

Sales Strategies Analysis

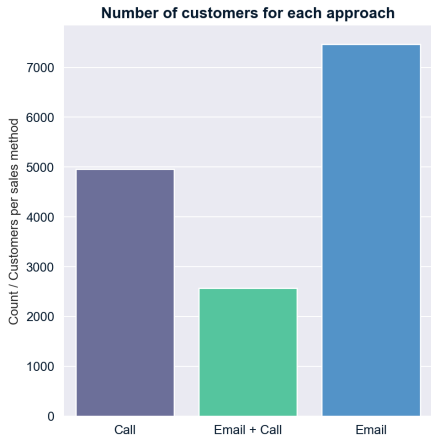


Objectives

- *Pens and Printers* provides office products to large organizations.
- Searching for the best techniques to sell new products effectively.
- New line of office stationery: **three sales strategies.**
 - ▶ **Email: easiest**
 - ▶ **Call: hardest**
 - ▶ **Email + Call: intermediate**
- Analyze dataset containing sales information.
- Which method should we continue to use?

Outcomes

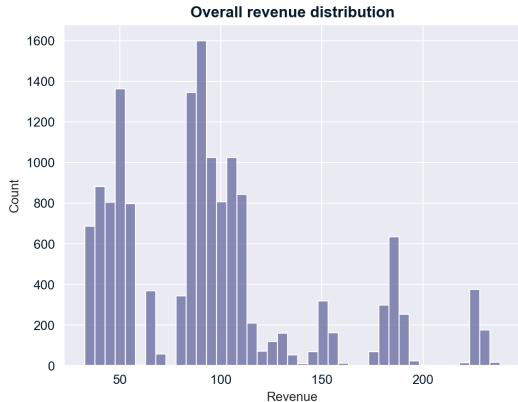
How Many Customers Were There for Each Approach?



- **Email:** 50% of sales.
- **Call:** 33% of sales.
- **Email + Call:** 17% of sales.
- Dataset tracks sales and not total addressed customers: **cannot assess effectiveness of each approach.**

Outcomes

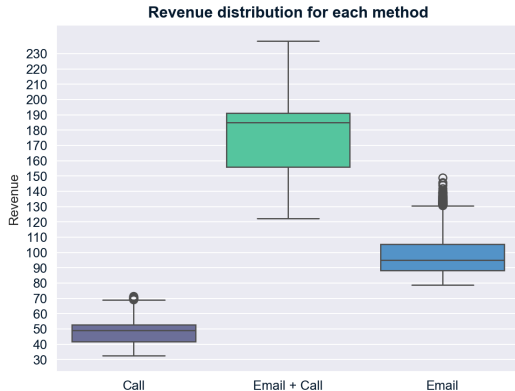
Spread of the Revenue Overall and for Each Method



The majority of revenues lie below \$150, but with 3 distinct peaks occurring around \$50, \$90 and \$180. The revenue distribution presents a significant spread, **ranging from \$32.54 to \$238.32**.

Outcomes

Spread of the Revenue Overall and for Each Method



- **Email + Call performed the best:** revenues between \$155 and \$190.
- **Email performed the second:** revenues between \$85 and \$105.
- **Call performed the worst:** revenues between \$40 and \$55.

Outcomes

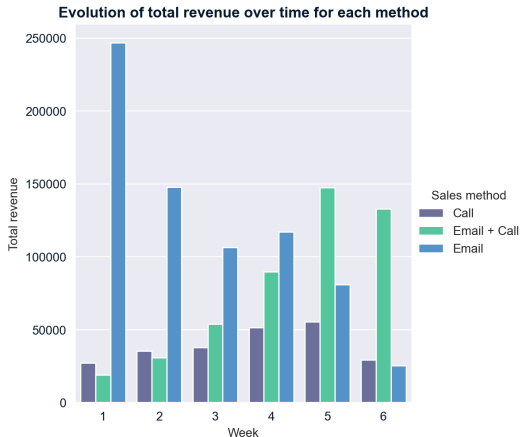
Difference in Revenue Over Time for Each Method



- All three methods display a growing average revenue over time.
- **Call performed the worst**, while also being the most time-demanding for the sales team.
- The difference between *Email* and *Call* average revenues remained almost constant: both have the same growth rate in average revenue.
- **Email + Call performed the best**: highest average revenue every week and highest growth rate over time.

Outcomes

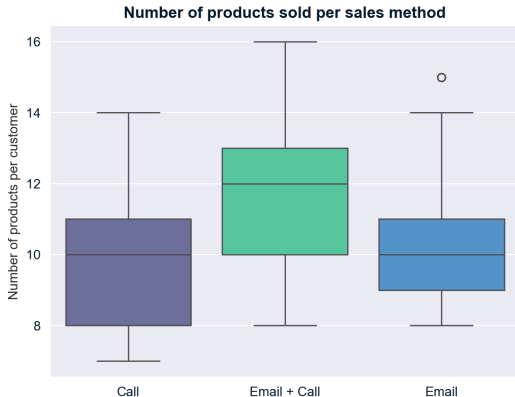
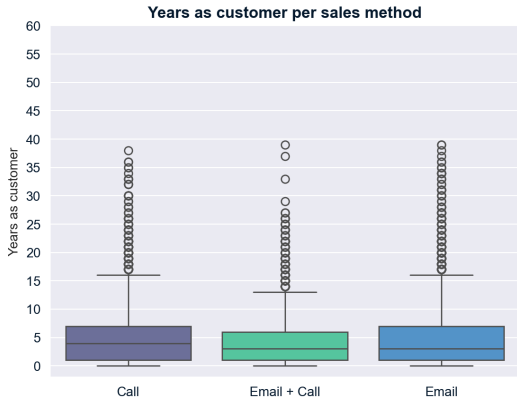
Difference in Revenue Over Time for Each Method



- **Total revenue for the Email method decreases rapidly over time**, although its average revenue per customer is slightly increasing.
- **The total revenue from Email + Call increases over time and has the highest revenue per customer every week.** Moreover, its average revenue per customer is rapidly increasing throughout the weeks.

Outcomes

Customer Characteristics: Years as a Customer and Number of Products Sold to Each Customer per Sales Method



- Most sales are concentrated among users with less than 10 years as customers.
- *Email + Call* performed the best in number of products sold per customer, ranging from 10 to 13.

- Given that the sales team aims to sell their products effectively, **I would recommend using the total revenue as our main metric to monitor.**
- Based on the latest data, and after applying the three different methods for approaching customers for 6 weeks, the total revenue was \$1,434,725.98. **If future campaigns generate more than \$1.4 million in total revenue, it will indicate that we are on the right track.**

Recommendations

- **Discontinue approaches using the Call method.**
- **Continue using the Email method** since it allows for broader reach and requires little effort from the team.
- **Continue using the Email + Call method**, since it attracts high-value customers and scales well over time.
- **Focus on customers with less than 10 years** of buying from the company.

To improve future analyses:

- Tracking the total number of customers contacted by the sales team.
- Recording what products were sold to each customer.
- Logging how much time the team spent on each customer.