Practical Exam - Product Sales

Mauro César

Context

- Sales approach of a new product line
  - Email
    - Email at launch date
    - Email 3 weeks later
  - Email + Call
    - Product Information email
    - 10 minutes call 1 week later
  - Call
    - 30 minutes call on average
- Performance Evaluation
  - Number of customers by method
  - Spread of the revenue
  - Difference in revenue over time
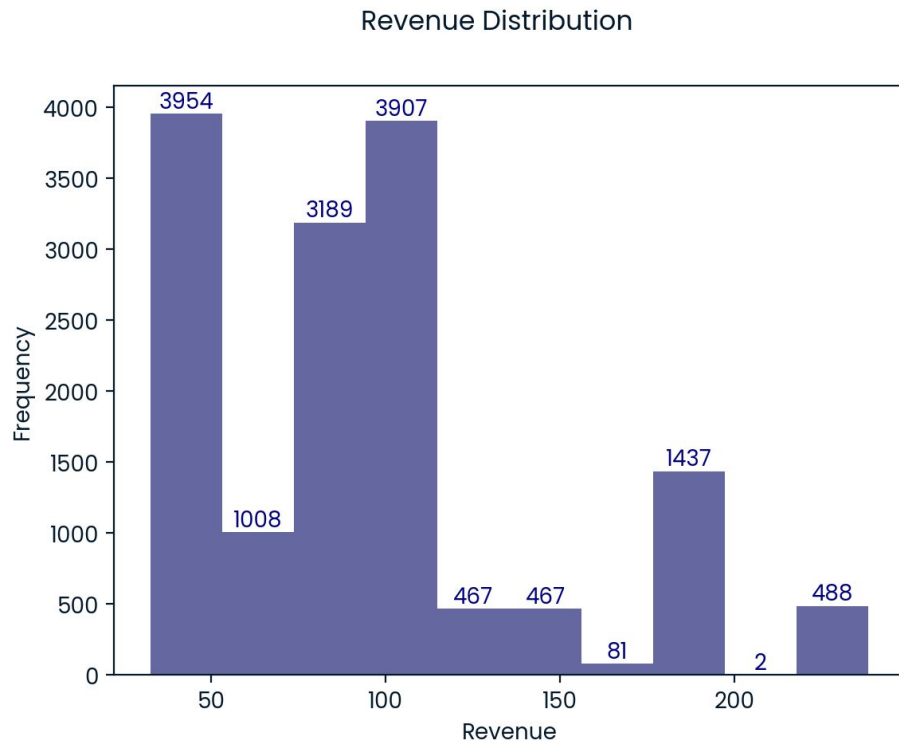 - Check differences in population by method

Outcomes

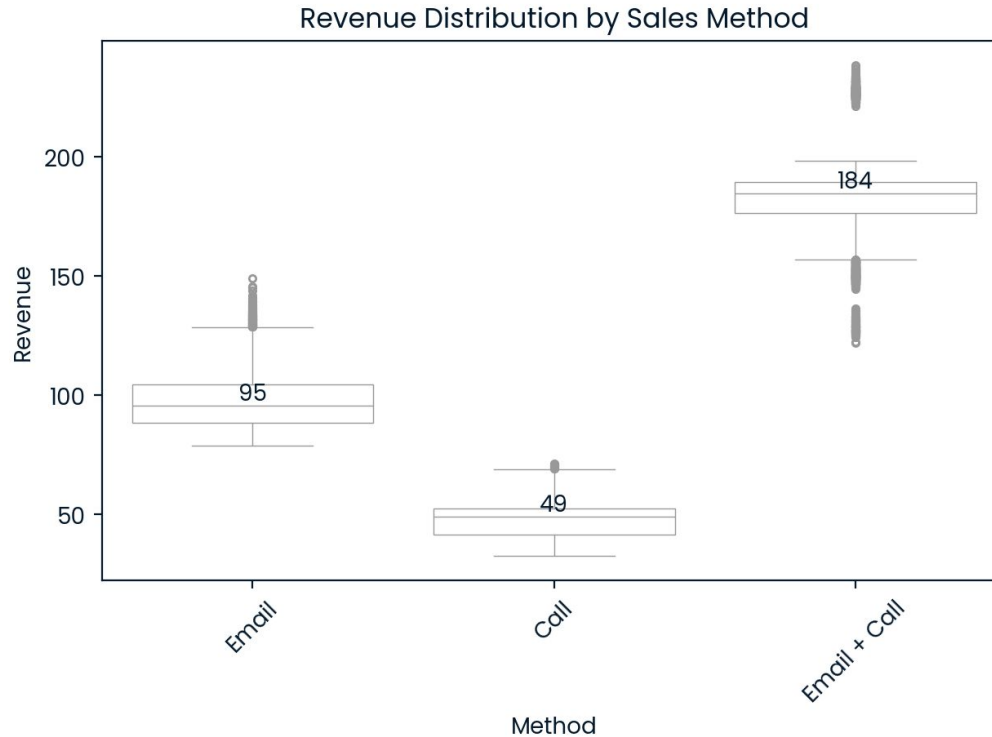Email was the method with more customers (~50%) and Email + Call the least (~17%).
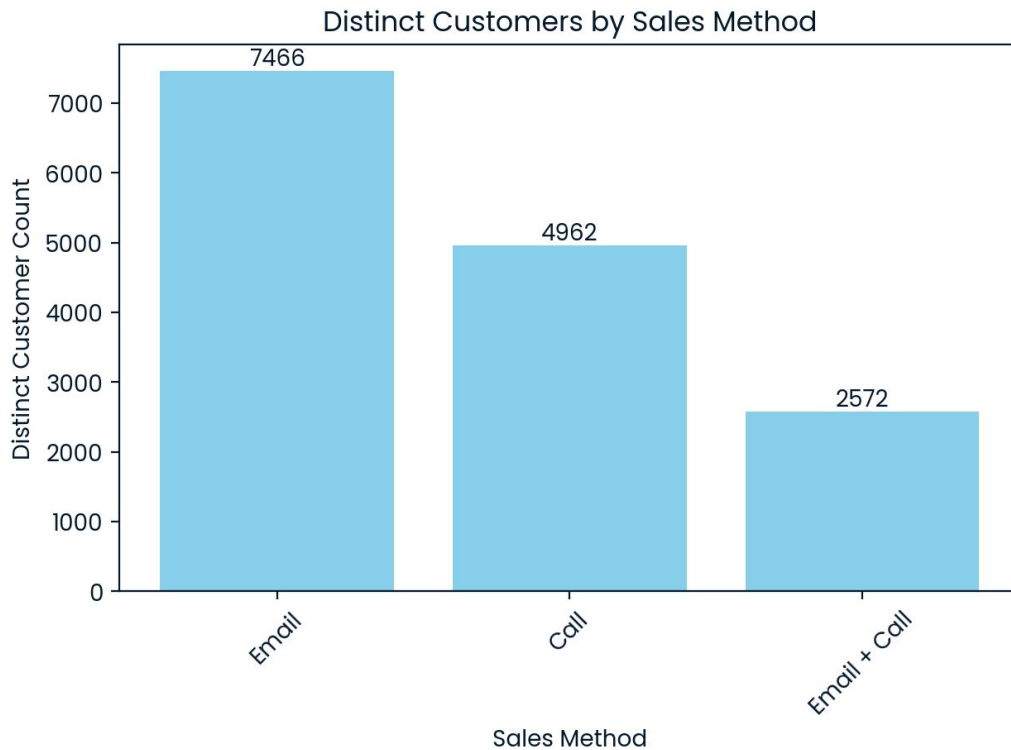
Outcomes

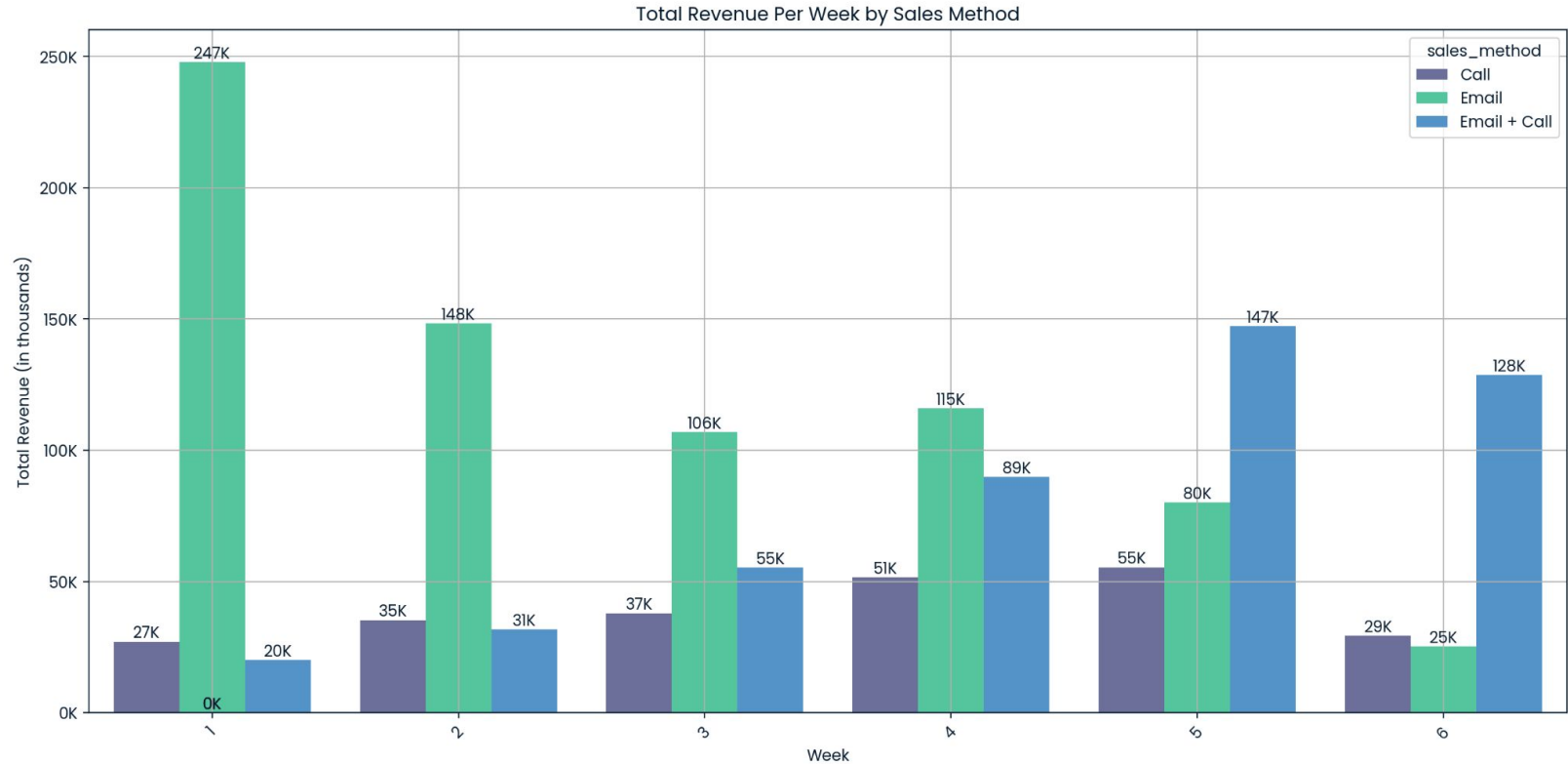Revenue distribution didn't have big outliers

Revenue Distribution

Outcomes

Email+ Call method is the one with the highest revenue and only call is the one with the lowest revenue.
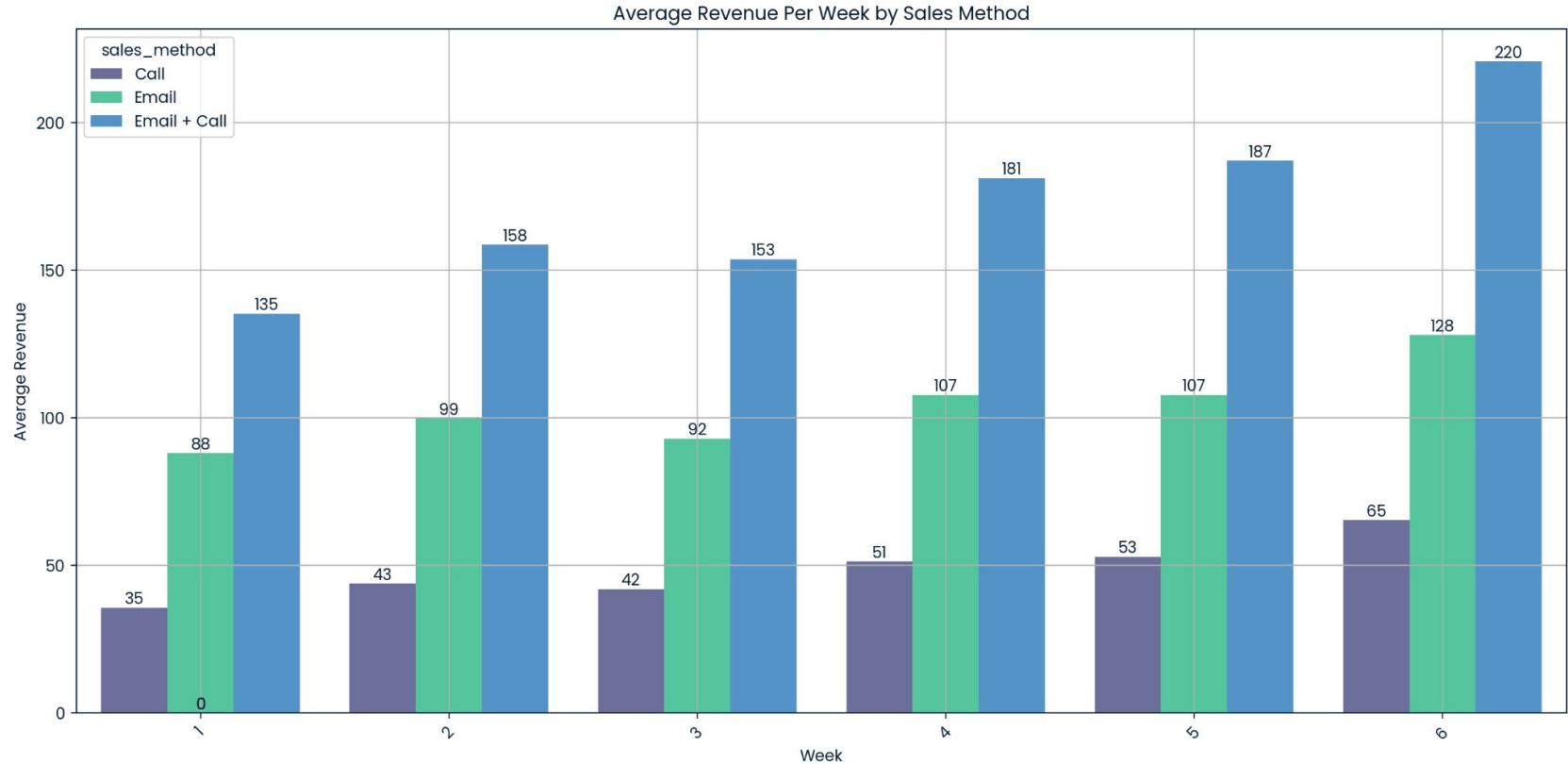

Revenue Distribution by Sales Method

Outcomes

"Email + Call" method have increased revenues consistently, while "Email" method is decreasing

Outcomes

The average revenue of 'Email + Call" is consistently higher compared to other sales method, but is in a positive trend over the last weeks.

Average Revenue Per Week by Sales Method

Business Metrics

- Metric: Average revenue per customer

- Threshold = $180/ customer, because it is the lower than weekly average on the last 3 months.

Recommendation

- Implement the "Email + Call" method as soon as possible.
  - Optimize the email with client feedback and sales data
  - Training and monitor call quality
- Using key metrics like average revenue per customer to monitor whether there is a strong sign to see.
- Identify best products and trends
- Repurchases/Retention strategies for the new segment.
- New Data:
  - Customers that didn't buy any product.
  - Further segment of which customers should receive each method.
  - Understand which products the customers like the most.
  - Suggest products based on user preferences.
  - Understand what made the performance improvement on the last weeks.

Thank you!