

New Product Sales Methods Analysis

Sales Strategies



email



call



email and call

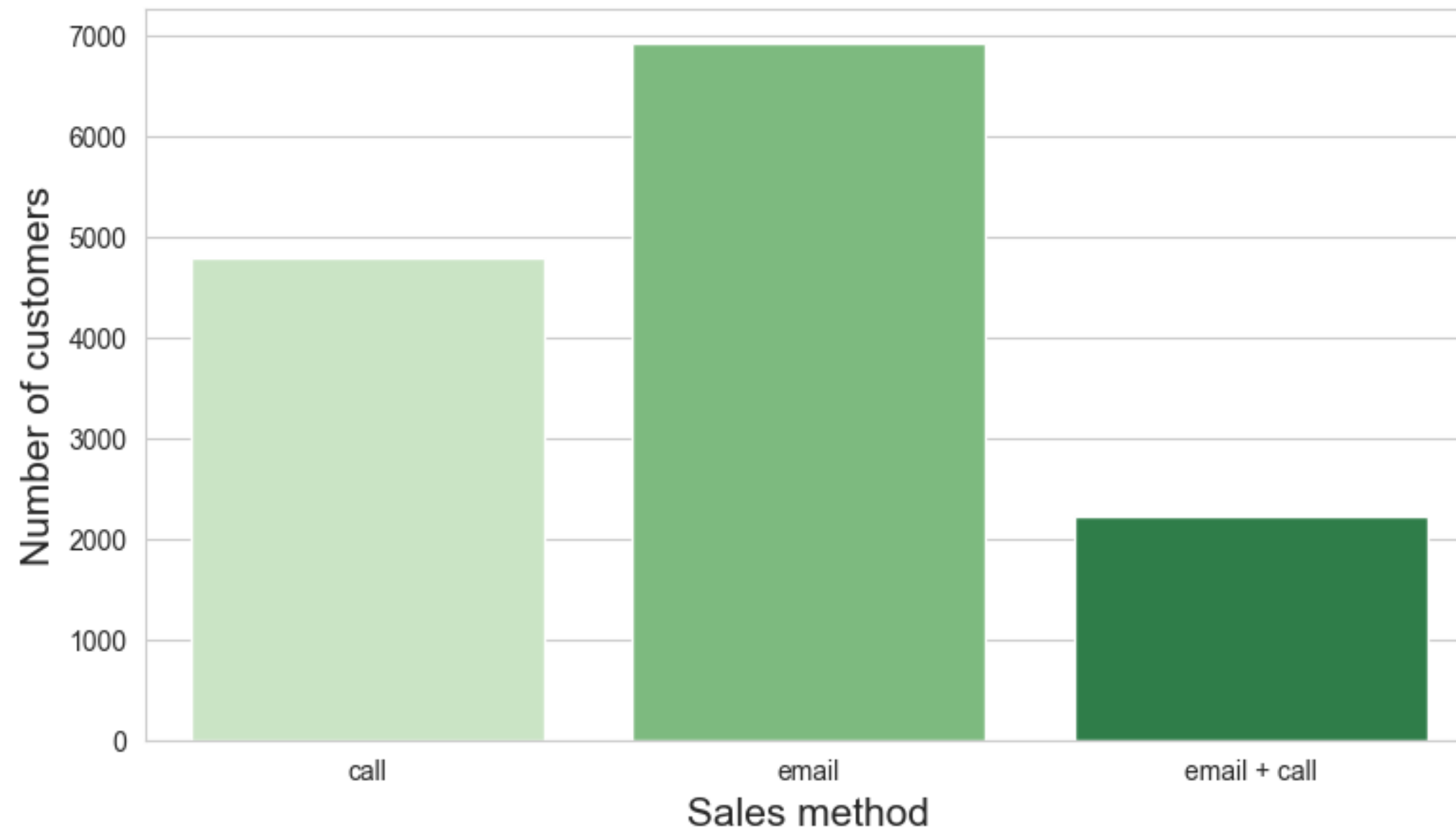
Business Goals

- Determine the differences between sales methods
- Identify the most effective sales approach that we should continue using

Outcomes

– number of customers

Number of Customers by Sales Method

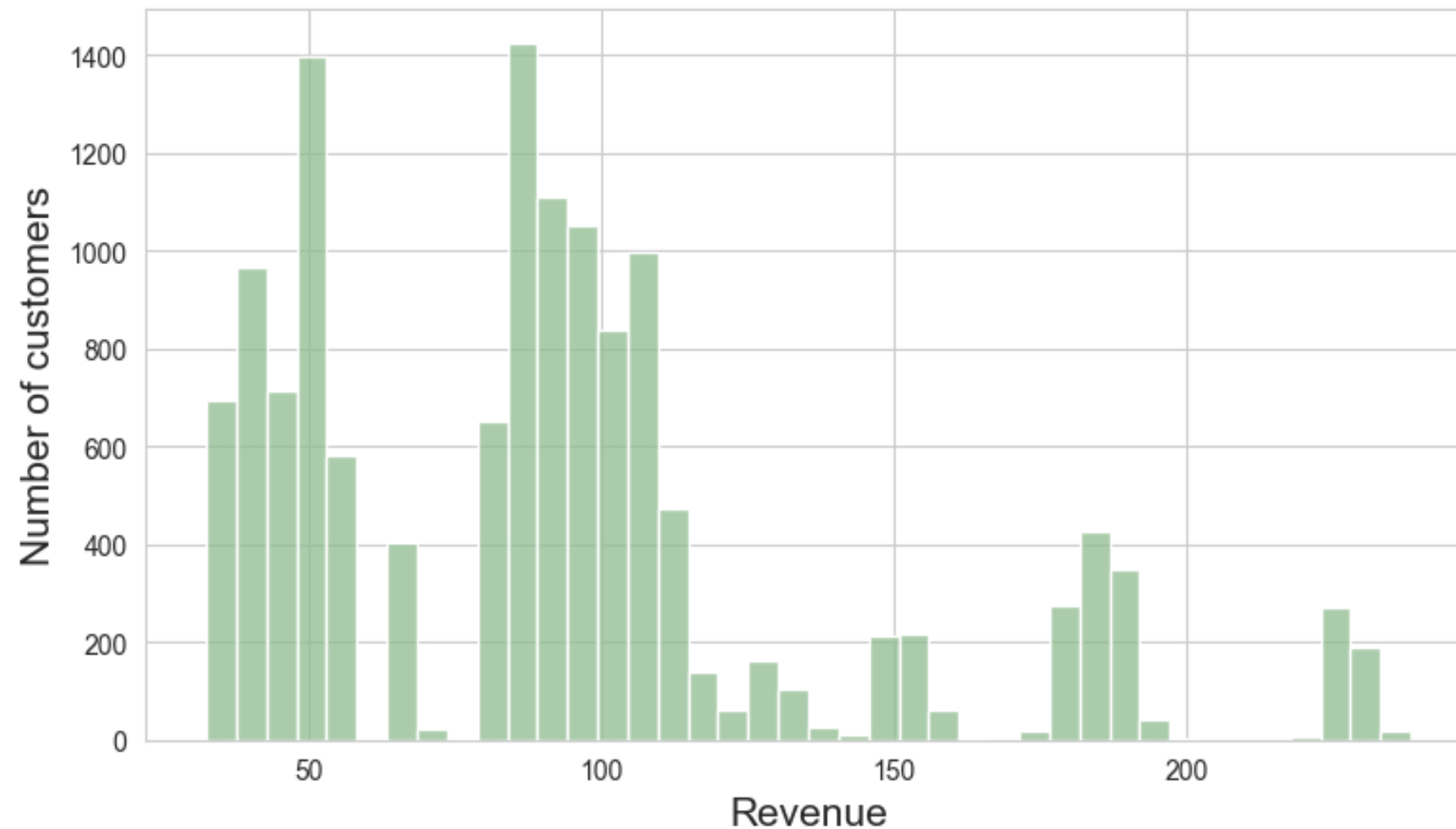


- **Email:** 6921 customers
- **Call:** 4780 customers
- **Email&Call:** 2223 customers

Outcomes

– revenue

The Distribution of Revenue

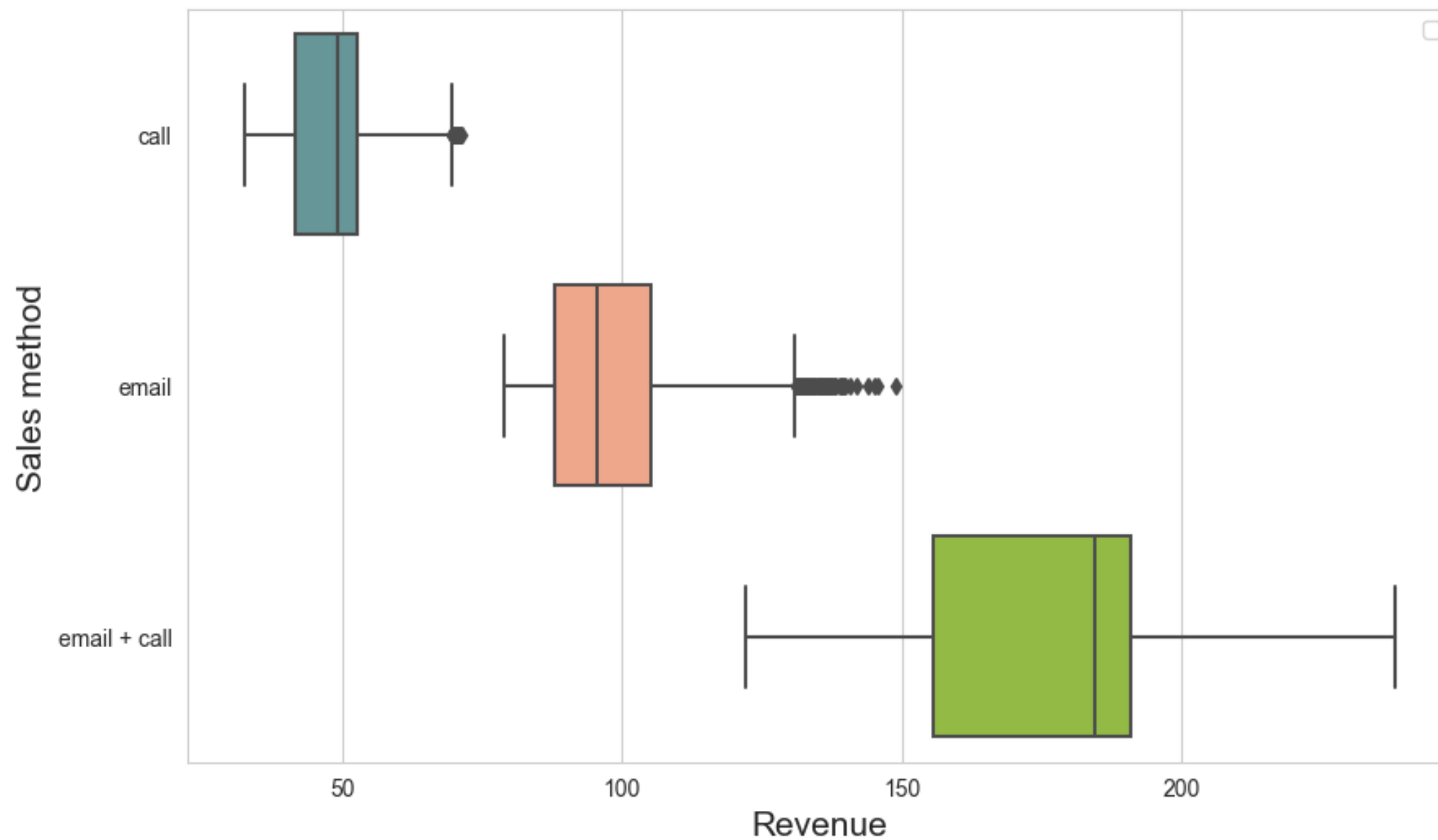


- Most products sold generate less than **190\$**
- Median revenue value for all products sold is **89.5\$**

Outcomes

– revenue

The Distribution of Revenue by Sales Method



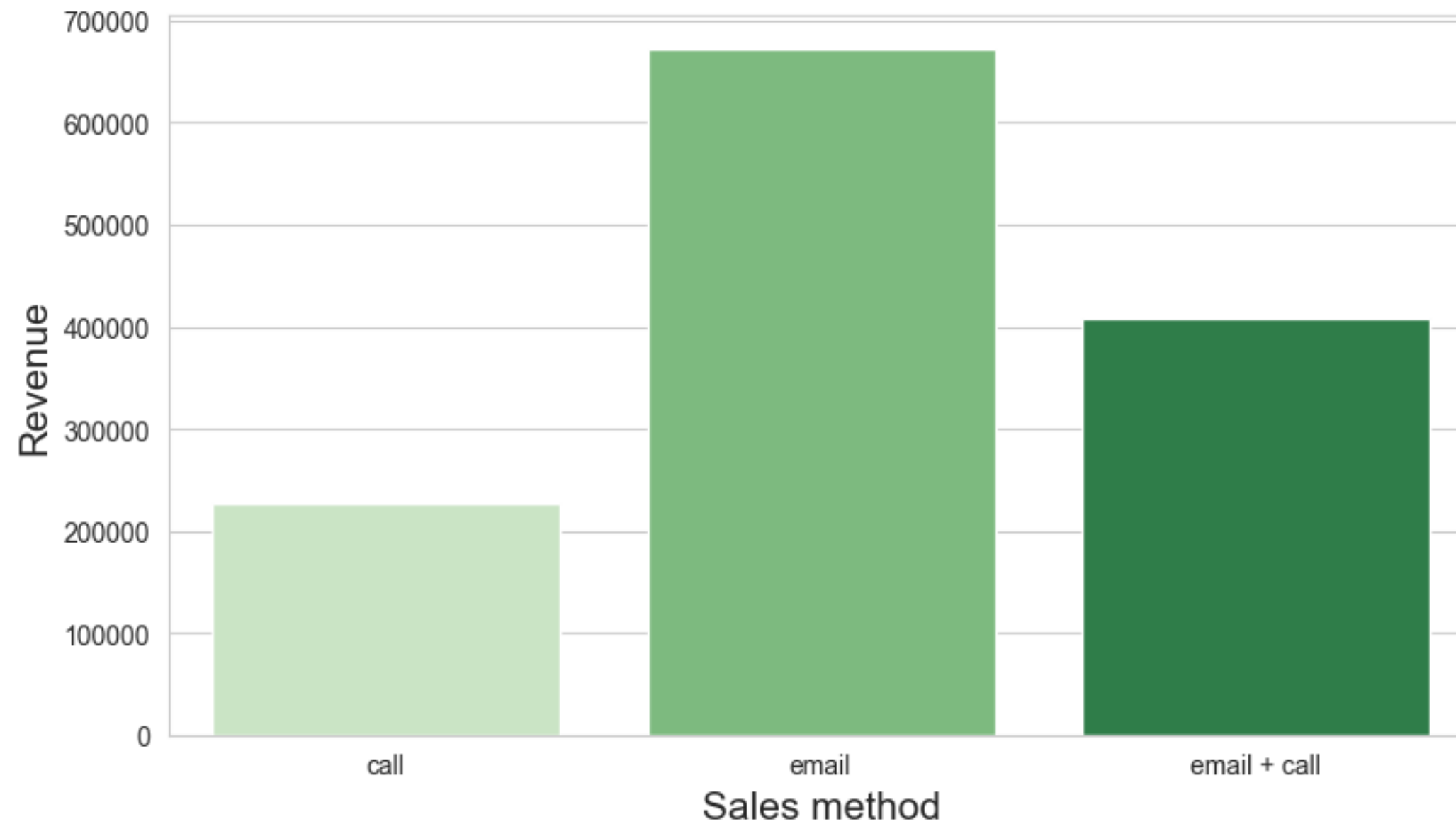
Revenue Range

- **Email:** 78.83\$ – 148.97\$
- **Call:** 32.54\$ – 71.36\$
- **Email&Call:** 122.11\$ – 238.32\$

Outcomes

– revenue

Revenue by Sales Method



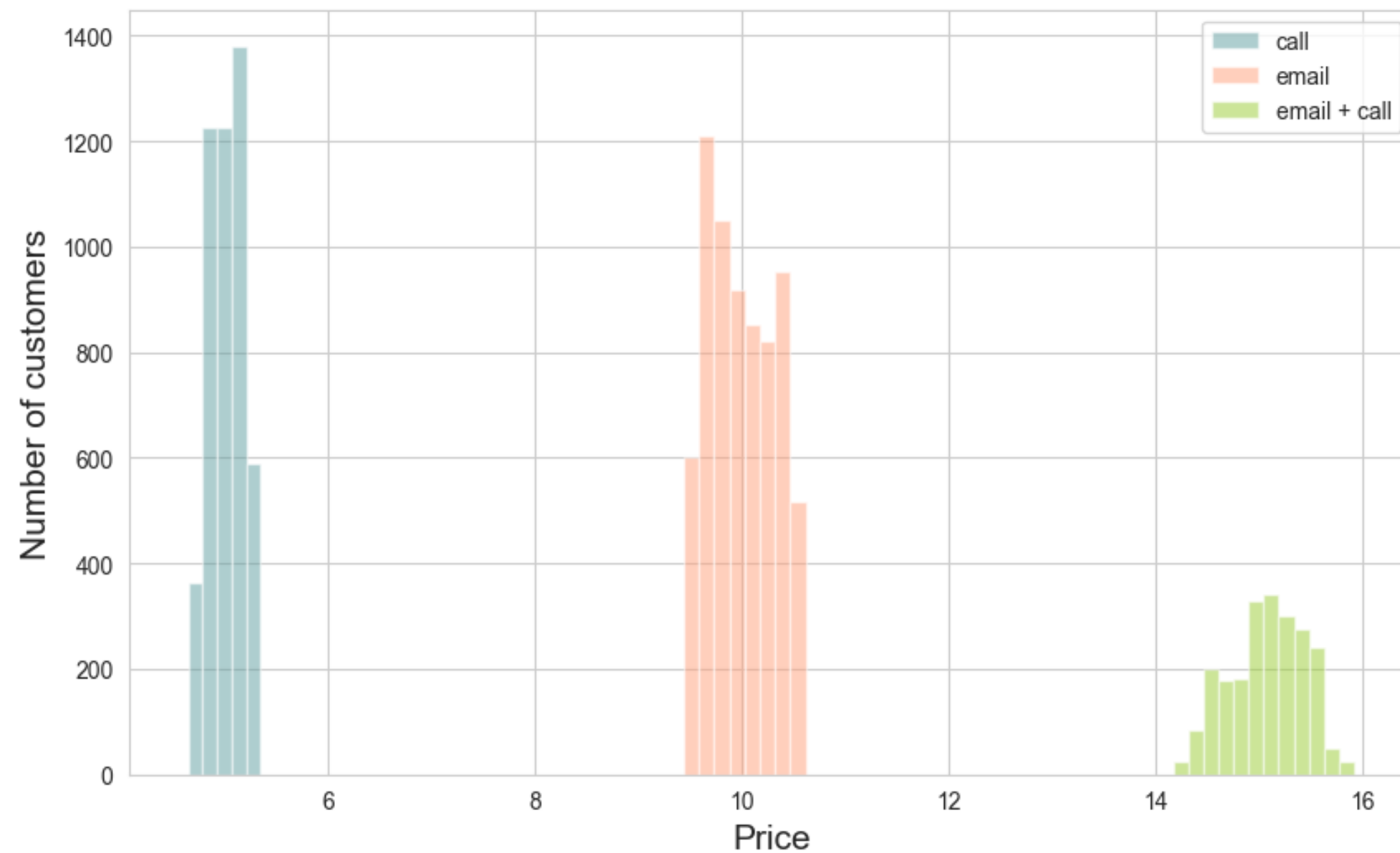
Revenue

- **Email:** 672,220.61\$
- **Call:** 227,513.02\$
- **Email&Call:** 408,256.69\$

Outcomes

– price

The Distribution of Price by Sales Method



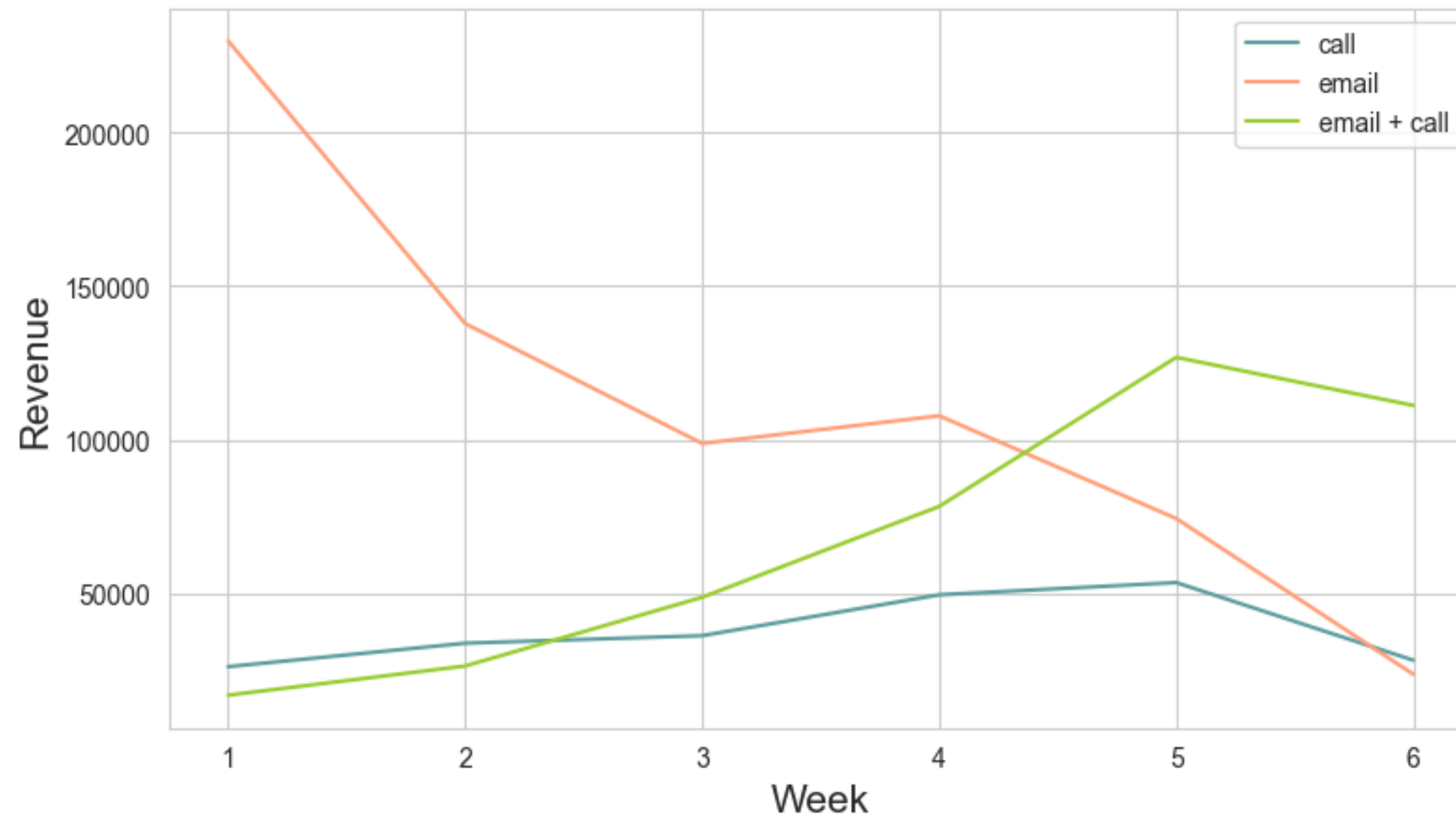
Average Price

- **Email:** 10\$
- **Call:** 5\$
- **Email&Call:** 15\$

Outcomes

– revenue over time

Revenue by Week



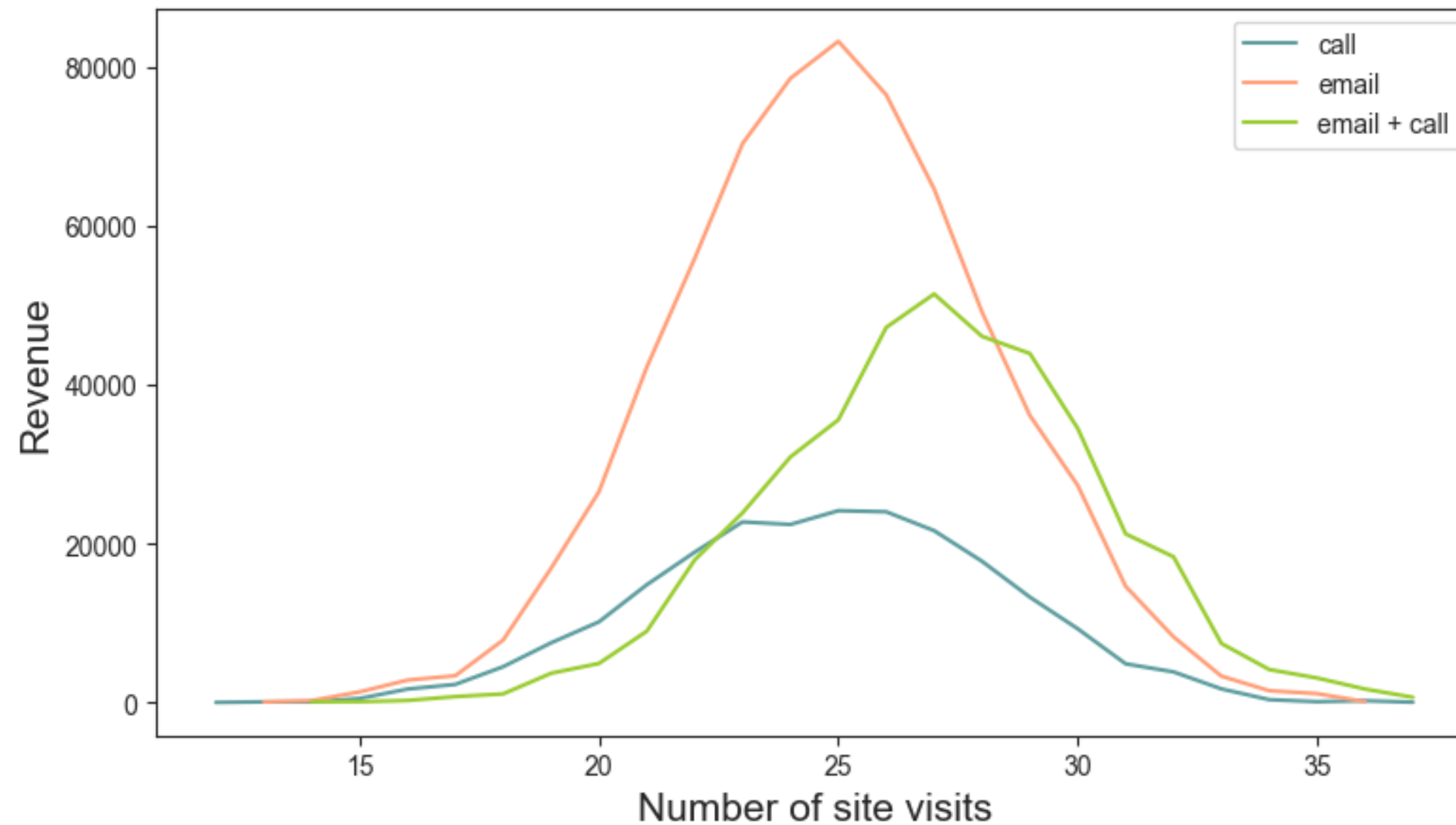
Peak

- **Email:** week 1
- **Call:** week 5
- **Email&Call:** week 5

Outcomes

– number of site visits

Revenue by Number of Site Visits

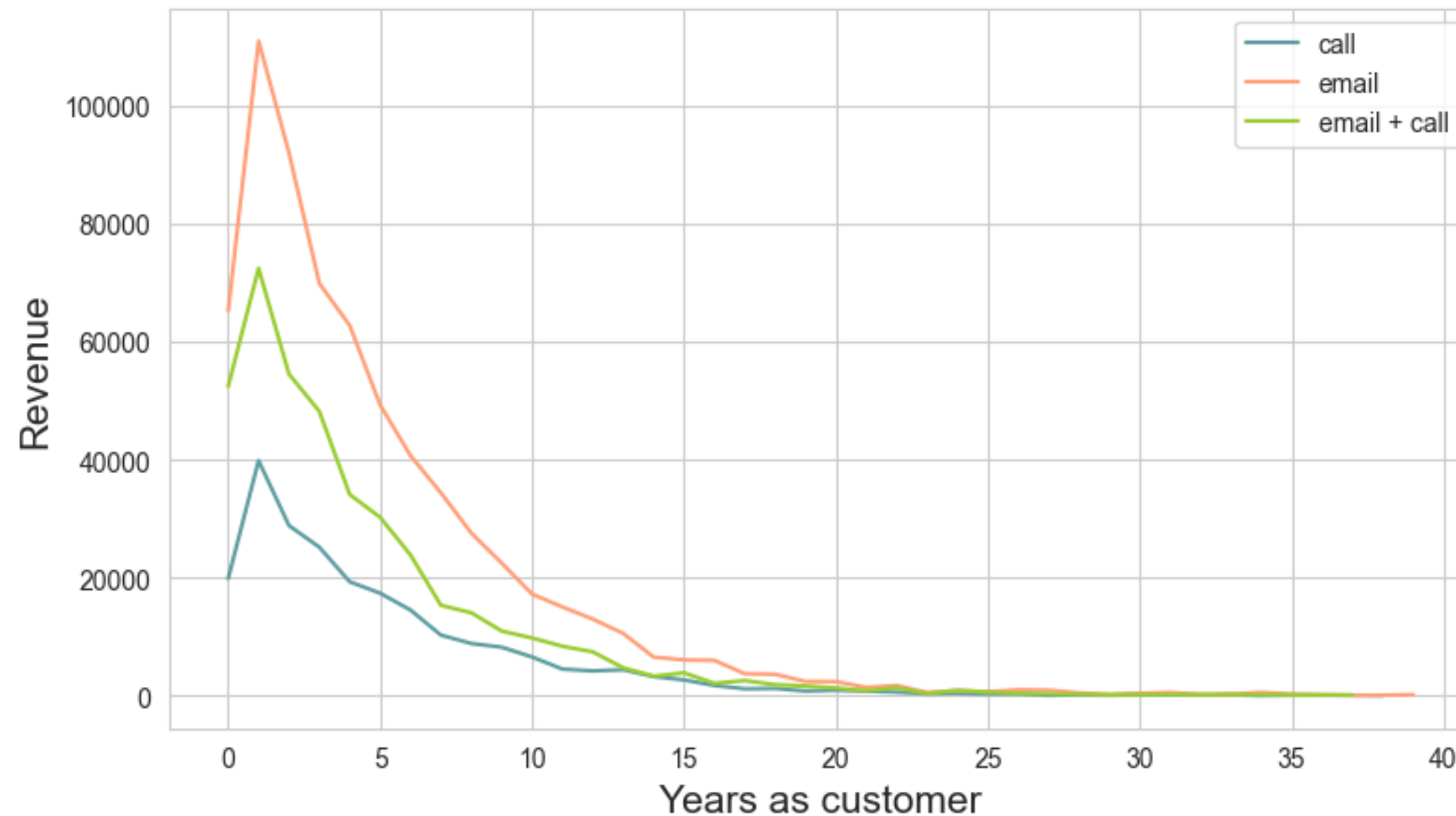


Customers who are interested in purchasing **more expensive** products need more time to think about their purchase

Outcomes

– years as customer

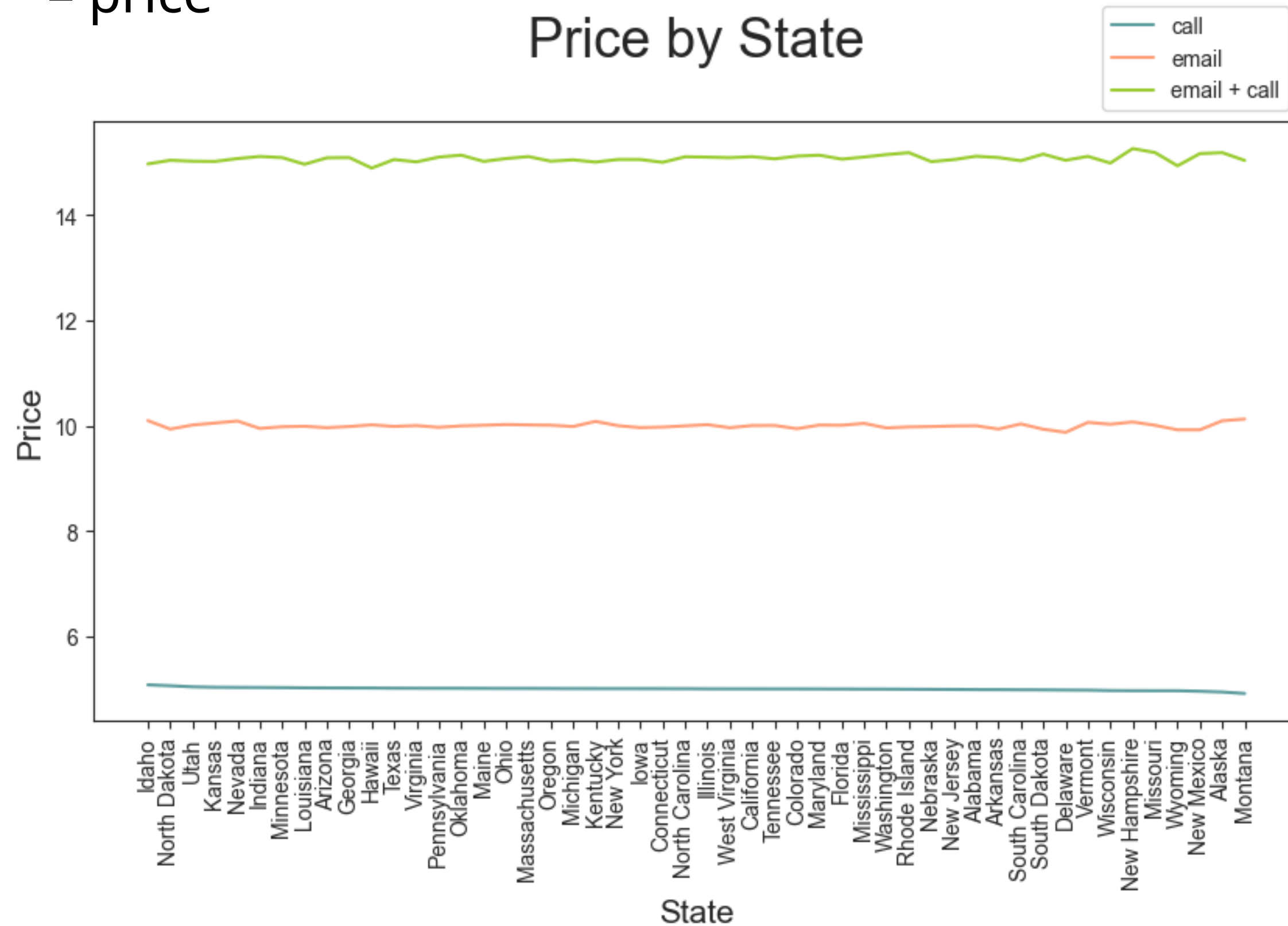
Revenue by Years as a Customer



customers who have been buying from us for **1 year** are the most active and bring in the most revenue

Outcomes

– price

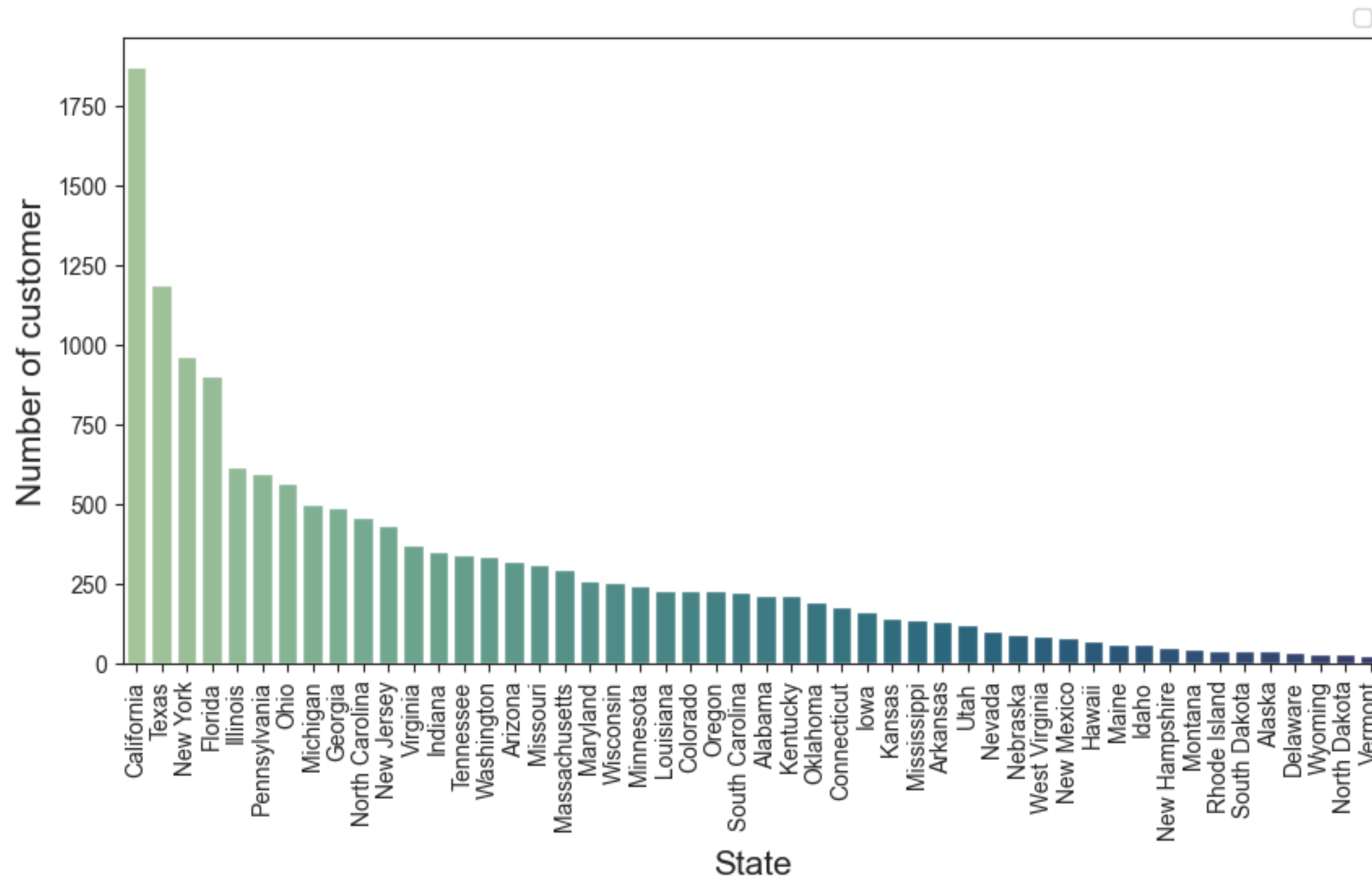


The prices of products sold through each approach are **consistent** across all states

Outcomes

– price

Number of Customers by State



- **California** has the largest number of customers
- **Vermont** has the smallest number of customers

Business Metrics

I suggest using the ratio of the average price of products sold in the last 6 weeks to the cost of each approach

The call method: the most time-consuming, generates an average price of 5\$

The email method: requires the least amount of time, generates an average price of 10\$

The email and call method: the second most time-consuming approach, generates an average price of 15\$

Recommendations

Different types of products were sold:

- Collecting data on each product sold with each sales method
- Tracking the time spent on each approach
- Conducting the analysis again with more detailed data

Recommendations

Specific products were purchased:

- I would not recommend continuing to use **the call strategy**. It requires a significant amount of time and resources, which may not be cost-effective for lower-priced products
- **The email strategy** may be the best option to maximize revenue while minimizing costs, as it generated high revenue per item sold and required very little work from the team
- If resources are available, **the email and call strategy** may be effective as it generated the highest revenue per item sold

Recommendations

To increase sales overall:

- Offering special promotions or discounts, providing personalized recommendations, or improving the overall customer experience for customers who have been with us for longer periods
- To increase our customer base in states with fewer customers, we should focus our marketing efforts on those areas