SALES PERFORMANCE ANALYSIS: OPTIMIZING SALES STRATEGIES

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Project Overview
Pens and Printers

Objective:

- Analyze three sales strategies for a new product line to identify the most effective approach.

Business Goals:

- Maximize revenue while minimizing effort.
- Provide actionable insights to guide future sales strategies.

Key Findings

01. Email

- Largest customer base
- Declining revenue over time

02. Call

- High effort required with limited revenue generation.
- May be best suited for targeting high-value customers.

03. Email+Call

- Generates the highest revenue despite a smaller customer base.
- Demonstrates consistent growth and strong potential for high-value transactions

How?

1. Data Cleaning and Validation
2. Exploratory Data Analysis (EDA)
3. Defining Business Metrics to Track Performance
4. Final Summary Including Recommendation

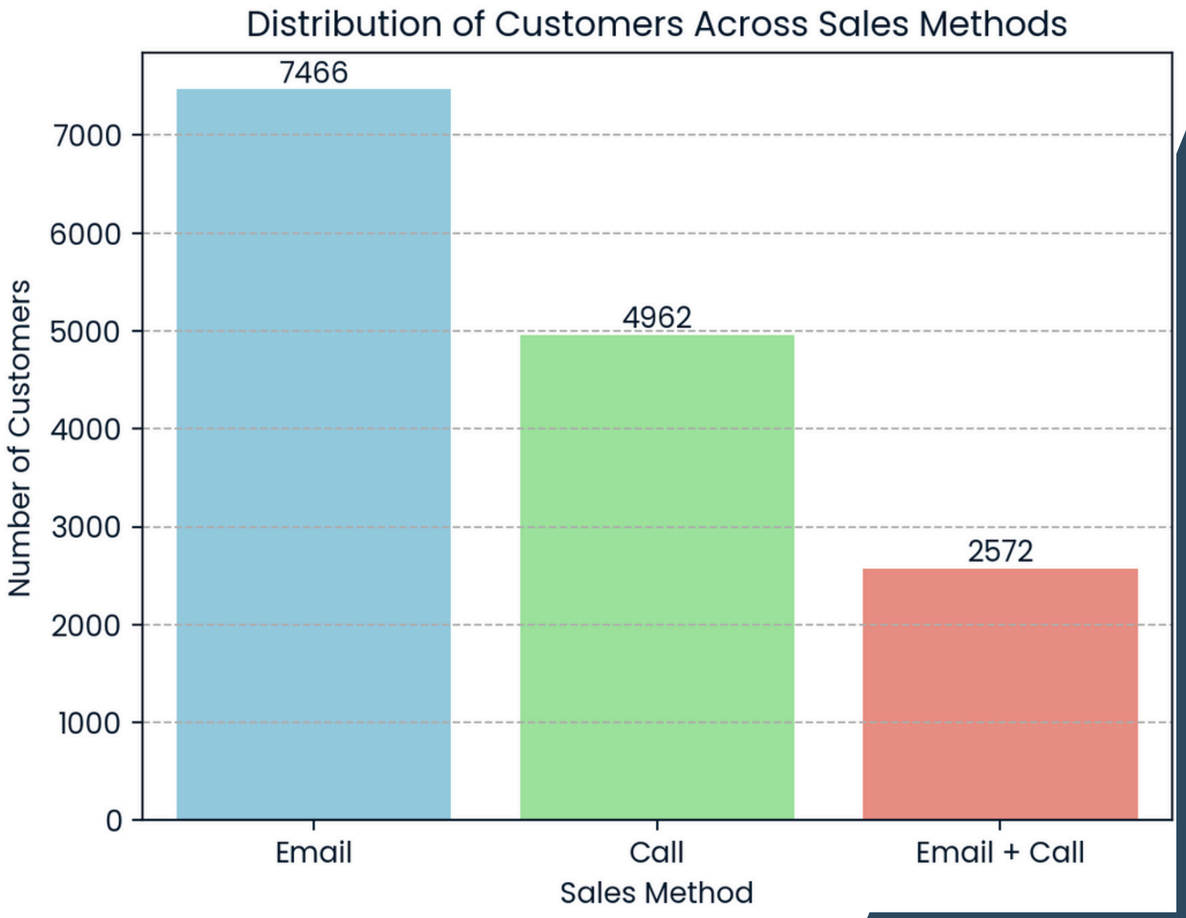
Data Cleaning And Validation

Validation Steps:

- Addressed missing revenue values by filling with the mean for each sales method.
- Fixed invalid values in years_as_customer column (values > 39 replaced with 39).
- Verified categorical data consistency (e.g., corrected inconsistent sales_method names).

Outcome:

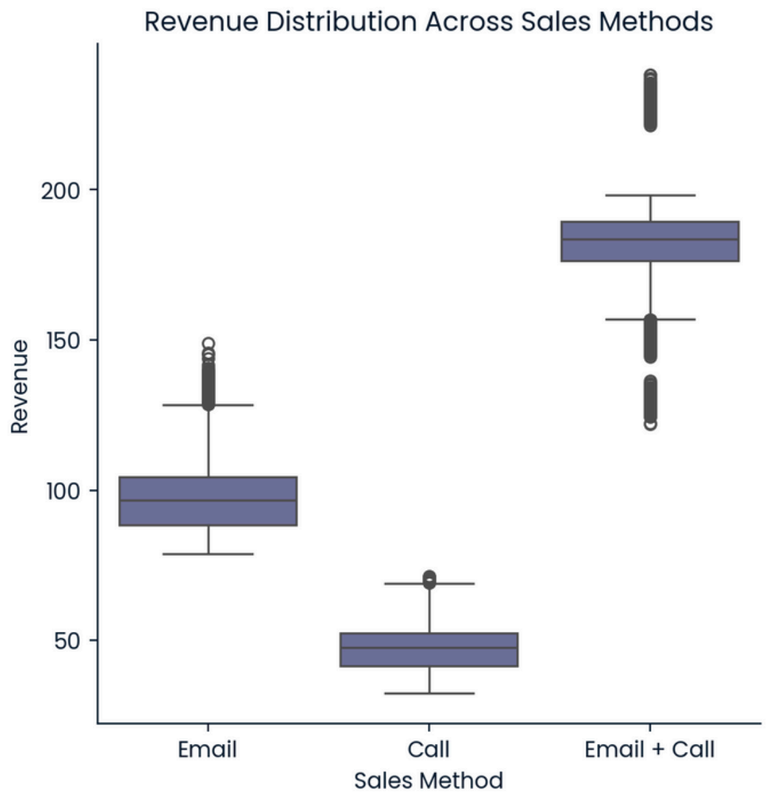
- Clean dataset with 15,000 rows across key metrics (sales methods, revenue, customer visits).

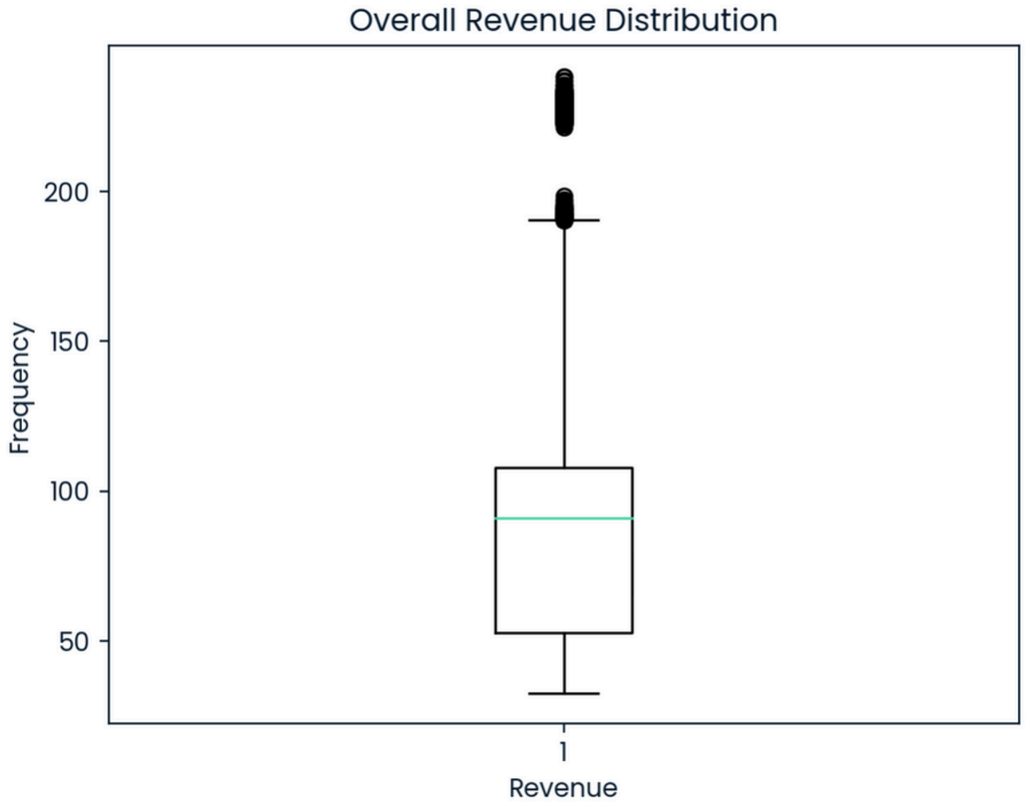


Exploratory Analysis – Customer Distribution

- **Email** method has the highest number of customers (7,466), indicating its popularity.

Revenue Analysis

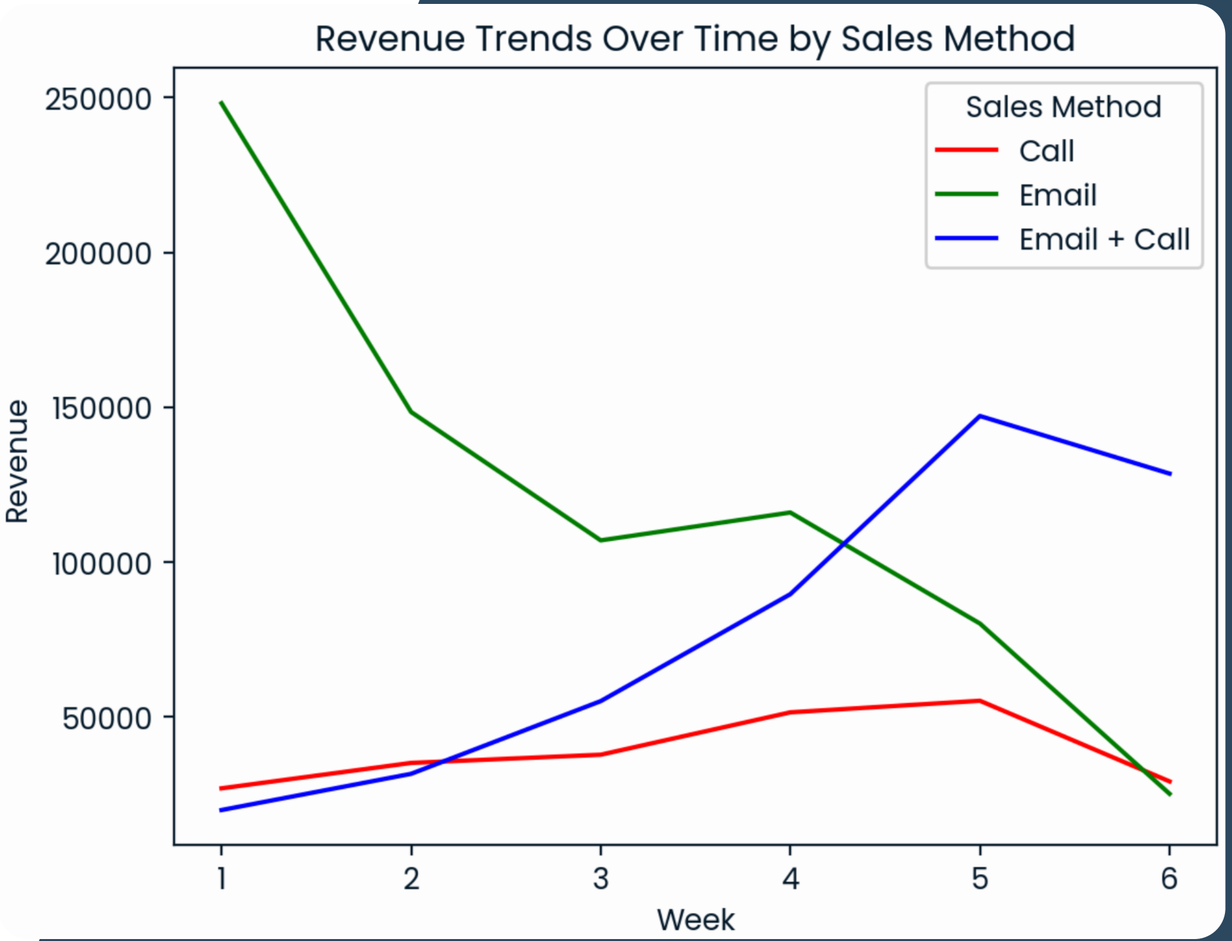




- **Email + Call** has the highest median revenue and widest range.
- **Call** method underperforms with the lowest revenue distribution.

Revenue Trends For Sales Methods

- **Email** initially performed well but declined after three weeks.
- **Email + Call** demonstrated steady growth and the highest revenue in later weeks.
- **Call** remained consistent but low-performing.



ARCPSE- metric for monitoring business

TRACK EFFICIENCY AND ADAPT STRATEGIES ACCORDINGLY.

Formula

$$\text{ARCPSE} = \frac{\text{Total Revenue}}{\text{Number of Customers} \times \text{Effort per Customer}}$$

- Current Values:
- **Email**: 194.25
- **Call**: 15.86
- **Email + Call**: 183.65

ARCPSE represents the average revenue generated per unit of sales effort. A higher ARCPSE value indicates:

- Higher Efficiency:
- Better Resource Utilization:
- Prioritization for Decision-Making:

Summary & Recommendations

Summary

- **Email + Call** is the best-performing strategy for revenue growth.
- **Email** is reliable for cost-efficient scaling.
- **Call** needs significant improvement or resource reallocation.

Recommendation

- Focus on Email for Large-Scale Campaigns
- Refine the Call Strategy
- Optimize Email + Call
- Track ARCPSE Regularly
- Experiment and Reevaluate