
DATA CAMP PRACTICAL EXAM PRESENTATION

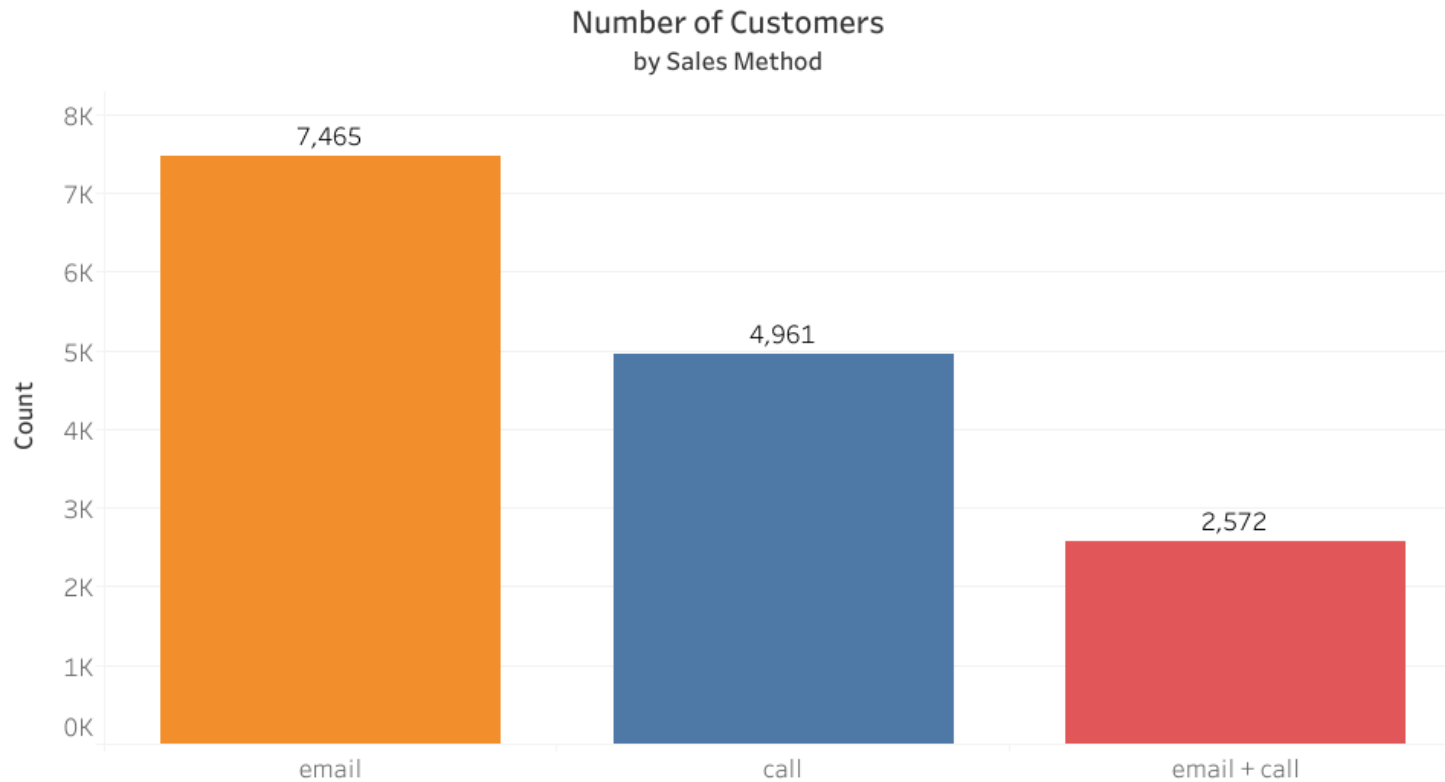
PENS AND PRINTERS PRODUCT SALES



PROJECT OVERVIEW AND BUSINESS GOALS

- Six weeks ago, we launched a new line of office stationery. The sales team has tested three different sales strategies for this, targeted email and phone calls, as well as combination of the two.
- We need to find the best sales strategy by looking at :
 - 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?
 - Are there any other differences between the customers in each group?
- Based on the data, which method should we continue to use?

HOW MANY CUSTOMERS WERE THERE FOR EACH APPROACH?

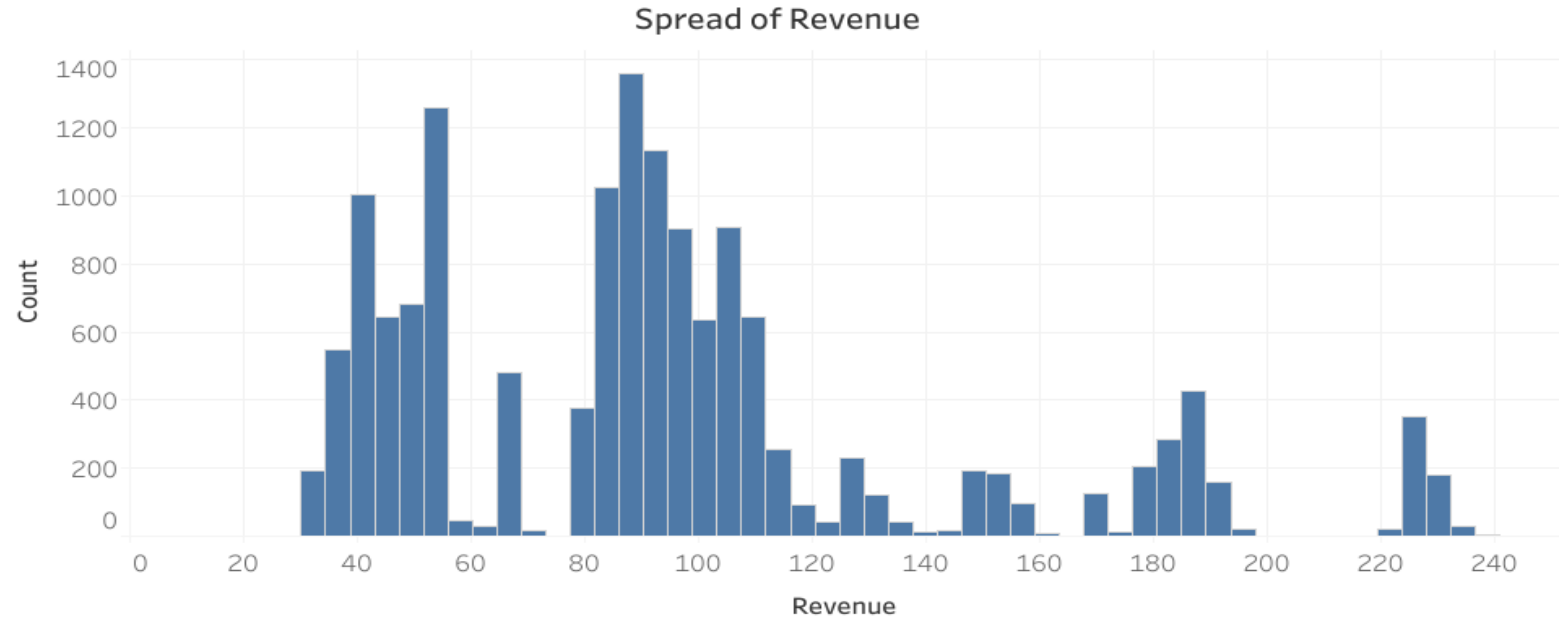


Three Sales Approaches Used:

- There were 7,465 "e-mail" only customers, accounting for 49.77% of all customers.
- There were 4,961 "call" only customers, accounting for 33.08% of all customers.
- There were 2,572 "email + call" customers, accounting for 17.15% of all customers.

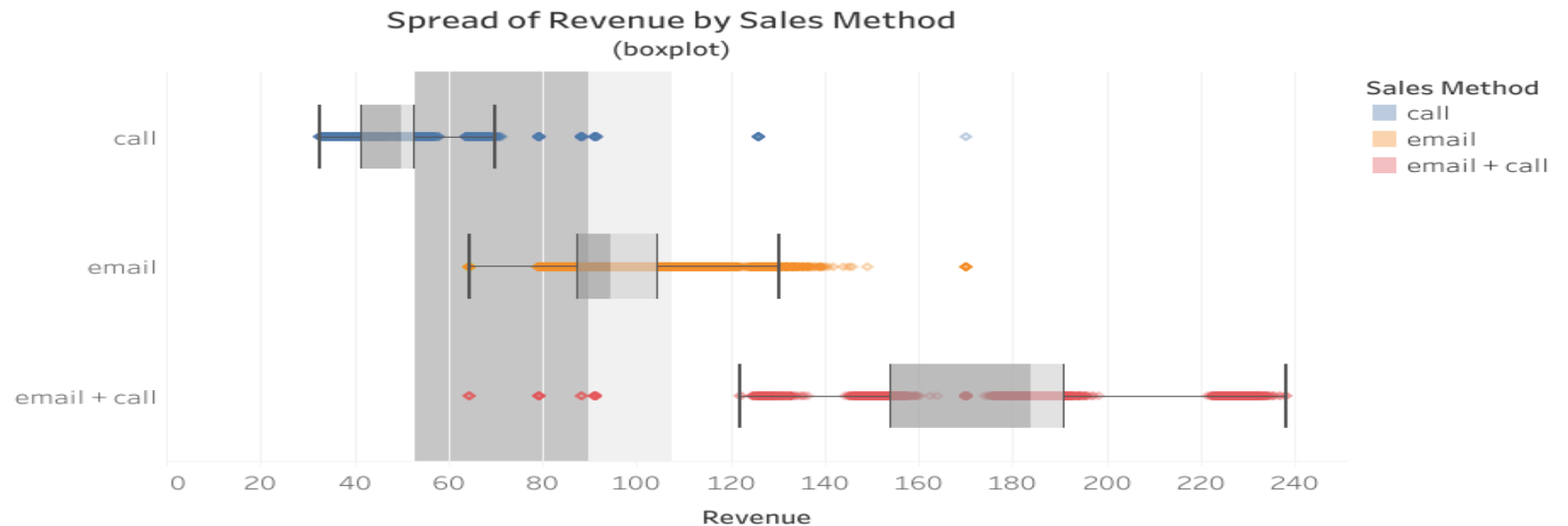
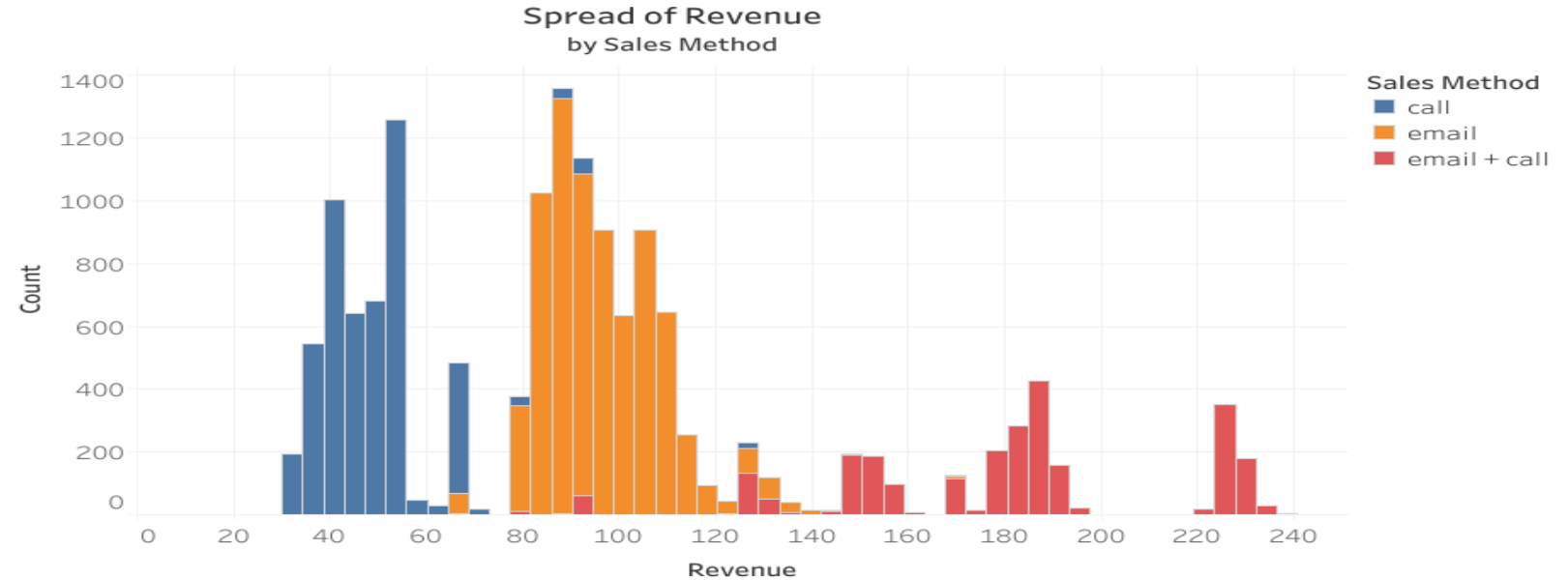
WHAT DOES THE OVERALL SPREAD OF REVENUE LOOK LIKE?

- The spread of revenue shows a distribution of revenue from a minimum of 32.54 to a maximum of 238.32, with multimodal distribution.
- The box plot shows that 50% of revenue ranged between 53.00 and 107.60, with a median revenue of 89.70

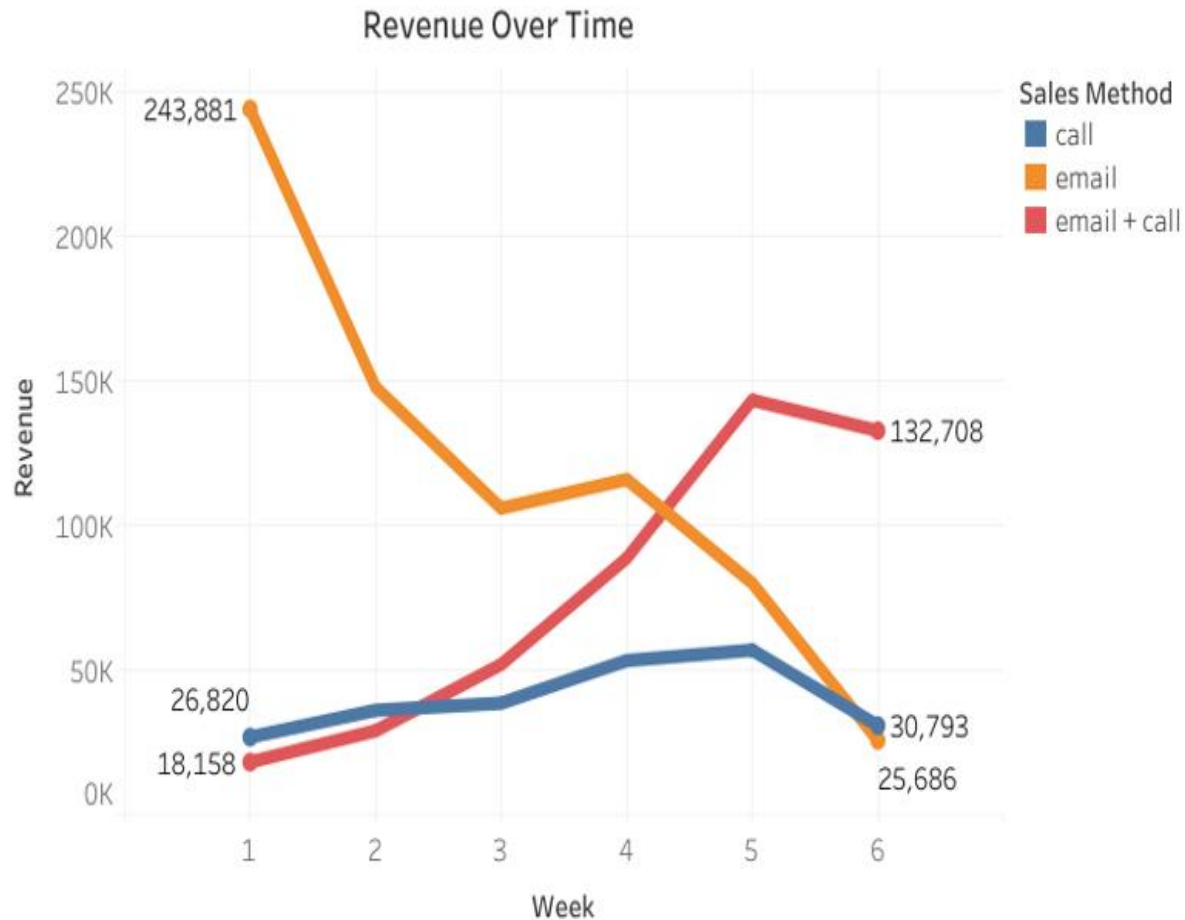


THE SPREAD OF REVENUE FOR EACH SALES APPROACH:

- The multimodal distribution of revenue is explained easily by the use of our three sales methods.
- The "call" sales method is associated with the lower end spread of revenue, having a median of 49.9.
- The "e-mail" sales method is associated with the average spread of revenue as the median of the "e-mail" sales method of 94.4 is close to the median of the entire spread of revenue at 89.7.
- The "e-mail + call" sales method is associated with the upper end spread of revenue, having a median of 183.7.



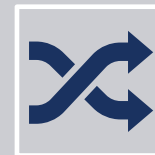
DIFFERENCE OF REVENUE OVER TIME



The "call" sales method started week 1 with 26,820 in revenue, accounting for 9% of total revenue in week 1. It saw its revenue increase by 14% through the first six weeks of the product launch.



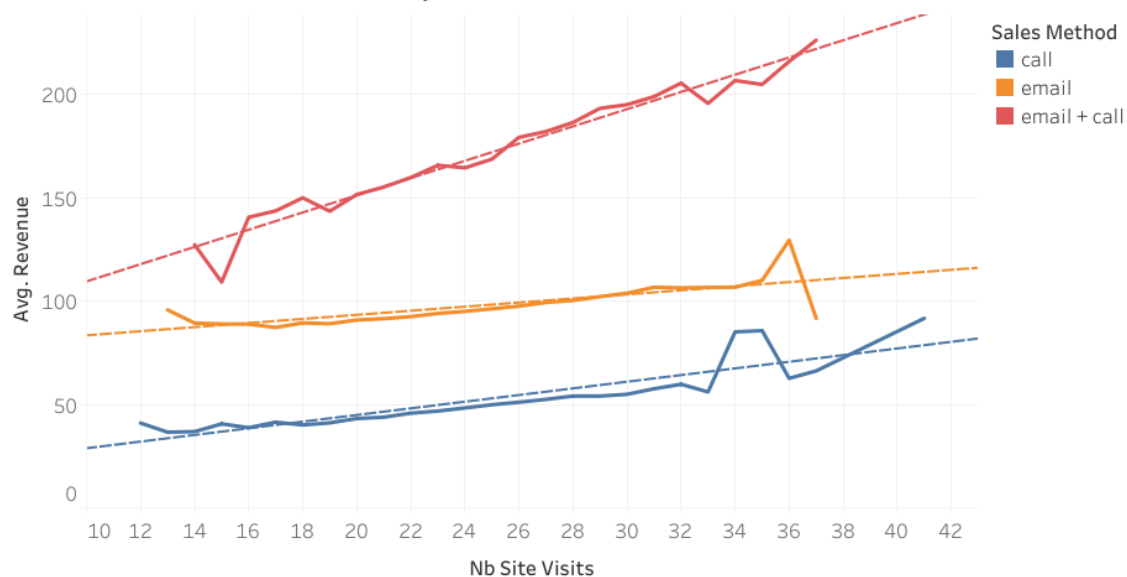
The "e-mail" sales method started week 1 with 243,881 in revenue, accounting for 84% of total revenue in week 1. It saw its revenue decrease by 89% through the first six weeks of the product launch.



The "e-mail + call" sales method started week 1 with 18,158 in revenue, accounting for 6% of total revenue in week 1 and it ended week 6 with 132,708 in revenue, accounting for 70% of total revenue in week 6. It saw revenue increase by 630% through the first six weeks of the product launch.

DIFFERENCES BETWEEN CUSTOMERS IN EACH GROUP

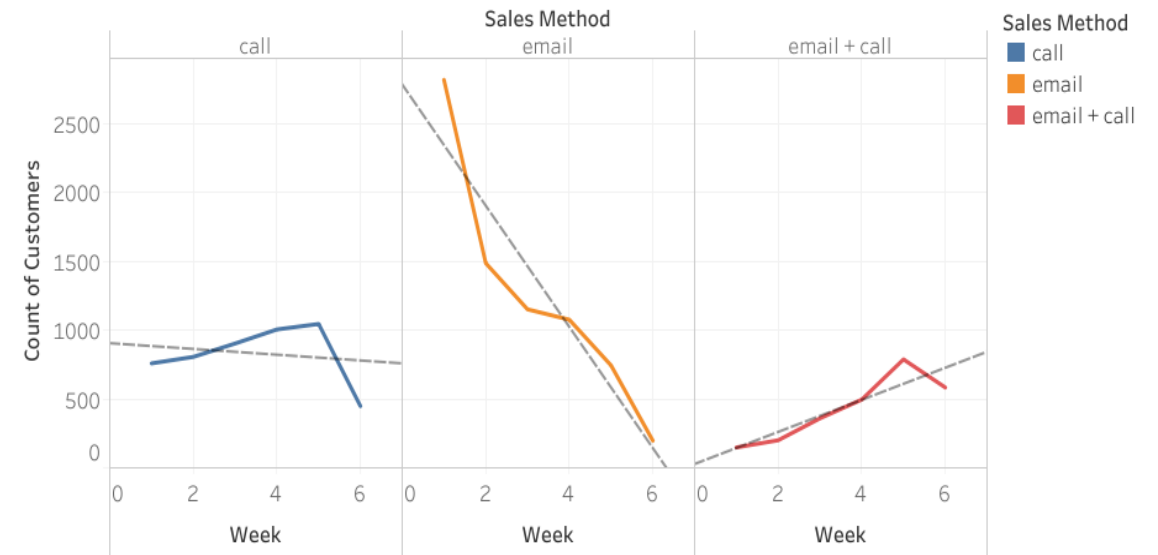
Relationship Between Avg. Revenue and Number of Site Visits in Last Six Months
by Sales Method



For every number of site visits, the “email + call” method saw the largest increase of 4.16 in average revenue.

Through the first six weeks, the “e-mail + call” sales method was the only group to see an increase in customers, gaining 116 customers per week.

Count of Customers Through First Six Weeks
by Sales Method



BUSINESS METRICS

- Since our goal is to use the best sales approach to ensure the new product line is a success, I would recommend we use a 6-week revenue growth rate percentage as our metric.
- Based on the last 6 weeks of data, we had a 6-week revenue growth rate percentage of **-34.5%**. Therefore, if the recommended sales method is successful, the 6-week revenue growth rate percentage should increase and could turn positive.

RECOMMENDATION

- Based on the data, my recommendation would be to continue using the "e-mail + call" sales approach. The data tells us that the "e-mail + call" sales approach:
 - has the most positive revenue growth.
 - is the only sales approach that increases in customers weekly.
 - brings in more revenue per customer site visit.
 - brings in more revenue per customer order.
 - accounted for 32% of total revenue despite this approach being used on only 17% of the customers.
- For initial launch, "e-mail" only sales approach is great, but it is not sustainable. For continued sales success and revenue growth, the "e-mail + call" sales approach is the recommended sales approach.
- I would recommend targeting customers that have been with us 6 years or less, as they spend more and accounted for about 75% of all the revenue.
- Further data collection of success / fail of sale for customers contacted could provide further insights.