Sales Method Effectiveness Analysis

New Product Line – 6 Week Campaign Results

Data-driven recommendations for sales strategy optimization.

Presented to Sales Team Leadership, October 2025.

Project Overview & Business Context

Campaign Scope

We launched a new office stationery product line six weeks ago and tested three distinct sales approaches with 15,000 customers. The executive team needs a decisive recommendation on resource allocation for scale-up.

Sales Methods Tested

- **Email:** Two automated emails (~3 min team effort per customer)
- **Call:** Direct phone outreach (~30 min team effort per customer)
- **Email + Call:** Combined touchpoints (~12 min team effort per customer)

Key Business Questions

01

Customer Reach

How many customers did each method successfully contact?

02

Revenue Generation

What revenue did each approach produce?

03

Investment Decision

Which method merits scaled investment?

04

Success Metrics

How do we measure ongoing performance?

Data Validation & Quality Assurance

Dataset Overview

15,000 customer contacts tracked across 6 weeks with 8 variables per customer and 13,926 completed purchases (92.8% overall conversion rate).

Standardization

Fixed inconsistent sales method entries and case variations to ensure clean categorization across all three approaches.

Missing Data

1,074 missing revenue values (7.16%) represent non-purchasing customers—included in conversion analysis, excluded from revenue calculations.
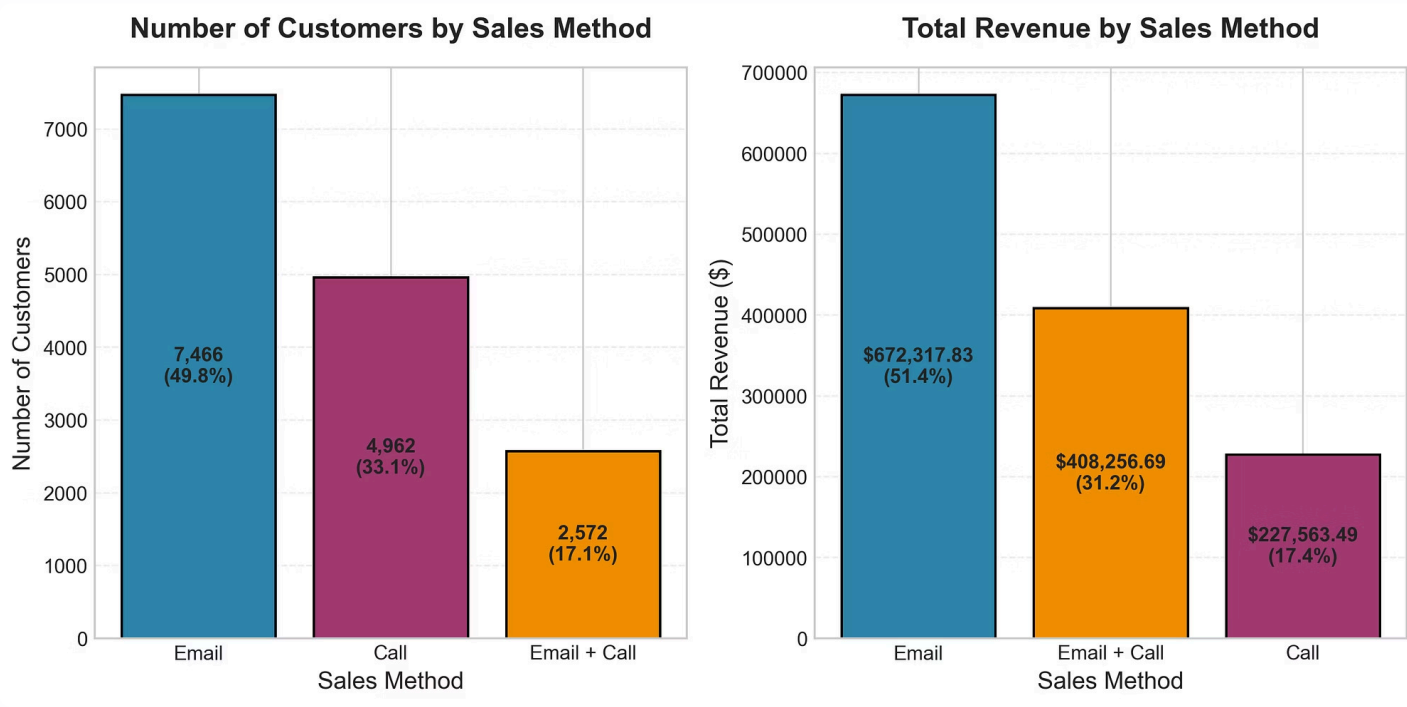
Validation Checks

All data passed validation: no negative values, dates within 6-week window, unique customer IDs. Dataset is analysis-ready.

🗋 **Quality Assurance:** Data quality is critical for accurate recommendations. All validation checks passed successfully, ensuring reliable insights.

Customer Distribution & Revenue Performance

How many customers were reached by each approach?

Number of Customers by Sales Method

Number of Customers / Sales Method

- Email: 7,466 (49.8%)
- Call: 4,962 (33.1%)
- Email + Call: 2,572 (17.1%)

Total Revenue by Sales Method

Total Revenue ($) / Sales Method

- Email: $672,317.83 (51.4%)
- Email + Call: $408,256.69 (31.2%)
- Call: $227,563.49 (17.4%)

49.8%

Email Reach

Contacted the most customers

51.4%

Email Revenue

Generated majority of total revenue

3X

Performance Gap

Email outperformed Call despite similar customer volumes

Key Insight: Email reached the most customers AND generated the most revenue. Despite Call reaching 67% of Email's customer volume, it generated only 34% of Email's revenue—a striking efficiency gap.

Overall Revenue Distribution Analysis

What does the revenue spread look like across all purchases?

- **Central Tendency**

  Mean: $93.93 per customer

  Median: $89.50 per customer

  Mean exceeds median, indicating some high-value purchases pull the average upward.

- **Revenue Range**

  Minimum: $32.54

  Maximum: $238.32
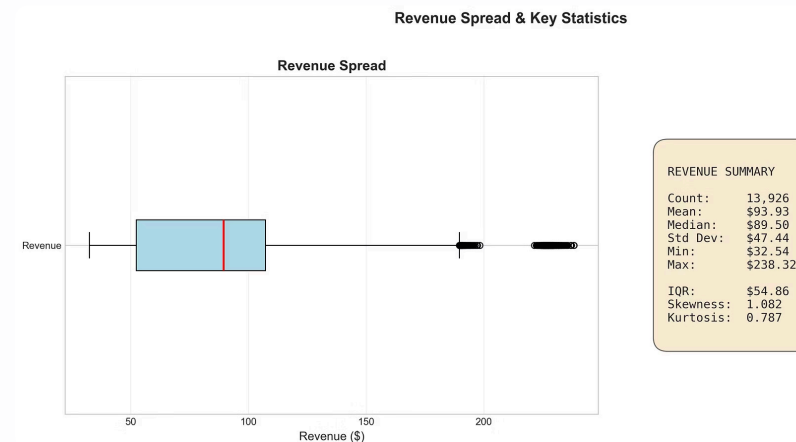
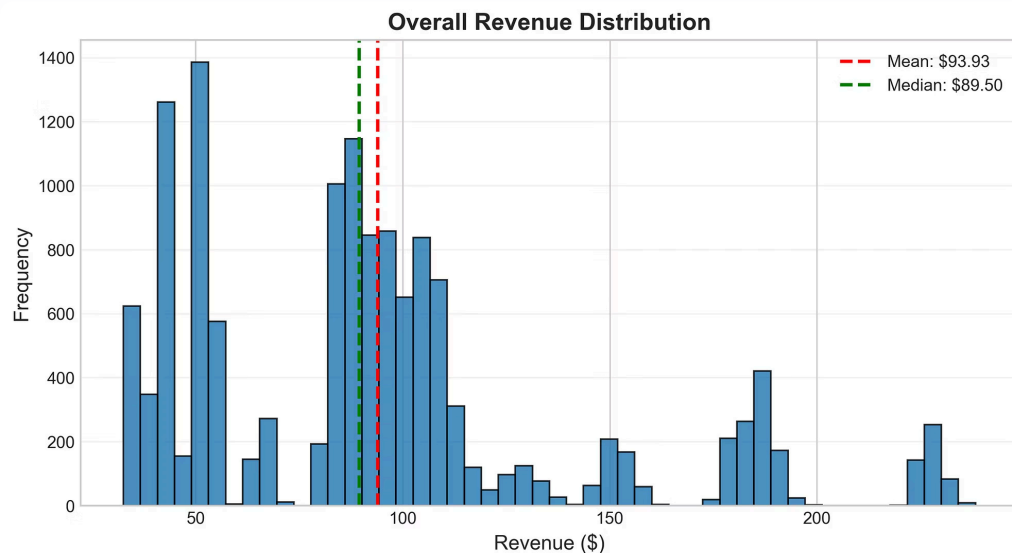 **Standard Deviation:** $47.44

  Relatively tight distribution with no extreme outliers.

- **Distribution Shape**

  Skewness: 1.082 (right-skewed)

  Most customers cluster around $80-$100, with a predictable and healthy purchase pattern.

The typical purchase hovers around $90 with predictable variance—excellent for revenue forecasting and capacity planning. The distribution isn't driven by a few large purchases, indicating sustainable and consistent customer behavior.

Overall Revenue Distribution

Revenue Spread & Key Statistics

```
REVENUE SUMMARY

Count:      13,926
Mean:       $93.93
Median:     $89.50
Std Dev:    $47.44
Min:        $32.54
Max:        $238.32

IQR:        $54.86
Skewness:   1.082
Kurtosis:   0.787
```

Revenue Performance by Sales Method

How does revenue vary across different approaches?
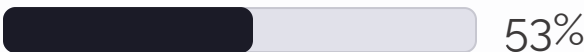
Revenue Distribution by Sales Method

Average Revenue per Customer

100%
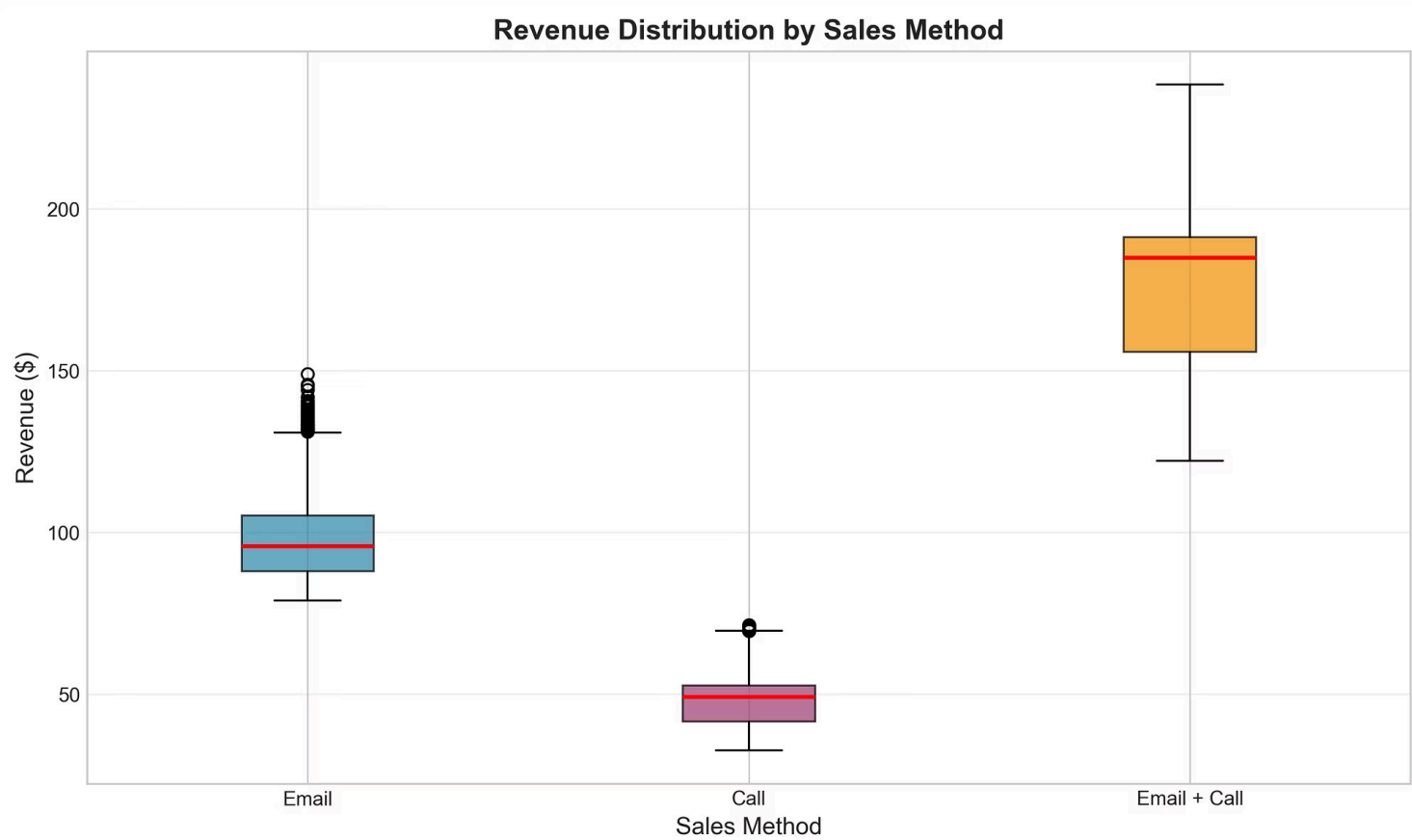
Email + Call: $183.65

Highest per-customer value but most variable ($122-$238 range)

53%

Email: $97.13

Moderate revenue with consistent performance ($79-$149 range)

26%

Call: $47.60

Lowest revenue but most consistent ($33-$71 range)

96.4%
Call Conversion
Highest conversion rate

92.7%
Email Conversion
Strong conversion performance

86.4%
Email + Call
Solid conversion rate

Critical Insight: Email + Call generates the highest dollar value per customer BUT has lower conversion. Call achieves excellent conversion but lowest revenue per purchase. Email strikes the optimal balance between both metrics.

Revenue Trends Over Campaign Period

Was there any difference in revenue over time?

Total Revenue Over Time

Average Revenue per Customer

Customers per Week
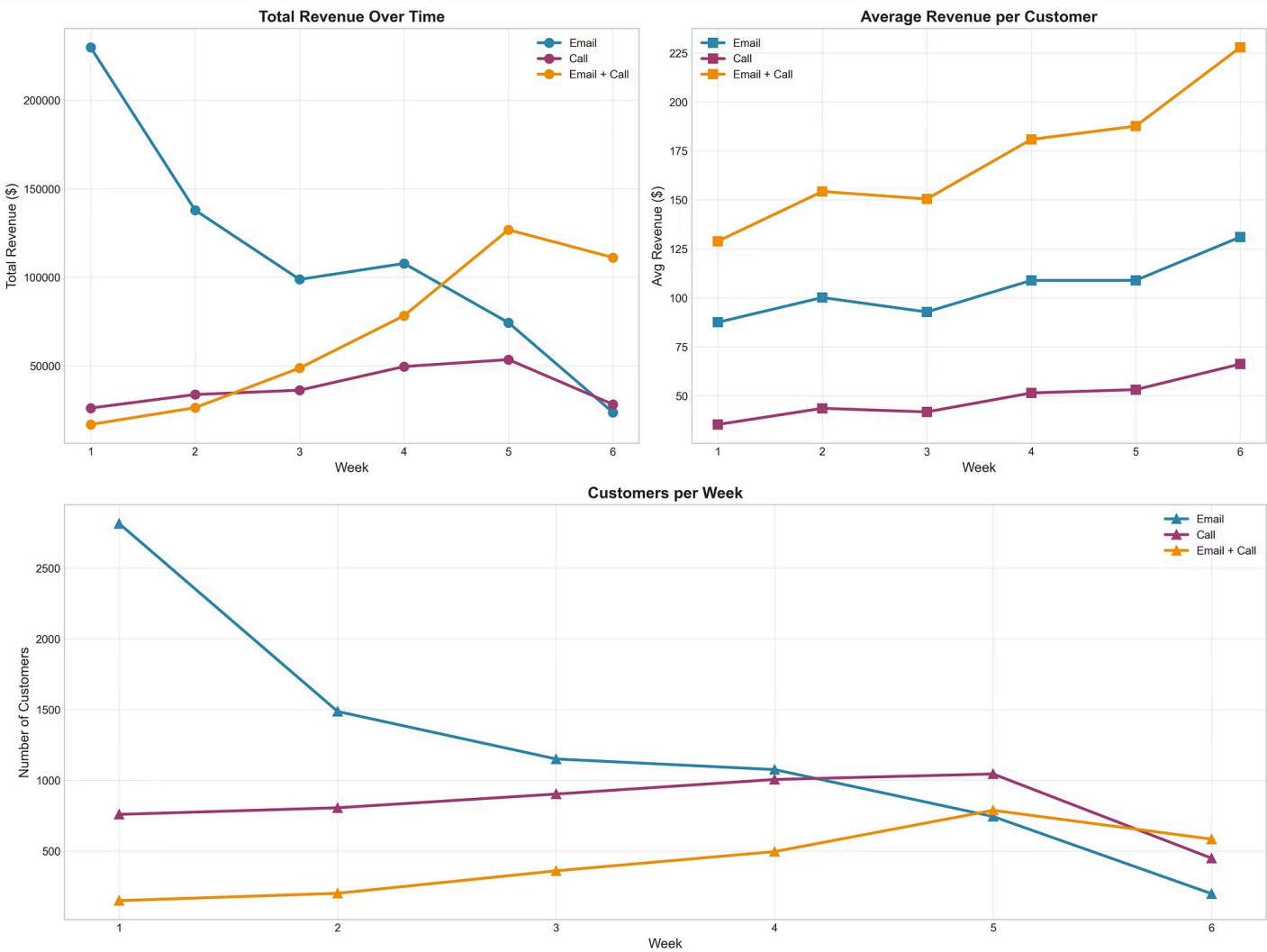
Email Method

Correlation: 0.804
Strong upward trend throughout the 6-week campaign period

Call Method

Correlation: 0.929
Very strong upward trajectory with consistent improvement

Email + Call

Correlation: 0.941
Most dramatic improvement, benefits significantly from practice and refinement

Learning Effect

All methods improved as the team refined execution and gained experience over the campaign period.

Market Awareness

Customer awareness of the new product line increased organically throughout the test window.

Sustained Leadership

Email maintained its performance advantage even as competing methods improved dramatically.

Business Implication: Don't judge methods solely on Week 1 results. All methods demonstrate growth potential, and with additional time and optimization, performance could improve further. The positive trends validate campaign continuation.

Customer Profile Context

Understanding who we're reaching across all sales methods
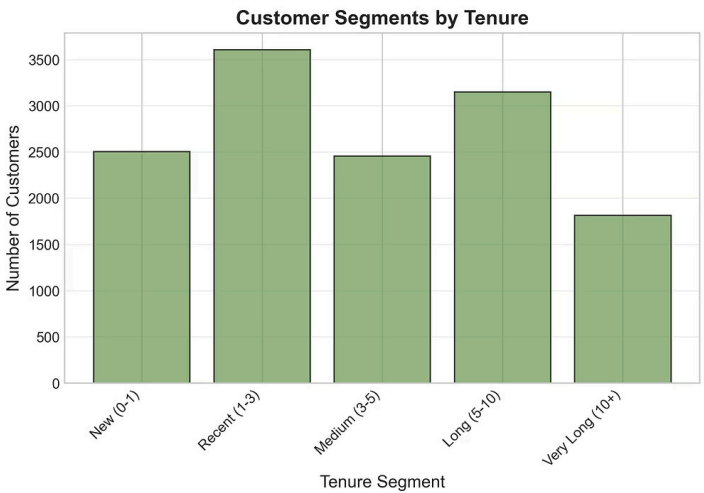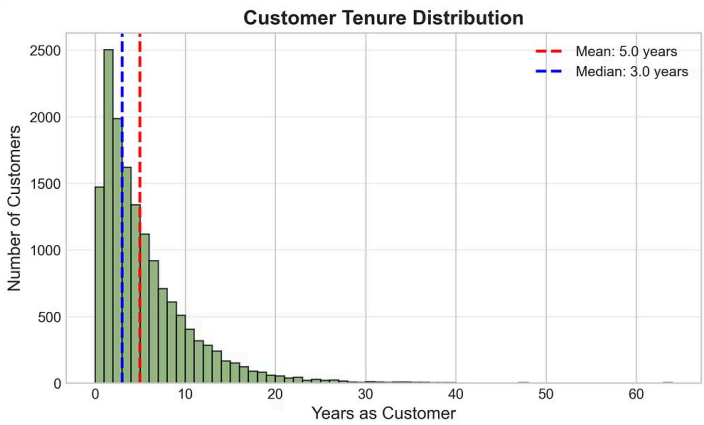
Customer Tenure Profile

Mean Tenure
5.0 years

Median Tenure
3.0 years

Most customers in our dataset are relatively new (0-5 years), providing a balanced foundation for analysis.

Customer Segments

Customer Tenure Distribution / Customer Segments by Tenure

Key Insight: We're successfully reaching both new and established customers across all tenure segments. No single sales method dominated any particular customer lifecycle stage, which strongly supports the scalability and broad applicability of our recommendations.

Introducing: Revenue per Customer Effort (RPCE)

The metric that measures true sales efficiency

The Formula

RPCE = Total Revenue ÷ (Customers × Time per Customer)

Measures dollars generated per hour of sales team time invested.

Why This Matters

Combines revenue generation AND team efficiency into one actionable metric. Accounts for vastly different effort levels across sales methods.

Strategic Value

Enables data-driven optimization decisions. Shows true ROI of sales team time investment and resource allocation.

Current RPCE Performance (Baseline)

Email

$1,801/hour

BEST EFFICIENCY

Generates ~$1,800 for every hour of team effort invested

Email + Call

$794/hour

GOOD PERFORMANCE

Solid efficiency for high-value customer segments

Call Only

$92/hour

INEFFICIENT

Requires 10 hours to match Email's 30-minute output

Critical Finding: Email is **19x more efficient** than Call-only. Call requires 10 hours of team effort to generate what Email produces in just 30 minutes.

Final Recommendations & Action Plan

Primary: Email

- **Highest Efficiency**

  RPCE of $1,801/hour—exceptional ROI on team time

- **Revenue Leader**

  Generated $672K total revenue (51.4% of campaign total)

- **Strong Conversion**

  92.7% conversion rate with minimal 3-minute effort per customer

- **Scalable**

  Can reach unlimited customers without additional headcount

Immediate Action Plan

Default Method

Make Email the primary approach for all new customer contacts

Scale Volume

Increase Email outreach 3-5x to maximize revenue potential

Optimize Content

A/B test email messaging and timing for continuous improvement

Secondary: Email + Call

High-Value Prospects

Reserve for customers with expected purchase value exceeding $150

Strategic Accounts

Deploy for VIP clients requiring personalized attention

Email Non-Responders

Use as follow-up for high-potential leads who didn't respond to Email

Allocation: Reserve for ~15-20% of customer base

Not RECOMMENDED: Call-Only

Lowest efficiency (RPCE: $92/hour), requires 30 minutes per customer, and is not scalable with current team size. High team burden for low return on investment.

Exception: Ultra-VIP clients only (<5% of customers)

Monitoring & Expected Impact

Ongoing Tracking Plan

1. Monitor RPCE weekly by sales method
2. Set alerts if RPCE drops below $150/hour threshold
3. Review monthly performance trends and patterns
4. Continuously optimize based on data insights

Projected Business Impact

- **3x revenue increase** with same team size
- **Or same revenue with 1/3 the team effort**, freeing resources for customer service and market expansion
- Clear, data-driven decision framework for future campaigns