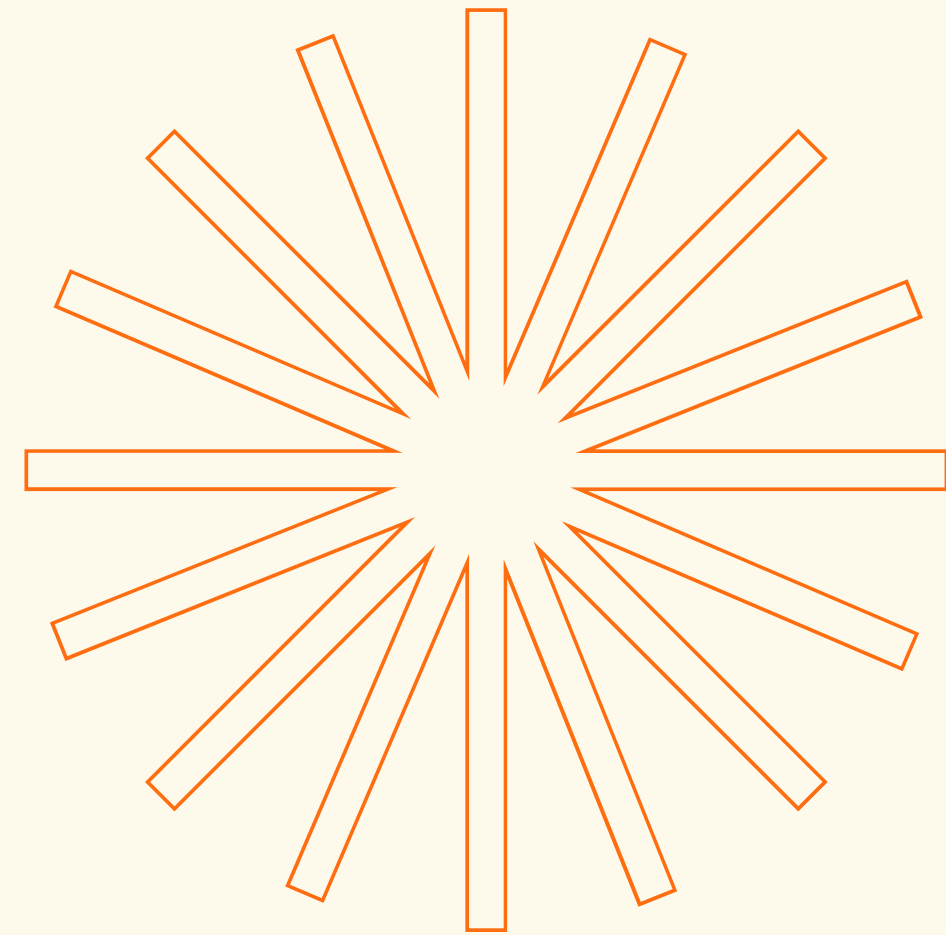


● PENS & PRINTERS

Sales Analysis and Recommendations for New Product Line

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19TH AUGUST, 2024



Introduction

Overview of Task and Objectives:

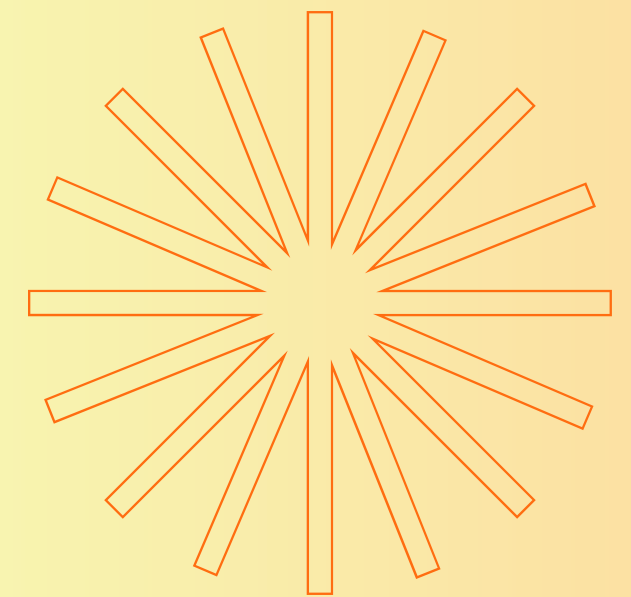
- Evaluate sales method effectiveness for the new product line.
- Identify key performance metrics and provide actionable recommendations.

Data Provided:

- Sales data for the new product line over six weeks.
- Information on sales methods, revenue, customer details, and more.

Business Goals:

- Improve customer engagement.
- Maximize sales outcomes.
- Identify the best sales strategy for future product launches.



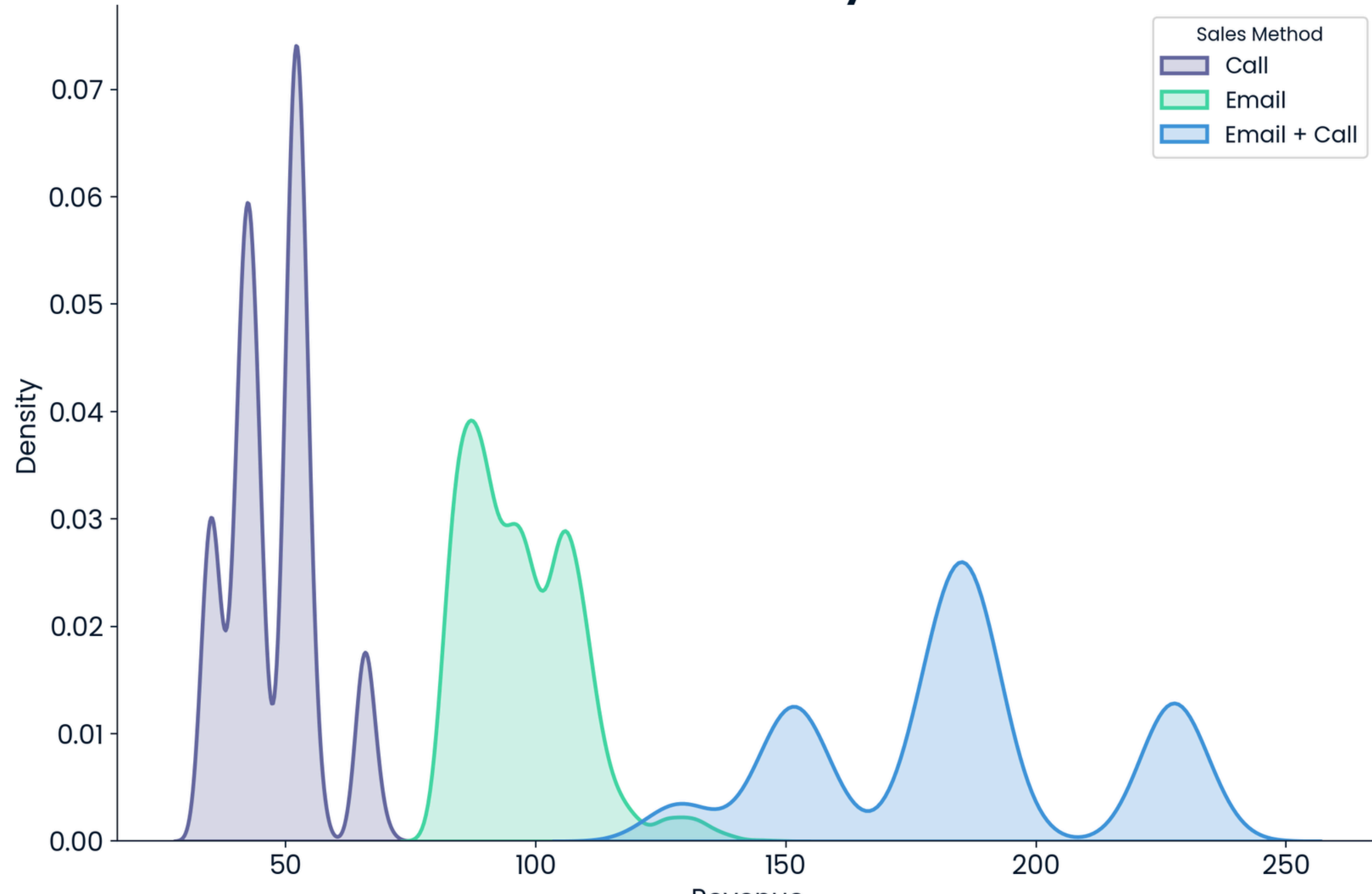
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Summary of Work Undertaken

- Data Validation: Ensured data integrity and consistency before analysis.
- Exploratory Analysis: Investigated data patterns and distributions.
- Metric Development: Defined key metrics to evaluate sales methods.
- Analysis: Performed statistical tests to compare sales methods.
- Findings: Identified the most effective sales strategies.

Revenue Distribution

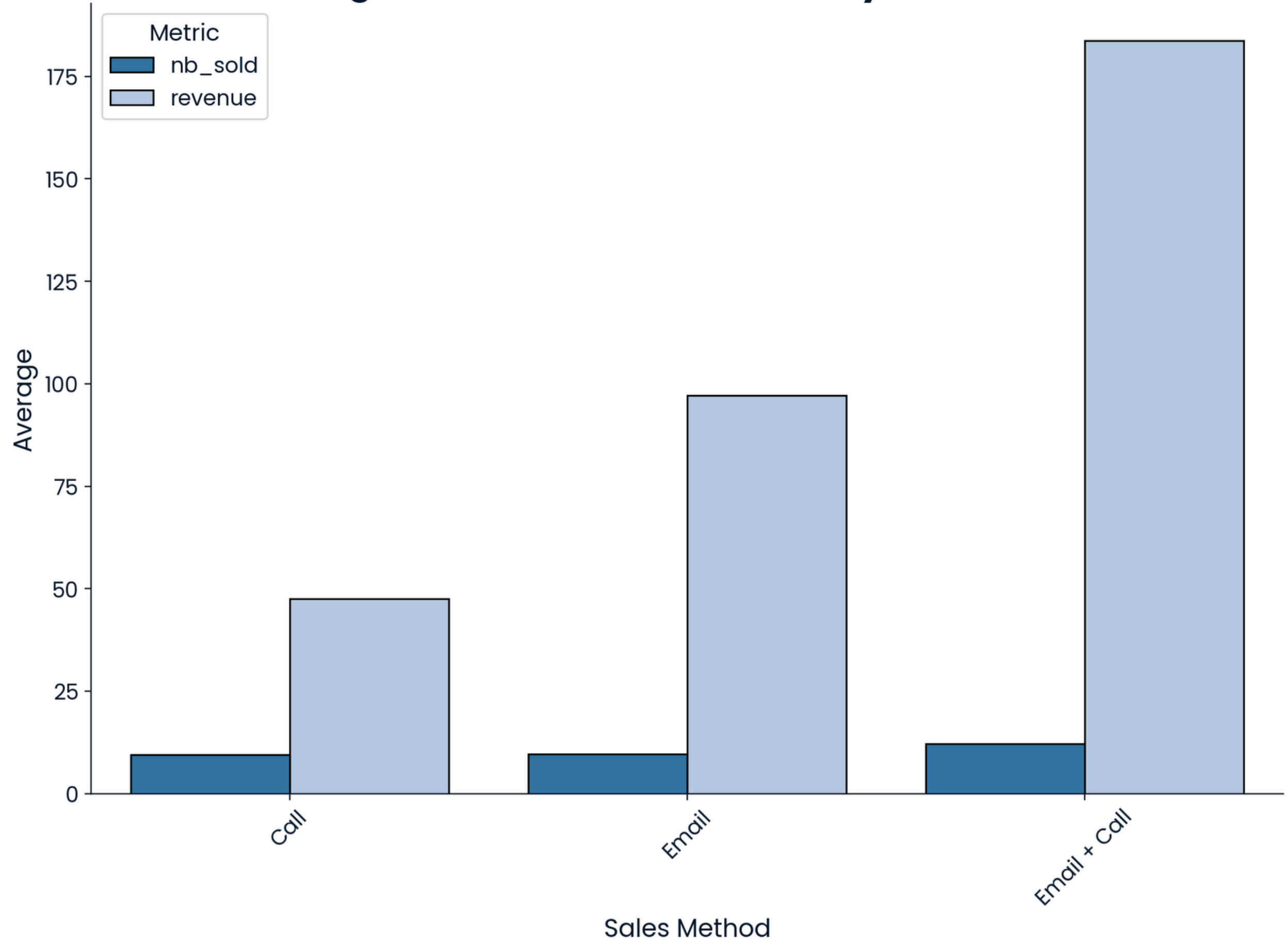
Distribution of Revenue by Sales Method



The "Email + Call" method demonstrates a higher and more consistent revenue distribution compared to other methods. This indicates its superior effectiveness in generating and maintaining revenue.

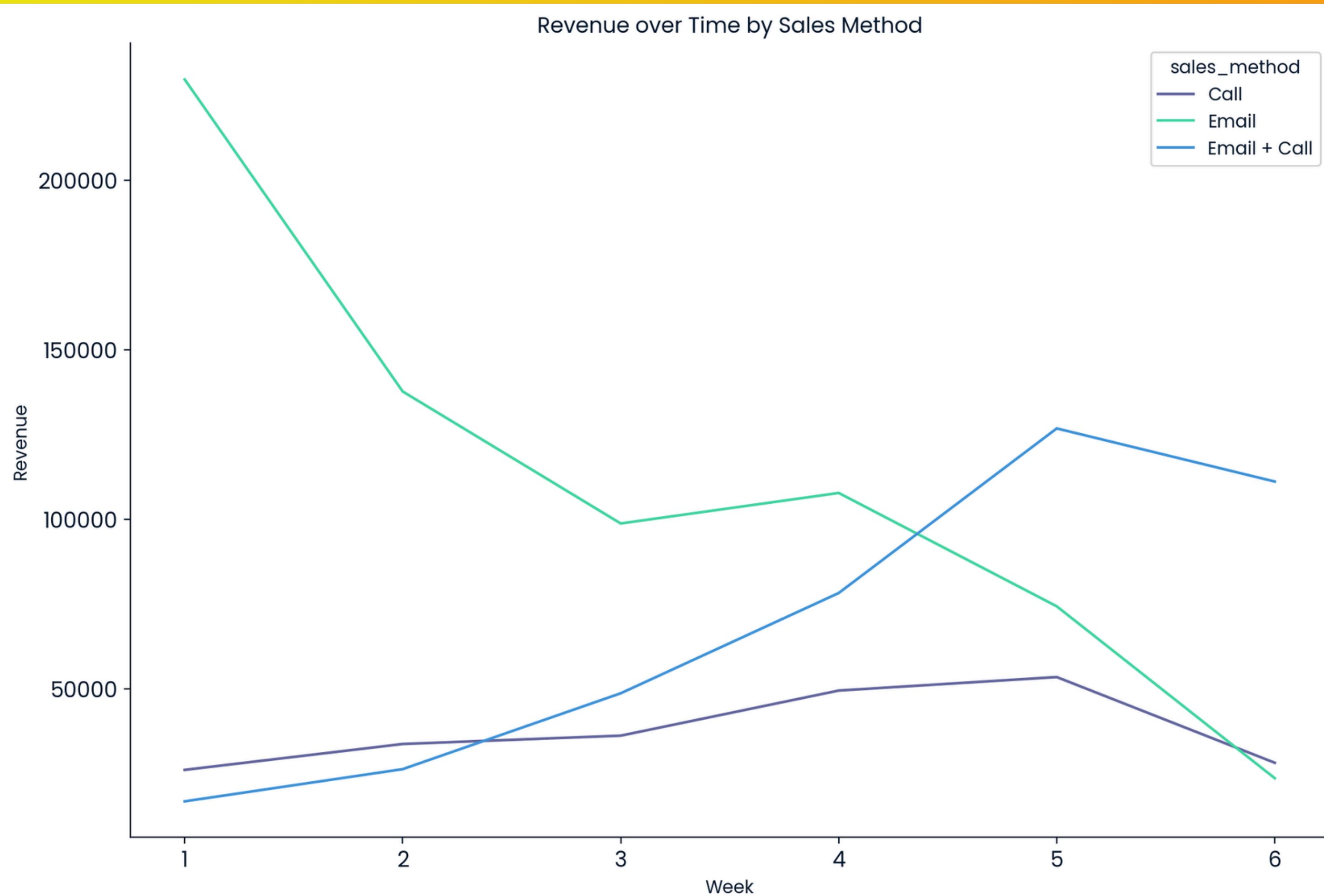
Sales by Method

Average Units Sold and Revenue by Sales Method



The "Email + Call" method achieves the highest average revenue and units sold, indicating it is the most effective approach.

Revenue Over Time



- Email + Call method showed a steady rise in revenue.

Metric Definition

Customer Lifetime Value (CLV)

CLV was calculated as the total revenue expected from a customer throughout their relationship with the company.

Average Revenue per Customer (ARPC)

This metric was calculated as the average revenue generated from each customer.

Revenue per Sales Method

This metric was calculated as the average revenue generated from each distinct sales method

Metric Results

Customer Lifetime Value (CLV)

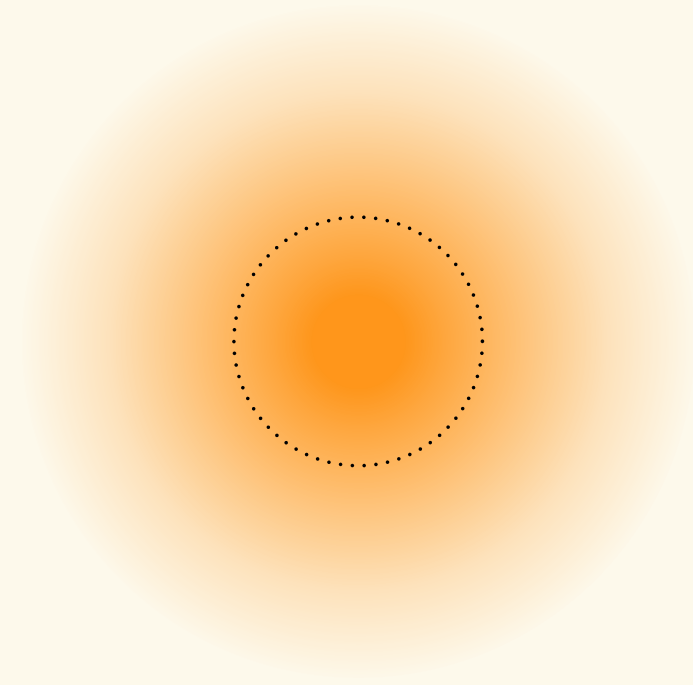
Sales Method	CLV
Call	\$236.41
Email	\$482.43
Email + Call	\$912.17

Average Revenue per Customer (ARPC)

Sales Method	ARPC
Call	\$47.60
Email	\$97.13
Email + Call	\$183.65

Revenue per Sales Method

Sales Method	Revenue per Sales Method
Call	\$47.60
Email	\$97.13
Email + Call	\$183.65



RECOMMENDATIONS

Focus on the Email + Call Method:

- Due to its higher revenue per sales method, CLV and ARPC.

Future Monitoring Suggestions:

- Continue to monitor these metrics to ensure the effectiveness of this method.

Q&A

Floor open for questions and discussions about the findings and recommendations.

