

Sales Method Analysis and Recommendations

Pens & Printers

Presented to the Sales Team

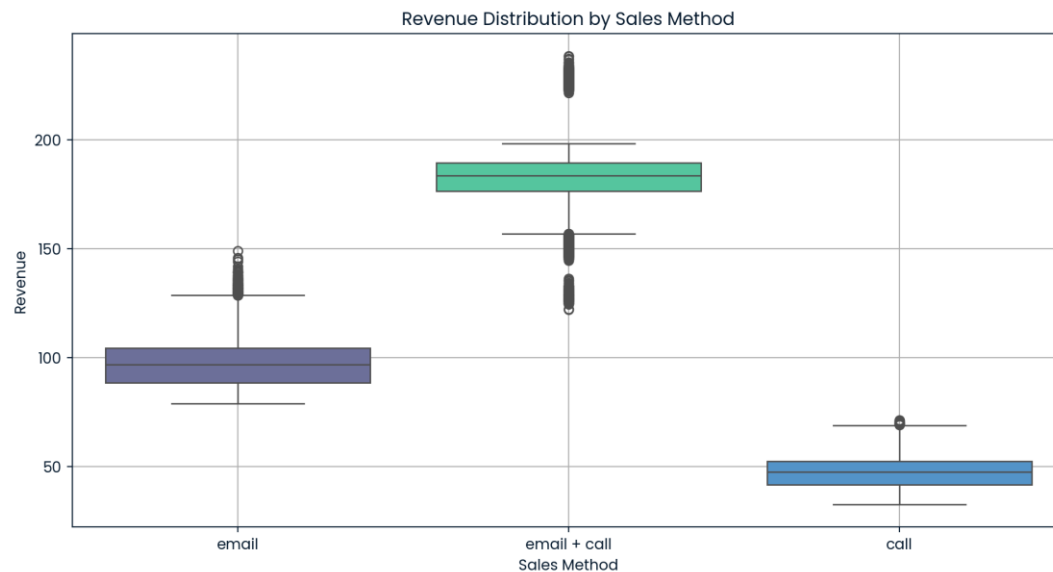
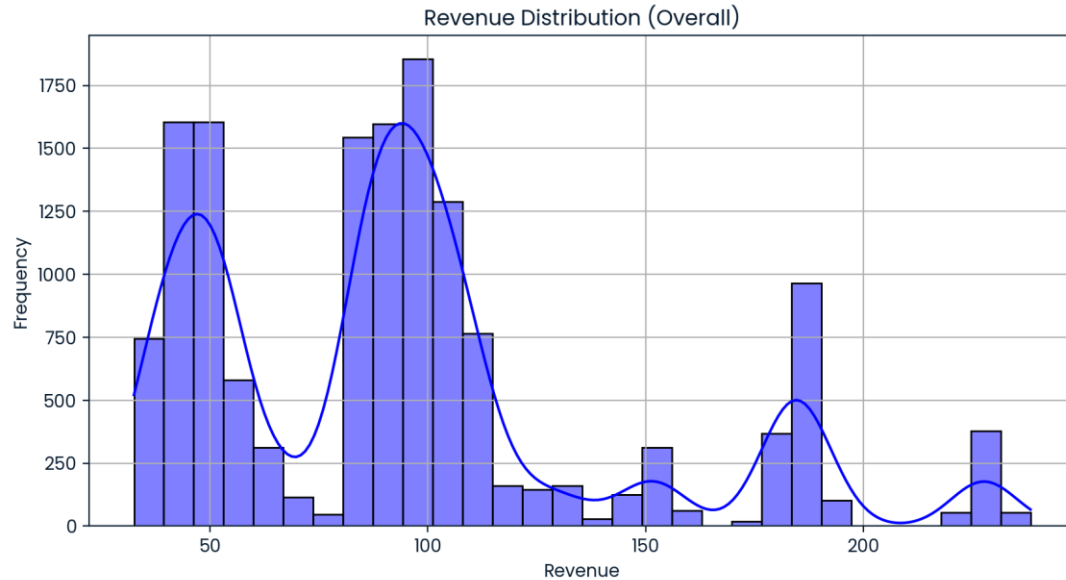
Overview

- Evaluate the effectiveness of different sales methods
- Identify strategies to optimize team efforts and maximize revenue
- Provide actionable recommendations to enhance sales performance

Summary of Work Undertaken

- Data Cleaning:
 - Corrected inconsistencies in the sales_method column.
 - Imputed missing revenue values based on the mean of the respective sales method.
 - Standardized text fields for uniformity.
- Exploratory Data Analysis:
 - Assessed revenue trends and customer metrics.
 - Evaluated efficiency metrics such as revenue per minute of effort.
- Efficiency Analysis:
 - Compared performance metrics across sales methods to identify the most effective strategies.

Key Findings



- **Customer Count:**

- Email: 7,466 customers (50%)
- Call: 4,962 customers (33%)
- Email + Call: 2,572 customers (17%)

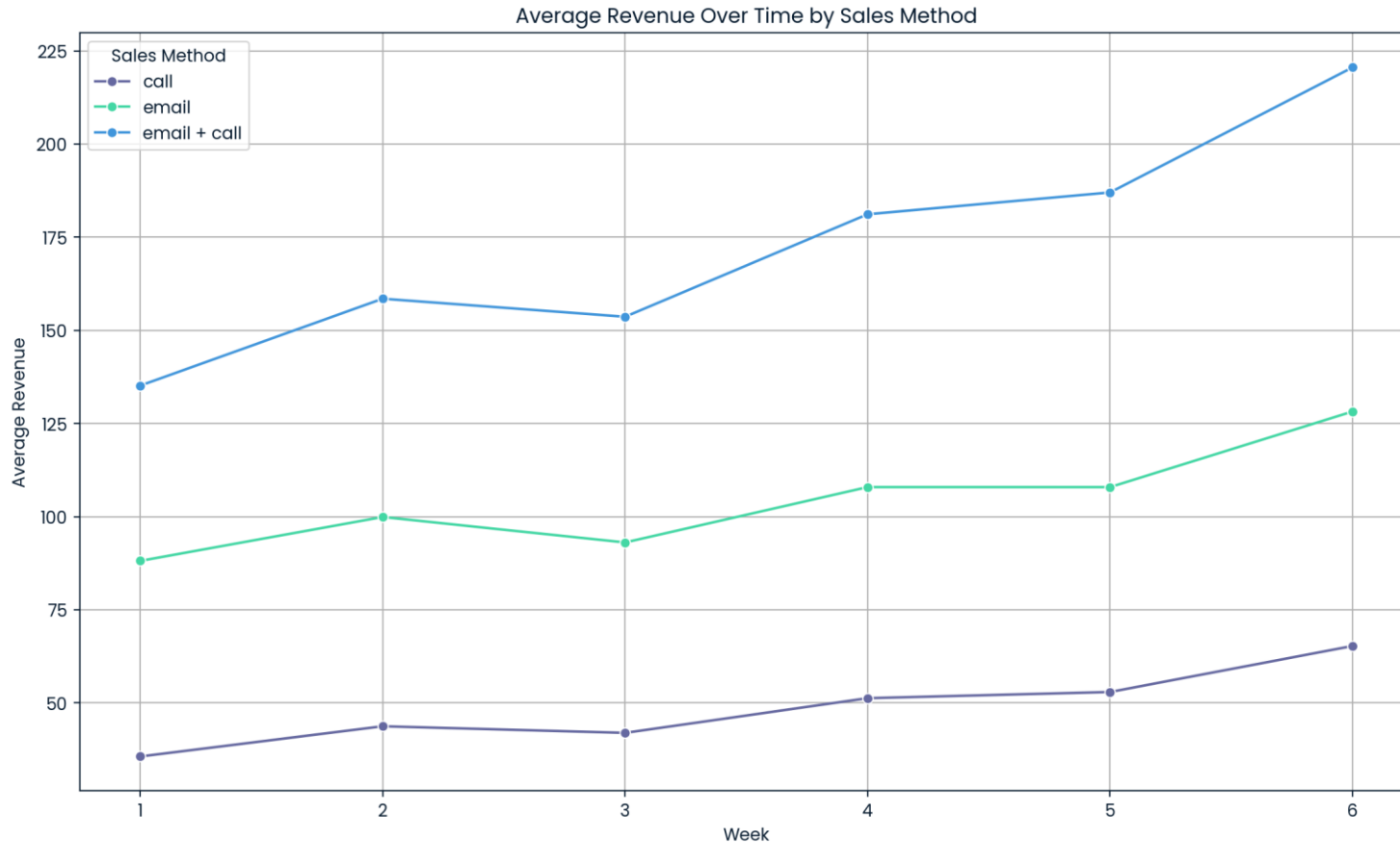
- **Revenue Distribution (Overall):**

- Average revenue was ~\$95.58, with a significant range of \$32.54 - \$238.32

- **Revenue Distribution by Sales Method**

- Call: Lowest revenue (~\$47.60 per customer), with minimal variability
- Email: Moderate revenue (~\$97.13 per customer), with tight clustering
- Email + Call: Highest revenue (~\$183.65 per customer), but with more variability

Efficiency metrics



- Key metrics:
 - Focus on **average revenue per customer** and **revenue per minute** for ongoing evaluation of method performance.
 - Regularly track **site visits** and **conversion rates** to measure engagement driven by each method.
- Initial Estimates:
 - Email + Call: \$18.37 revenue per minute; \$183.65 average revenue per customer.
 - Email: Minimal effort required; highly scalable.
 - Call: \$1.59 revenue per minute; least effective.

Recommendations

- Email + Call:
 - Continue for high-value customers.
 - Use for targeted campaigns where personalized interaction yields significant returns.
- Email:
 - Leverage for broad outreach due to low effort and scalability.
 - Automate workflows to further reduce time and resource costs.
- Call:
 - Discontinue or limit significantly, as it yields the lowest return on investment.

Future Actions

- Refine customer segmentation for targeted outreach.
- Pilot test hybrid methods for high-value customer segments.
- Regularly monitor metrics to adapt strategies based on performance.

Thank You