

Product Sales Analysis

Pens and Printers sales strategy for a new line of stationery

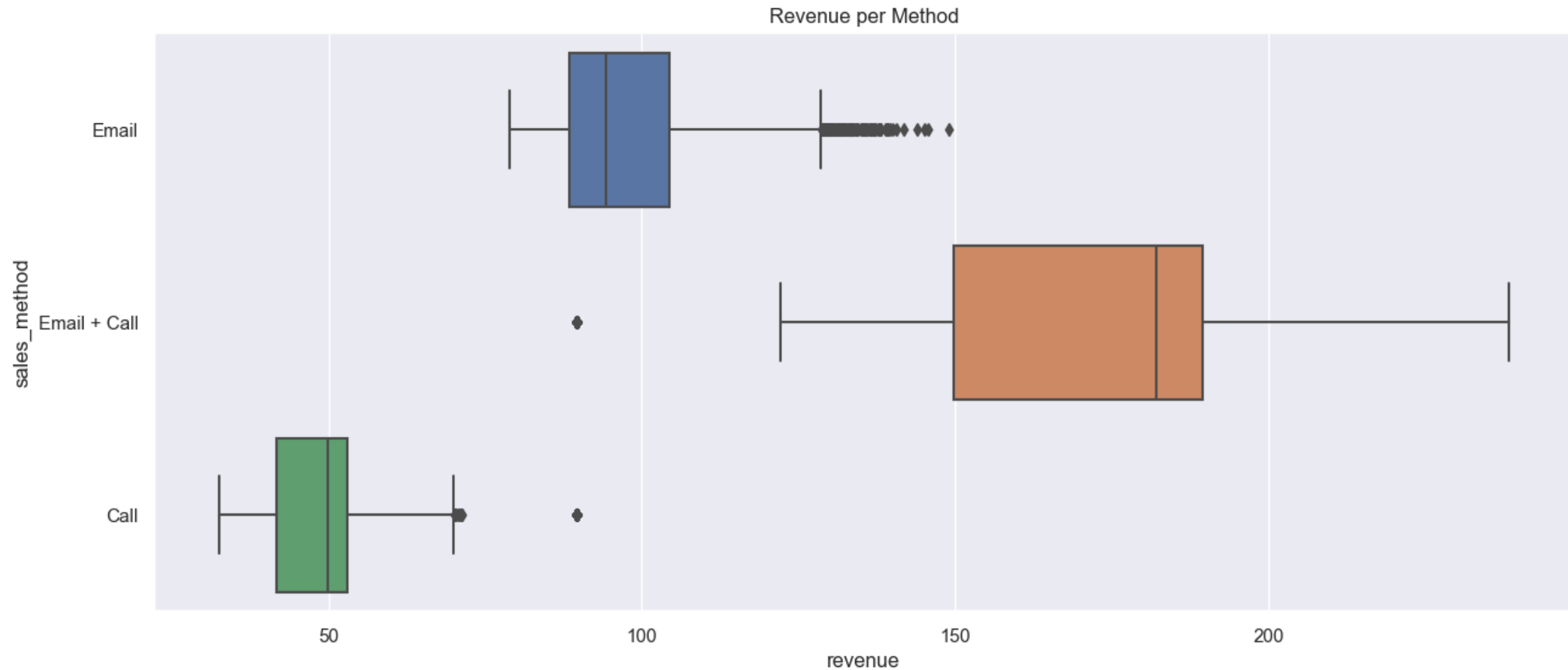
Overview of the project and business goals

- By analyzing the last 6 weeks of sales using 3 different sales strategies we want to know which one works the best
- The 3 strategies are: **'Email', 'Call' and 'Email + call'**
- Furthermore, we want to define a metric that the company will use as benchmark for the chosen strategy

Summary and Recommendations

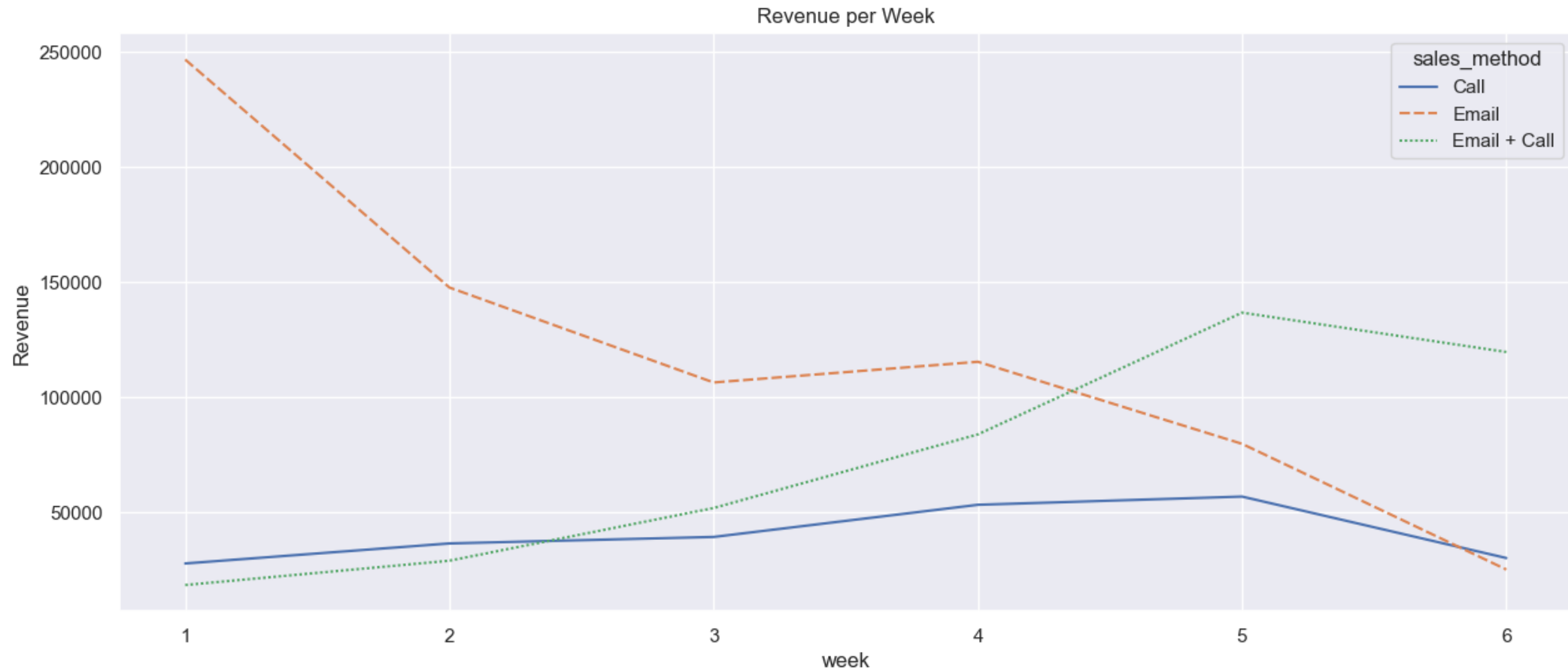
- The company should focus on using the 'Email + Call' Method for sales after discovering that it has the best momentum on a wider time range
- The recommended metric : Average Revenue per visit set at 0.0024
- We found out that California and Texas are the leading states by revenue
- By measuring how much time the sales reps spent on each method we found out that 'Calls' is not very efficient compared to the other two by magnitude of 10
- Instead of having an only 'Call' method the company might want to use 'Email + Call' instead

Looking at the overall data



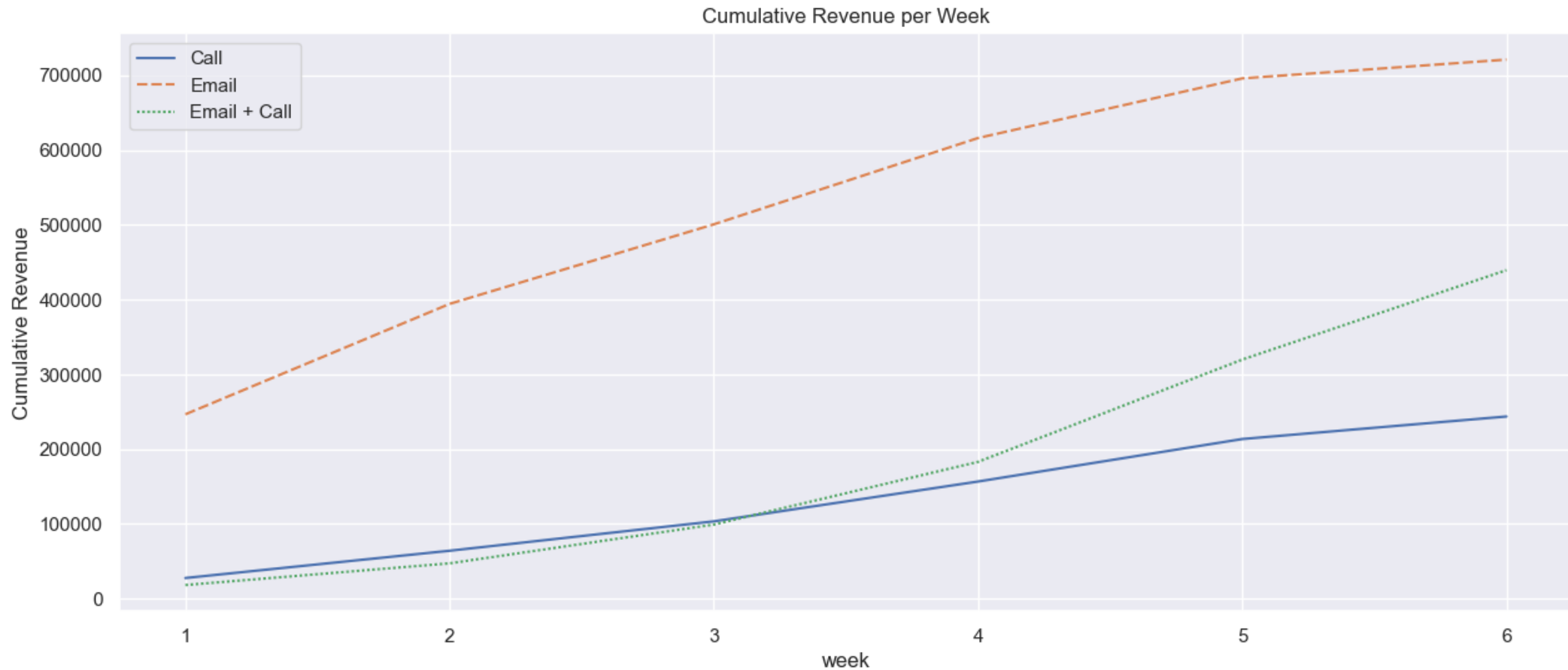
- By looking at the spread of the overall sales data we already see that 'Email + call' performed much better
- But how did the strategies performed over the 6 weeks they were used?

Revenue per week



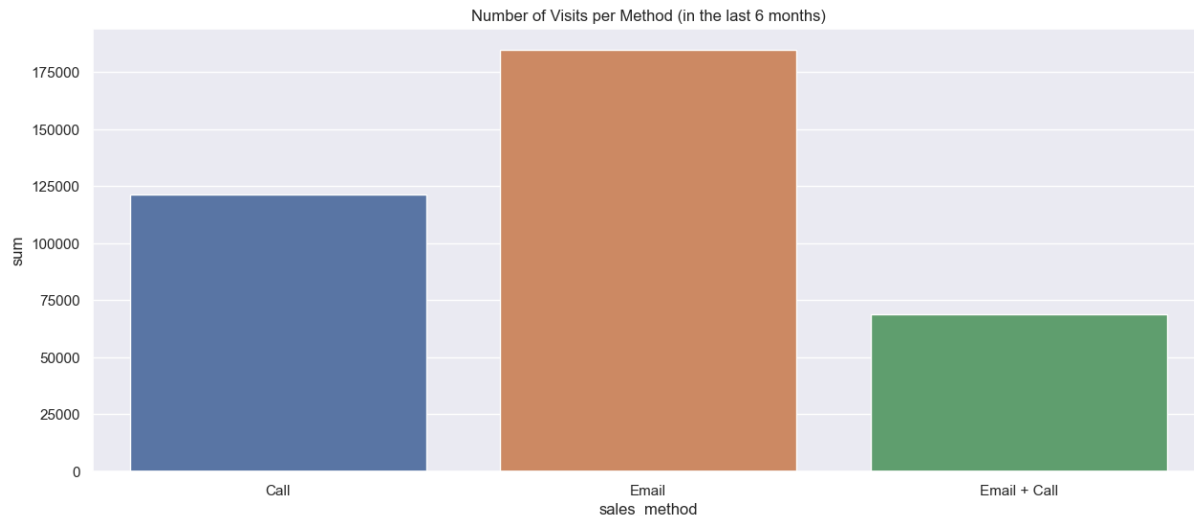
- This line plot tells a clearer story of how each method performed
- By the last week 'Email + Call' was bringing around 5 times the revenue

Revenue per week



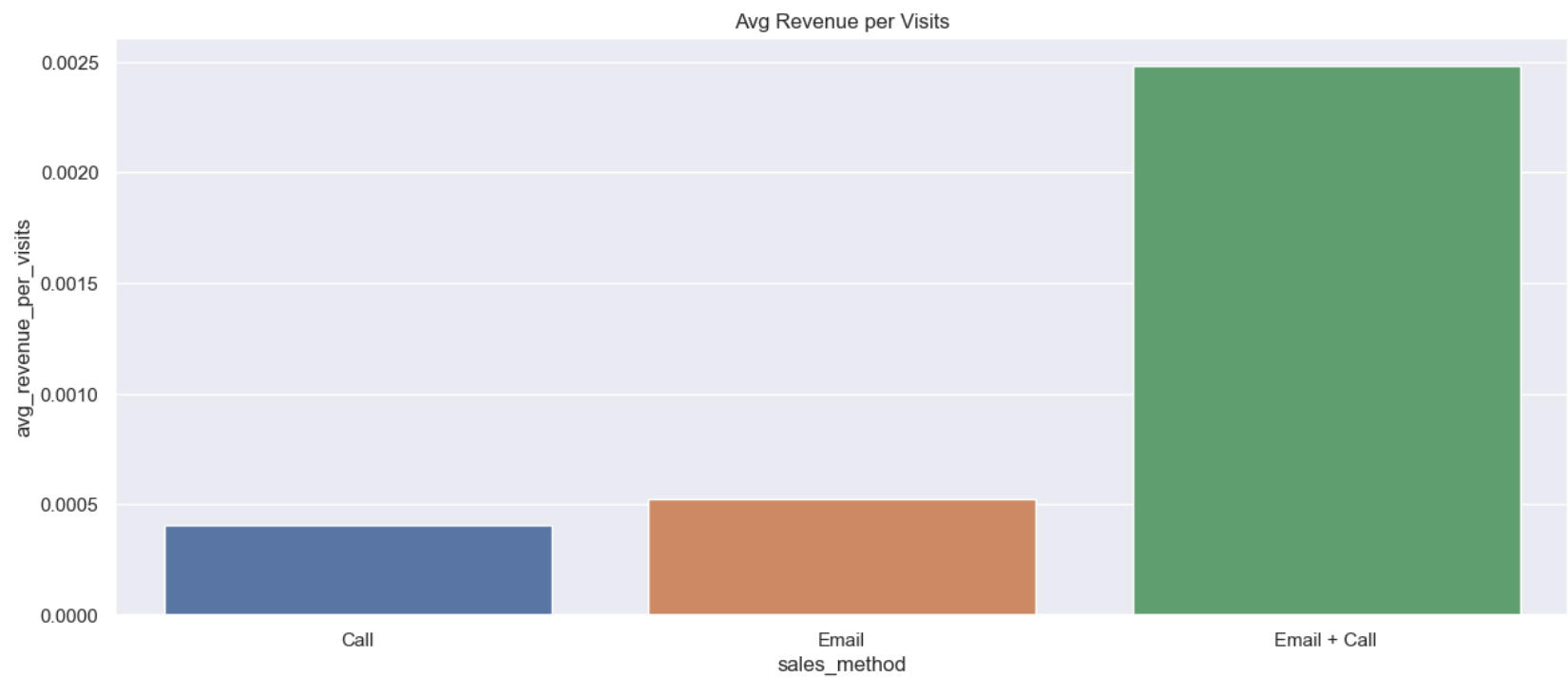
- To confirm our conclusions, we looked at the Cumulative Revenue per Week
- 'Email + Call' has the better momentum while 'Email' seem to be flattening

Metric: Average Revenue per Visits



- The highest Avg revenue per method was 'Email + Call'
- But the smallest number of visits was 'Email + Call'
- From here we get the clue of how to get a measurement of what is working right
- We can now calculate the Average Revenue per Visits

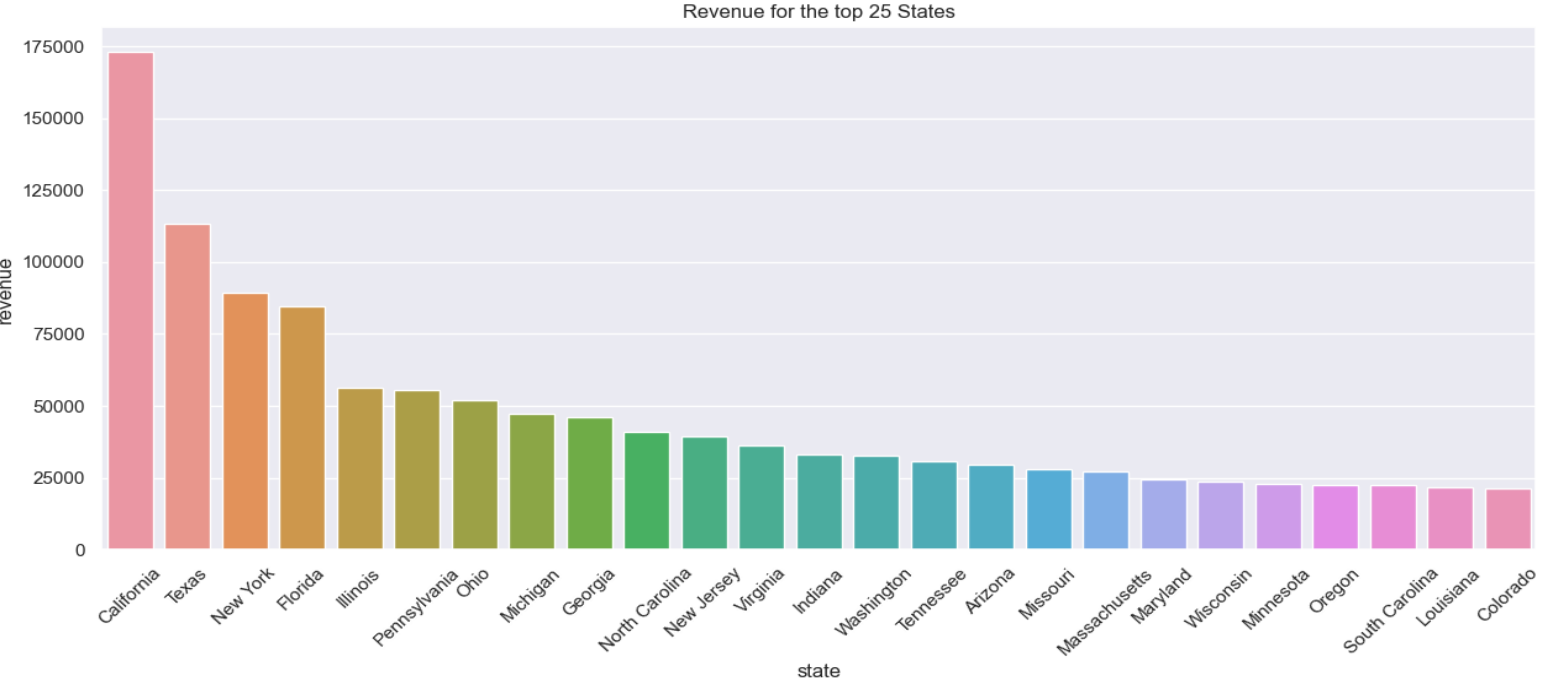
Metric: Average Revenue per Visits



- Here we can see how the Avg Revenue per Visits of ‘Email + Call’ is almost 5 times the other 2 methods
- We can set it as a benchmark for future performance : **0.0024**

sales_method ▾	revenue ▾	total_visits ▾	avg_revenue_per_visits ▾
Call	49.12595526	121191	0.0004053598
Email	96.5719032949	184816	0.00052253
Email + Call	170.8756570762	68856	0.0024816379

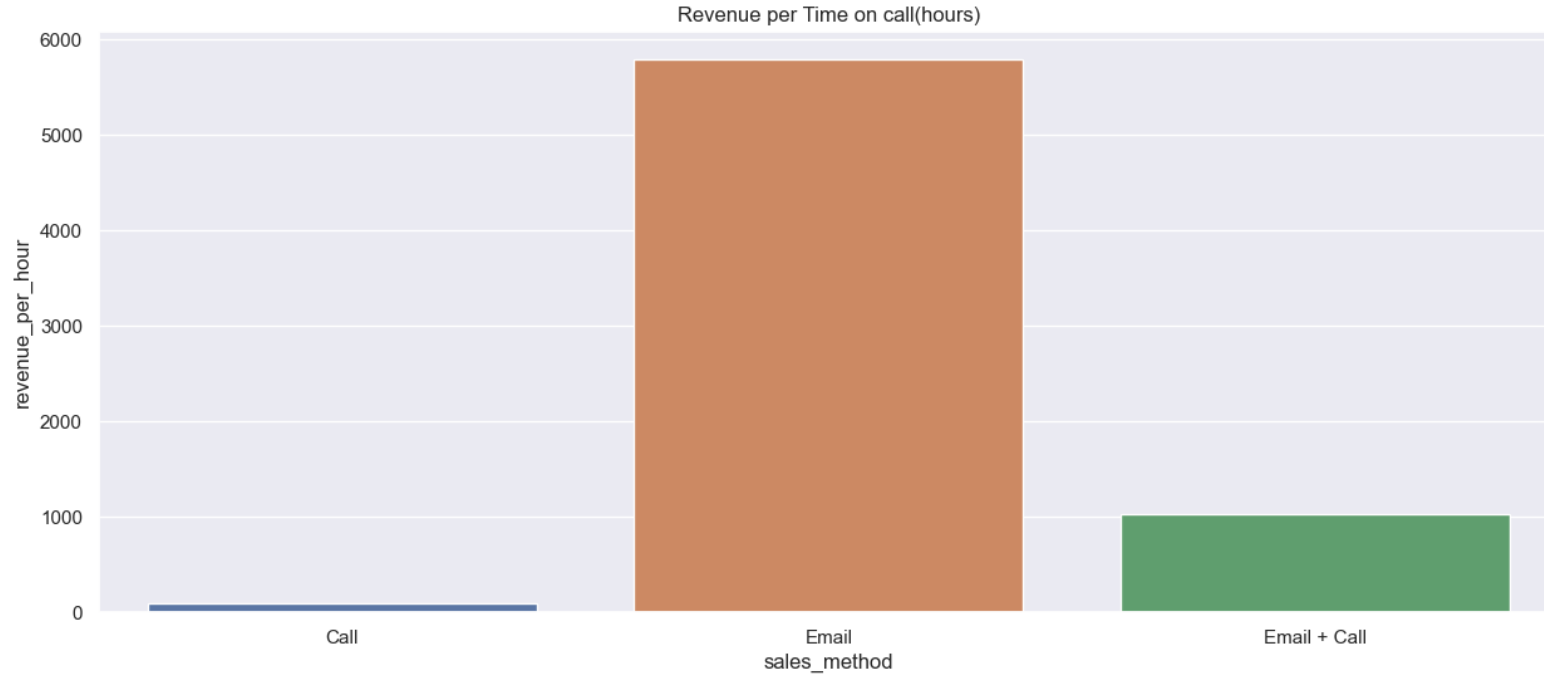
Other Findings: top revenue by state



- California and Texas lead by a wide margin
- If the company wants to expand or grow more it should aim at for clients in other states rather than in California

state ▾	revenue ▾
California	172944.39
Texas	113275.45
New York	89149.74
Florida	84632.75
Illinois	56318.85
Pennsylvania	55622.85
Ohio	52127.94
Michigan	47288.81
Georgia	46021.91
North Carolina	41013.65

Other Findings: Revenue per Time on Call



- We did a very rough calculation of the revenue per Time on method
- We found out that even that the 'Call' method is very not efficient compared to the other 2
- From here we could recommend to drop the 'Call' method

sales_method ▾	customer_count ▾	Time_per_call ▾	minutes_on_call ▾	hours_on_call ▾	revenue ▾	revenue_per_hour ▾
Call	4962	30	148860	2481	243762.99	98.25
Email	7466	1	7466	124.43	721005.83	5794.31
Email + Call	2572	10	25720	428.67	439492.19	1025.25