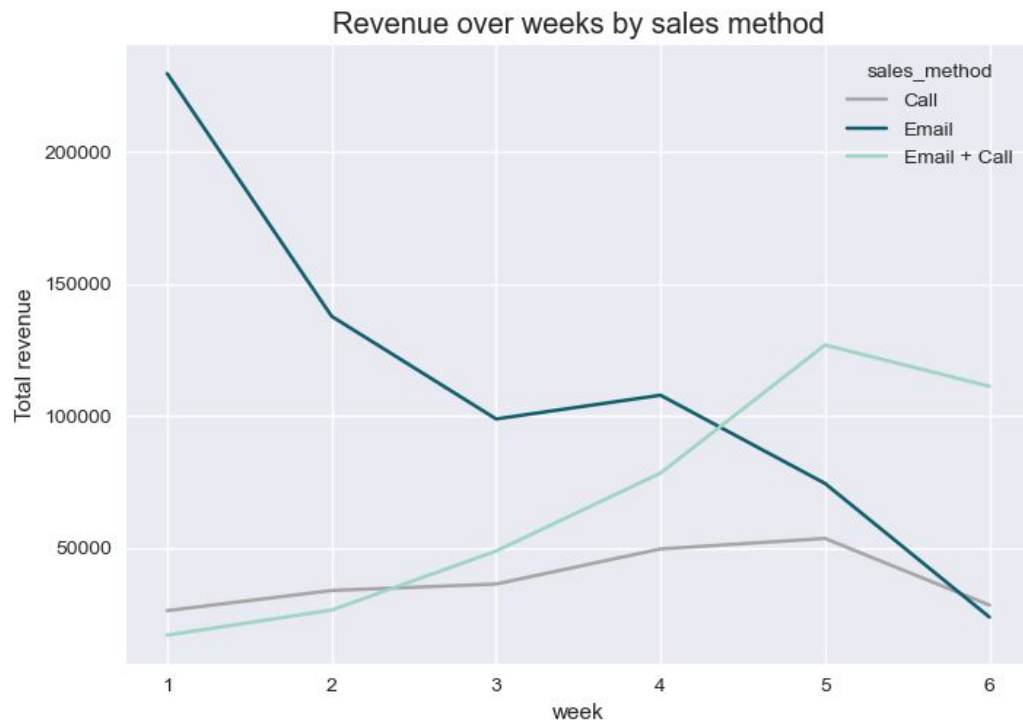
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Total revenue by sales method



- Email customers accounted for **the majority of our revenue**.
- Despite the fact that the number of customers by Call is double that of customers by Email + Call, the revenue generated by Email + Call is **nearly double that of the total revenue generated by Call**.

Difference in revenue over time for each approach



- Total revenue over weeks is **decreasing** for Email, implying that we are making fewer sales each week
- Total revenue for Email + Call appears to be **increasing** until the fifth week.
- Total revenue by Call appears to be **nearly constant** over the weeks.

Business metric

Since our goal is to determine the best selling approach to efficiently sell the new product, I recommend that we utilize **the total revenue by sales method as our metric.**

According to our most recent 6-week data, around **51% of revenue** was generated by Email, while approximately **31%** was generated through Email + Call. As a result, if these figures continue to rise or remain stable in the coming weeks, it is a strong indication that we should adopt an Email and Email + Call selling strategy.

Recommendation

- Using **Email** and **Email + Call** as the selling strategy. These two are the most efficient in terms of both **effort and revenue generation**.
- Utilizing the primary metric to track changes in total revenue through various approaches and confirm that we choose the most effective strategy.

THANK YOU