

# Data-Driven Storytelling Presentation: Reaching Zenith Through Myriad Tactics



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# Reaching Zenith Through Myriad Tactics

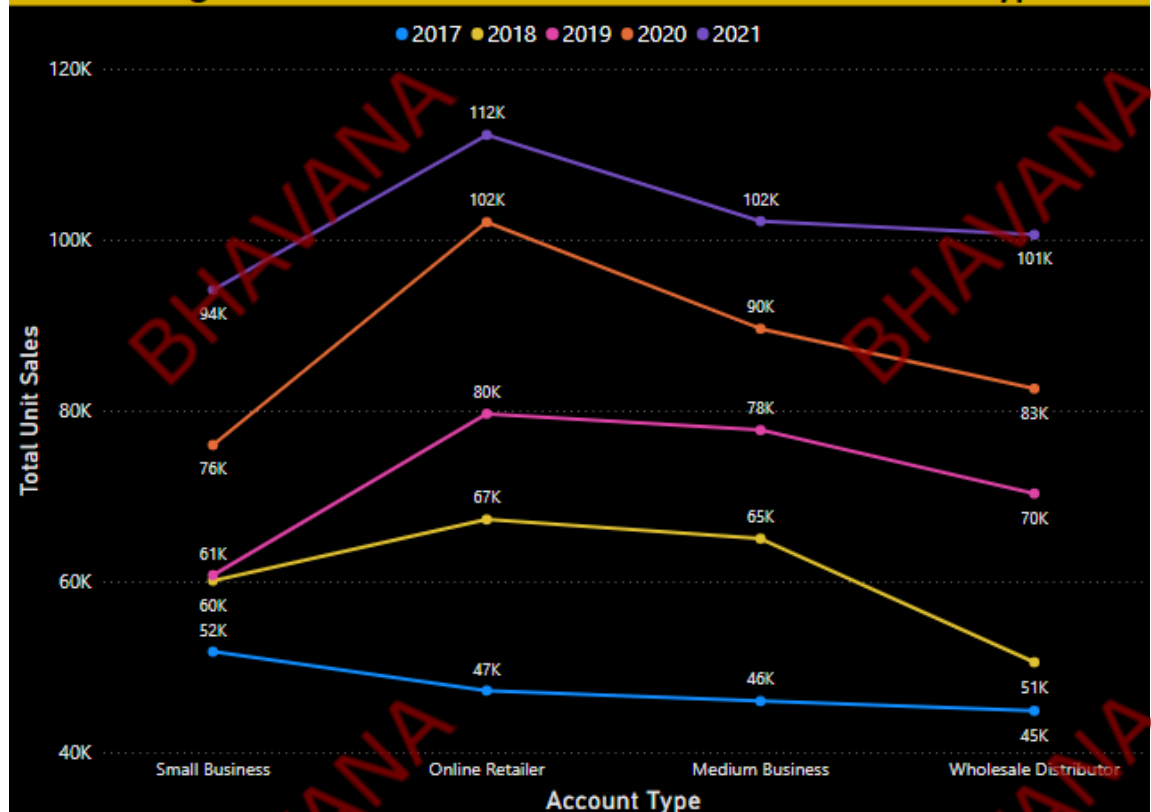
Uncovering the  
Secrets Behind  
Improved Sales of  
Product 1

-By Pilli Bhavana

Over the past five years, unit sales of Product 1 have steadily increased. We find that while the sales of Product 1 have improved overall, there are significant differences in unit sales performance across the different account types. However, despite this improvement, there is still room for the business to grow.

Looking closer at the unit sales data, we can see that there are significant differences in sales performance across the four account types. In 2017, Small Business had the highest unit sales of Product 1, but by 2021, Online Retailers have overtaken them to become the top performing account type, while Small Business has fallen to last place in terms of unit sales.

Changes In Sales Over 5-Year Period For Each Account Type

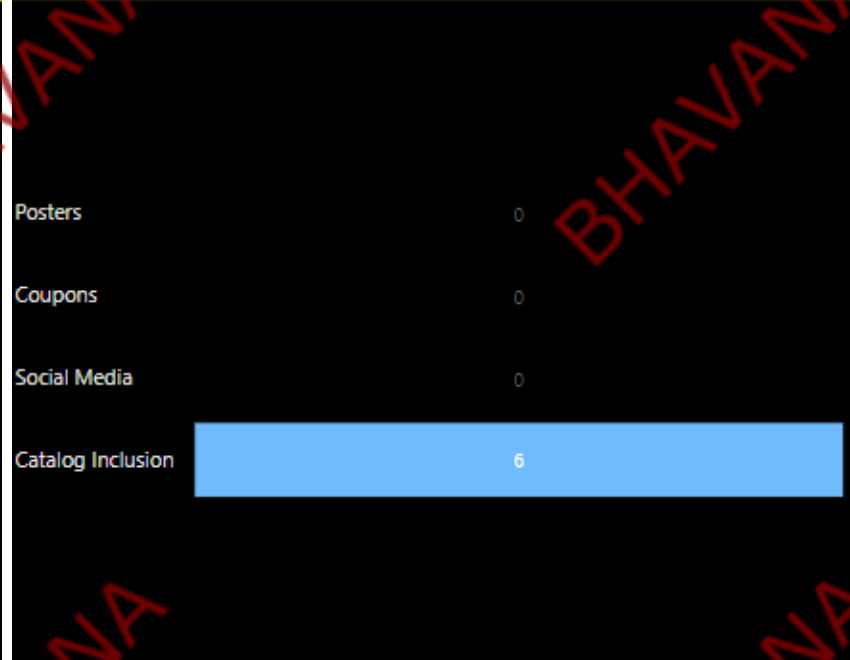


A closer analysis of the data reveals that the top 10 best-selling accounts all utilized different marketing strategies, while the bottom 10 accounts used only one or none. This data suggests that marketing plays a crucial role in driving sales performance, and that different account types may respond differently to different marketing strategies. By analysing the data on a granular level, we can identify specific marketing tactics that have been successful and apply them to other accounts, driving further growth in sales.

Marketing Strategy of Top 10 Accounts By CARG



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Overall, this data-driven story highlights the importance of marketing strategies and account type in driving sales performance and suggests that a targeted approach to marketing can help businesses achieve even greater success.

- By tailoring marketing strategies to specific account types, we can optimize sales performance and ensure that each account is reaching its full potential.
- By leveraging these insights and applying them to future sales efforts, companies can continue to grow and thrive.