


BOOSTING REVENUE THROUGH
SMARTER SALES METHODS

ANALYSIS & RECOMMENDATIONS FOR THE SALES TEAM

PROJECT OVERVIEW

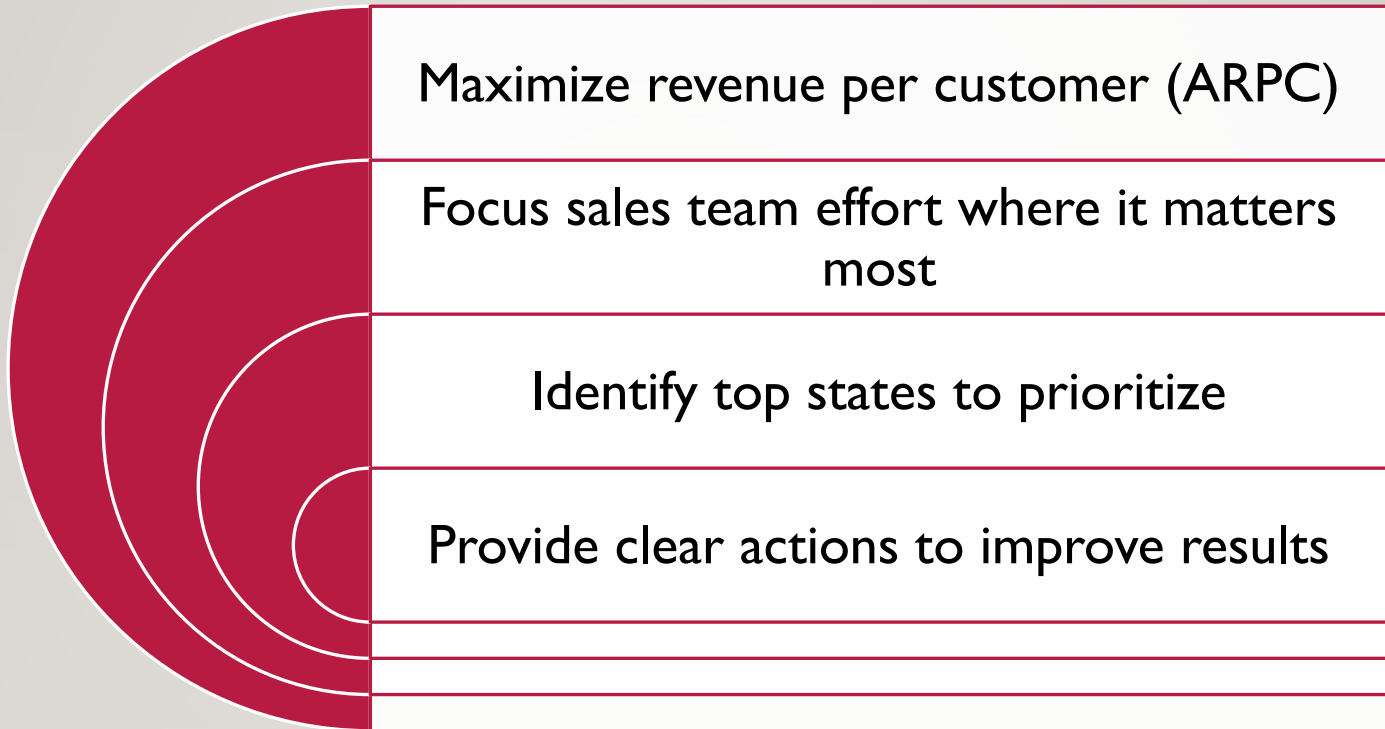
Compared
sales methods
(Call, Email,
Email + Call)

Goal: Find the
most effective
method to
drive revenue



Looked at 6
weeks of data

BUSINESS GOALS



ANALYSIS

Measured
Average
Revenue per
Customer
(ARPC)

Analyzed
weekly
revenue trends

Compared
performance
across sales
methods

Checked
state-level
performance

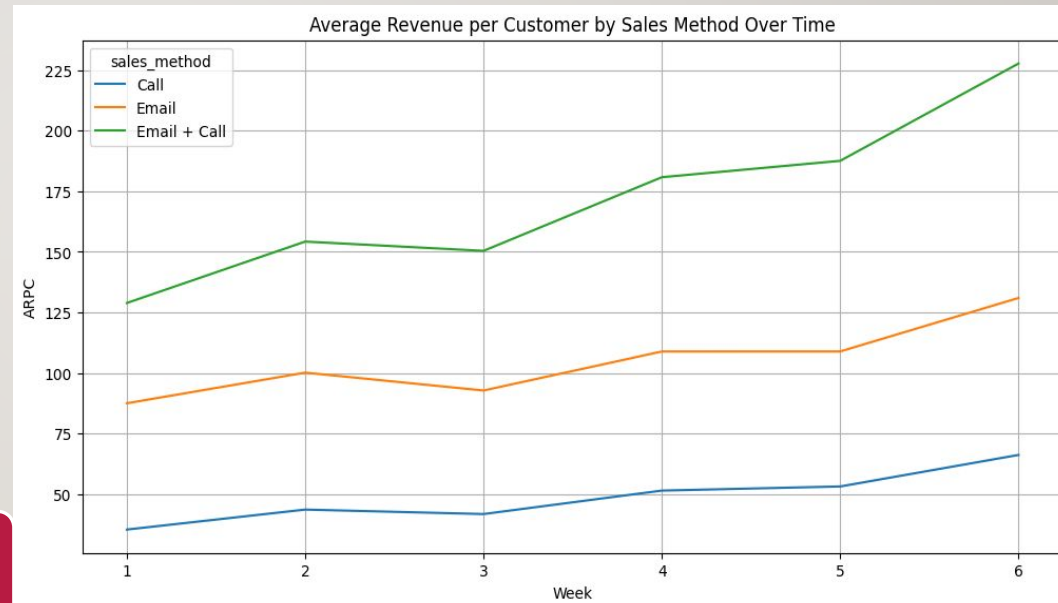
KEY FINDINGS – ARPC RESULTS

Overall ARPC: **\$93.93**

Call → **\$47.60** (steady but low)

Email → **\$97.13**
(declining trend)

Email + Call → **\$183.65** (highest, strong growth)

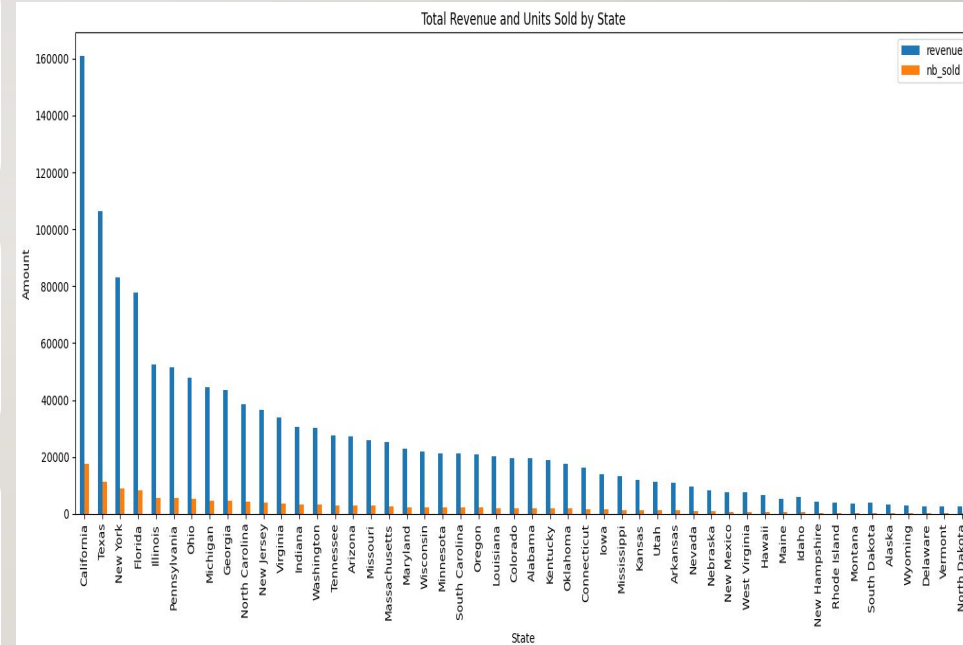


STATE-LEVEL FINDINGS

Top 3 States: California(161040.89), Texas(106294.45), New York(83,242.71 → biggest revenue drivers

Other states show wide variability (smaller contributions)

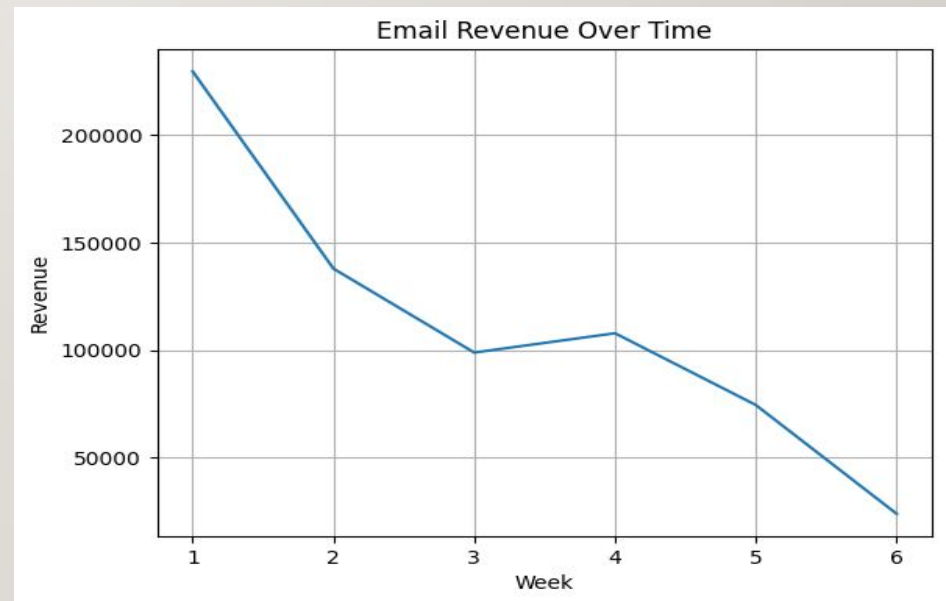
Opportunity: double down on top states, explore mid-tier growth



INSIGHTS

Email + Call = most effective method

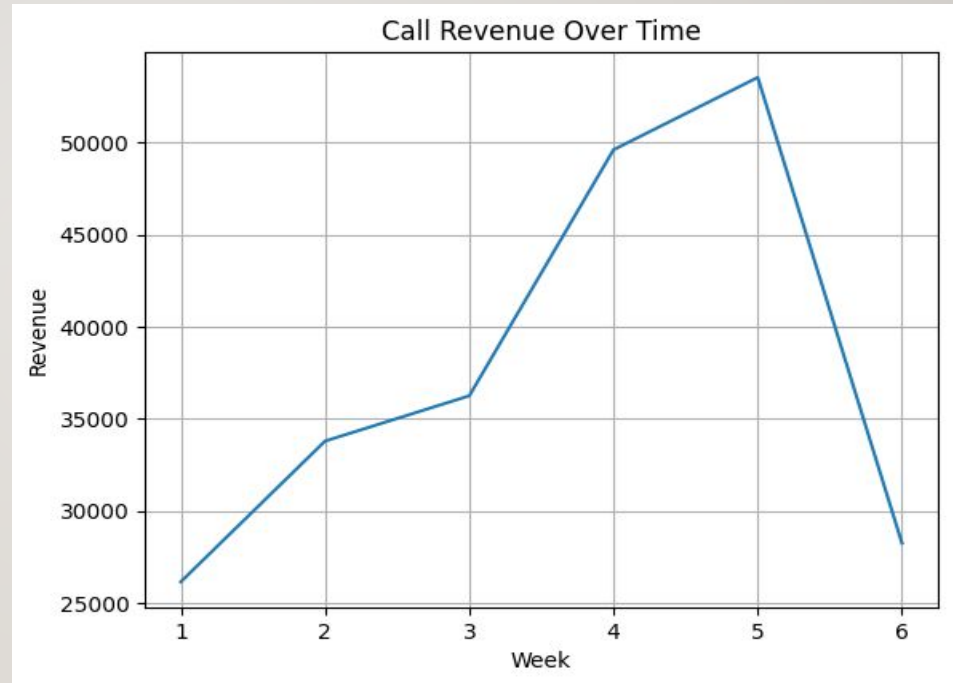
Email-only is losing impact (fatigue, less engagement)



INSIGHTS

Calls = reliable support tool
but lower revenue

Revenue rises with more units
sold → volume matters



RECOMMENDATIONS FOR SALES REPS



CONCLUSION

