

# Professional Data Analysis Certificate Presentation

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**A SALES STRATEGY EVALUATION LINE**

Presented by: Florence De León



This project is part of the practical exam required to receive a professional data analytics certificate from DataCamp.

# AGENDA

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- Project Overview
- Data Summary
- Data Validation
- Data Analysis & Insights
- Revenue Distribution
- Key Metric
- Conclusion
- Recommendations

# PROJECT OVERVIEW

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- Objective: Identify which sales method delivers the most revenue per effort
- Methods Tested:
  - Email
  - Phone Call
  - Email + Call combo
- Importance: This will help guide future strategy for product rollouts

# DATA SUMMARY

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## Dataset at a Glance:

- 15,000 customer interactions
- Columns include:
  - Week of sale
  - Sales method
  - Revenue
  - Customer tenure
  - Website visits

# DATA VALIDATION & CLEANING

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## Data Cleaning Steps Taken:

- 🧱 15,000 rows of customer sales data
- 🚨 1,074 missing revenue values (7% of data)
- 🔍 Outliers in years\_as\_customer (> 40 years)
- 🖌️ Cleaned inconsistent sales\_method labels (e.g. "em + call")
- ✅ Used median imputation for revenue by sales method

# Data Analysis & Insights

# REVENUE DISTRIBUTION BY METHOD

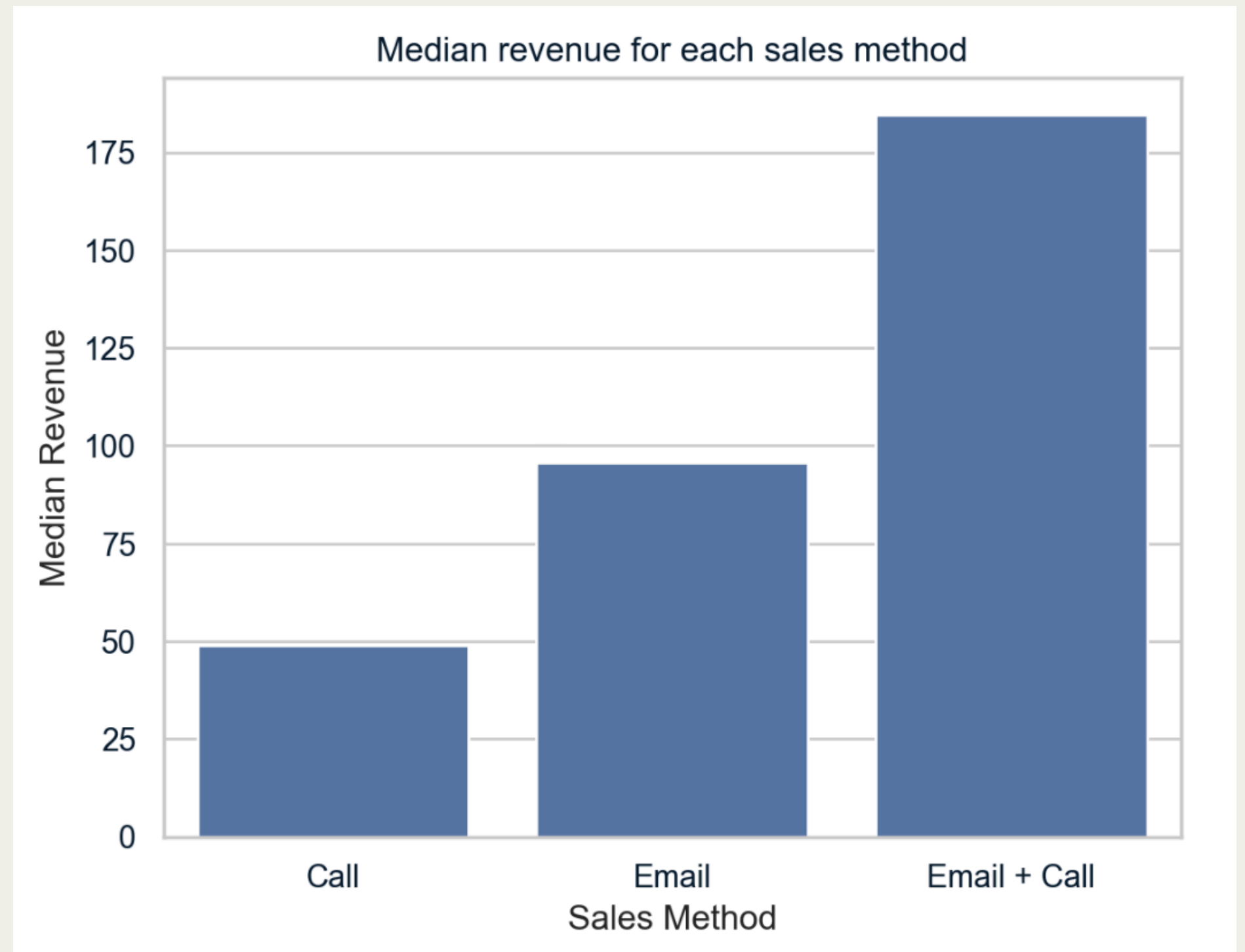
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How Much Did Each Method Earn?

Key Points:

- Call: \$49
- Email: \$95
- **Email + Call: \$185**

✅ Combo method brings in the most revenue

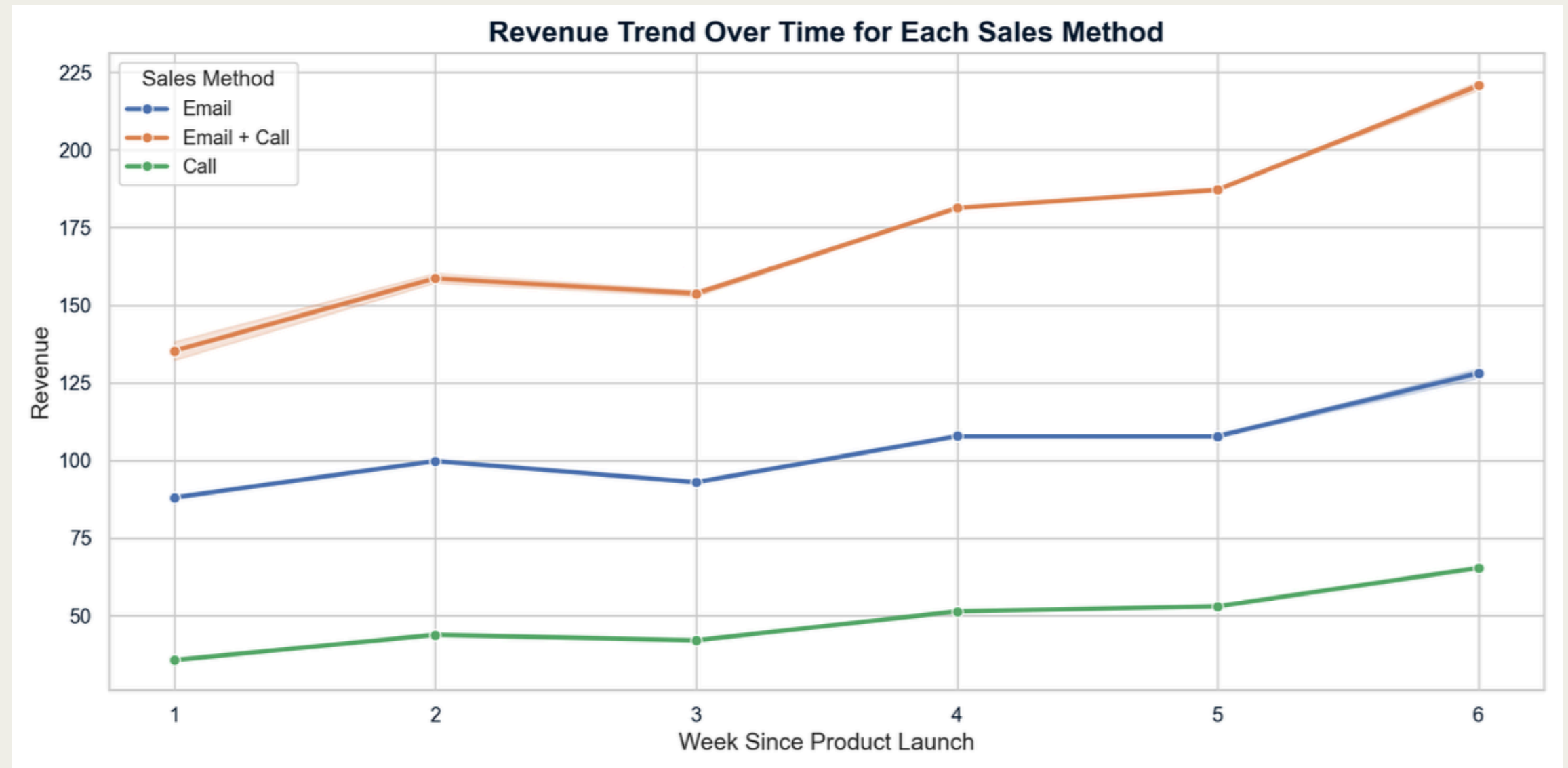




# REVENUE OVER TIME

## Performance Across Weeks

- Email + Call maintains strong growth over time
- Email has an early peak, Call stays flat

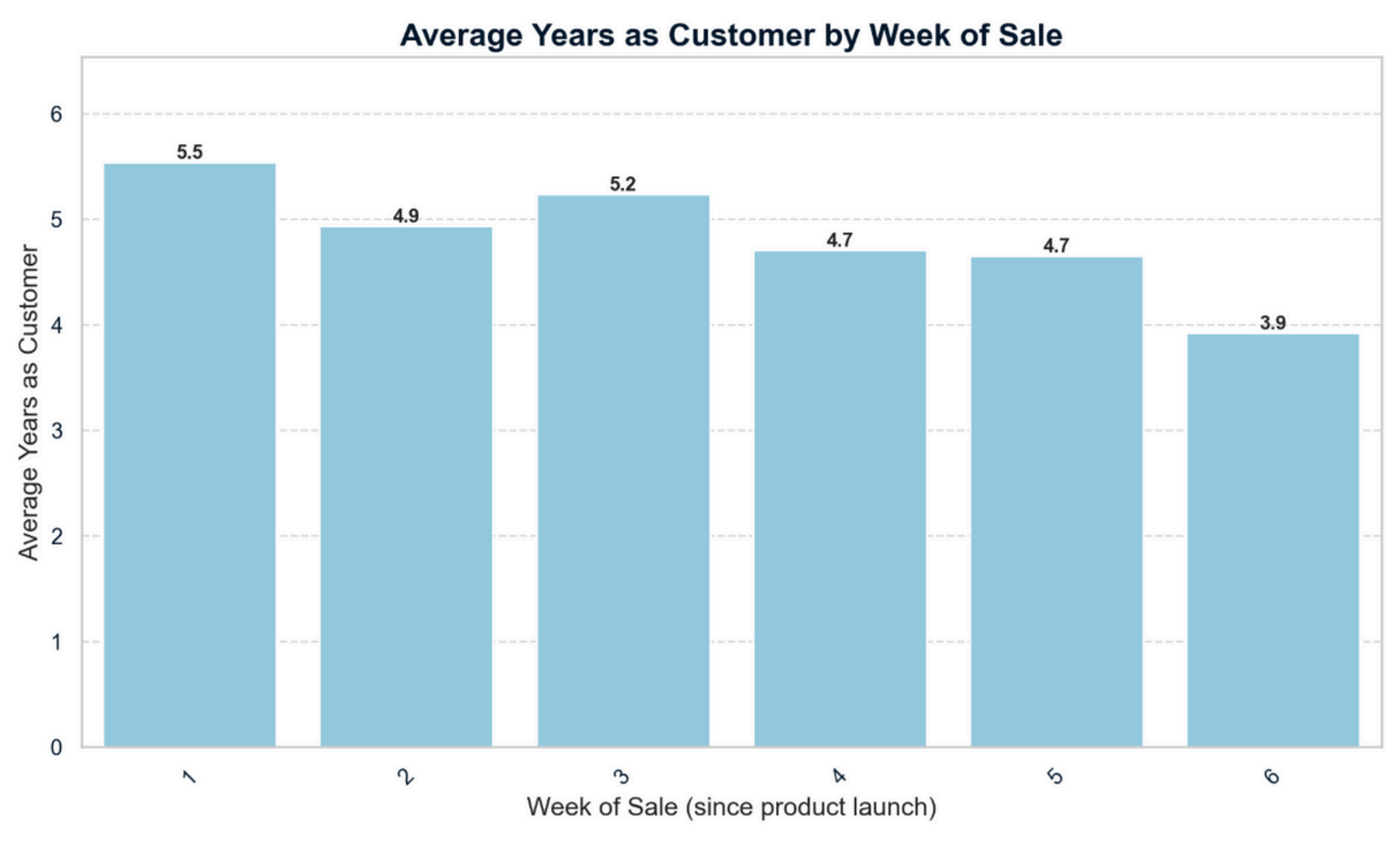


# CUSTOMER TENURE INSIGHTS

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## Who's Buying and When?

- Older customers buy earlier and more
- Reflects strong brand trust among long-term clients



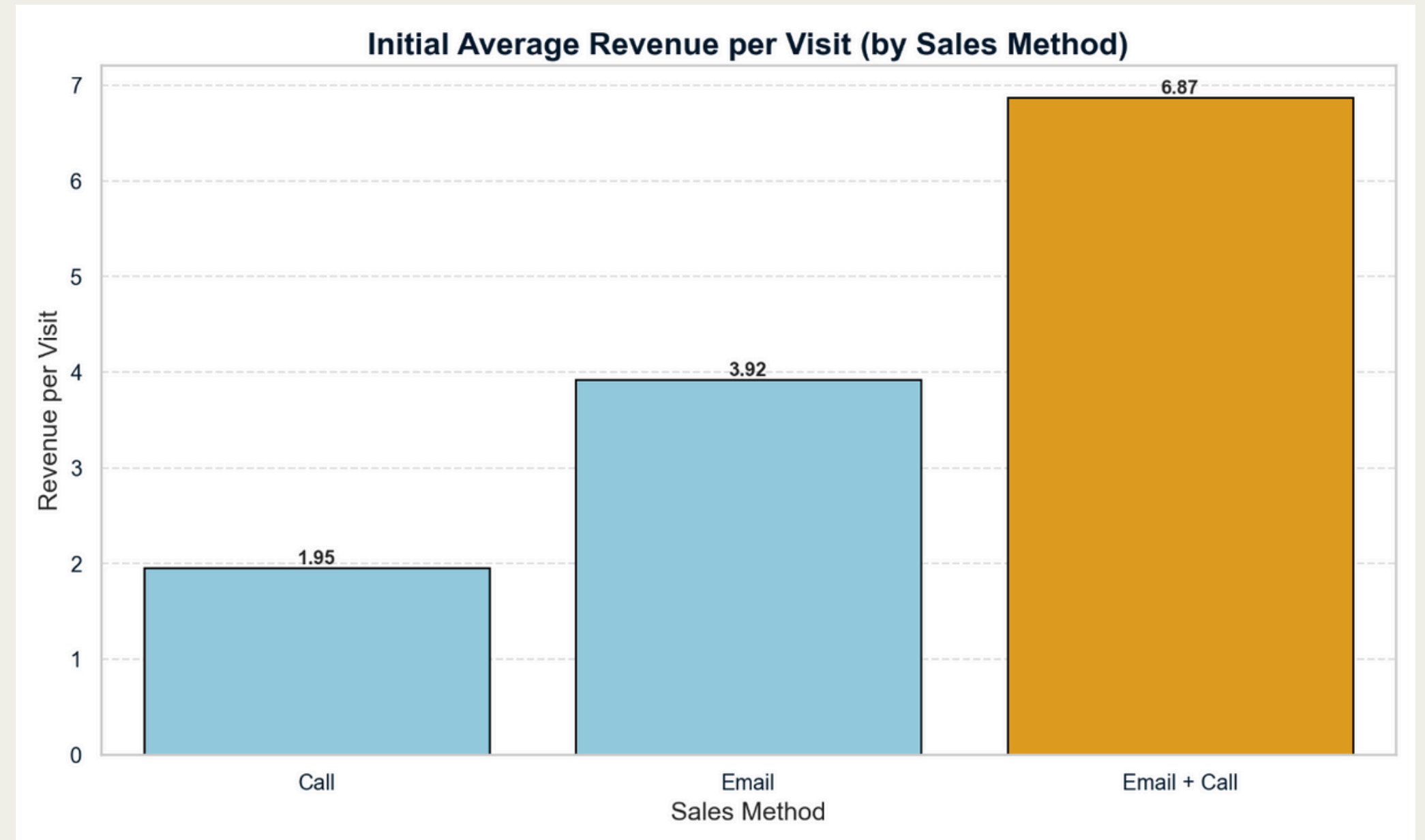
# KEY METRIC – REVENUE PER VISIT

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Metric to Track: Revenue per Site Visit

- Call: ~\$1.95
- Email: ~\$3.92
- Email + Call: ~\$6.87

✓ Shows return per unit of customer attention



# Conclusion

# CONCLUSION

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Based on these findings, it appears that the **"Email + Call" method is the most effective** in generating revenue per visit.

However, not only do these metrics need to be monitored for all sales methods but also for longer periods of time to make informed decisions and optimize sales strategies.

# Recommendations

# STRATEGY RECOMMENDATIONS

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- ✅ Prioritize Email + Call = Best ROI
- ✉ Use Email-only for low-touch clients
- 📈 Avoid Call-only unless necessary
- 📊 Track revenue per visit weekly
- 🧪 Explore lightweight hybrid experiments

## What's Missing & What's Next

- No cost or time data per method (yet)
- Metric: Revenue per Visit — simple but powerful
- Next: Add more metrics (CLV, CAC, AOV)
- Monitor trends over time for consistency

# Thank you!

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Florence De León, Data Analyst

+46 70 012 6848

flordeleonm@gmail.com