

Pens and Printer

New Product Sales Methods Analysis



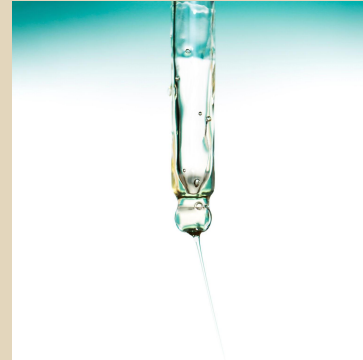
By Richard Lee



Our Business Goal

Find the best techniques to sell our products.

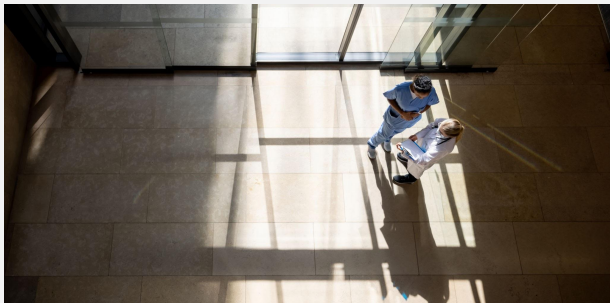
Our main focus is to **maximize revenue** as a business.



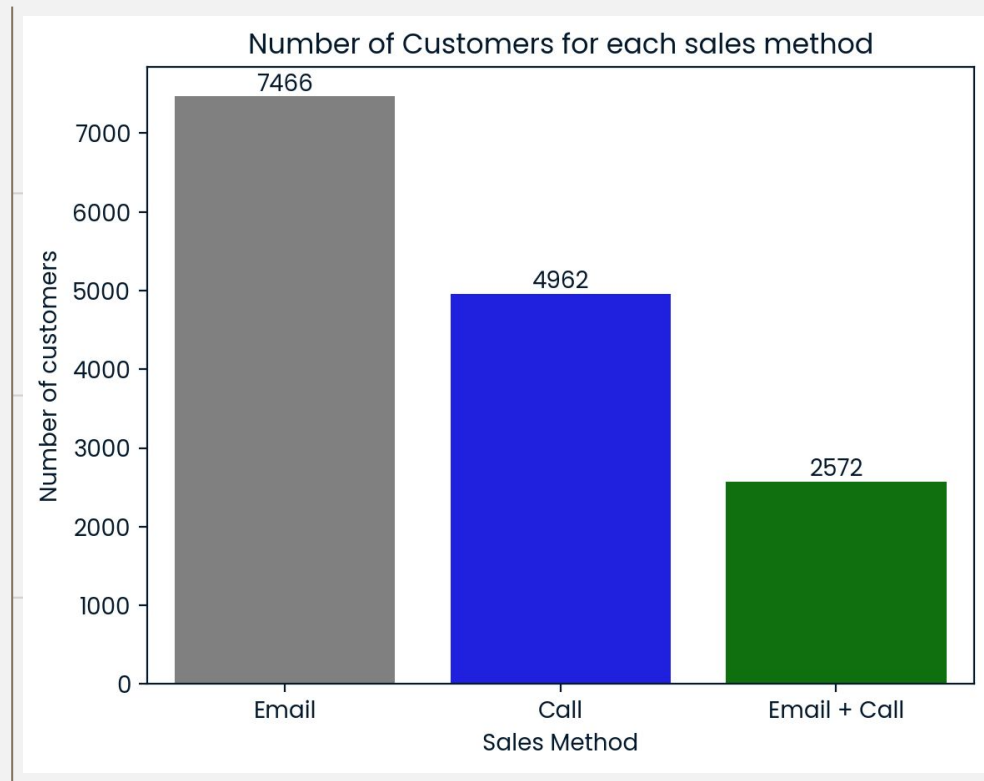
Project Overview

For the past six weeks, we tested three different sales methods:

- Email
- Call
- Email and call



Customer Sales

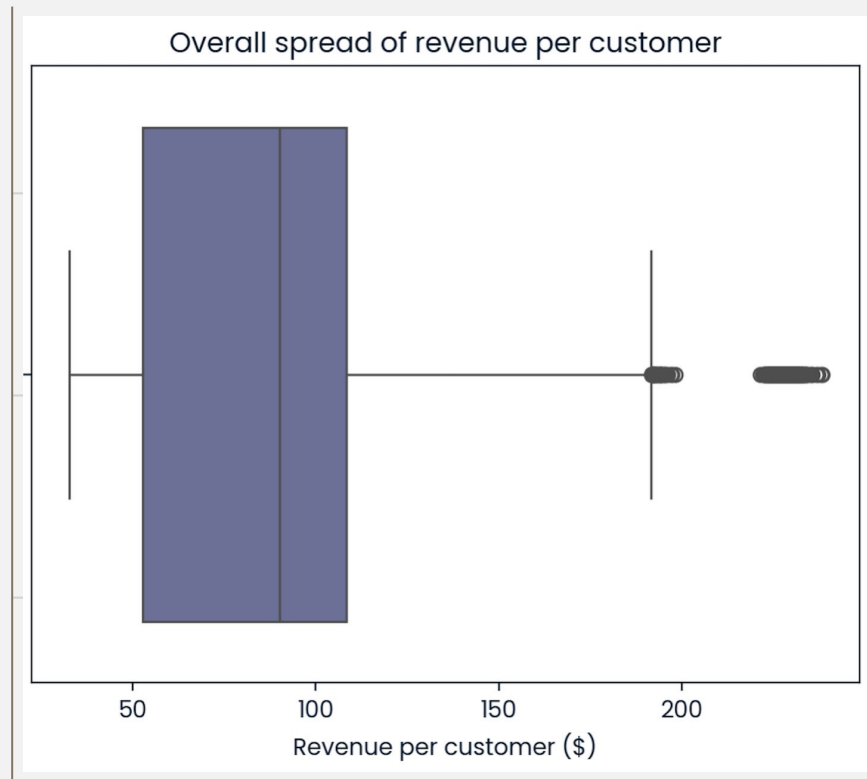


Email had the highest number of customer sales, followed by **Call**, and then **Email + Call** hybrid had the least.

Customer sale counts alone is not an effective metric to assess Sales Method efficacy.

Revenue per customer may vary.

Revenue per Customer



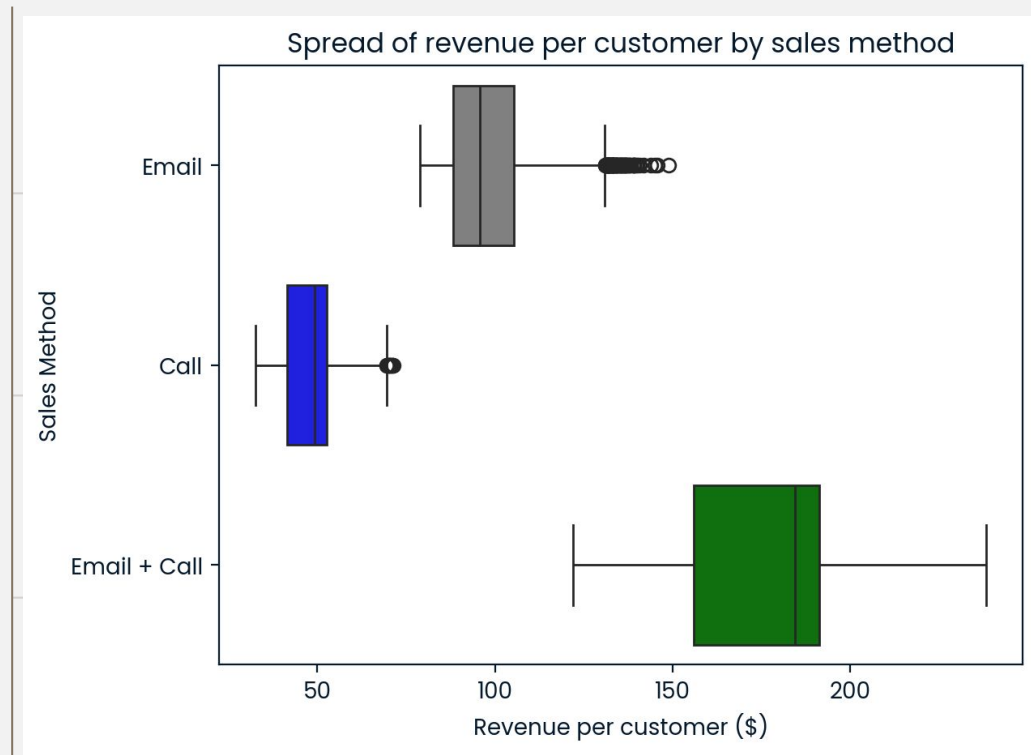
A better metric to use is **revenue per customer.**

Box plot shows the overall spread of revenue per customer across all Sales Method.

Average = \$95.71

Median = \$90

Revenue per Customer



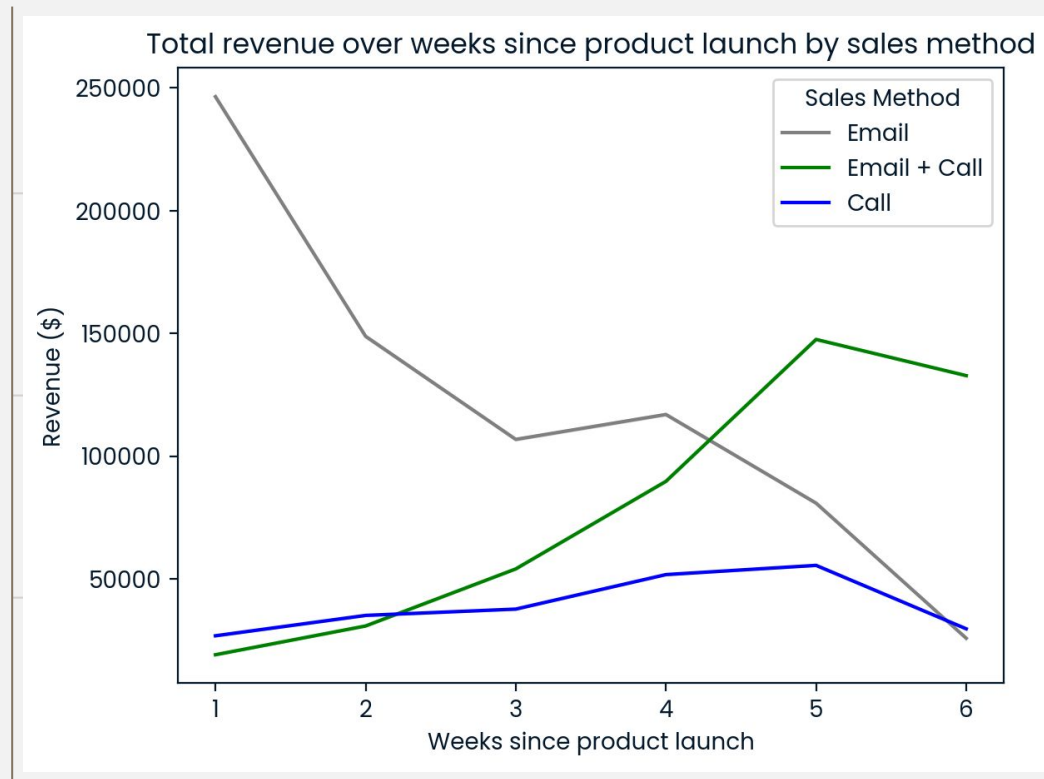
Spreads differ by Sales Method.

Average Revenue per Customer by Sales Method:

1. **Email + Call** = \$184.23
2. **Email** = \$97.17
3. **Call** = \$47.64

Three distinct spreads of revenue per customer that are **statistically different**.

Revenue per Week



Revenue trend over time to identify growth and areas of opportunity.

Email starts high but has sharp decline in revenue by week 6.

Call and Email + Call starts low but gradually increases revenue over time.

- Growth Peaks at week 5
- Email + Call > Call

Email + Call has the best revenue growth over time.

Business Metric

One approach to achieve higher revenue is to maximize revenue per customer. I recommend we use average revenue per customer as our metric.

Average Revenue per Customer by Sales Method:

1. Email + Call = \$184.23
2. Email = \$97.17
3. Call = \$47.64

Email + Call should be the preferred sales method.

Email + Call Benchmark Performance

Average revenue per customer = \$184.23

Median revenue per customer = \$184.50,

75th percentile value = \$191.28

25th percentile value = \$156.03

Maintain revenue per customer as close to the average and between the 75th and 25th percentile values.

Recommendation

Going forward, I recommend we focus on the following steps:

- Email + Call should be the preferred sales method as it has the highest average revenue per customer and has the highest revenue growth trend over time.
- Use average revenue per customer as the key business metric to monitor sales efficacy.
- Consider keeping the Email sales method if the cost of Email + Call is a concern.
- Do NOT use Call sales method as it has the lowest average revenue per customer and the highest implementation cost.
- Improve Data Collection.

