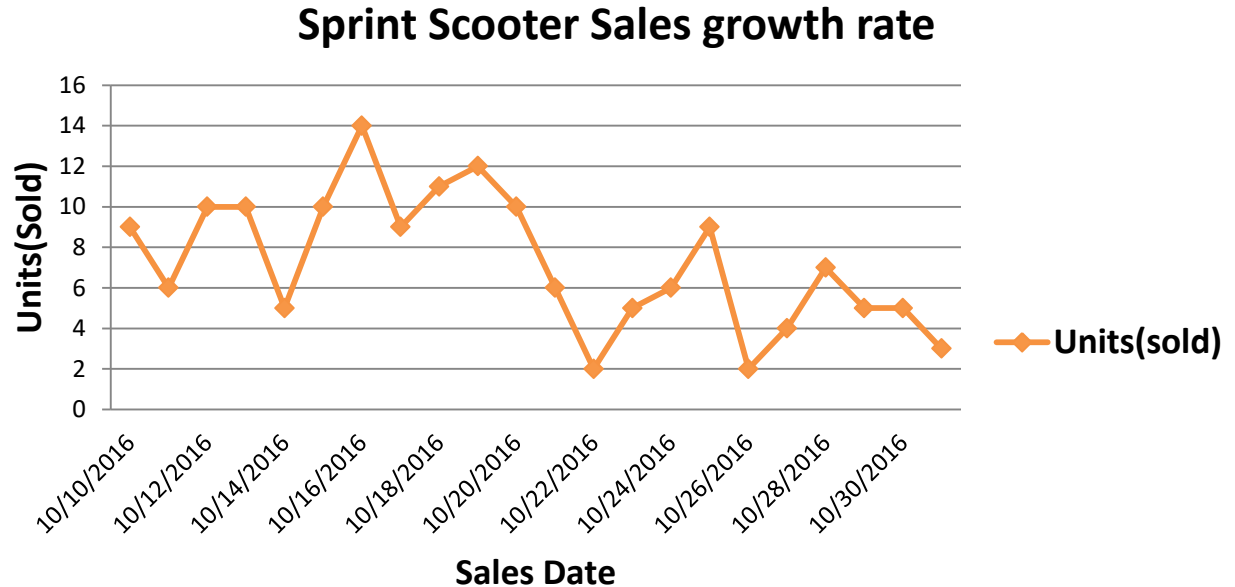


Zoom EV Sales Analysis

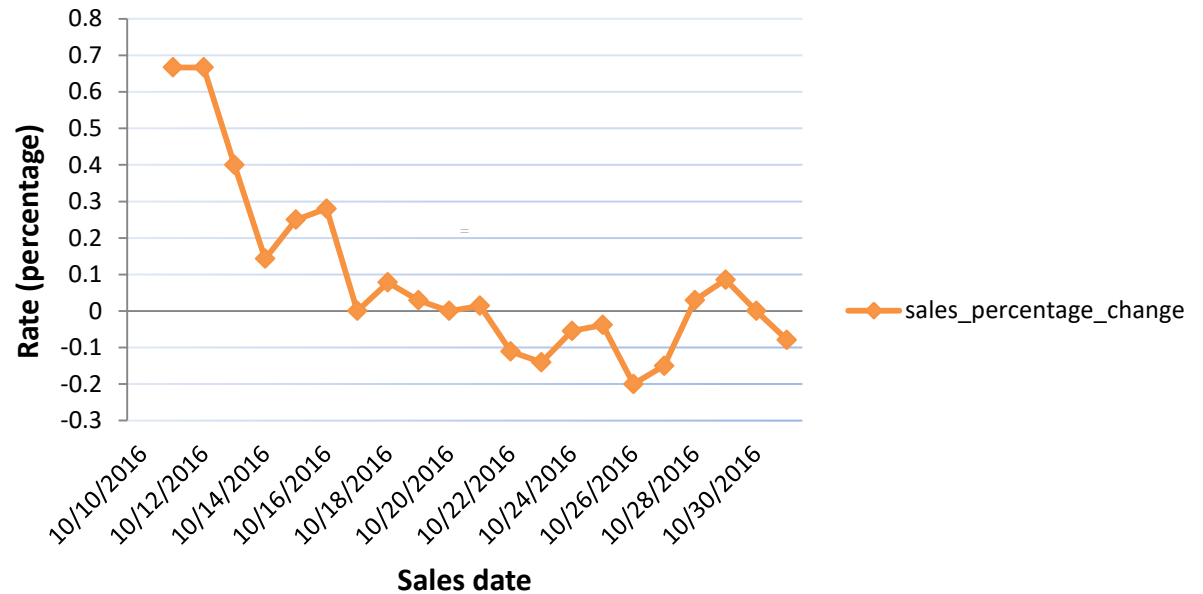
Objective : To validate the sales drop for Sprint scooters and figure out the reasons for this decline.

Sales_date	Units(sold)
10/10/2016	9
10/11/2016	6
10/12/2016	10
10/13/2016	10
10/14/2016	5
10/15/2016	10
10/16/2016	14
10/17/2016	9
10/18/2016	11
10/19/2016	12
10/20/2016	10
10/21/2016	6
10/22/2016	2
10/23/2016	5
10/24/2016	6
10/25/2016	9
10/26/2016	2
10/27/2016	4
10/28/2016	7
10/29/2016	5
10/30/2016	5
10/31/2016	3



Sales_date	sales_percentage_change
10/10/2016	
10/11/2016	0.6667
10/12/2016	0.6667
10/13/2016	0.4
10/14/2016	0.1429
10/15/2016	0.25
10/16/2016	0.28
10/17/2016	0
10/18/2016	0.0781
10/19/2016	0.029
10/20/2016	0
10/21/2016	0.0141
10/22/2016	-0.1111
10/23/2016	-0.1406
10/24/2016	-0.0545
10/25/2016	-0.0385
10/26/2016	-0.2
10/27/2016	-0.15
10/28/2016	0.0294
10/29/2016	0.0857
10/30/2016	0
10/31/2016	-0.0789

Sprint Scooter 7 day sales percentage growth



from the above graph it is clearly visible that there is a sales drop of sprint scooter in the last week of the month October compare to the last two week of October from the date its launch.

To find the reason of this sales drop. I will use two hypothesis.
H1: the launch date of this scooter has any impact on the sales.
H2: the marketing campaign was effective or not.

H1: Launch Date Hypothesis

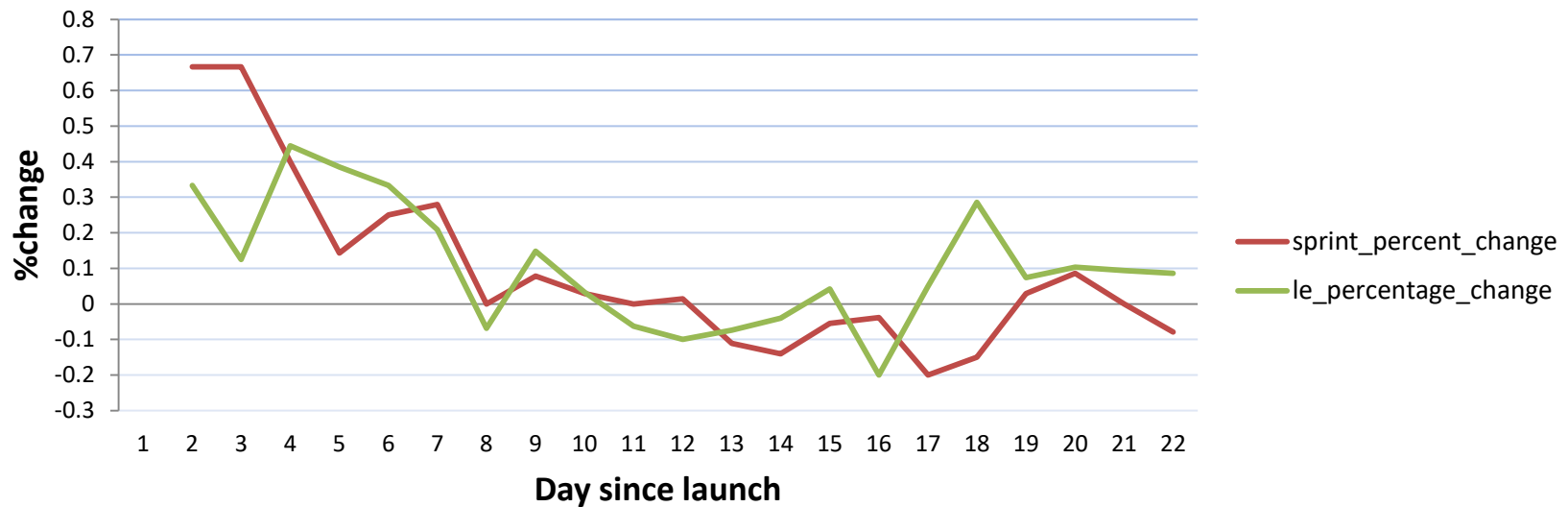
Model	Launch Date
FioNex	2013-01-05
FioNex Limited Edition	2011-03-01
FioNex	2010-03-03
DeltaPlus	2019-04-02
Parker	2019-04-02
Corpel	2016-10-10
Sprint	2017-02-15
Sprint Limited Edition	2017-02-15
SigniaSafari	2017-02-15
Zelito800	2015-04-15
DeltaPlus	2014-06-23
FioNex Zester	2014-06-23

From the table, I could say that **only sprint scooter** model was launch in **second** half of the Year.
This might be reason for this decline .To analyze further I compare with other model also.

Comparison between Sprint and Limited Edition model

day_since_launch	no_sold_sprint	last_7_days_sprint	no_sold_le	last_7_days_le	sprint_percent_chang	le_percentage_change
1	9	9	6	6		
2	6	15	2	8	0.6667	0.3333
3	10	25	1	9	0.6667	0.125
4	10	35	4	13	0.4	0.4444
5	5	40	5	18	0.1429	0.3846
6	10	50	6	24	0.25	0.3333
7	14	64	5	29	0.28	0.2083
8	9	64	4	27	0	-0.069
9	11	69	6	31	0.0781	0.1481
10	12	71	2	32	0.029	0.0323
11	10	71	2	30	0	-0.0625
12	6	72	2	27	0.0141	-0.1
13	2	64	4	25	-0.1111	-0.0741
14	5	55	4	24	-0.1406	-0.04
15	6	52	5	25	-0.0545	0.0417
16	9	50	1	20	-0.0385	-0.2
17	2	40	3	21	-0.2	0.05
18	4	34	8	27	-0.15	0.2857
19	7	35	4	29	0.0294	0.0741
20	5	38	7	32	0.0857	0.1034
21	5	38	7	35	0	0.0938
22	3	35	8	38	-0.0789	0.0857

Comaprison between Sprint and Limited edition model



From the above graph, I could not easily say that launch date has an effect on sales. Both model shows almost similar sales decline curve.

H2: Email Analysis

Email Performance Metric 2 months before the launch of sprint model

Email id subject	sprint	Industry Benchmark
Total Email Sent	35067	
Total Email Clicked	848	
Total Email Opened	6995	
Total Email Bounced	125	
Open rate	19.95%	18%
Click rate	2.42%	8%

From the above performance metric table, I can say Click Rate is lower than industry benchmark. This might be the reason for the sales decline of the Sprint model. So I accept this hypothesis.

Conclusion :

Zoom Electric used to launch its product usually in the first half of the year, Sprint is the only scooter that was launched in the second half of the year(in the month of October). There is no relationship was seen between Launch date and the Sales .Compared with the Limited edition model almost similar sales decline was seen w.r.t to launch date.

When analyzing the effectiveness of email campaign for the sales (EVs), the 2.42% click rate compared to the industry benchmark of 8% was seen . A lower click rate can be ineffective and leads to significant sales drop.

Recommendation :

Improving the email click-through rate (CTR) can indeed lead to an increase in sales.

Segmentation- Divide the email list into segments based on demographics, interests, past behavior, or purchase history. Send more personalized and relevant content to each segment.

Subject Lines- Use concise and attractive language to encourage them to open the email.

Engaging Email Content- Highlight the unique selling points of your EVs and offer valuable information. Make your **Click Through Action'S** clear, concise, and action-oriented. Use actionable words like "Explore," "Shop Now," or "Get Started" to increase clicks.

Exclusive Offers and Incentives- Offer exclusive **discounts**, promotions, or early access to subscribers. Limited-time offers can motivate customers to click and make more purchase.

Engagement Tracking- Use tracking and analytics tools to monitor user engagement with your emails. Understand which elements are working and which need improvement, and adjust your strategy accordingly.