

Pens and Printers

Sales Analysis

Practical Exam DA601P

Presented by: Gabriel Angelo

Date: 16/10/2024

OBJECTIVES

1

Evaluate sales
methods
efficiency



2

Define a metric
for the business
to monitor



3

Recommend
data-driven
strategies

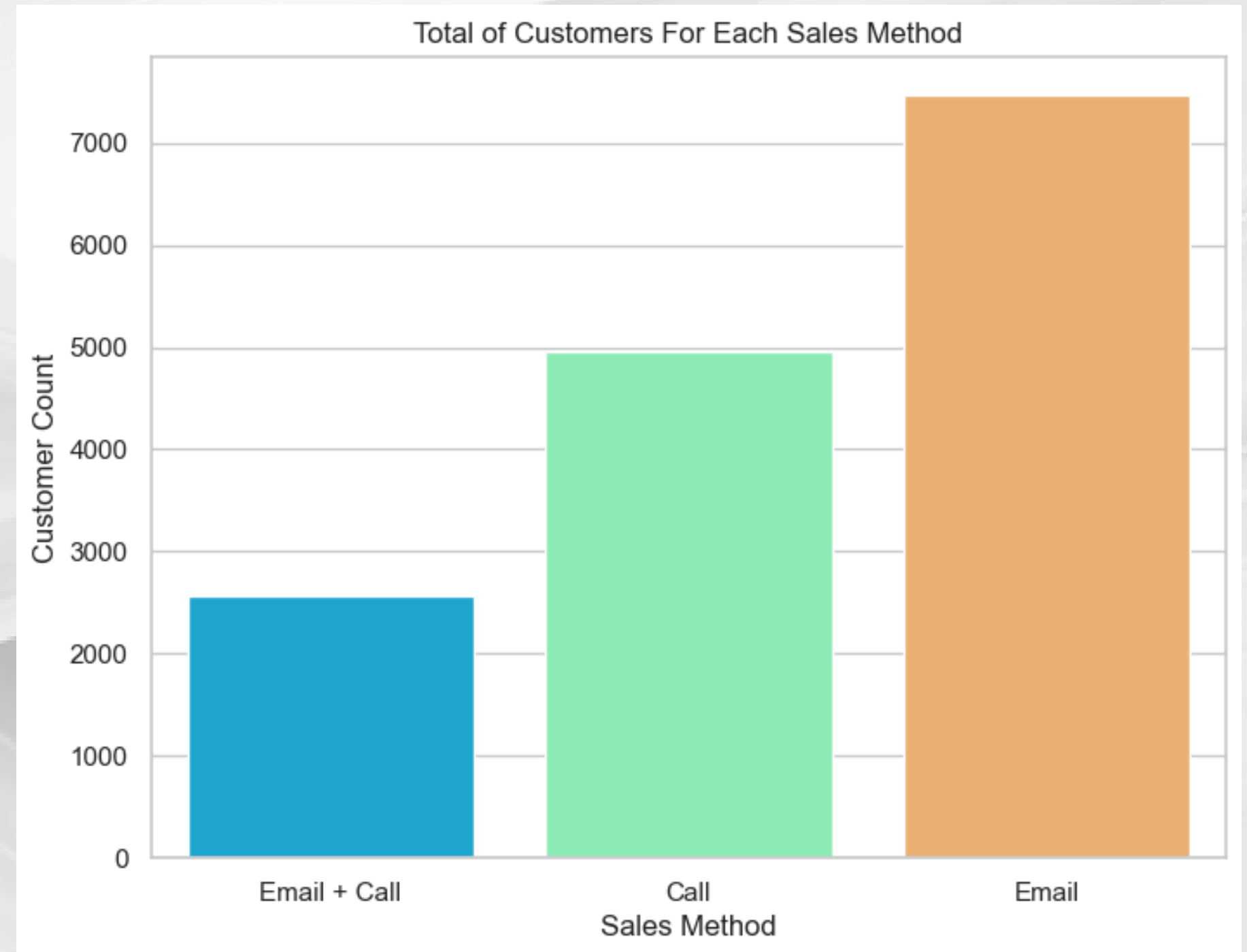
Business goals: The business should aim to identify the sales strategy that yields the highest revenue with the least amount of effort from the team. This ensures that resources are allocated efficiently, avoiding excessive time spent on strategies with low returns.

Sales Methods

Email: 7465 customers, **50%** of the total

Call: 4961 customers, **33%** of the total

Email + Call: 2572 customers, **17%** of the total



Revenue Spread

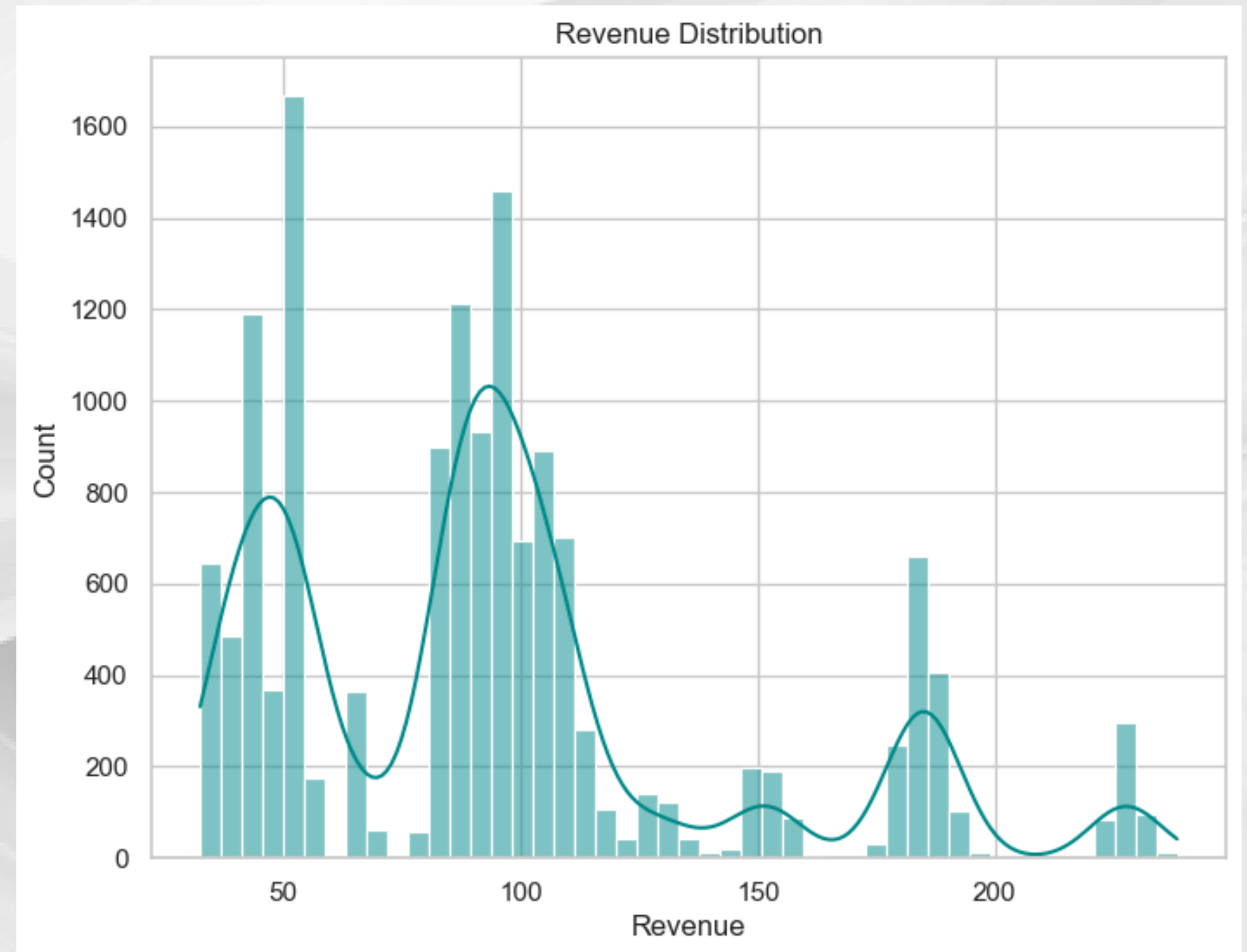
Most sales are concentrated between 52 and 107 of revenue

Distribution: Right-skewed

Range : 32.54 to 238.32

Mean: 95.56

Median: 90.95

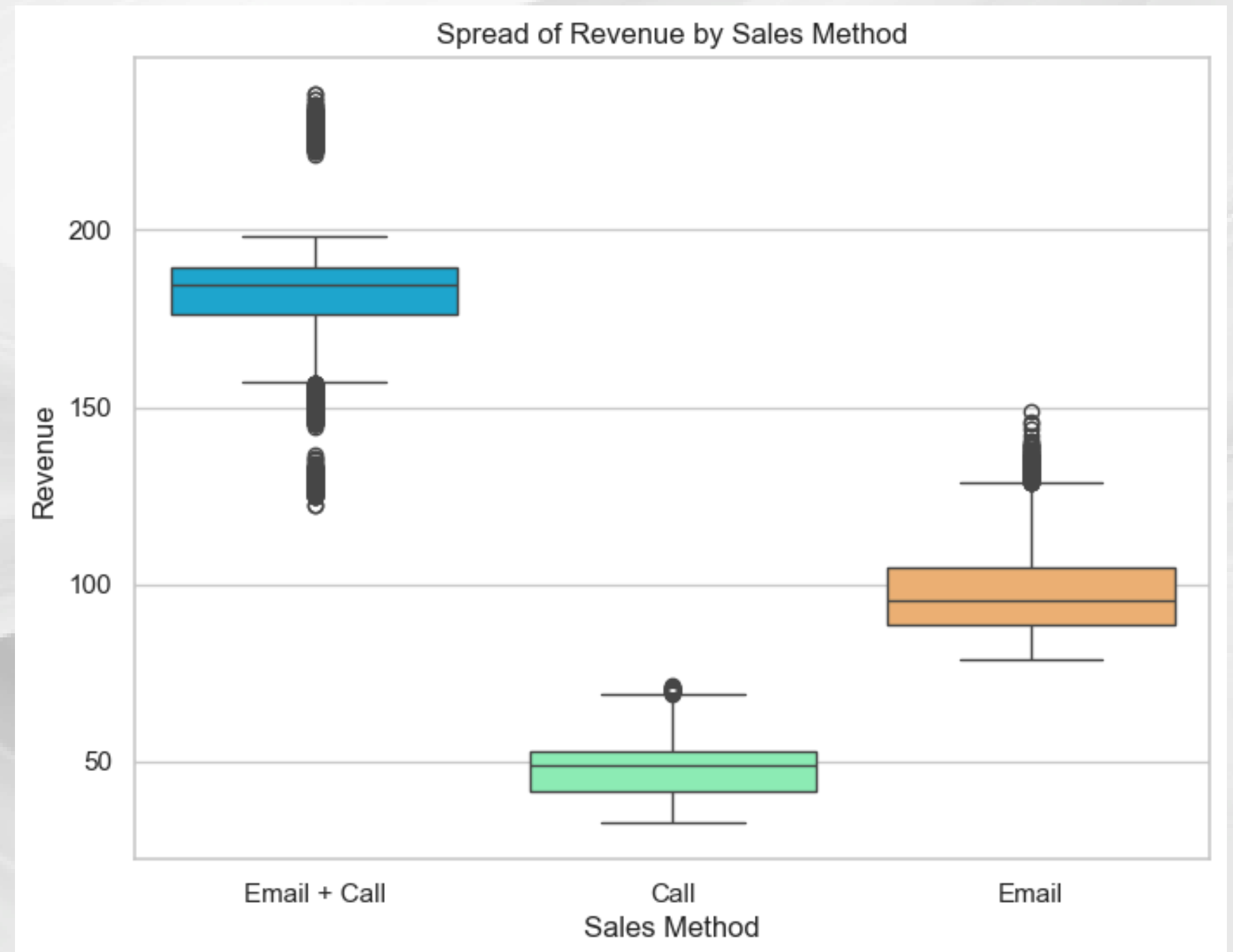


Revenue Spread(cont..)

Email: ranges from **78** to **148**,
concentrated between **88** and **104**

Call: ranges from **32** to **71**,
concentrated between **41** and **52**

Email + Call: ranges from **122** to **238**,
concentrated between **176**
and **189**



Average Revenue

Email: Average of **97**

Total revenue: **724216**

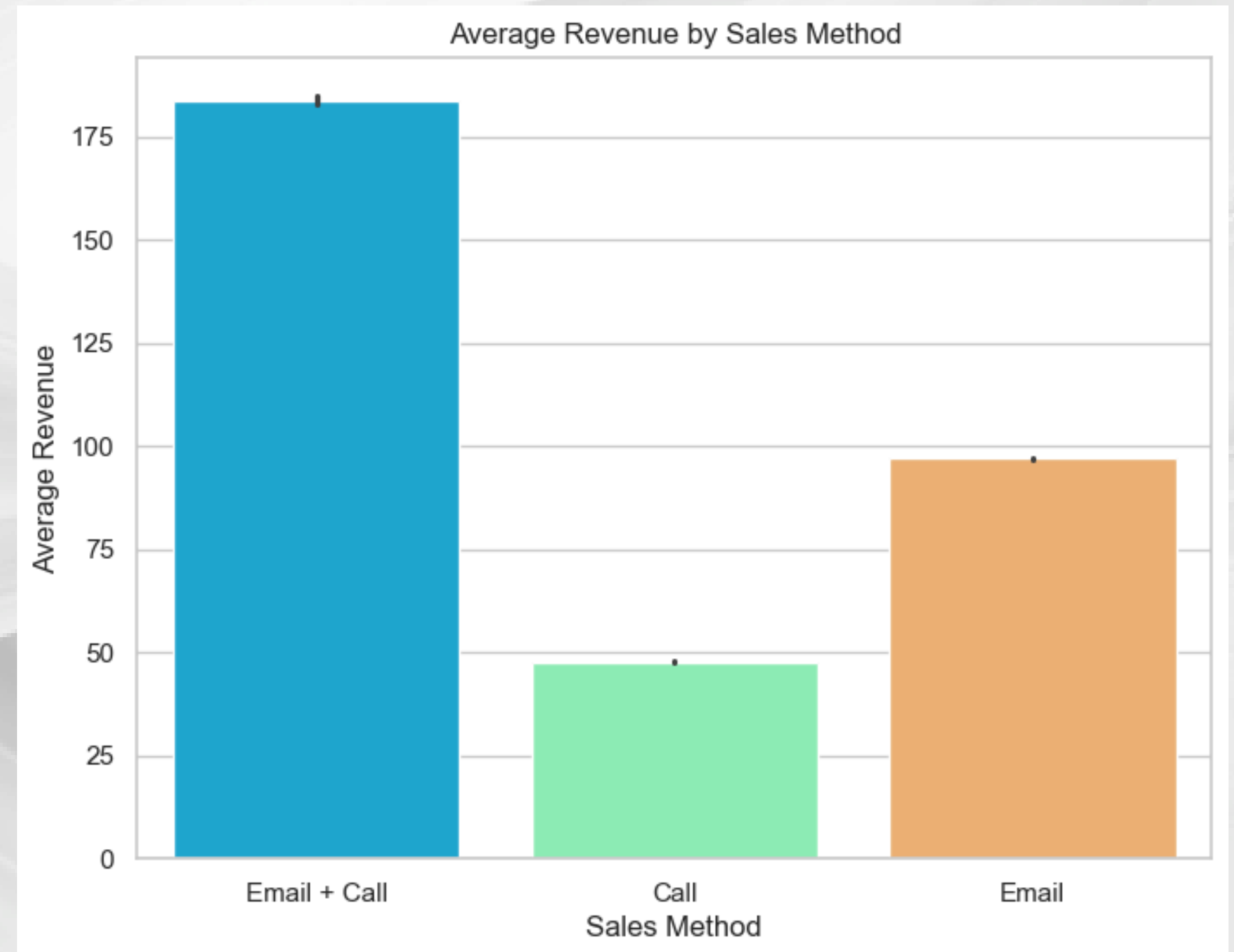
Call: Average of **47**

Total revenue: **236391**

Email + Call: Average of **183**

Total revenue: **472730**

Email is the method with the most customers and the highest total revenue, however, the **Email + Call** method has the highest average revenue. Meanwhile, the **Call** method has the lowest average and total revenue of all.



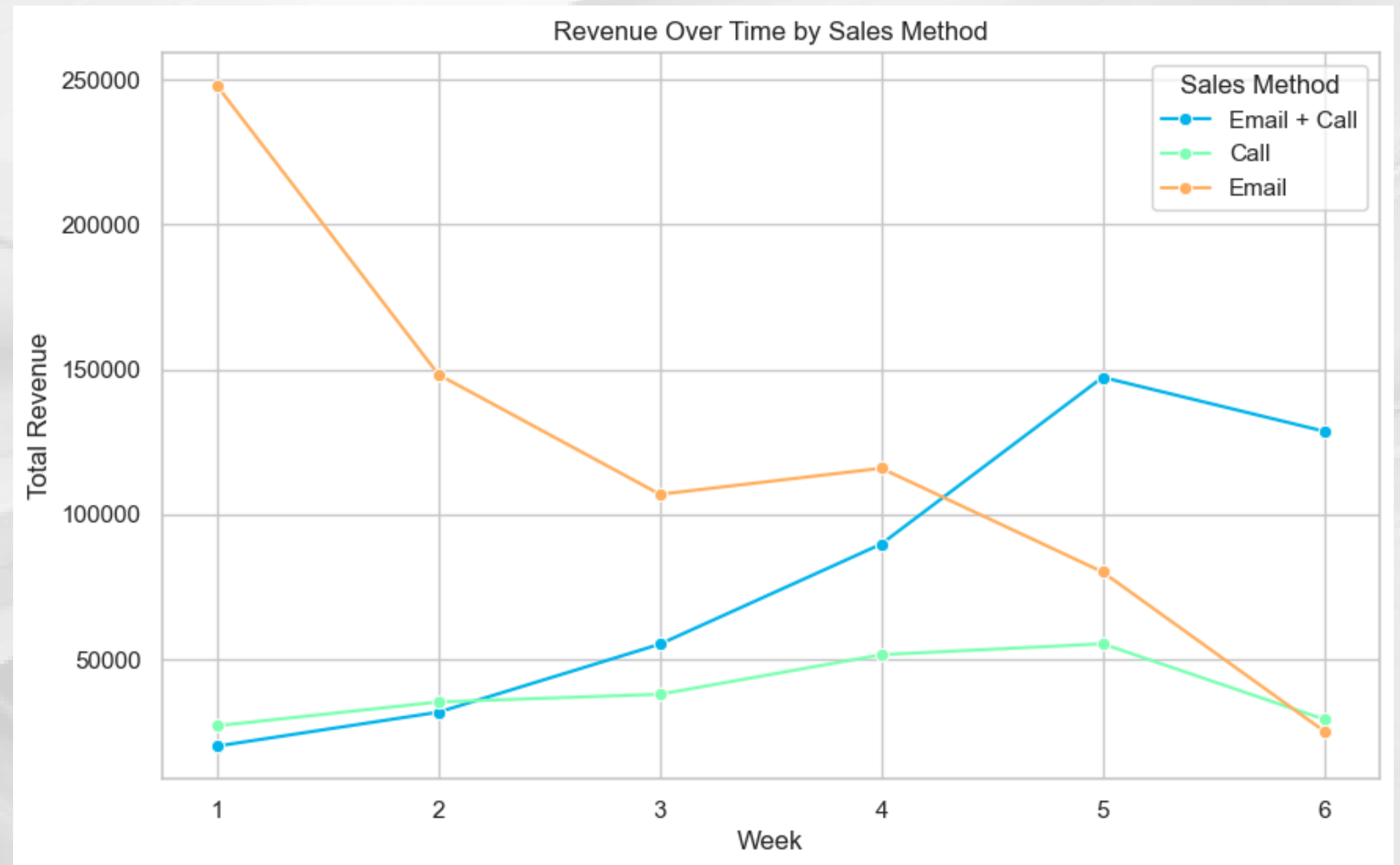
Revenue Trend Over Time

Email: had an average **decrease** in growth of **31.8%**

Call: had an average **increase** in growth of **6.8%**

Email + Call: average **increase** in growth of **49.3%**

The **Email + Call** method had the highest growth of all methods throughout the 6 weeks.

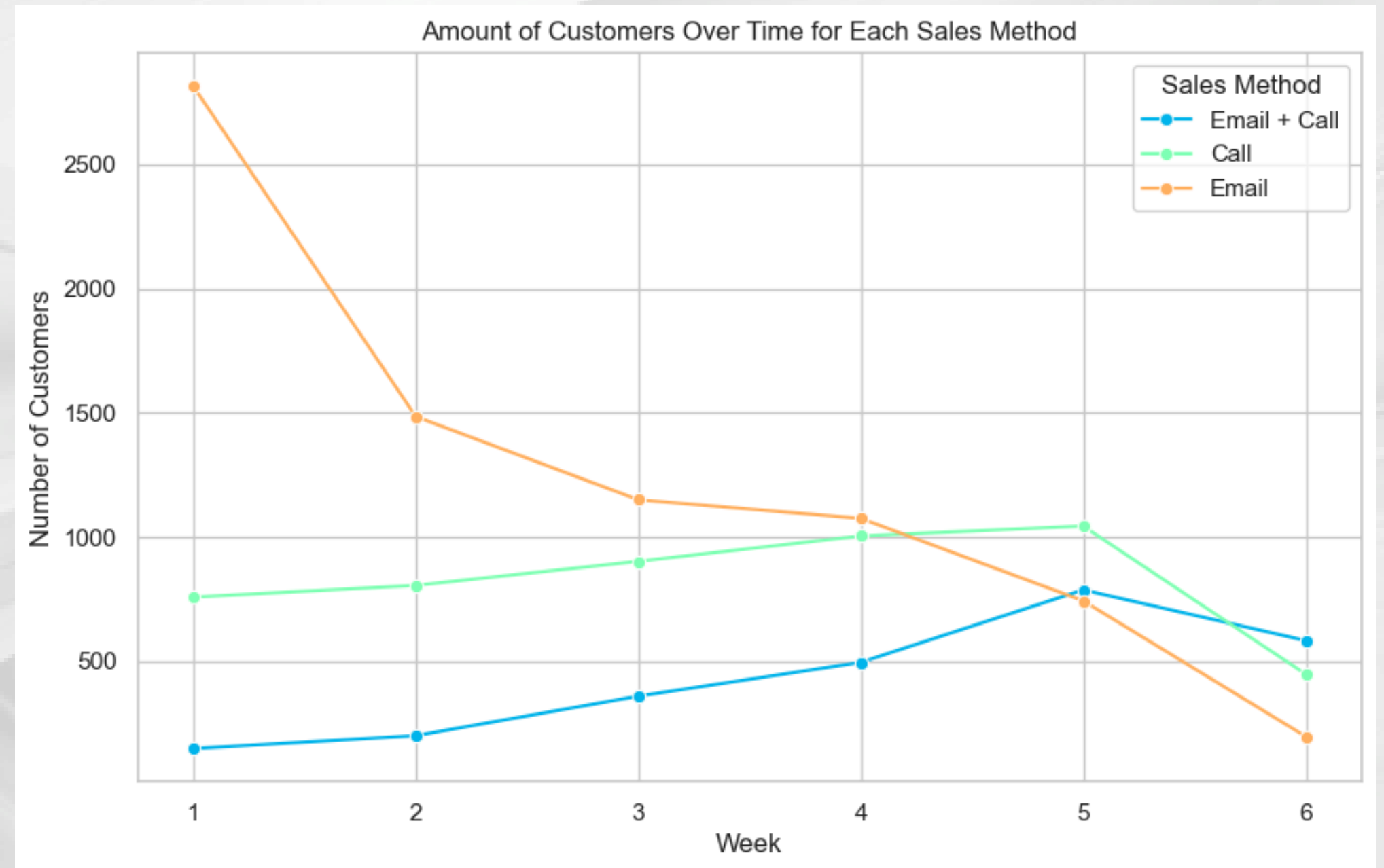


Customers Trend Over Time

Email: average **decrease** in growth of **36.1%**

Call: average **decrease** in growth of **4.7%**

Email + Call: average **increase** in growth of **37.1%**



Metric to Monitor

Revenue per hour of sales effort:

This metric accounts for the time spent on each sales approach (Email, Call, Email + Call) and relates it to the revenue generated, computing the revenue per hour by dividing the total revenue by the total sales effort time spent in hours.

By tracking this metric, the business can evaluate the efficiency of each method and optimize resource allocation based on the return generated from time spent by the team.

Sales Method	Revenue per Hour of Sales Effort
Call	95.0
Email	5821.0
Email + Call	1003.0

Summary and Recommendations

Summary: The email method has gathered the most customers and the most revenue so far, the email + call method had the best growth and highest average revenue, and the call method had the second highest number of customers but the lowest revenue of all methods.

Based on the revenue per hour of sales effort metric, the most appropriate recommendation would be to keep the focus on the Email method which is the most time efficient and has generated the most revenue so far, while keeping track of increases in efficiency of the Email + Call method and diverting the efforts from the Call method to Email + Call, as the Call method compares very poorly to the other methods, demanding way too much time and not as much revenue in result.

How does this help solve the problem? By comparing the performance of different sales methods (Email, Call, Email + Call), this project helps the business pinpoint which strategies generate the highest revenue per effort, enabling smarter allocation of resources.

Recommendations:

- Keep the focus on the Email method while keeping track of increases in efficiency of the Email + Call method
- Divert the efforts from the Call method to Email + Call
- Explore new methods of reaching out to new customers
- Gather more information about the period of time of the sale.
- Gather more information about the client, such as demographics and preferences.
- Implement a strategy to improve data collection, such as correcting inconsistent values and identifying the causes of missing values
- Create standardized templates of emails to be sent and include the types into a column on the dataset, so we could take a look at what template of email is the most efficient by A/B testing and other methods.