

Final Deliverable

Group 8

Contributors: Sohini Bhattacharyya, Jenny Hong, Anna Nguyen

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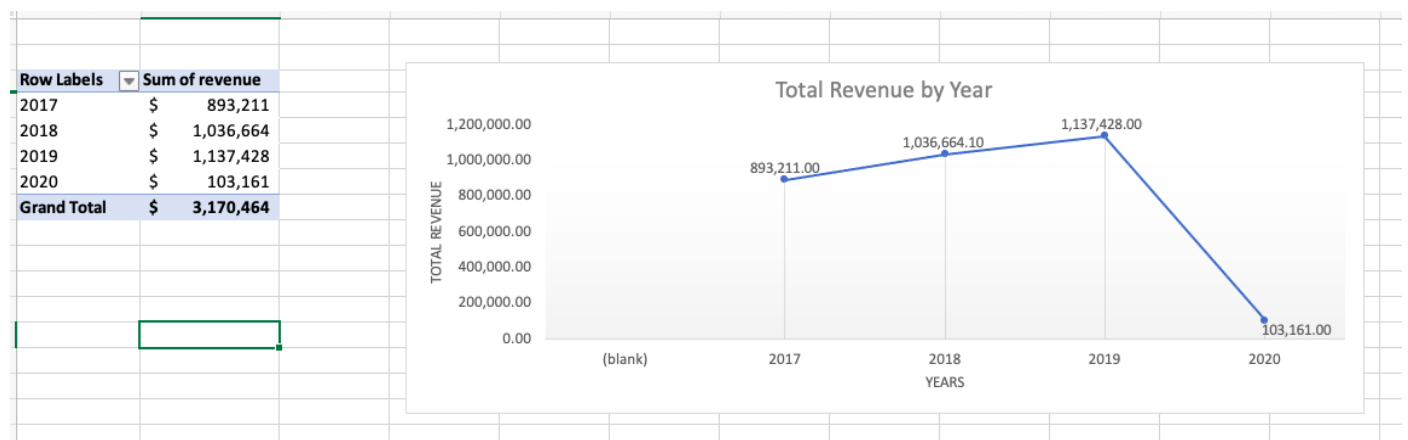
Class: BUS2 195A Sec 01

Professor David Czerwinski

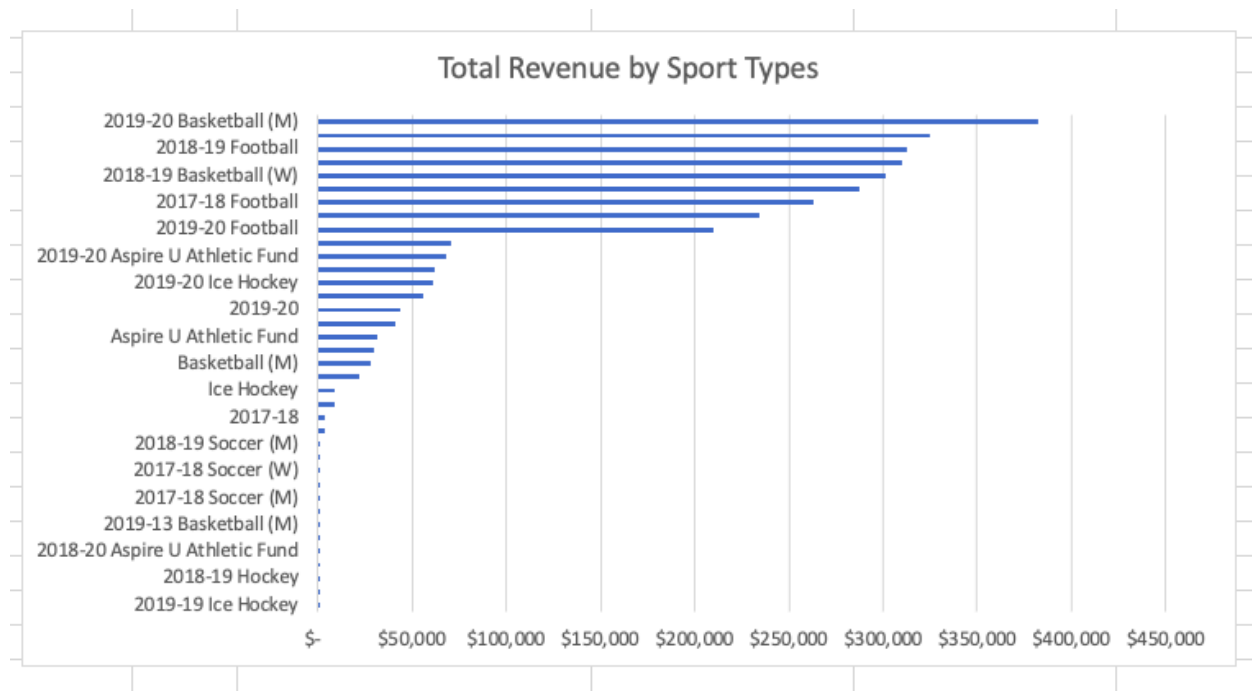
Introduction:

Ticket sales have been on the rise due to ongoing and increasing demands for sporting events and sport-related funds. Therefore, there have been several call centers set up to fulfill these demands. Among them, Aspire University- fan relation management center is a call center that is set up to handle customer calls of all kinds (inbound, outbound, etc) and to contact future prospects. The report will further investigate the relationship between sales actions and revenue, as well as analyze the performance of individual sales consultants and Aspire as a whole, and how specific campaigns are performing which we will separate by Season Tickets, Group Tickets, and Mini-Plans.

Aspire's overall performance:



=> Aspire had performed relatively well during the fiscal years from 2017 to 2019 but it went downward in 2020 in terms of total revenue. As can be seen from the line graph, Aspire reached its peak in 2019 but it had seen the lowest total revenue in 2020. It is perhaps due to the pandemic that broke out near the end of 2019 which negatively impacted Aspire's performance and we are unsure of which direction Aspire will go from there that will affect its revenue growth.

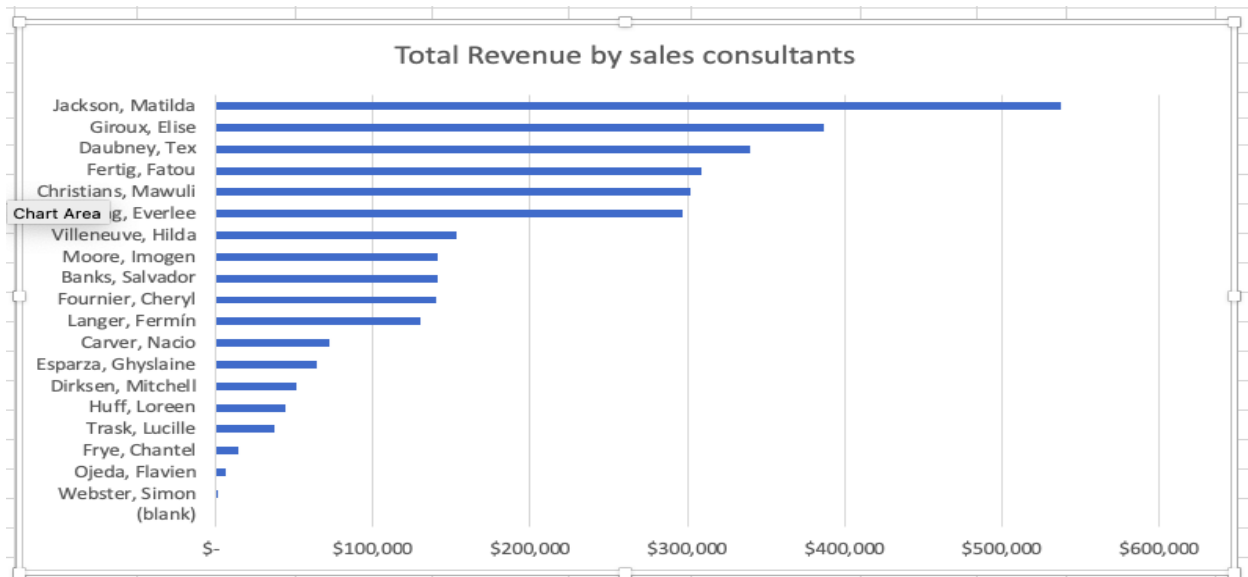


=> Overall, male basketball season 2019-20 earned the highest revenue, followed by football season 2018-19 which brings me to the conclusion that basketball seems to be the most popular sport from looking at the bar chart. On the other hand, ice hockey (especially season 2018-19) earned the lowest revenue.

Sum of revenue				
	No	Yes	(blank)	Grand Total
New	\$ 2,304,426	\$ 387,223	\$ 34,098	\$ 2,725,747
Renewal	\$ 312,571	\$ 115,498	\$ 16,548	\$ 444,617
(blank)	\$ 100			\$ 100
Grand Total	\$ 2,617,097	\$ 502,721	\$ 50,646	\$ 3,170,464

=> Furthermore, it is worth noting that leads that were not digitally prequalified (“No” column) and sale types to be new (“New” column) seemed to help Aspire earn the most money compared to renewal sale types and leads that were digitally prequalified. Also, there are some missing data points (“blank” column) that may affect our data analysis.

Individual sales consultants' performance:

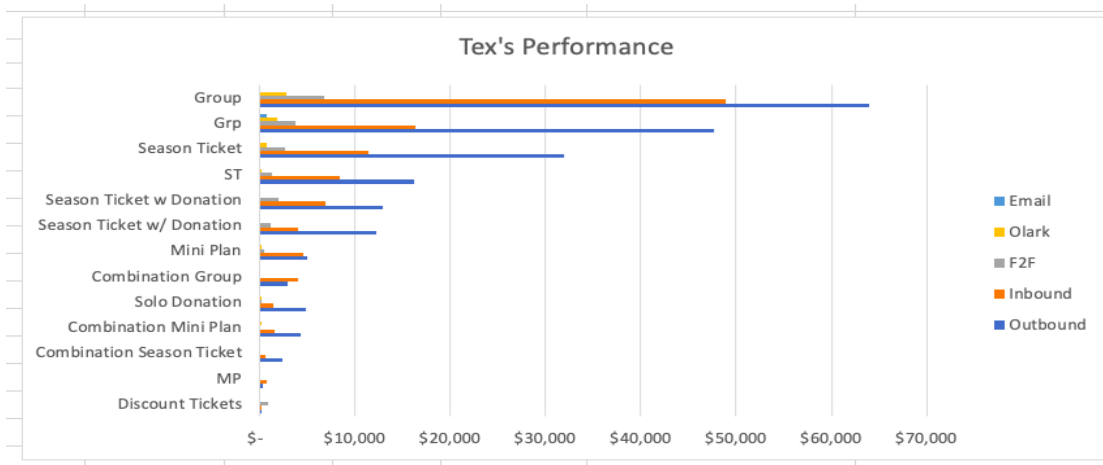


	2017	2018	2019	2020
Jackson, Matilda		\$ 151,348	\$ 349,574	\$ 36,516
Daubney, Tex	\$ 30,251	\$ 132,132	\$ 163,390	\$ 14,013
Giroux, Elise		\$ 124,117	\$ 231,221	\$ 31,090
Christians, Mawuli	\$ 1,507	\$ 118,854	\$ 172,794	\$ 9,054
Langer, Fermín	\$ 26,053	\$ 104,528		
Fertig, Fatou	\$ 210,227	\$ 98,909		
Fournier, Cheryl	\$ 21,581	\$ 98,481	\$ 20,471	
Esparza, Ghyslaine	\$ 4,475	\$ 59,908		
Banks, Salvador	\$ 83,148	\$ 57,735		
Wong, Everlee	\$ 240,748	\$ 56,171		
Moore, Imogen	\$ 121,029	\$ 20,442		
Frye, Chantel		\$ 14,039		
Carver, Nacio	\$ 71,855			
Huff, Loreen	\$ 44,667			
Trask, Lucille	\$ 37,670			
Villeneuve, Hilda			\$ 146,899	\$ 6,400
Dirksen, Mitchell			\$ 45,397	\$ 6,088
Ojeda, Flavien			\$ 6,300	
Webster, Simon			\$ 1,382	

=> Consultant Matilda earned the most money from the year 2018 to 2020 combined. In 2017 the title of earning the most money that year goes to consultant Everlee.

Sum of revenue							
	Email	F2F	Inbound	Inbound - ACD	Olark	Outbound	(blank) Grand Total
Jackson, Matilda			\$ 339,107			\$ 175,999	\$ 22,332 \$ 537,438
Group			\$ 82,767			\$ 51,283	\$ 1,400 \$ 135,450
Grp			\$ 75,654			\$ 20,762	\$ 7,790 \$ 104,206
Season Ticket			\$ 49,713			\$ 34,555	\$ 13,142 \$ 97,410
ST			\$ 48,976			\$ 25,127	\$ 74,103
Season Ticket w Donation			\$ 36,455			\$ 15,249	\$ 51,704
Solo Donation			\$ 11,909			\$ 22,362	\$ 34,271
Season Ticket w/ Donation			\$ 17,420			\$ 5,436	\$ 22,856
Mini Plan			\$ 12,363			\$ 455	\$ 12,818
Combination Mini Plan			\$ 3,095			\$ 650	\$ 3,745
MP			\$ 740			\$ 120	\$ 860
Stand-Alone Donation			\$ 15				\$ 15

=> if we look at Matilda's performance, we can see that most of her revenue comes from inbound calls and group tickets.



=> Furthermore, if we look at the performance of the top three performances, we can see that most of their revenue comes from group ticket sales, and the contact types that warrant them a high revenue are inbound and outbound calls.

Specific campaigns' performance:

Season Tickets -

<i>product</i>	COUNTA of product	SUM of revenue
Season Ticket	1501	583610
ST	1042	341278
Season Ticket w Donation	277	155444
Season Ticket w/ Donation	134	74253
Combination Season Ticket	13	16476
Grand Total	2967	1171061

Season ticket sales earned a revenue of \$1,171,061.

Group Tickets -

<i>product</i>	COUNTA of proc	SUM of revenue
Group	2052	972505
Grp	1595	603166
Combination Group	4	7185
Grand Total	3651	1582856

Group ticket sales earned a revenue of \$1,582,856.

Mini-Plans -

<i>product</i>	COUNTA of product	SUM of revenue
Combination Mini Plan	404	64238
Mini Plan	483	70585
Mini-Plan	35	7751
MP	143	23612
Grand Total	1065	166186

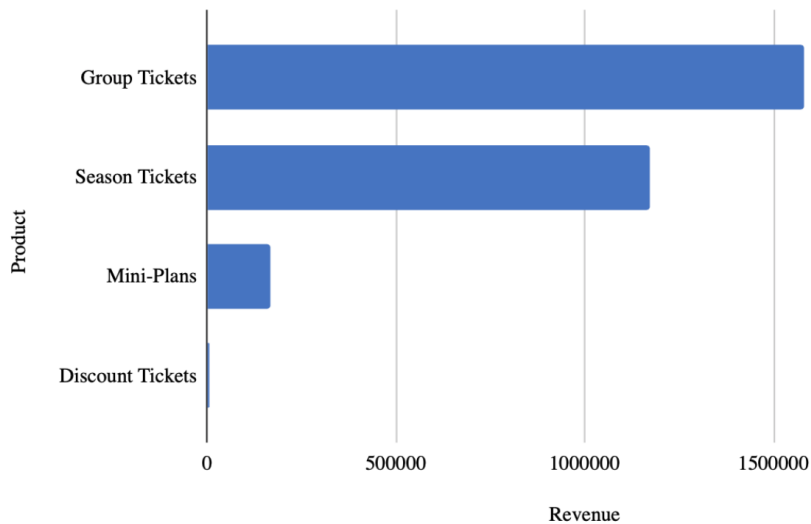
Mini-Plans ticket sales earned a revenue of \$166,186.

Discount Tickets -

<i>product</i>	COUNTA of proc	SUM of revenue
Discount Tickets	113	5294
Discount Tix	7	905
Grand Total	120	6199

Discount Ticket Sales earned a revenue of \$6,199.

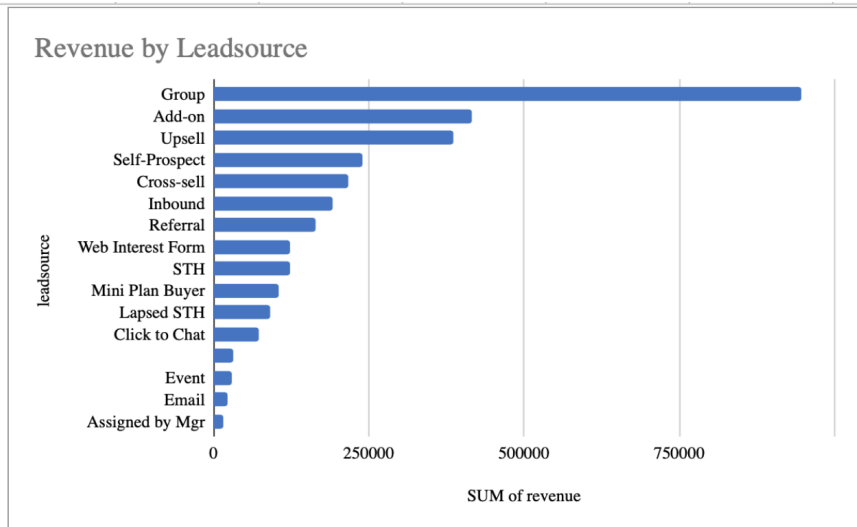
Revenue vs. Product



Comparing the 4 different campaigns of group, season, mini-plans, and discount tickets, we can see that Aspire earns more revenue selling group tickets. Revenue from season ticket sales is just right behind group ticket sales, but there is a significant decrease in revenue with mini-plans and discount tickets. The campaigns should focus on group and season tickets sales to bring in more revenue.

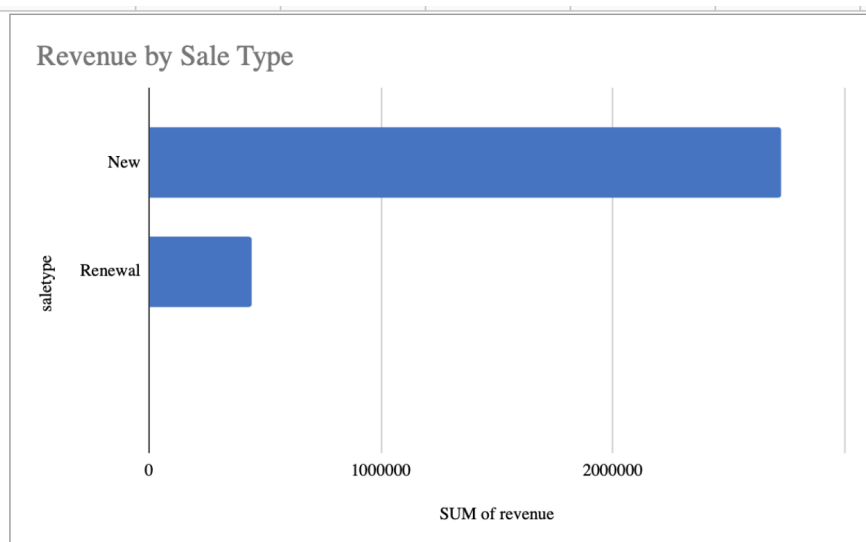
Relationships between sales actions and revenue:

leadsource	SUM of revenue
Group	946424
Add-on	414768
Upsell	385988
Self-Prospect	238707
Cross-sell	217169
Inbound	191106
Referral	164795
Web Interest Form	123883
STH	121999
Mini Plan Buyer	103909
Lapsed STH	90364
Click to Chat	73292.1
	30913
Event	29305
Email	22181
Assigned by Mgr	15661
Grand Total	3170464.1

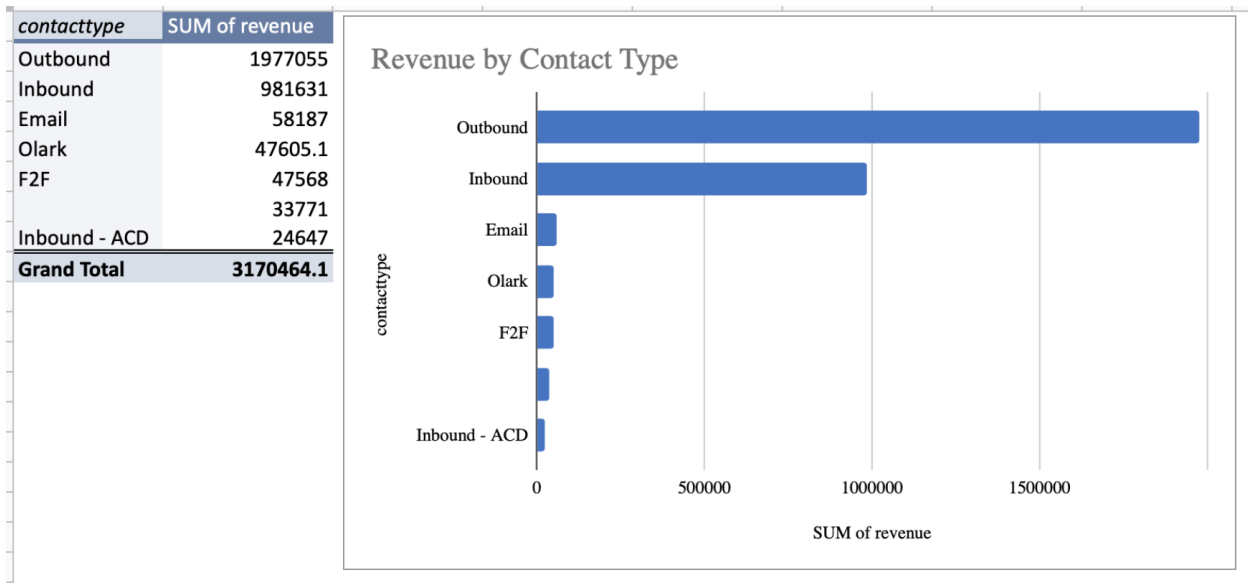


Most of the revenue came from the group lead source, while the least amount of revenue came from leads assigned by a manager. Aspire should focus on group leads since it brings twice the revenue compared to the next lead which was add-ons.

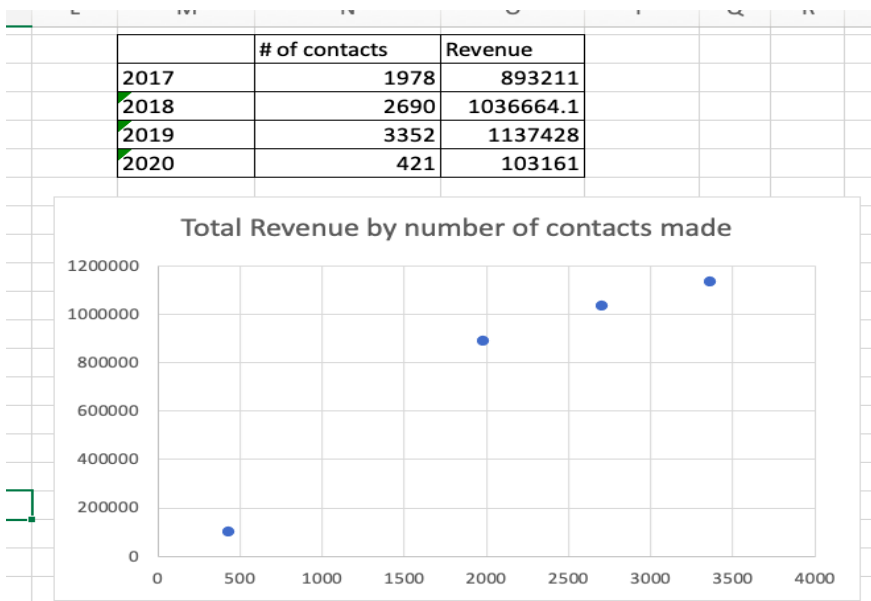
saletype	SUM of revenue
New	2725747.1
Renewal	444617
	100
Grand Total	3170464.1



The majority of the revenue came from new sales versus renewals. Aspire should seek out new sales, since that's where most of their revenue comes from.

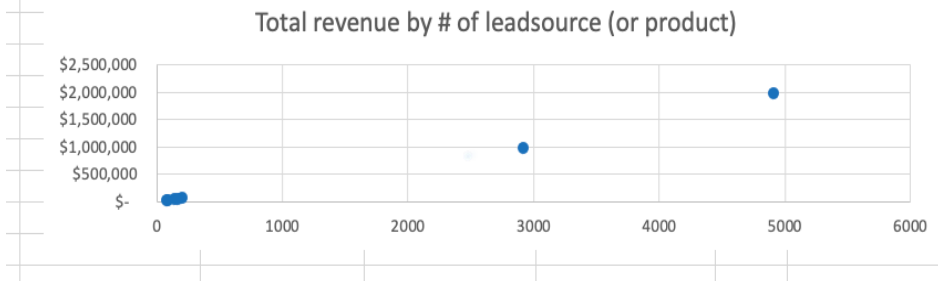


Aspire earns the highest revenue from outbound calls, followed by inbound calls. Other forms of contact aren't as effective, therefore Aspire should focus more on outbound and inbound calls to make sales.



=> as we can see here on the scatter plot, the more contacts you made the more revenue you will bring in, which could be another reason why Aspire did not do so well in 2020 due to fewer contacts made.

	# of Product	# of Leadsources	Revenue
Email	204	204	\$ 58,187
F2F	146	146	\$ 47,568
Inbound	2921	2921	\$ 981,631
Inbound - ACD	94	94	\$ 24,647
Olark	165	165	\$ 47,605
Outbound	4911	4911	\$ 1,977,055
(blank)	79	79	\$ 33,771



=> And last but not least, it can also be seen from this scatter plot that the more leads you obtain and the more products you sell, the higher the likelihood of earning higher revenue. We are also already aware that inbound and outbound calls make the most money and the scatter plot further confirms our finding.

Conclusion:

In conclusion, Aspire Group has to focus on their outbound calls, largely, to increase its sales revenue. Also, it gains revenue by its group season tickets, group lead source/ products, and its new sales. Besides outbound calls being the highest, the in-bound calls were the next highest. Basketball had the most ticket sales in 2019 to 2020, before the pandemic hit.