



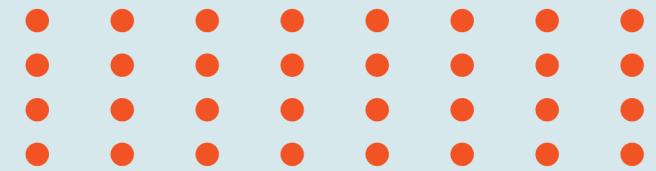
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ANALYSIS OF SALES METHODS AND REVENUE GENERATION

12 May, 2024

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Introduction



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Welcome to our Data-Driven Insights Presentation. Today, we embark on an analytical exploration of our new office stationery line, assessing the effectiveness of our sales methods and understanding our revenue dynamics. This presentation is more than just a review of figures; it's a strategic analysis aimed at uncovering the underlying patterns and insights that have driven our sales activities. Through this deep dive, we will highlight key achievements, address challenges, and outline data-backed strategies to enhance our future performance and revenue generation.

Overview Dataset

Dataset Overview :

- Total Entries : 15,000
- Columns : 8

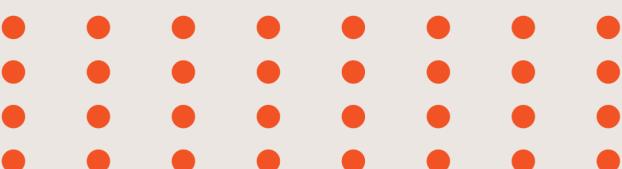
Modified Columns :

Sales Method :

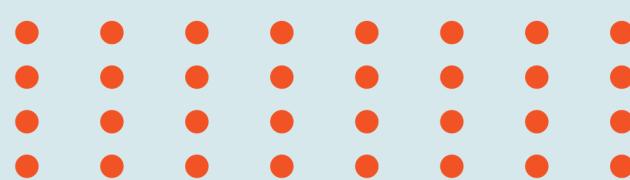
- Detected inconsistent entries and standardized to ensure consistency.

Revenue :

- Found 1,074 missing values.



Business Problems

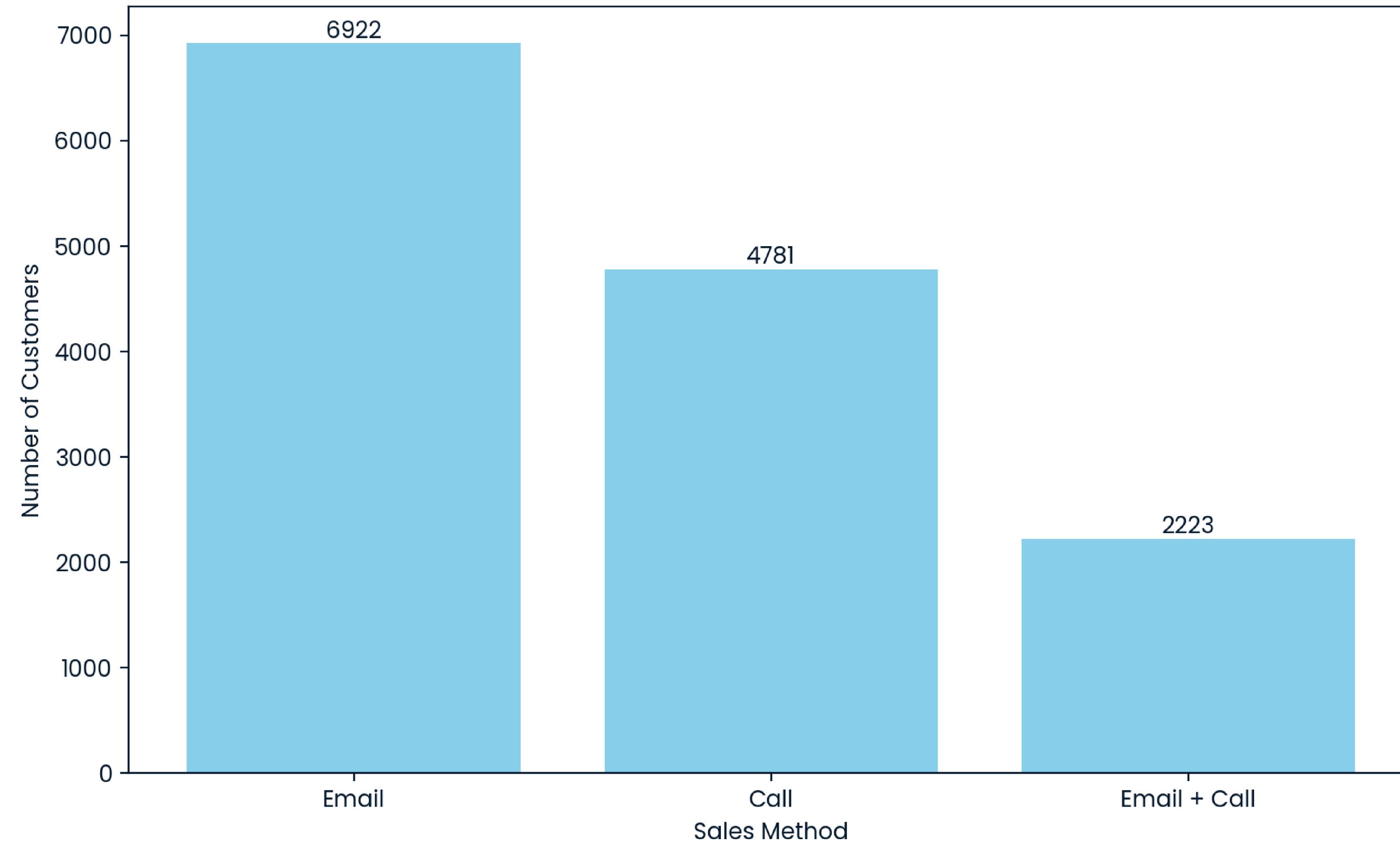


- How many customers were there for each approach?
- What does the spread of the revenue look like overall? And for each method?
- Was there any difference in revenue over time for each of the methods?
- Box Plot Analysis of Site Visits

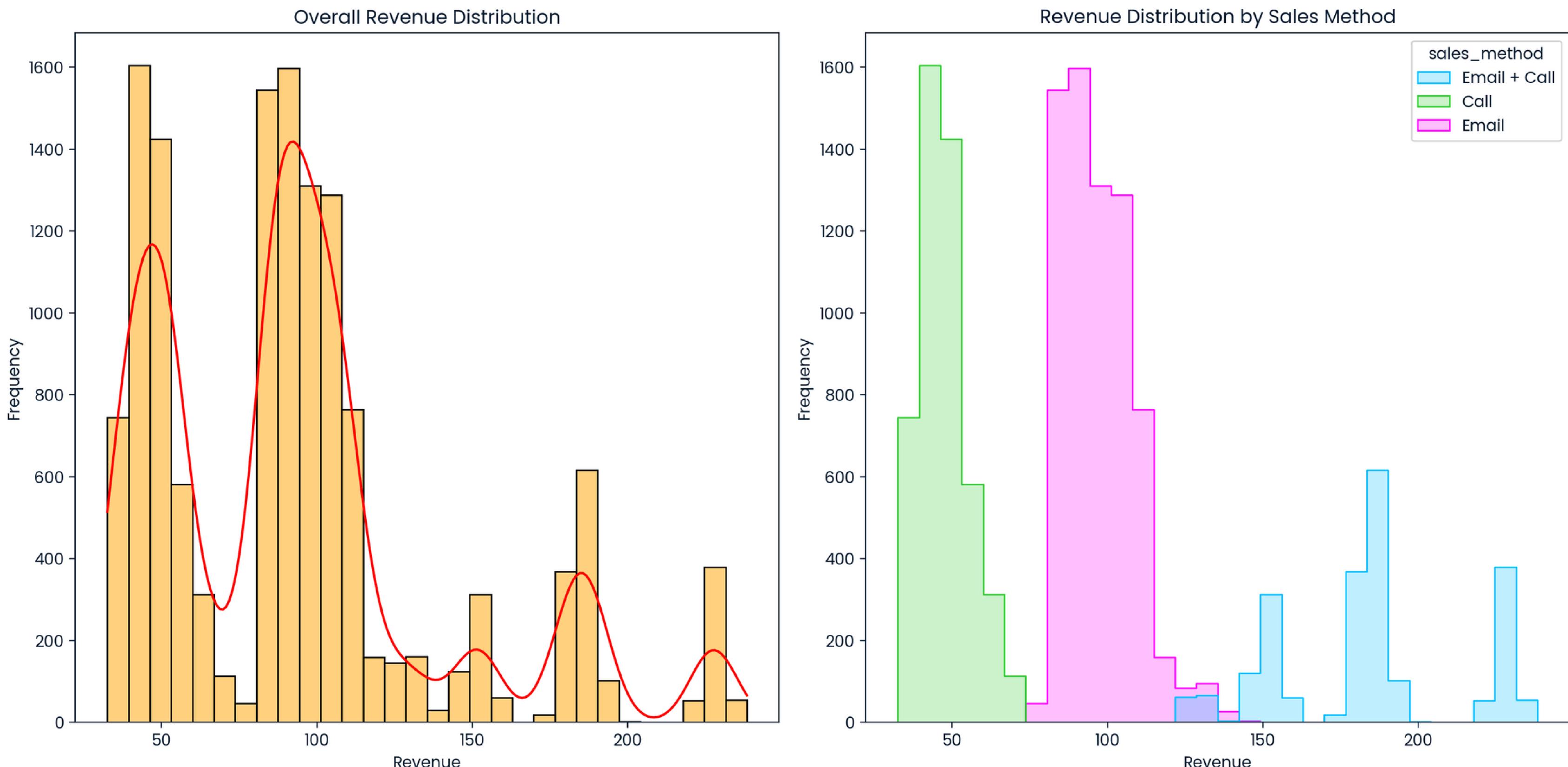


How many customers were there for each approach?

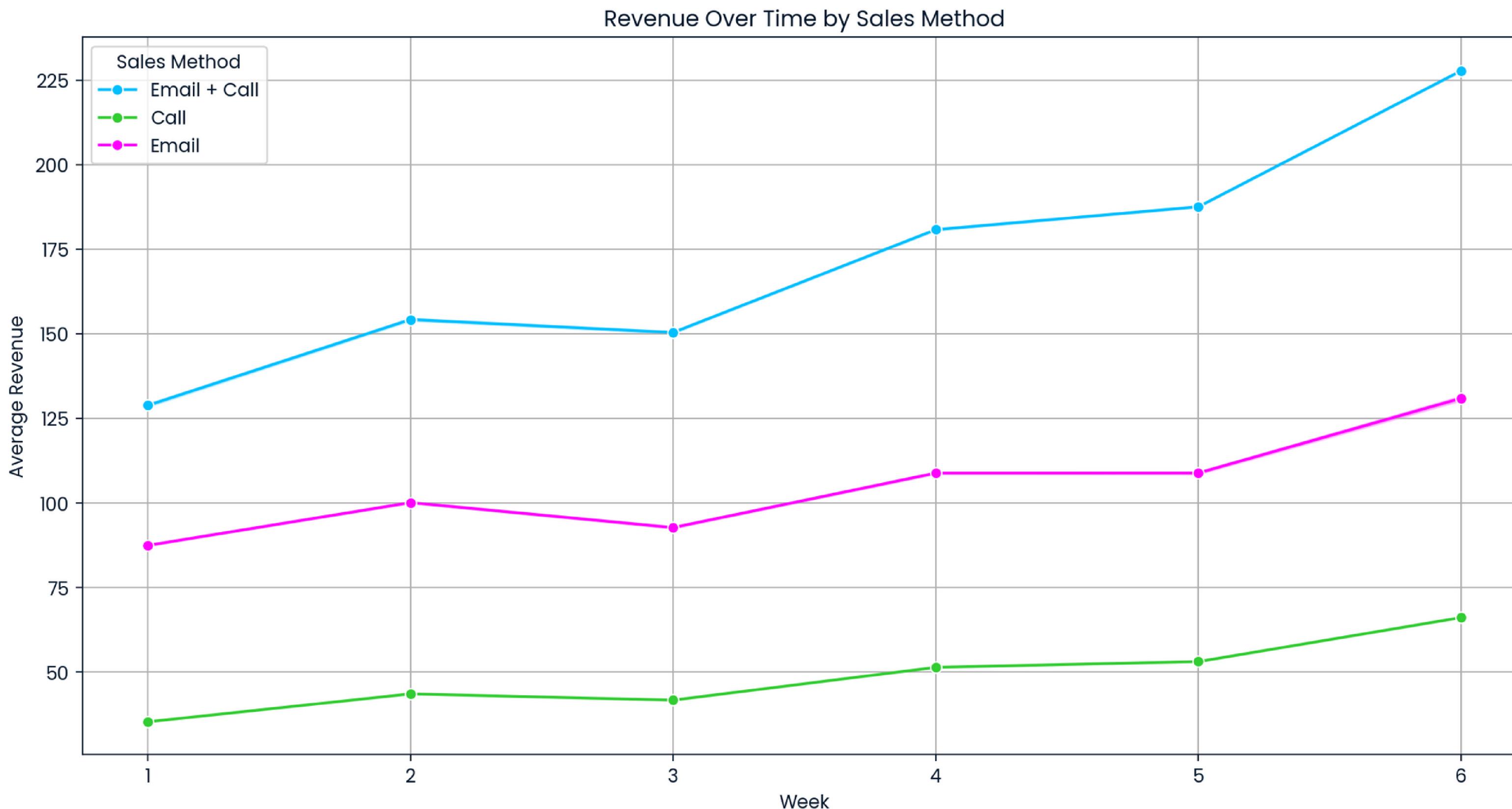
Distribution of Sales Methods



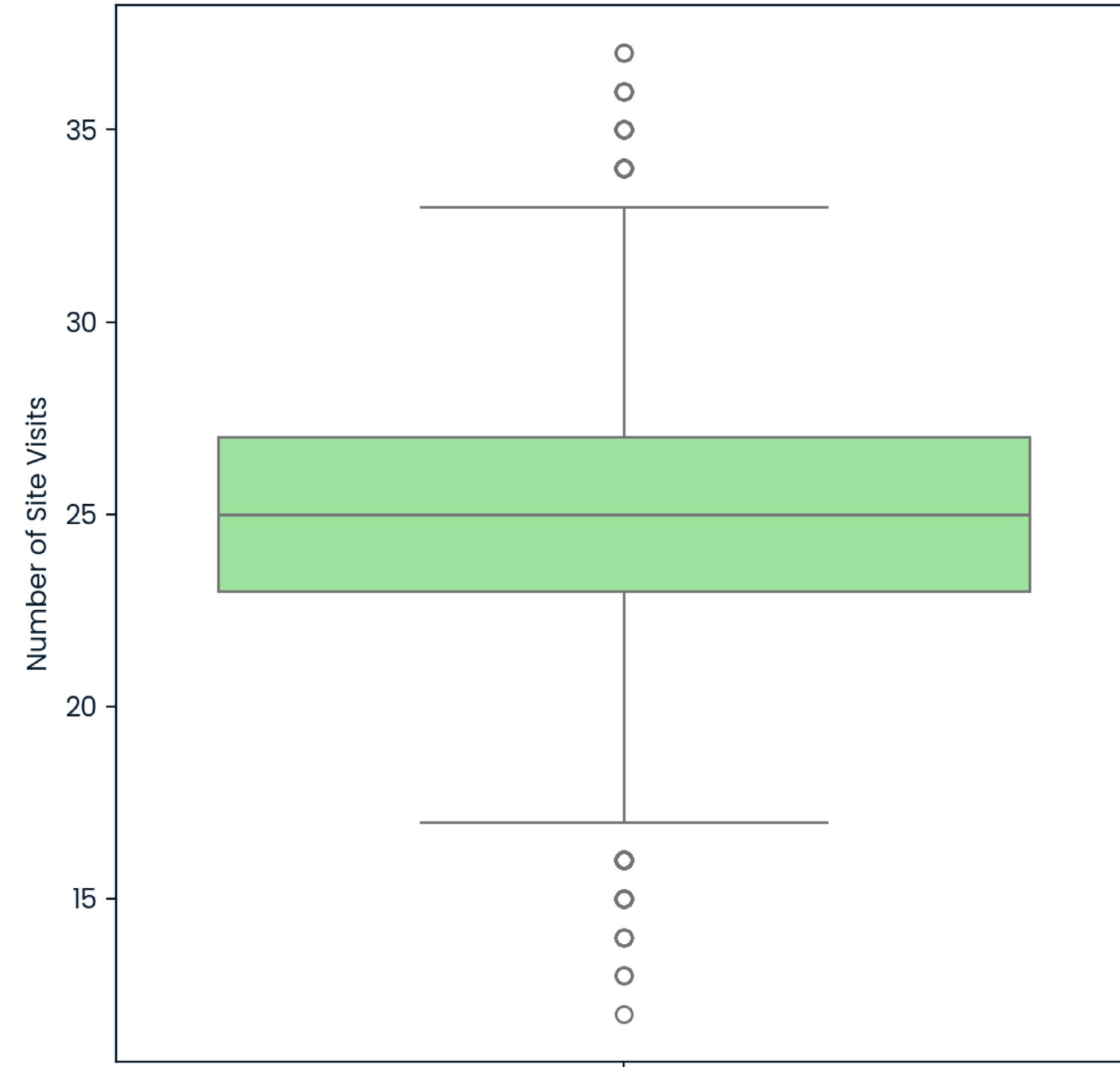
What does the spread of the revenue look like overall? And for each method?



Was there any difference in revenue over time for each of the methods?



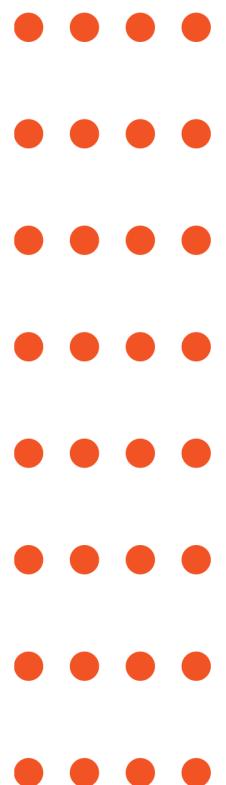
Box Plot of Site Visits



Business Metrics

To monitor the impact of different sales strategies effectively, the recommended metric is "Average Revenue per Sales Method Over Time".

This metric will help gauge the effectiveness of each approach and its appeal to customers.



Recommendations



Optimize Sales Method Utilization

- Maximize the "Email + Call" Strategy
- Scale the "Email" Strategy for Broader Reach:

Efficiency in Resource Allocation

- Discontinue the Standalone Call Strategy

Campaign and Promotion Adjustments

- Targeted Promotions Based on Engagement:

