

PRODUCT SALES ANALYSIS

Presented by **Tchindje Eric**



— **Goal :** evaluate three sales methods :
Email, Call and Email + Call

Objective: determine which strategy
maximize revenue while considering
the effort required

Summary of the work done

Over the course of this **analysis**, we :

- Using **cleaned sales** data from a 6-week campaign.
- we conducted **exploratory data analysis** and **compared each strategy** based on **customer reach, revenue generation, and effort involved**.
- Explored the performance of three different sales methods (**Email, Call, and Email + Call**) used to **promote** a new line of creative stationery **products**.

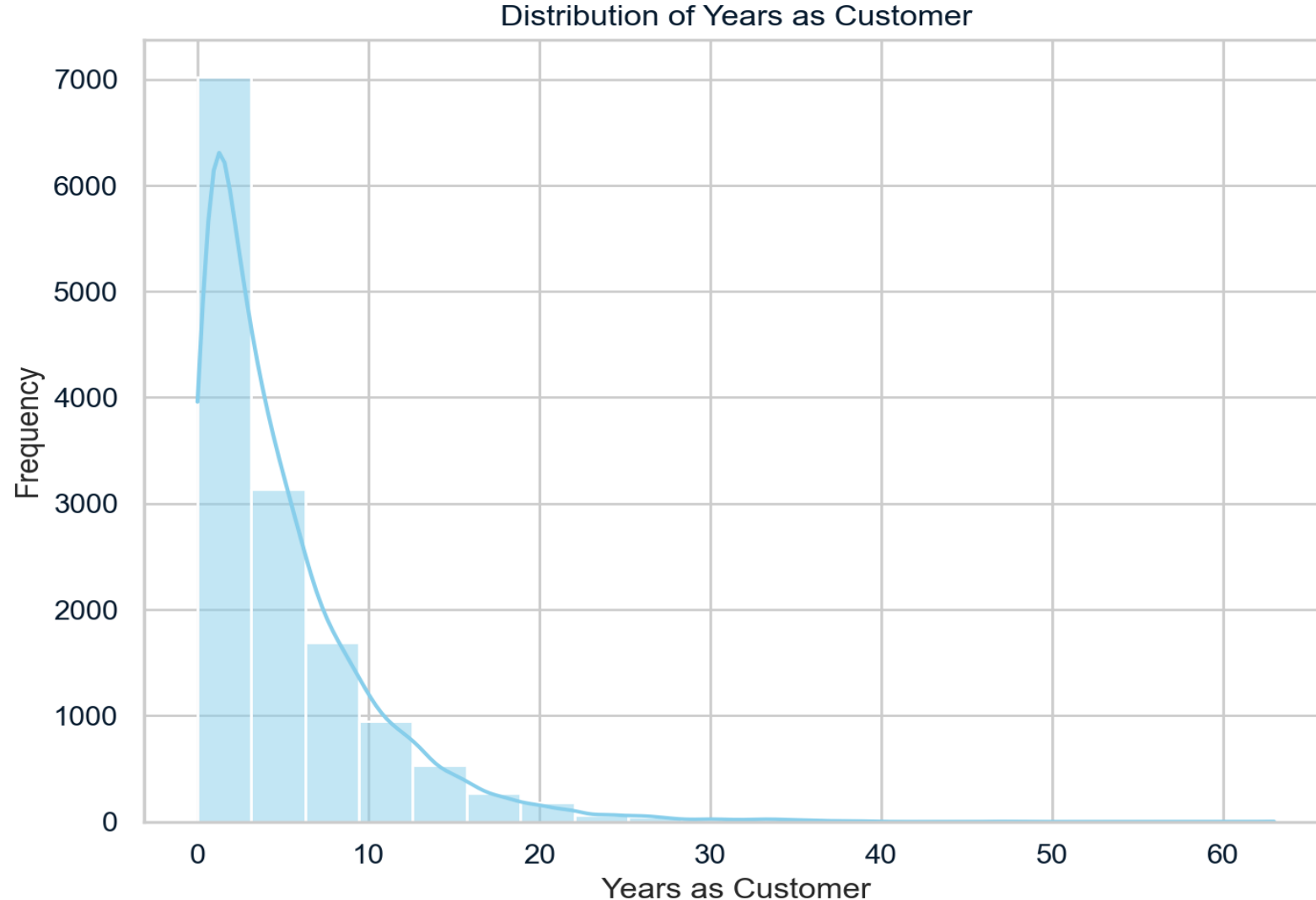
Data clean and validation

Columns of our data (8) : week, sales_method, customer_id, nb_sold, revenue, years_as_customer, nb_site_visits, state

- Standardize **sales_method** values :
 - Convert 'em + call' to 'Email + Call'
 - convert 'email' to 'Email'
- Remove rows with **missing value** of revenue

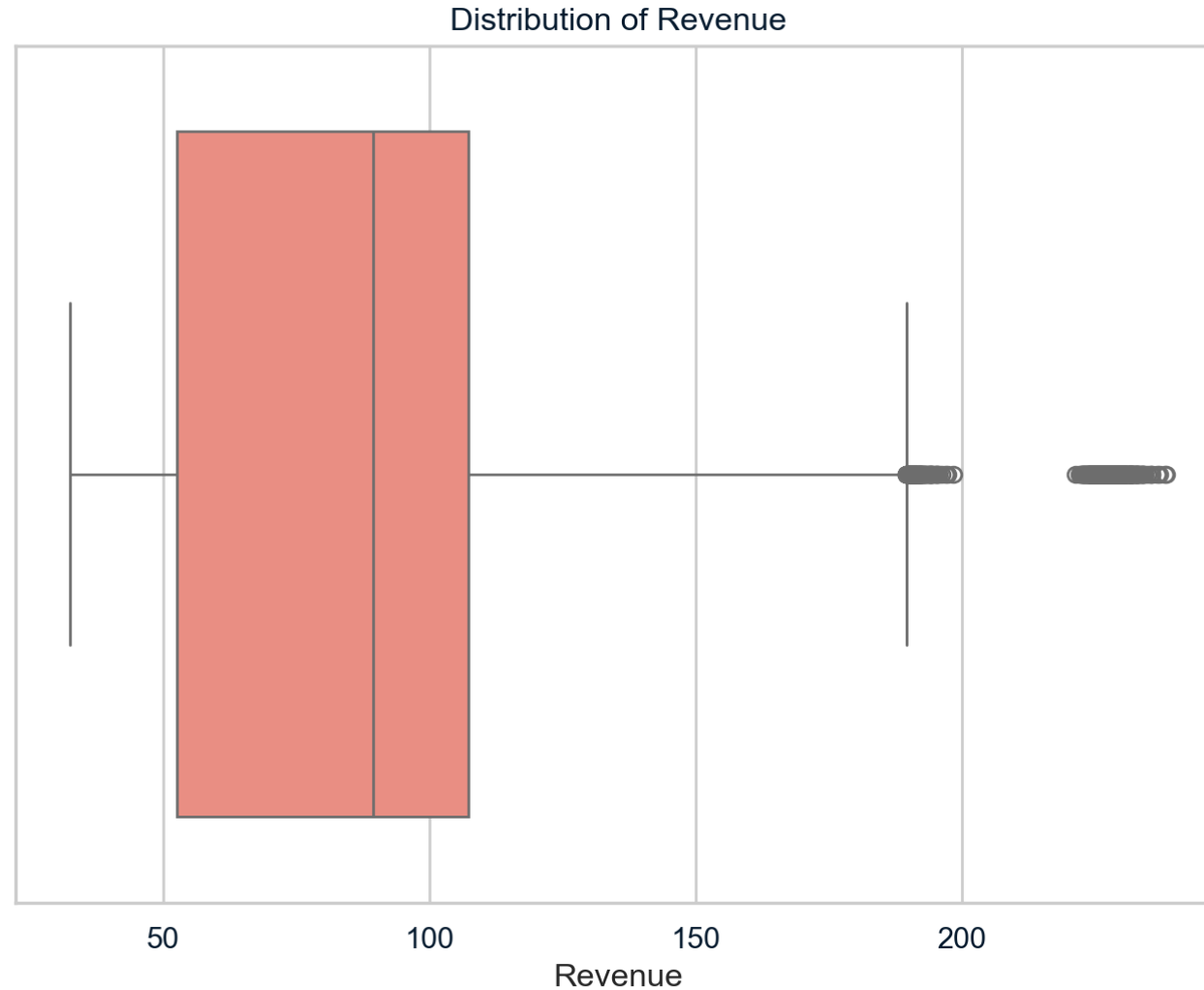
Distribution of Years as Customer

The majority of customers have been buying from us for between 0 and 10 years.

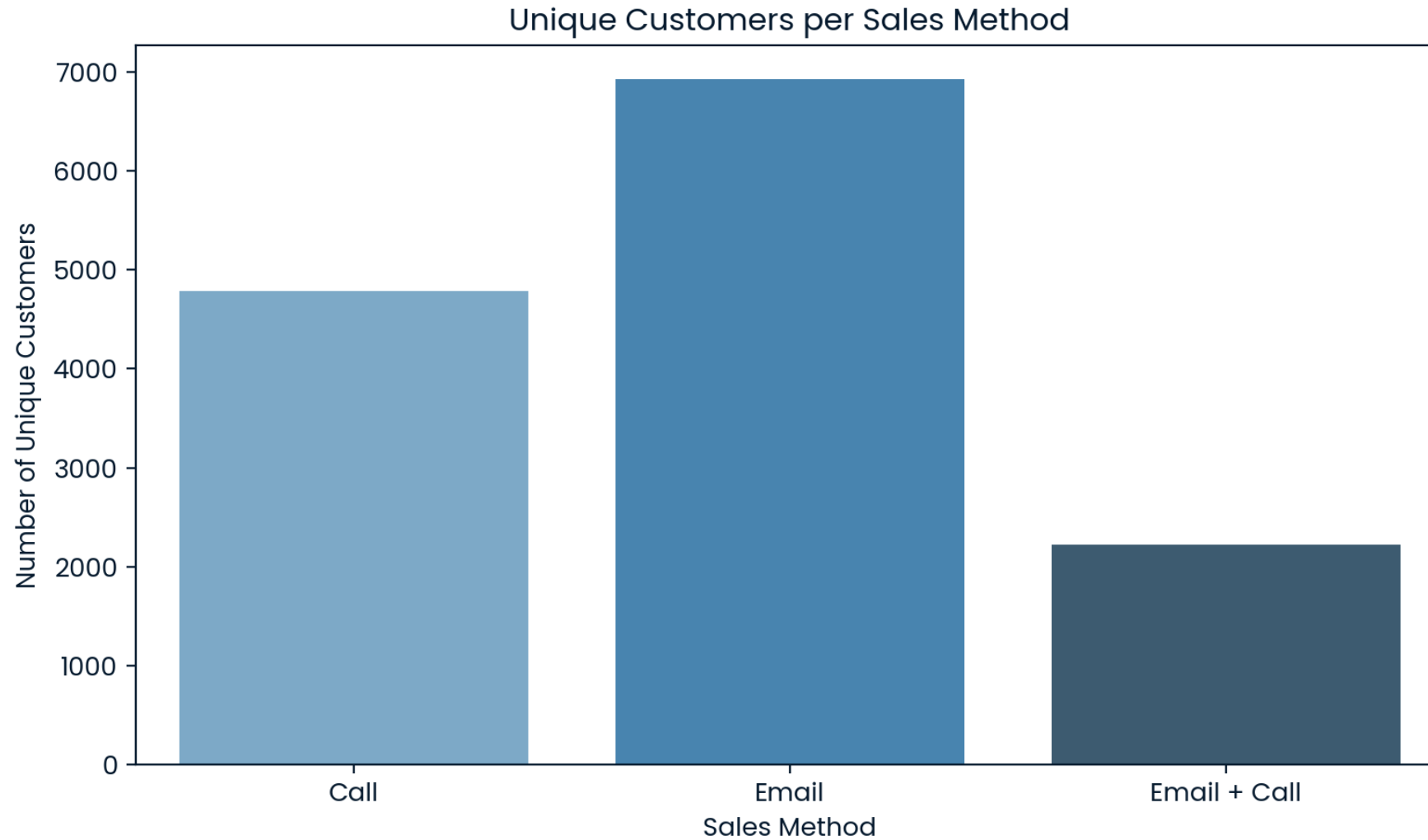


Distribution of Revenue

min : 32.54, mean : 93.93, median : 89.50 , max :238.32

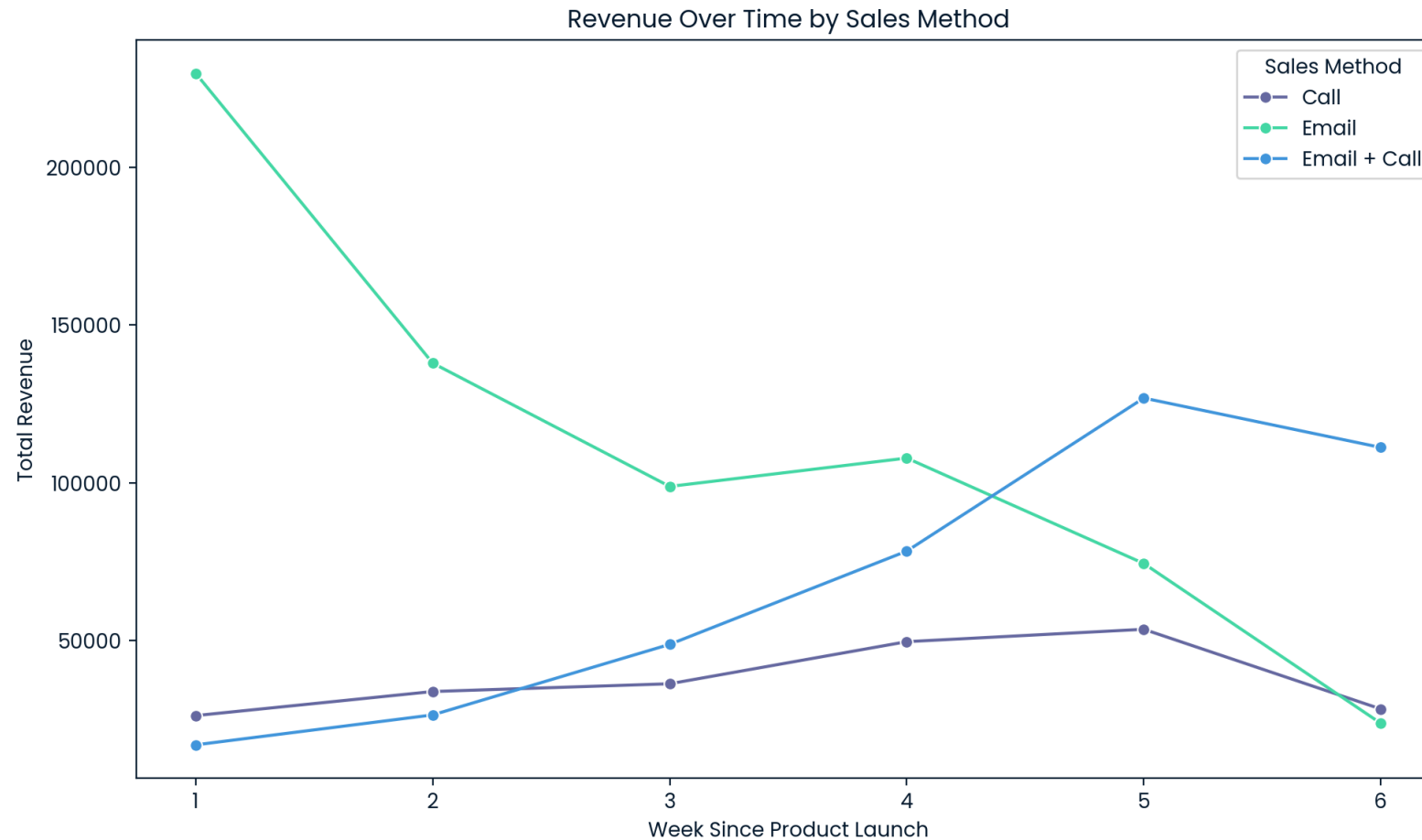


Number of Customer by Sales Method



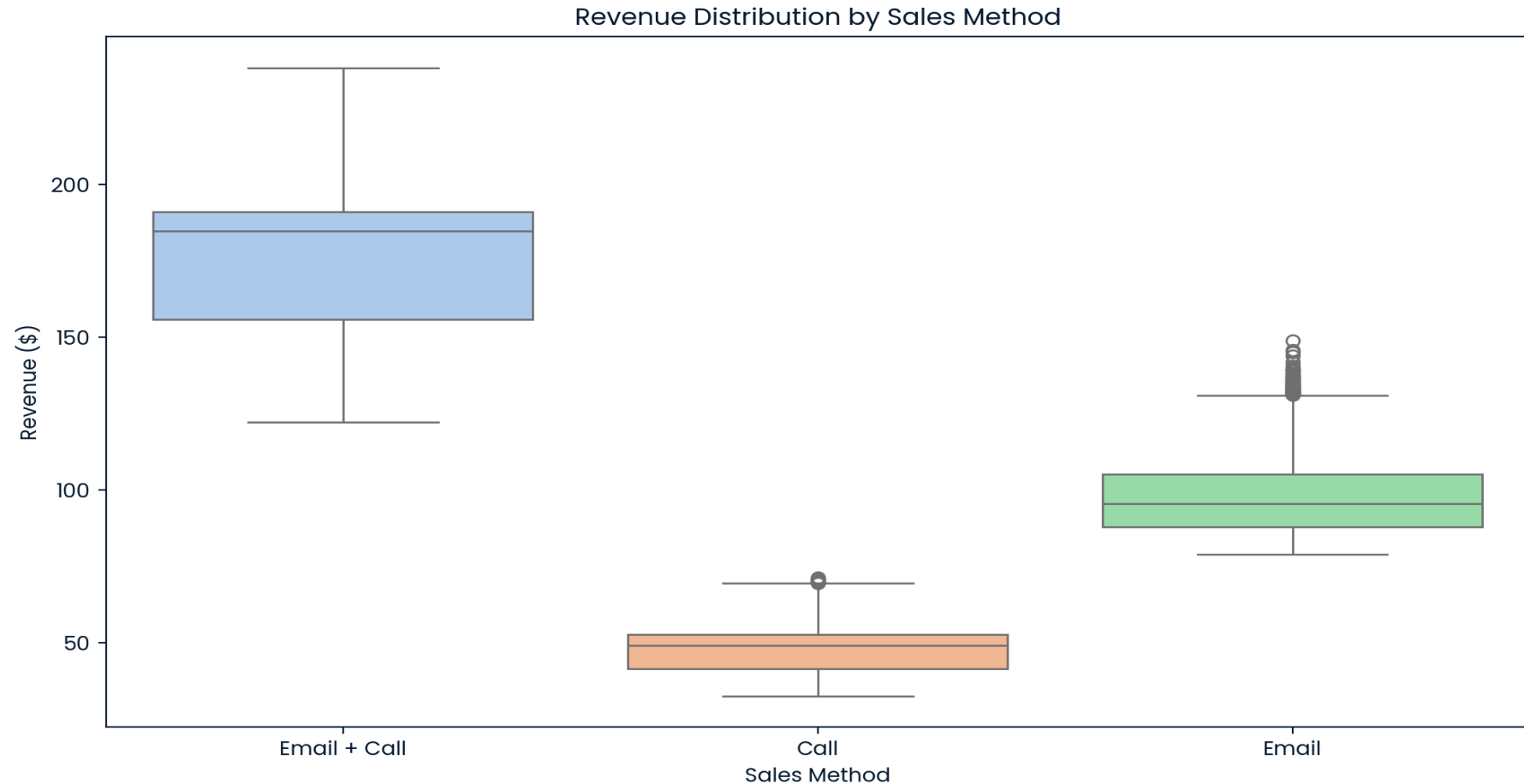
Keys Finding

Email + Call approach **increase the revenue** over the time



Keys Finding

Distribution of revenue by sales method : Email + call has the higher means



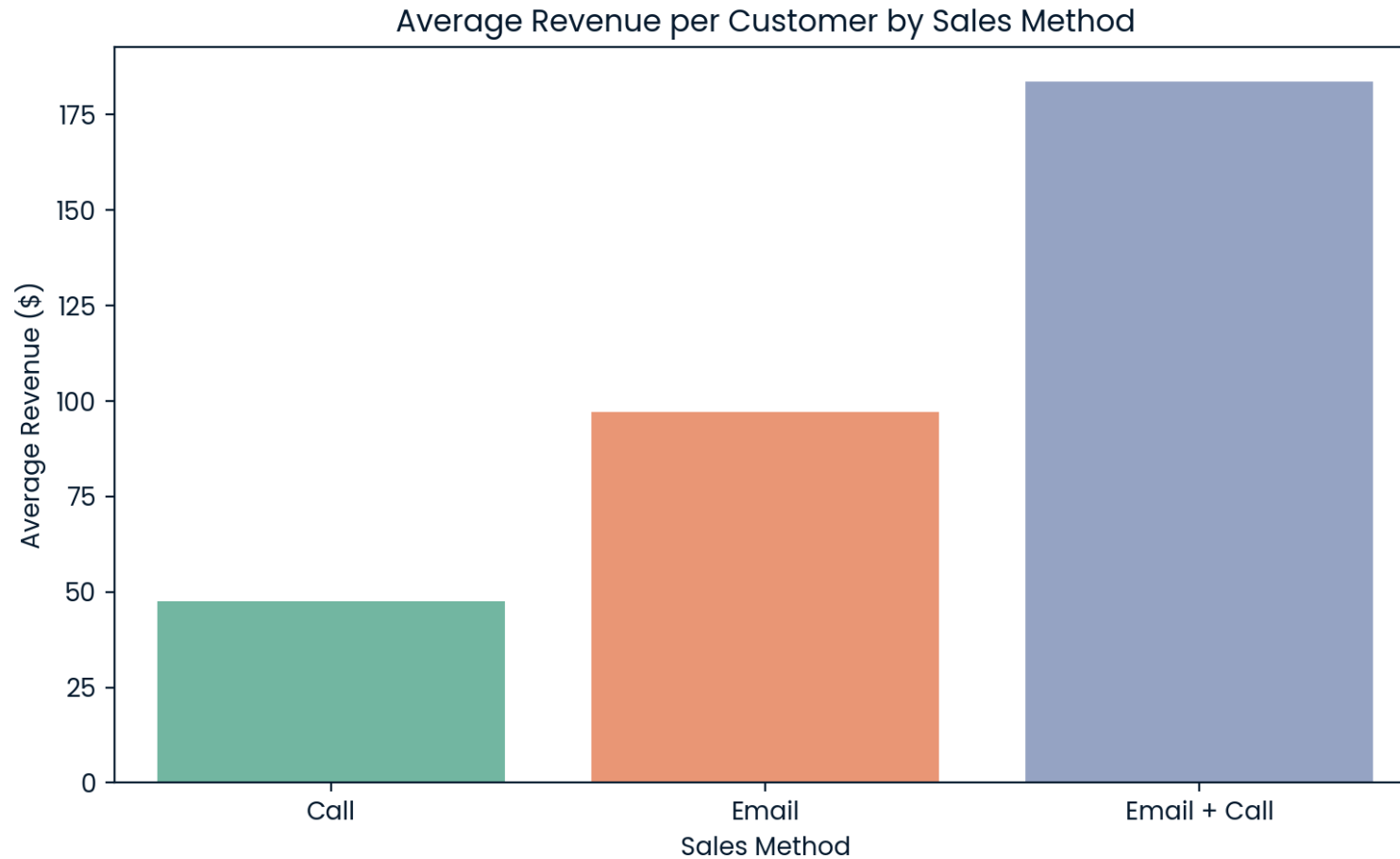
Keys Finding

📌 when the **number of product** sold increase, the **revenues** also increase



Business Metric to Monitor

- 🎯 Key Metric: **Average Revenue per Customer for each sales method (183 Email + Call)**



Final Recommendation

- Prioritize **"Email + Call"** for high-potential clients.
- Use "Email-only" for broader outreach at scale.
- Track **revenue** per **customer weekly**.



Thank you for your Attention !