



Pens & Printers

Sales Strategy Analysis

for New Product Launch

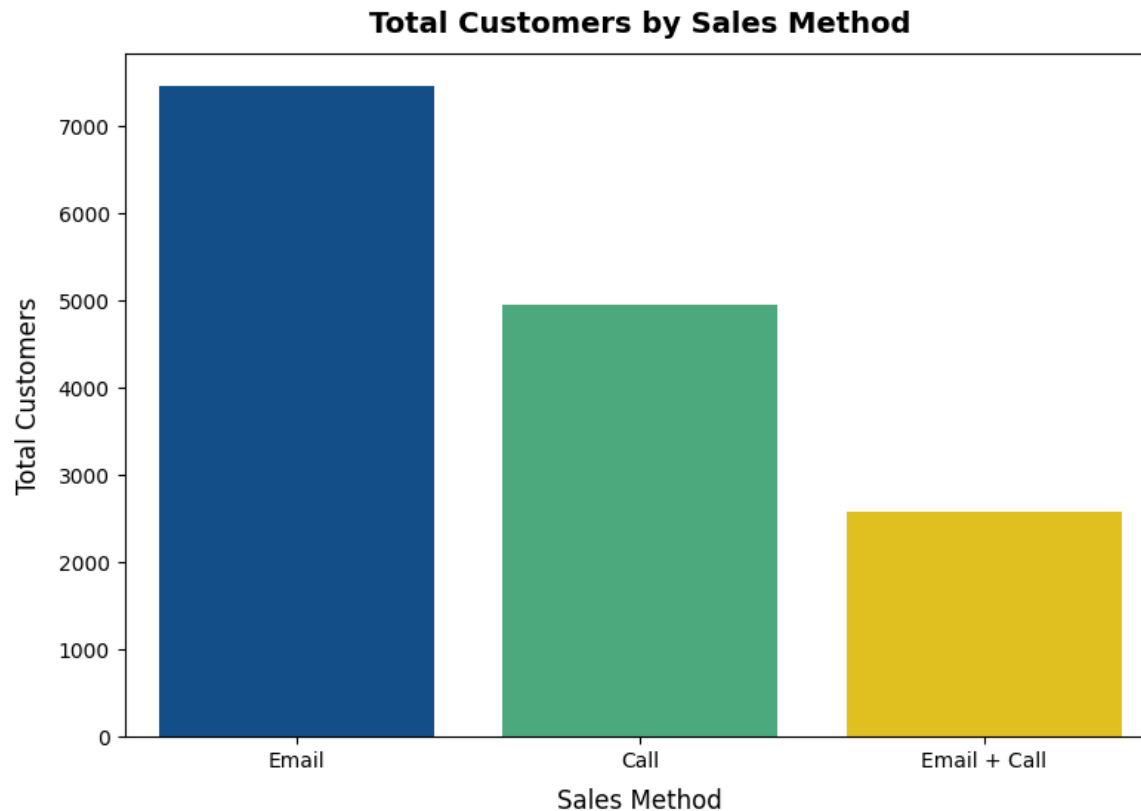
Business Goals



- As the way in which consumers buy products is changing, our sales tactics have to change too. To achieve this goal, the sales team want to identify the most effective sales techniques for product launches.
- The team wants to know the following insights:
 - Difference in performance of Email, Call and Email+Call sales strategies.
 - Determining the best sales strategy for new product launch.

Outcomes

Difference in the number of customers approached by each sales method

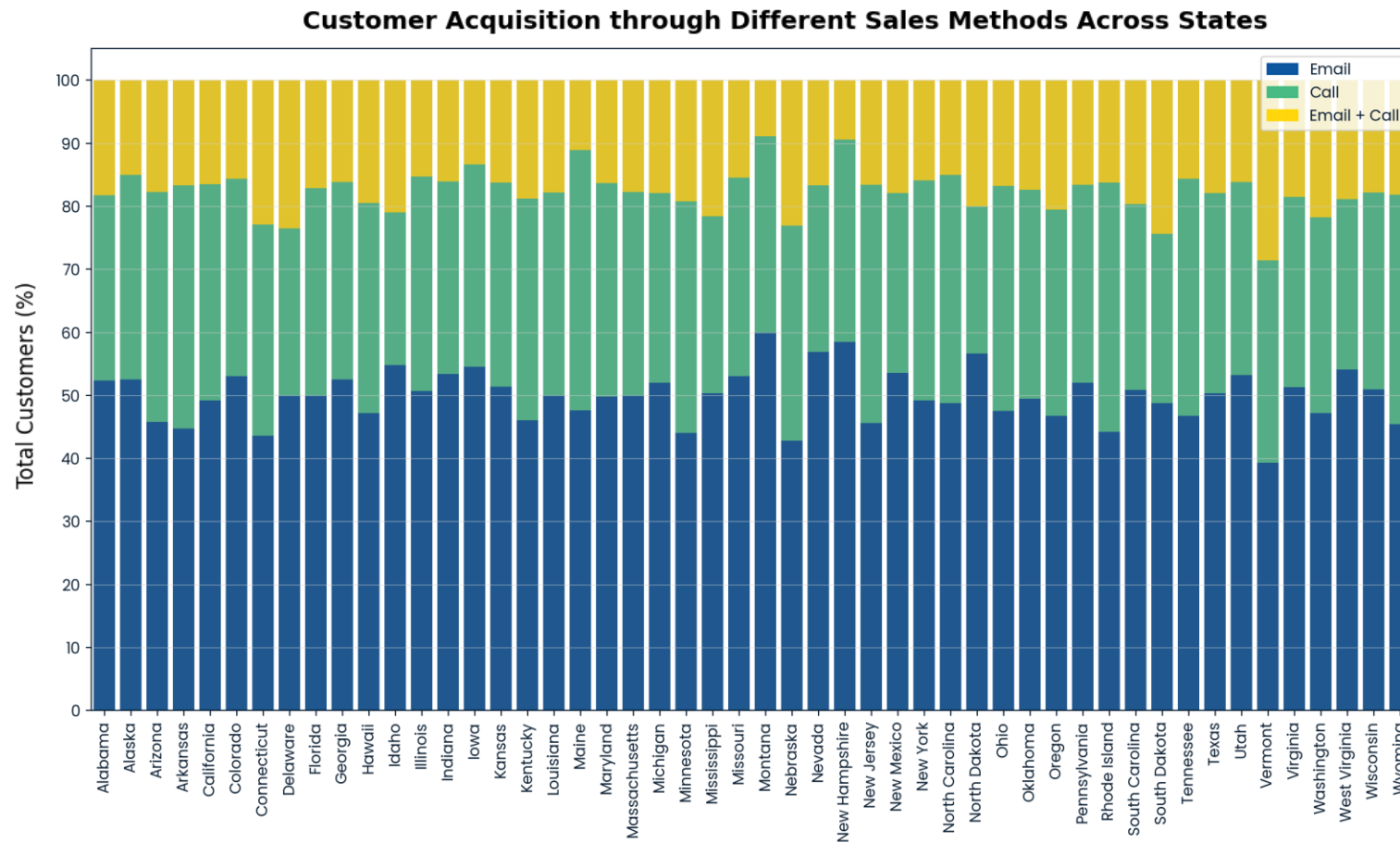


From the last 6 weeks of data, approximately **half of the customers were targeted through Email**, followed by Call-only approach, which was used to target 33% customers.

The combined Email+Call approach acquired 17% customers.

Outcomes

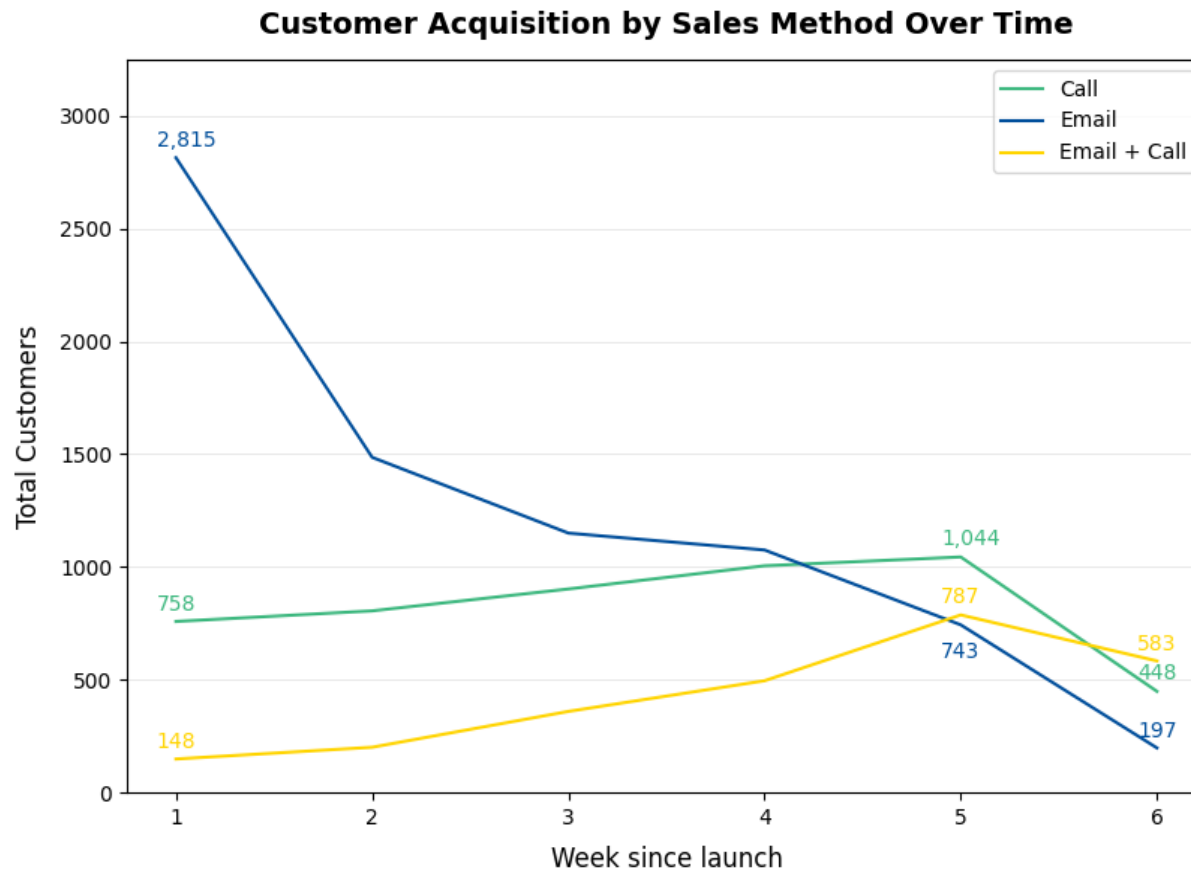
Difference in the number of customers approached by each sales method across states



Email is the most common method of customer acquisition across all states, acquiring **40-60% customers** in each state.

Outcomes

Difference in the number of customers approached by each sales method over time



If we look at the number of customers targeted by each sales method over time, **Email has the highest share initially** but **declines dramatically over time**.

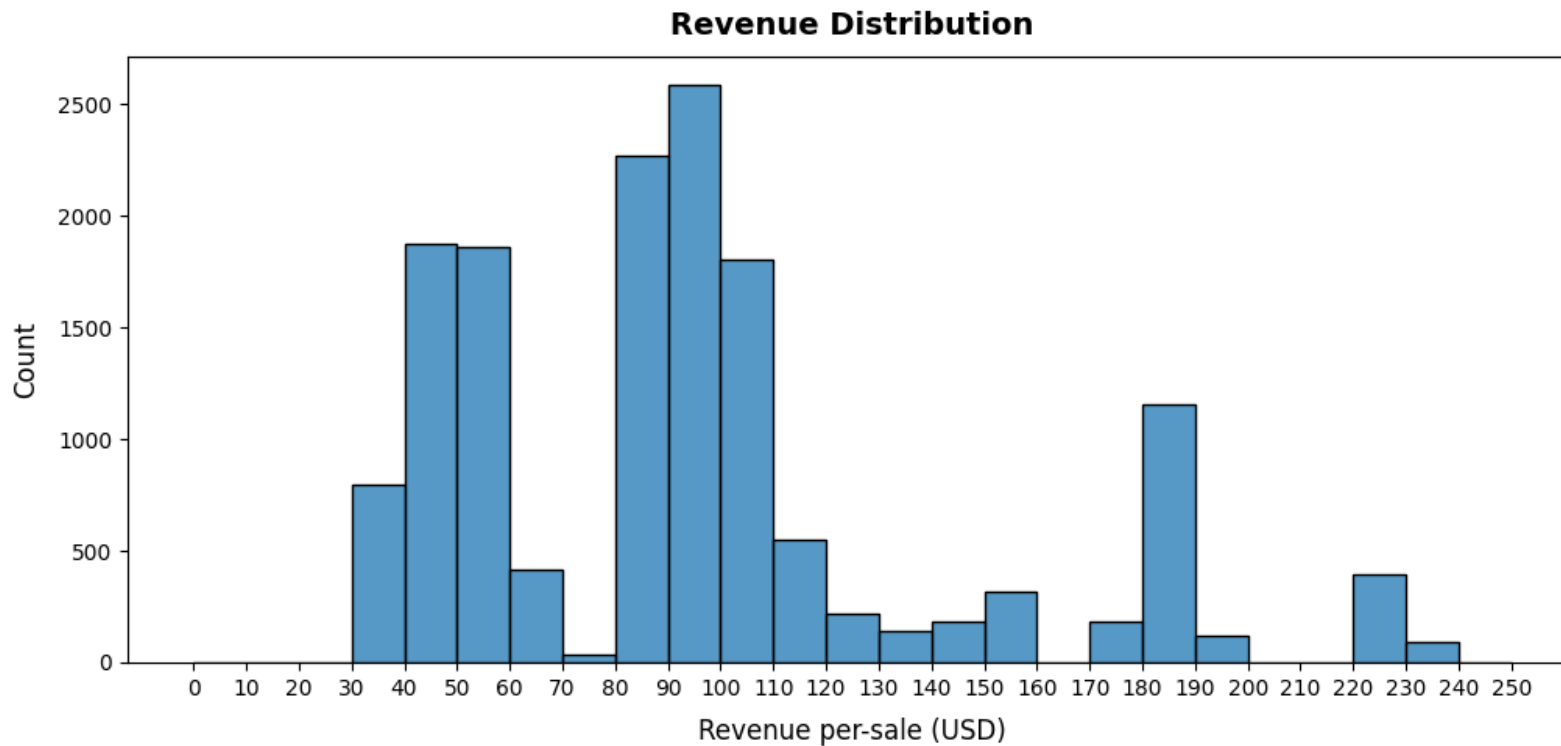
Call-only and Email+Call methods maintain relatively consistent growth.



Now let's examine how these customer acquisition patterns
translate into actual revenue performance

Outcomes

Difference in revenue – Transaction value per sale

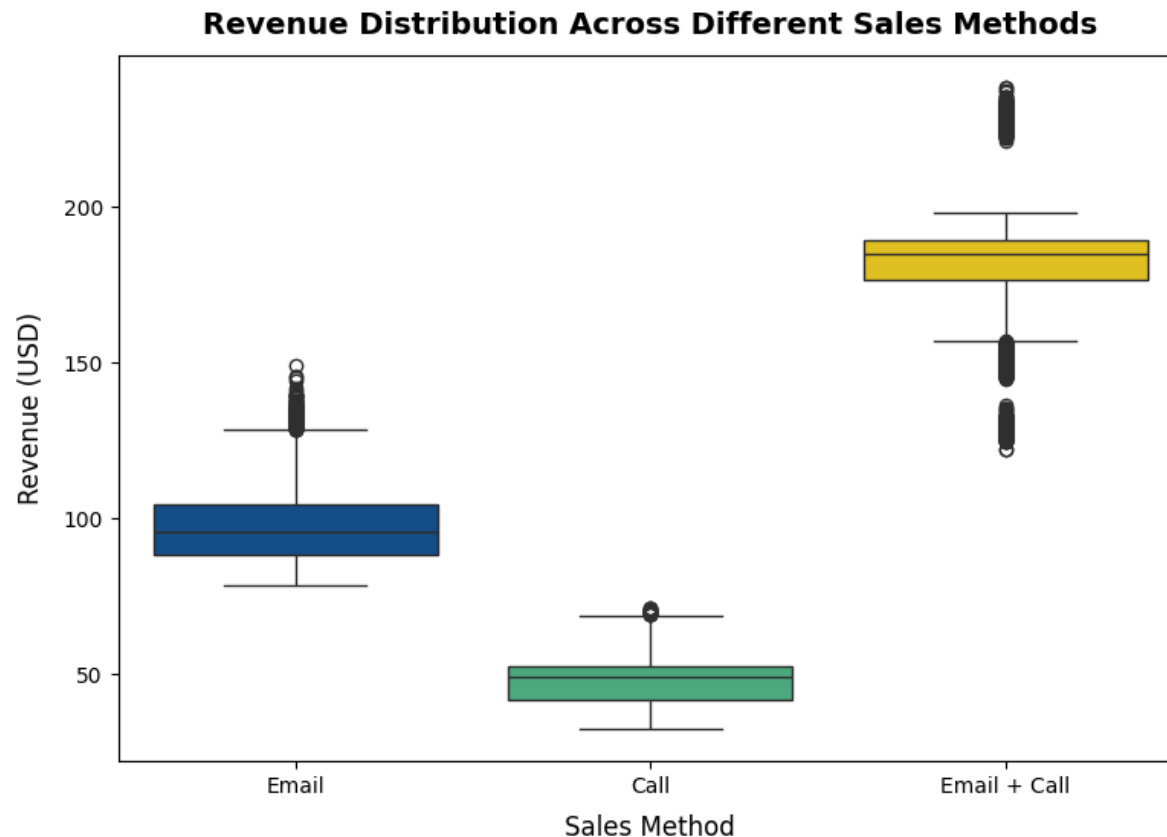


Most transactions fall within the **\$40-60 and \$80-110** ranges.

There is also a **small, high-value customer segment between \$180-190**.

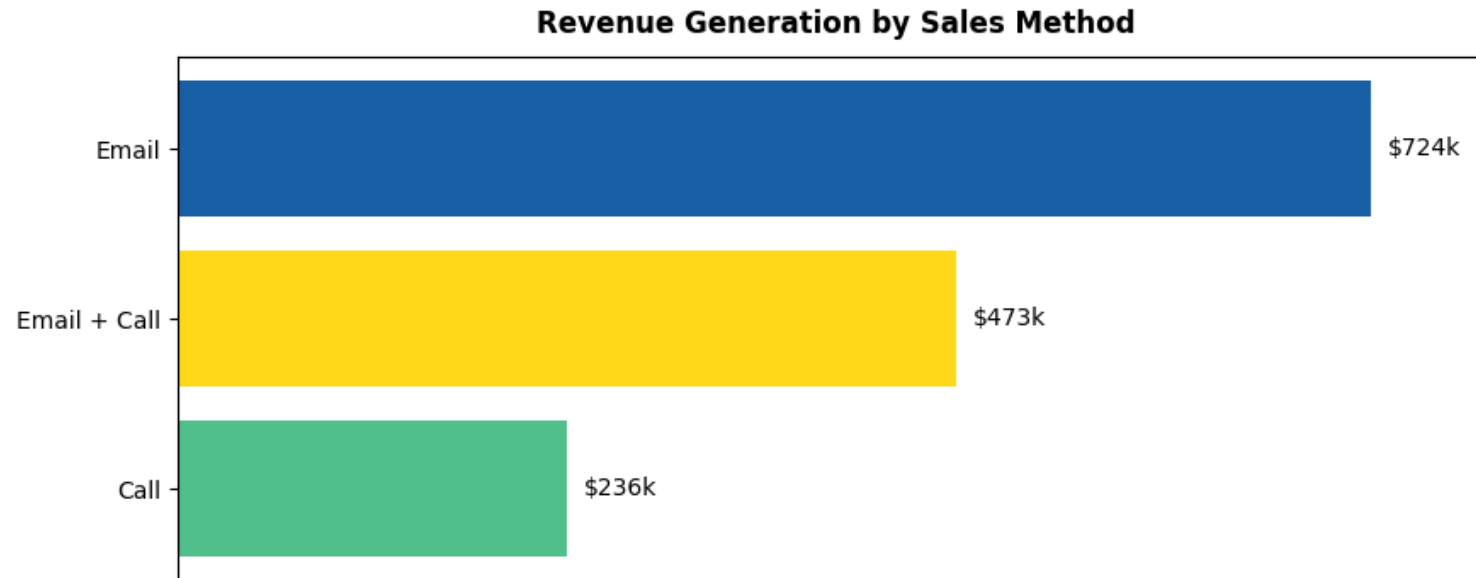
Outcomes

Difference in revenue by sales method – Transaction value per sale



Outcomes

Total revenue share of each sales method

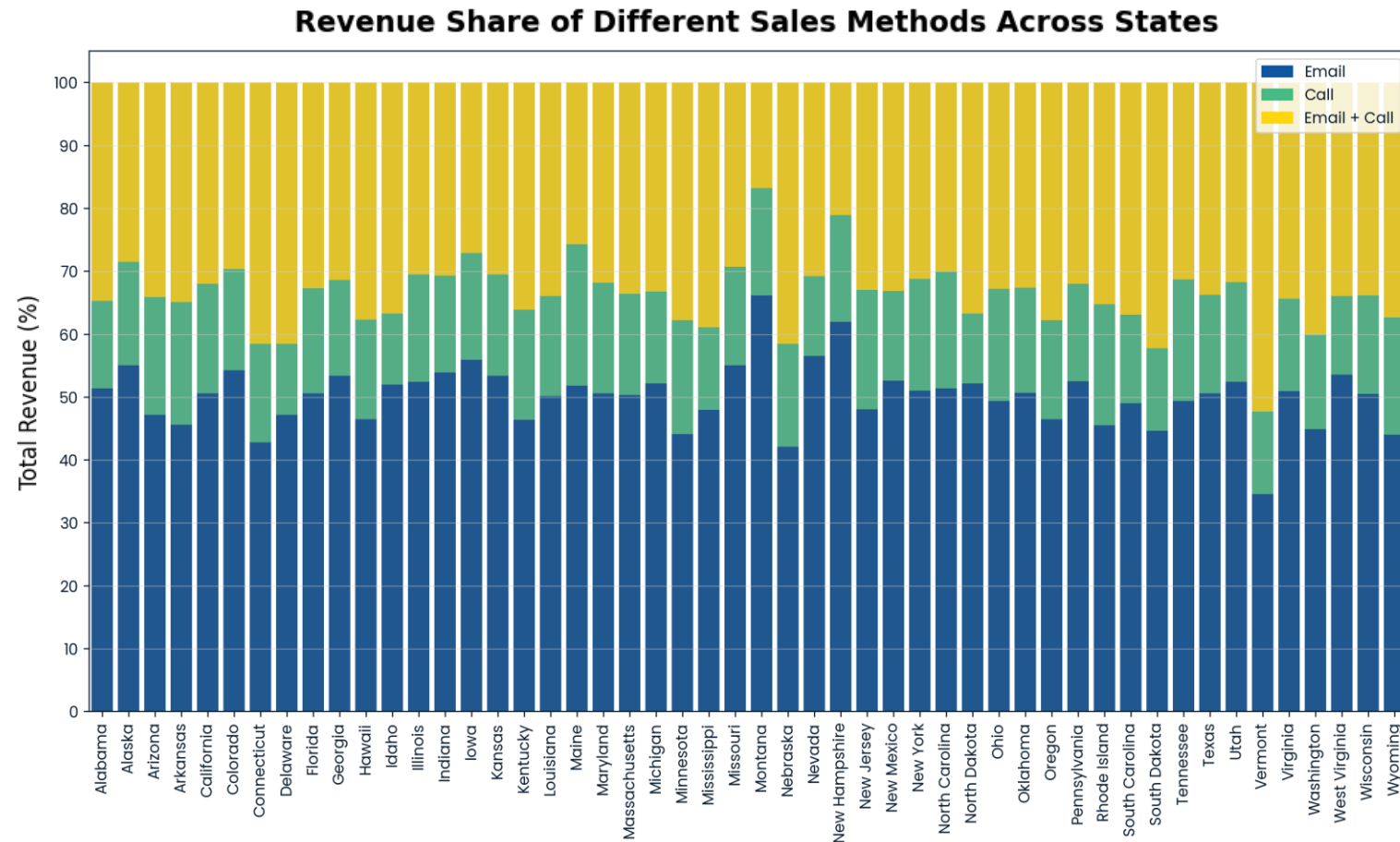


The total revenue was \$1.43 million in last 6 weeks. **Email-only strategy generated most revenue (\$724k)**, followed by the Email+Call approach, which generated \$473k. Call-only approach contributed the least in total revenue.

Outcomes



Total revenue share of each sales method across states



Email is most effective across all states, generating between 40-65% revenue.

The **Email+Call** approach also has higher revenue share.

Outcomes



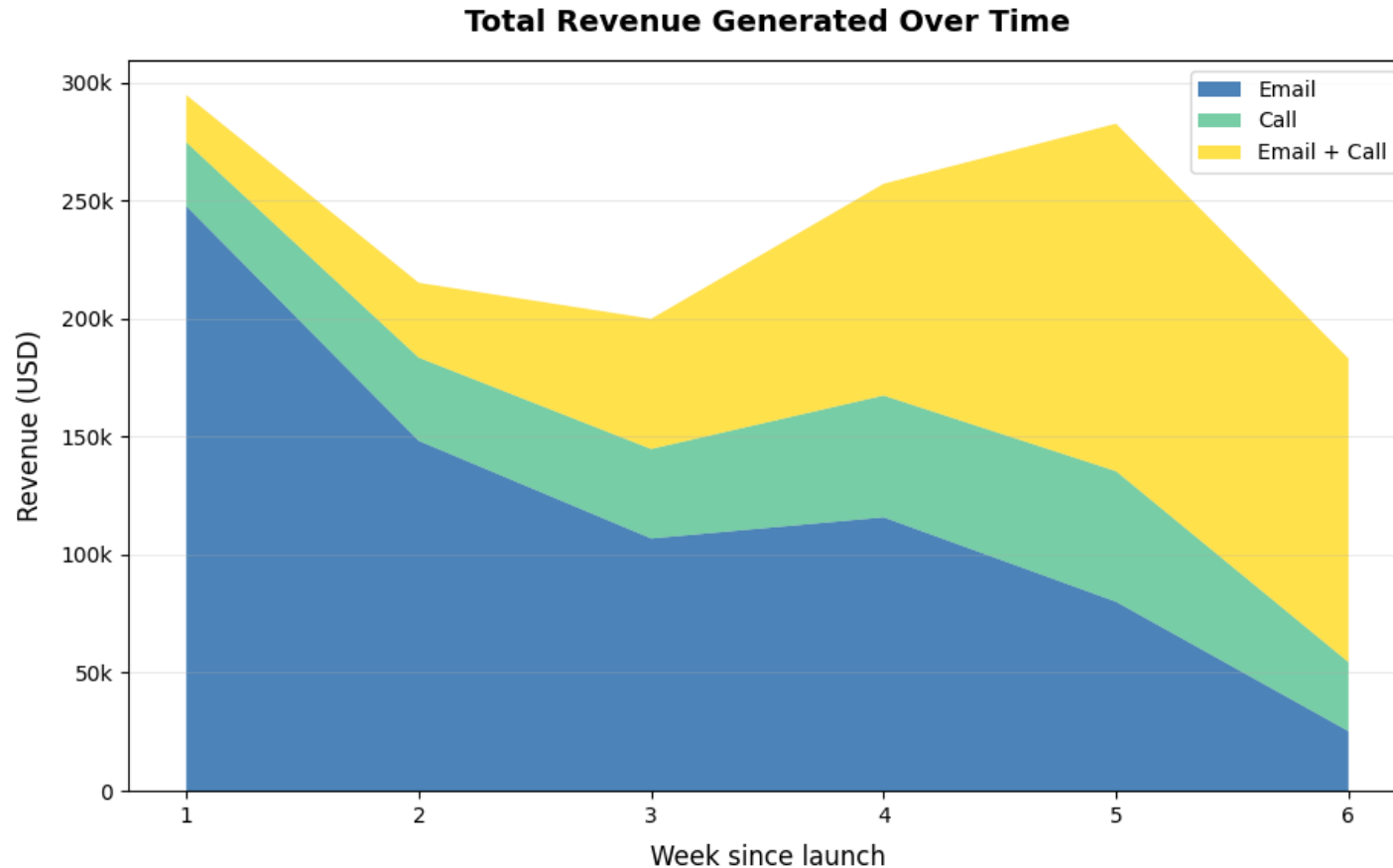
Change in total revenue of each sales method over time

Week	Call	Email	Email + Call	Total Weekly Revenue
1	\$27k	\$248k	\$20k	\$295k
2	\$35k	\$148k	\$32k	\$215k
3	\$38k	\$107k	\$55k	\$200k
4	\$52k	\$116k	\$90k	\$257k
5	\$55k	\$80k	\$147k	\$283k
6	\$29k	\$25k	\$129k	\$183k

Initially Email-only strategy had a significant revenue share (~84% in week 1). However, **it decreases dramatically over time to just ~14% share by week 6.** On the other hand, **Email+Call approach shows a remarkable growth by more than 6x.** The Call-only approach too shows a strong upward momentum, increasing to more than double by week 5, before declining in week 6.

Outcomes

Determining the best sales strategy for new product launch



Email-only approach acquires most customers and also generates most revenue. It is very effective in the initial period.

Email+Call is most effective over time.

Business Metrics



- Our goal is to identify the most effective sales techniques for product launches to maximize ROI. Therefore, I would recommend using the **weekly revenue share by sales method (%)** as our key performance metric. This will help measure the actual financial impact of each approach.
- We should also keep track of the **total weekly customer acquisition by sales method** to understand the most effective methods for customer acquisition over time.
- Based on the last 6 weeks of data:
 - The weekly revenue generated through the combined **Email+Call approach showed strongest growth, increasing from \$20k in week 1 to \$129k by week 6, reaching a 70% share**. It also has the highest revenue per-sale. Therefore, if this increases further, it indicates a very good sign to maximize our ROI.

Recommendation



- For future product launches, I would recommend:
 - Prioritizing **Email-only approach for volume-based strategies in the initial period (weeks 1-2).**
 - Shifting focus to **Email+Call for sustained growth and high-value transactions (after week 3).**
- For this, I would recommend implementing weekly dashboard tracking these metrics, and establishing performance thresholds for method continuation decisions.
- The call-only method may need strategic re-evaluation given its overall limited revenue potential despite acquiring one-third customers. This is critical for resource efficiency as phone calls require 30-minutes while the Email+Call method requires only 10-minutes.