PENS AND PRINTER

Sample practical exam presentation

ANALYSIS OF SALES METHODS AND CUSTOMER ENGAGEMENT

Data Analyst Practical Exam Submission
Ilaria Zanoni

BUSINESS PROBLEM

- Determine the most effective sales method to maximize customer outreach and revenue.

- Utilize insights from sales data to refine and optimize our sales strategies in alignment with changing consumer behaviors.

- Implement a sustainable sales approach that ensures long-term success and profitability of the new product line in a competitive market.

DATA OVERVIEW

Six weeks of sales data post-product launch.

Data Points Covered:
- Sales methods: Email, Call, Email + Call
- Revenue generated from each method
- Customer engagement metrics: site visits, years as customer

SALES METHOD DISTRIBUTION

- **Email**: 7,466 customers
- **Call**: 4,962 customers
- **Email + Call**: 2,572 customers

Insight:
Email as the preferred method due to lower effort from the team.

Distribution of Customers Across Sales Methods
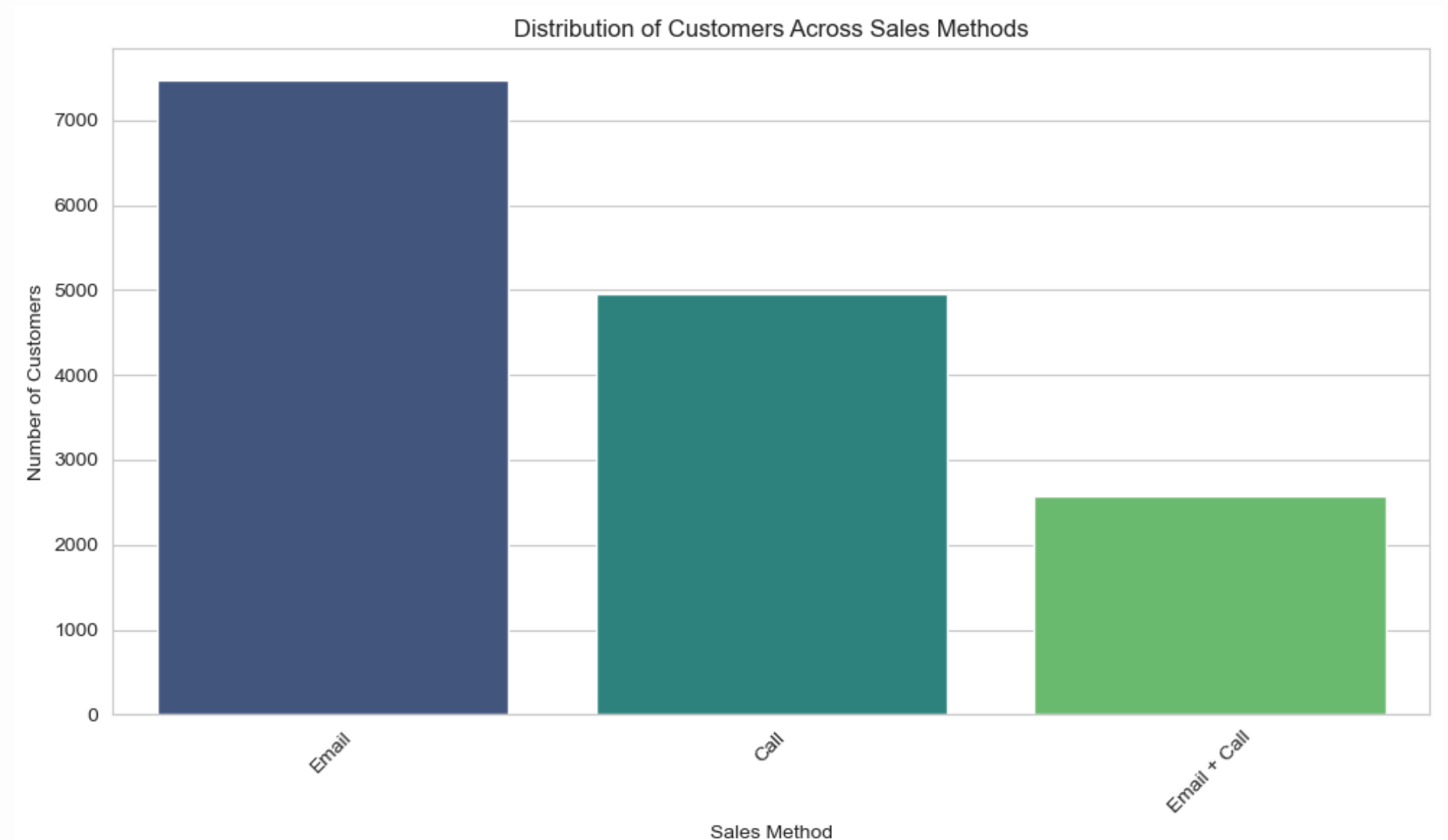
REVENUE ANALYSIS

- Revenue is right-skewed—majority lower revenue, some high-revenue outliers.
- Email + Call shows higher median revenue, suggesting effectiveness of combined strategy.

Revenue Spread by Sales Method

Overall Revenue Distribution
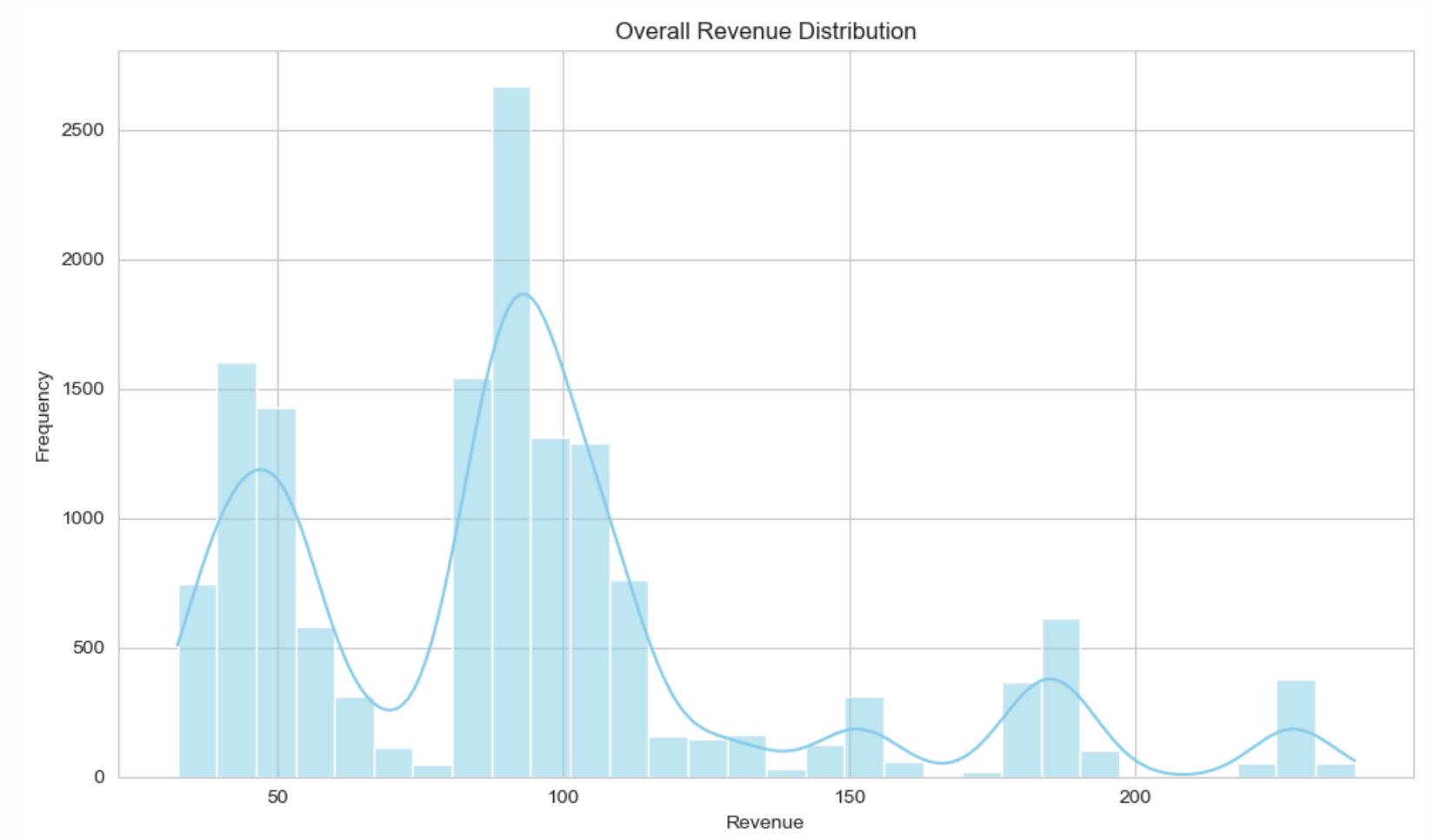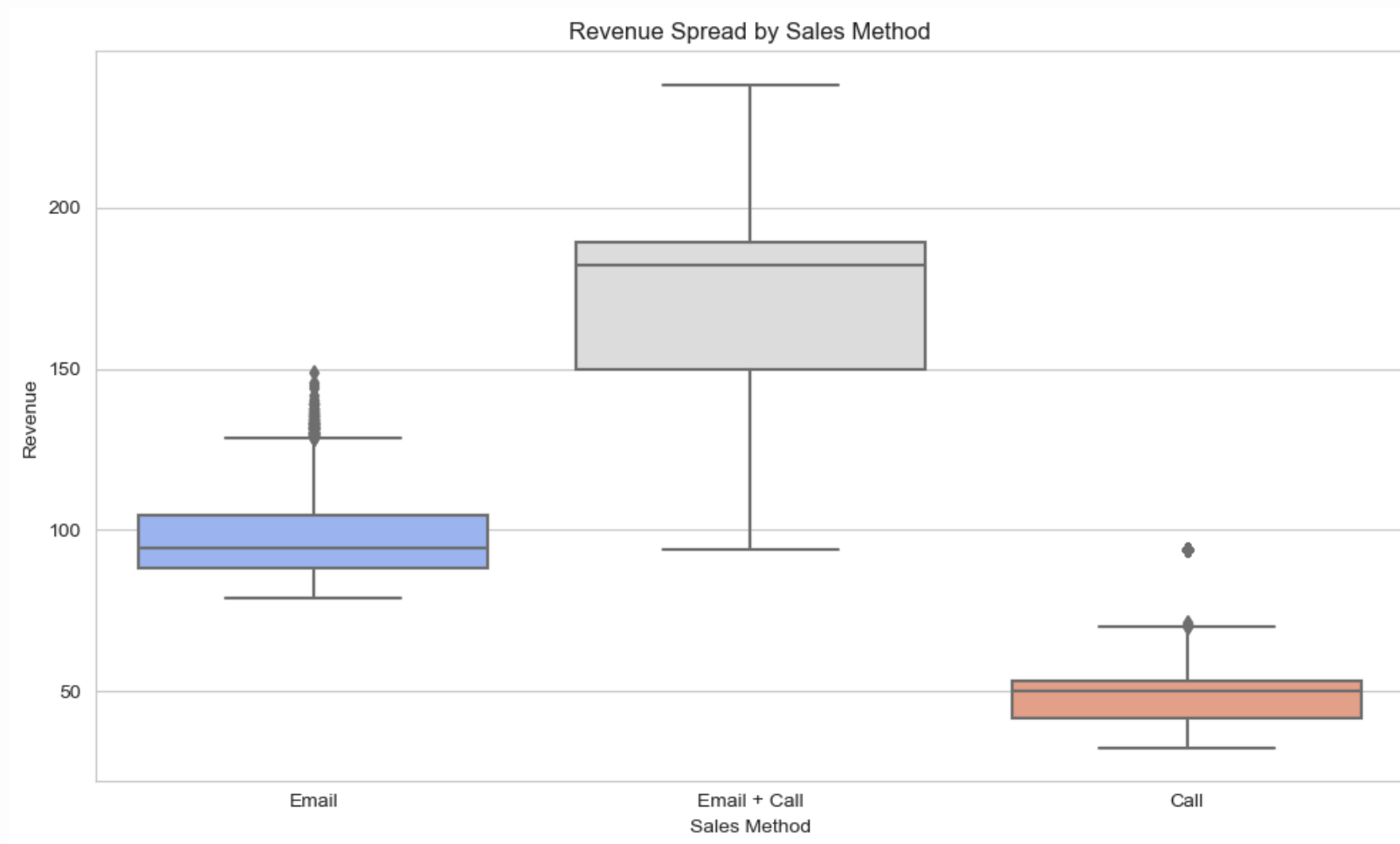
REVENUE TRENDS OVER TIME

Insight:
Email + Call shows an upward revenue trend, indicating increasing effectiveness over time.

Average Revenue Over Time by Sales Method
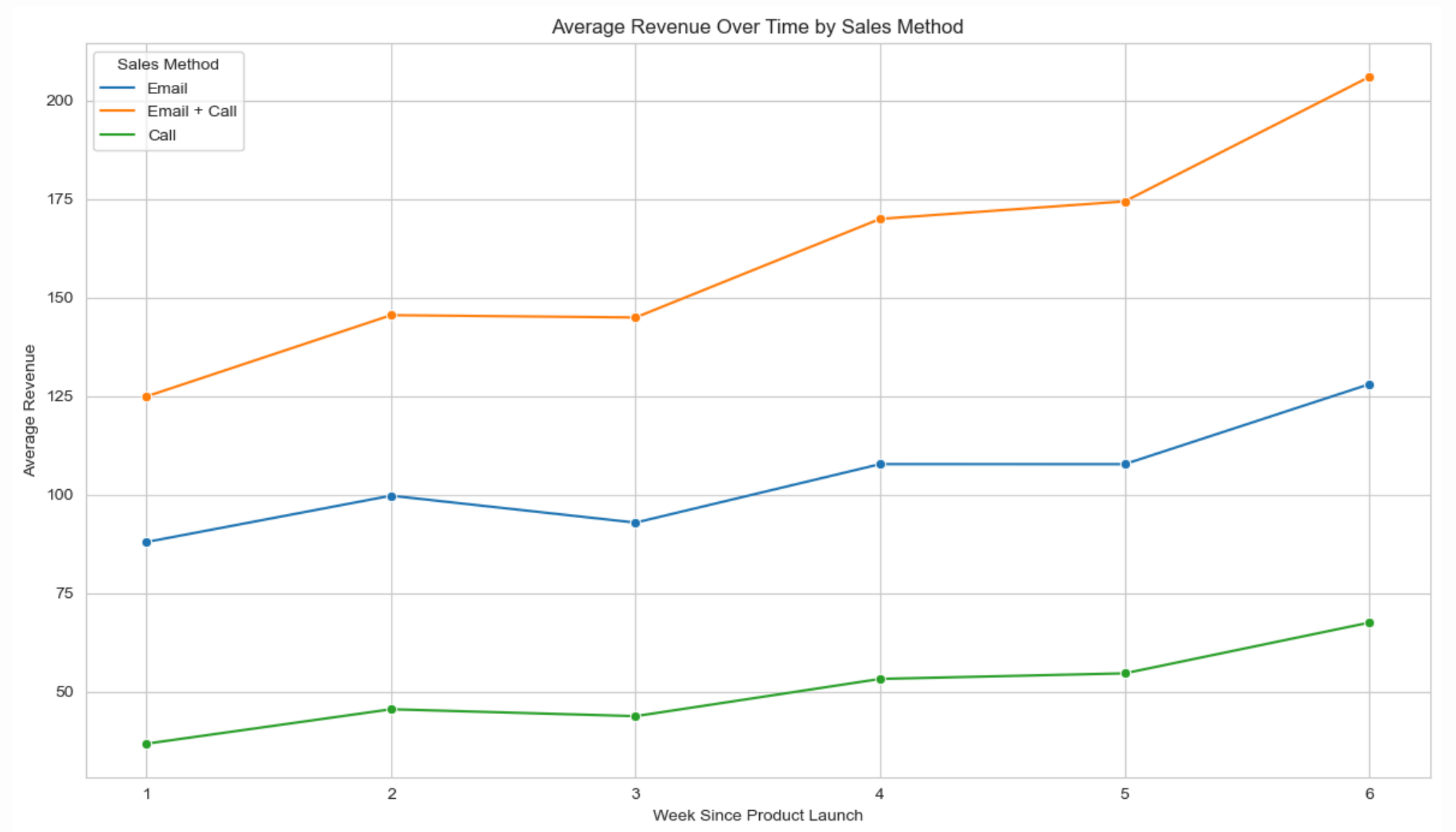
CUSTOMER LOYALTY & ENGAGEMENT ANALYSIS

Customer Loyalty:
- Analysis shows no significant variation in loyalty across sales methods.

Customer Engagement:
- Higher site visits in the Email + Call group, suggesting better resonance with engaged customers.

Customer Loyalty by Sales Method

Customer Engagement by Sales Method
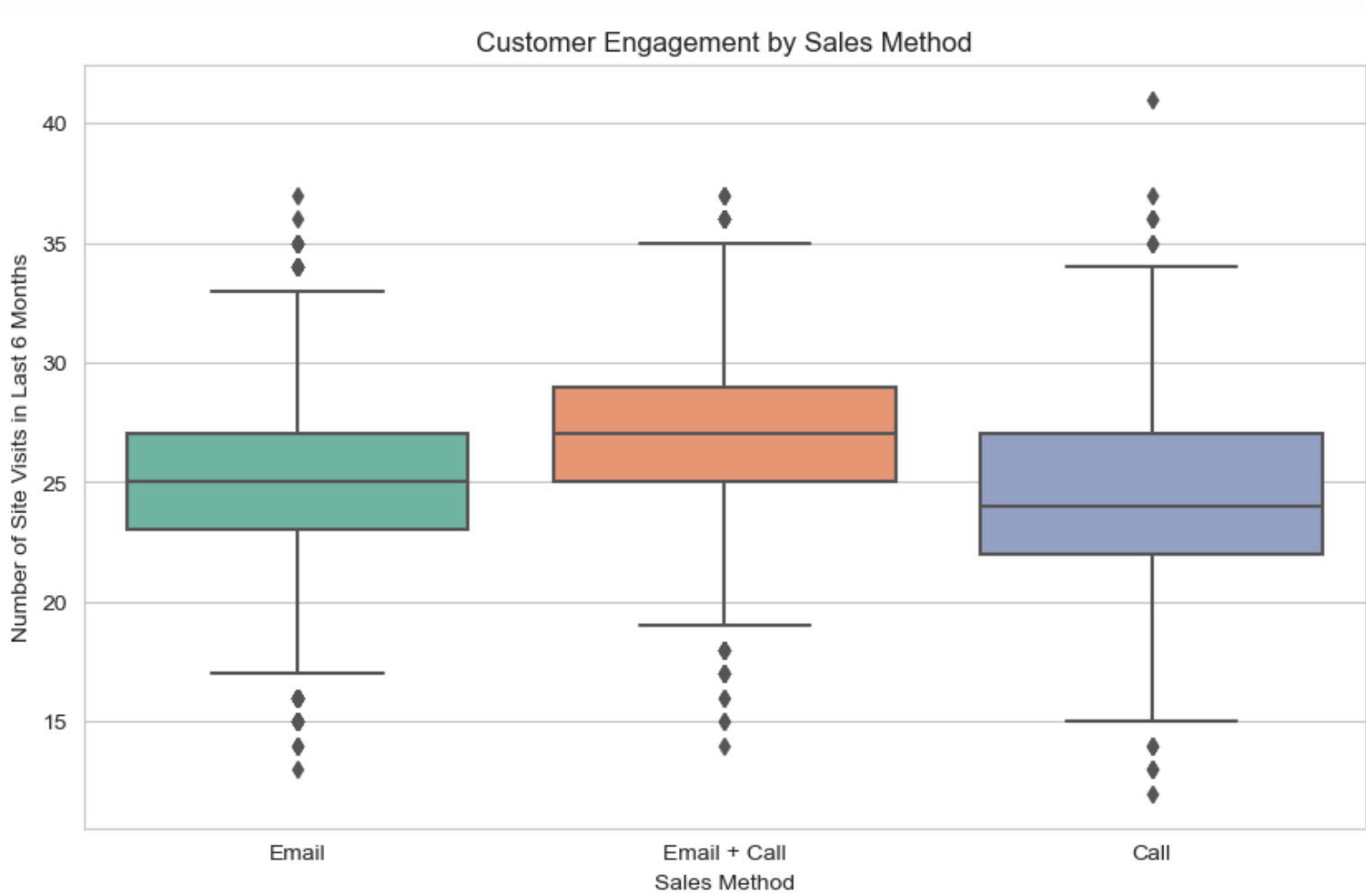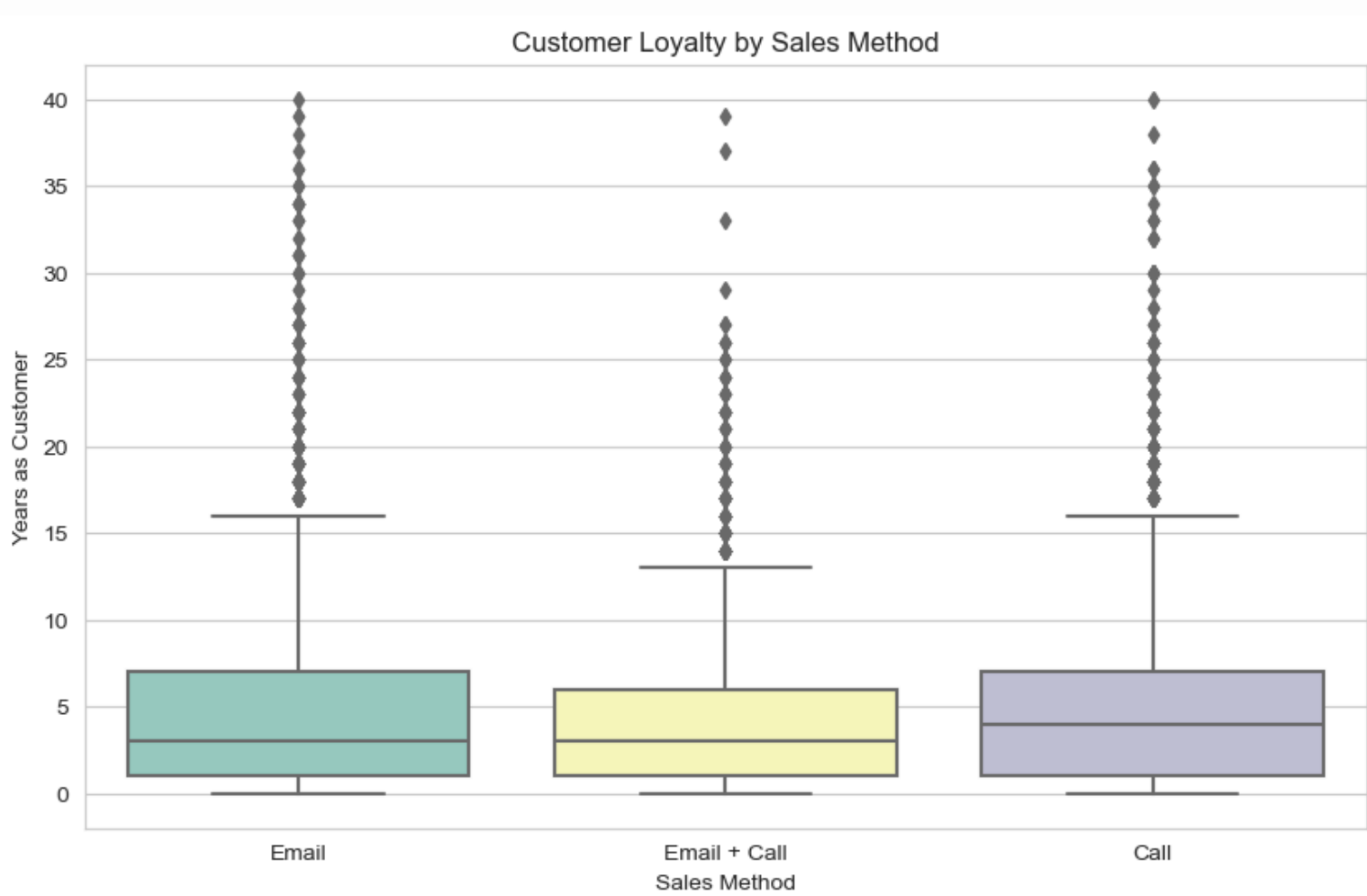
BUSINESS METRIC TO MONITOR

ARPA by Sales Method:
- **Call**: €42.29
- **Email**: €96.89
- **Email + Call**: €171.48

ARPA provides a clear measure of financial effectiveness for each sales method.
Continuous monitoring will ensure we remain aligned with our strategic financial goals.

RECOMMENDATIONS

- Prioritize the **Email + Call** strategy to leverage its high ARPA and effectiveness in customer engagement.

- Implement continuous monitoring systems for real-time tracking of **ARPA** and other key metrics.

- Conduct **further analysis** on customer preferences to refine and personalize our sales approaches.

Q & A

PENS AND PRINTER

THANK YOU