

Pens and Printers

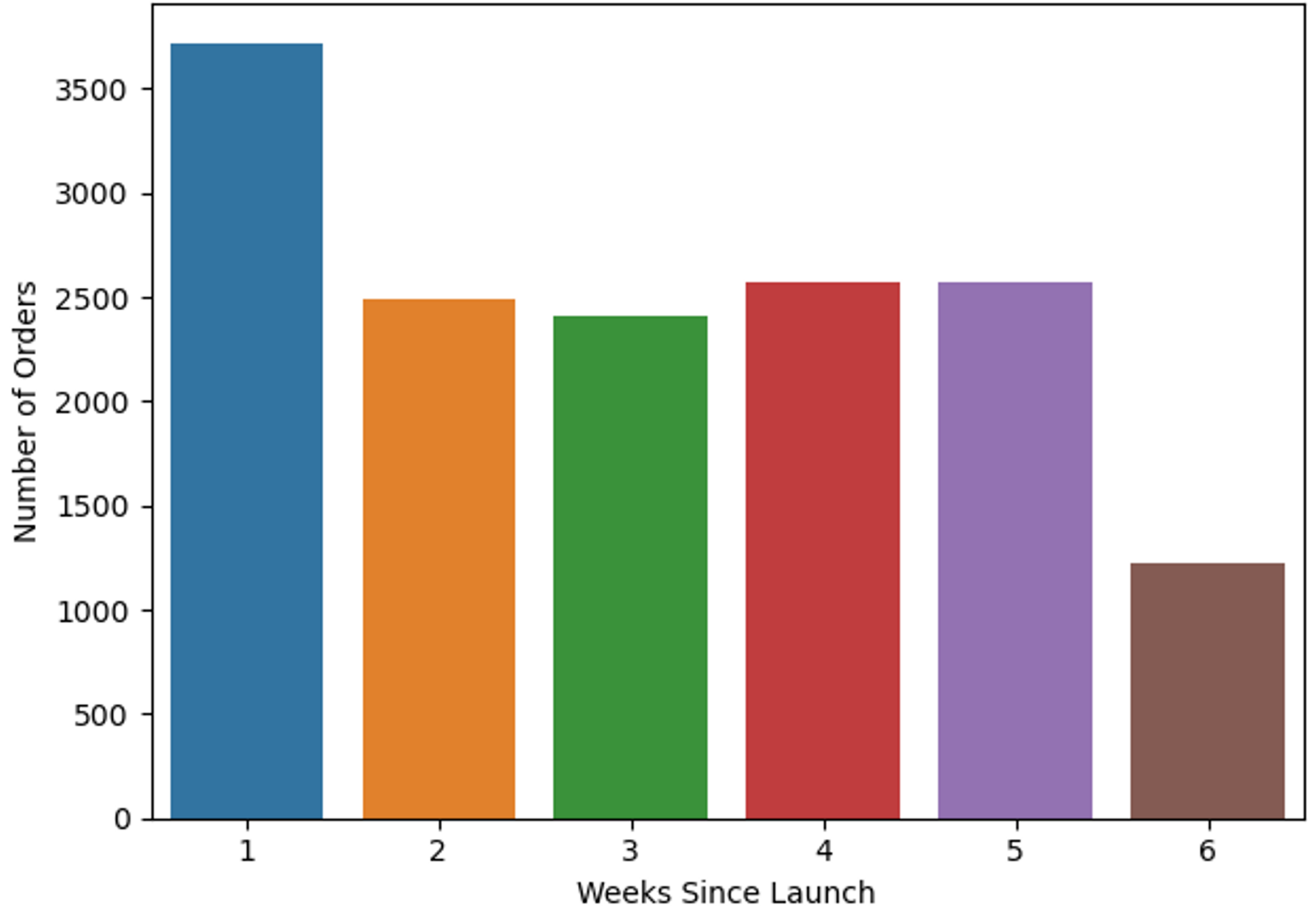
Data Analysis of New Products Revenue

First Six Weeks

Business Goals

- Analyze data for the first six weeks of sales from the new product line.
- Determine the effectiveness of three different methods of customer interaction with regards to the new product line.
- Provide recommendations for use of these methods going forward, including a metric on how to define success.

Number of Orders per Week Since Launch

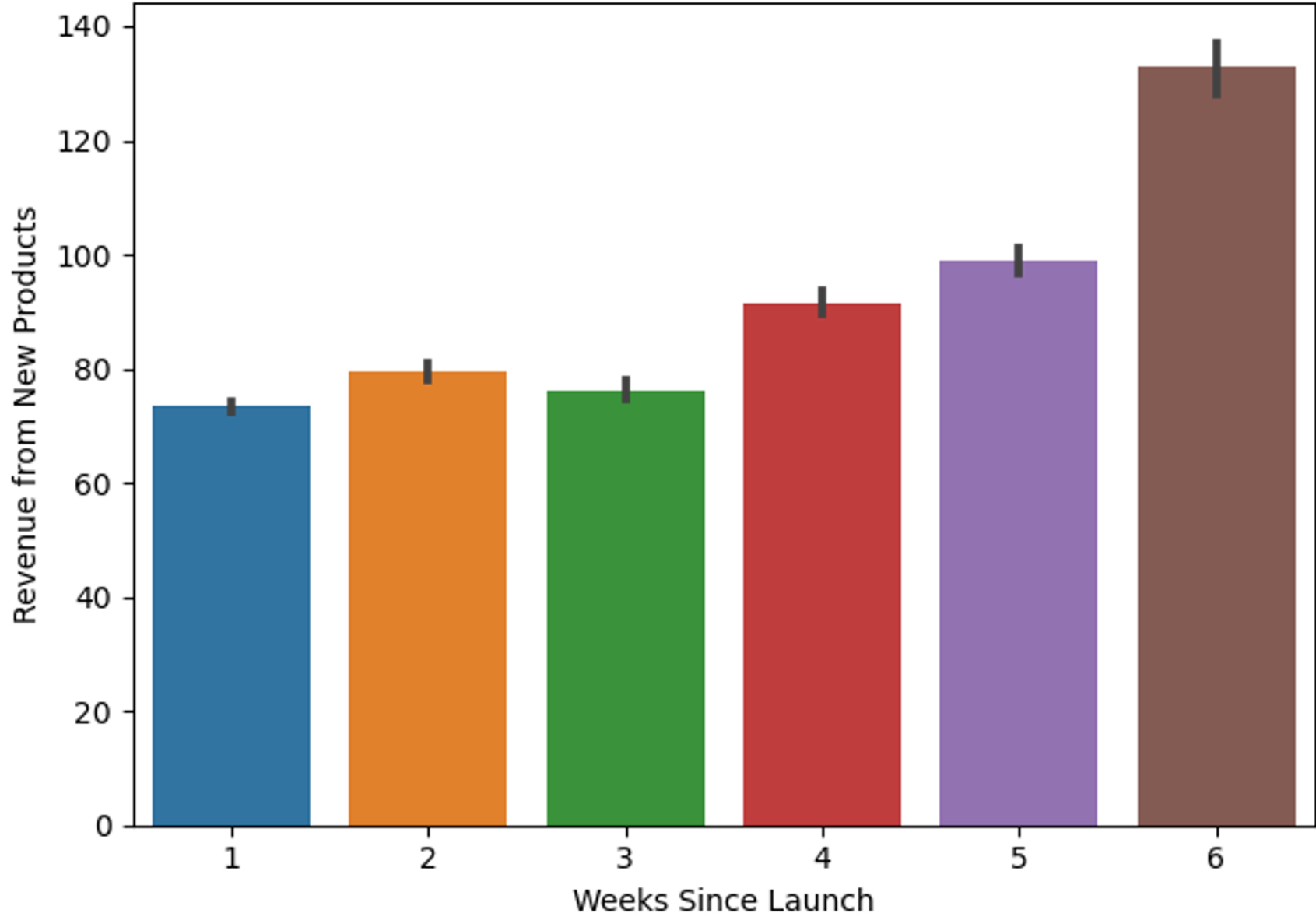


The number of orders received from the new product line was largest in the first week.

Then, orders were fairly steady for the next four weeks.

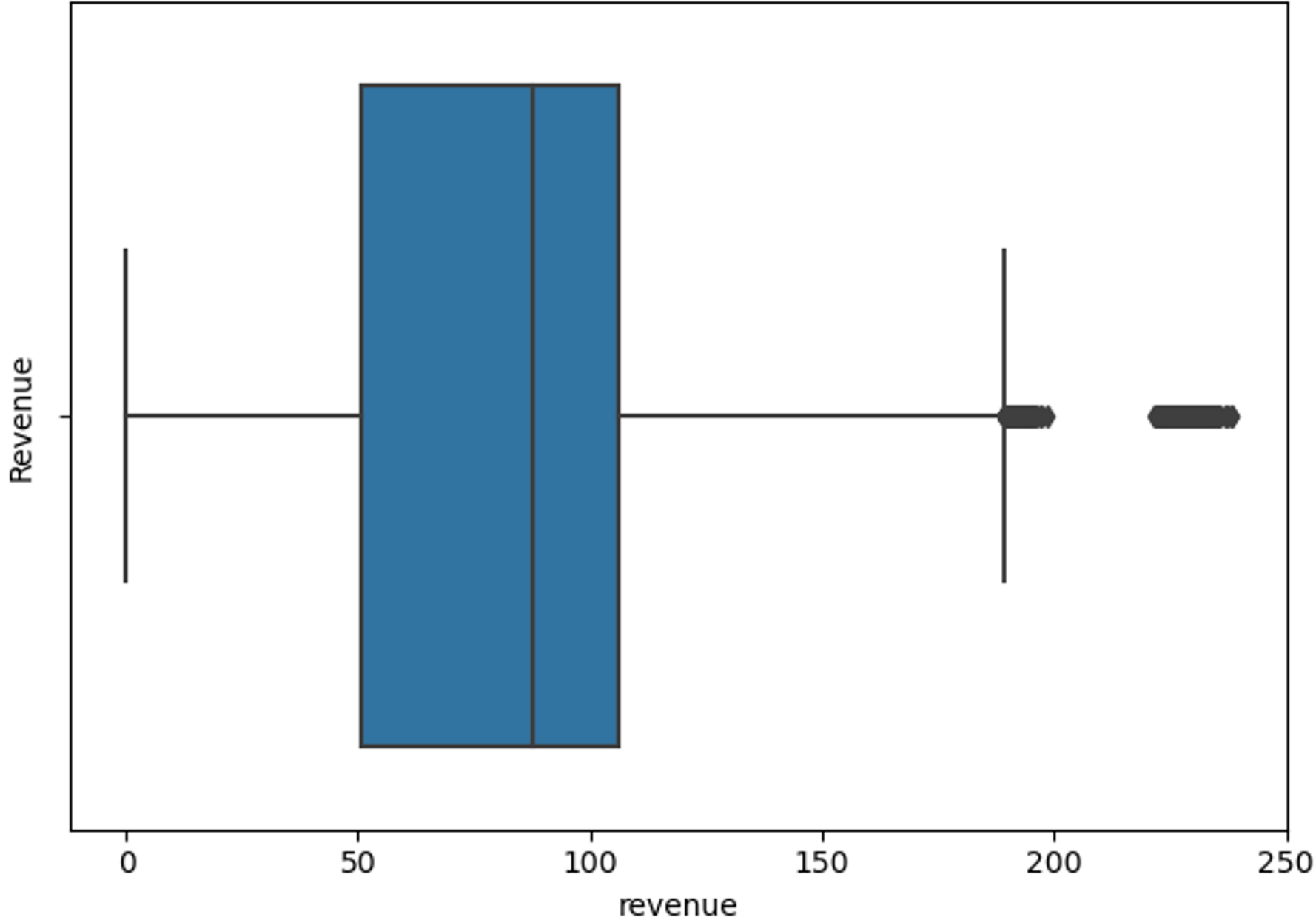
In the sixth week of the campaign, orders fell by more than $\frac{1}{2}$.

Revenue per Week Since Launch



Revenue generally **grew** over the six weeks of the campaign, the opposite of the number of orders.

Spread of Revenue from New Products



50% of the revenue per customer from the new products was in the \$50 to \$100 range.

Another 25% of the revenue was spread out between \$100 and \$200 worth of purchases.

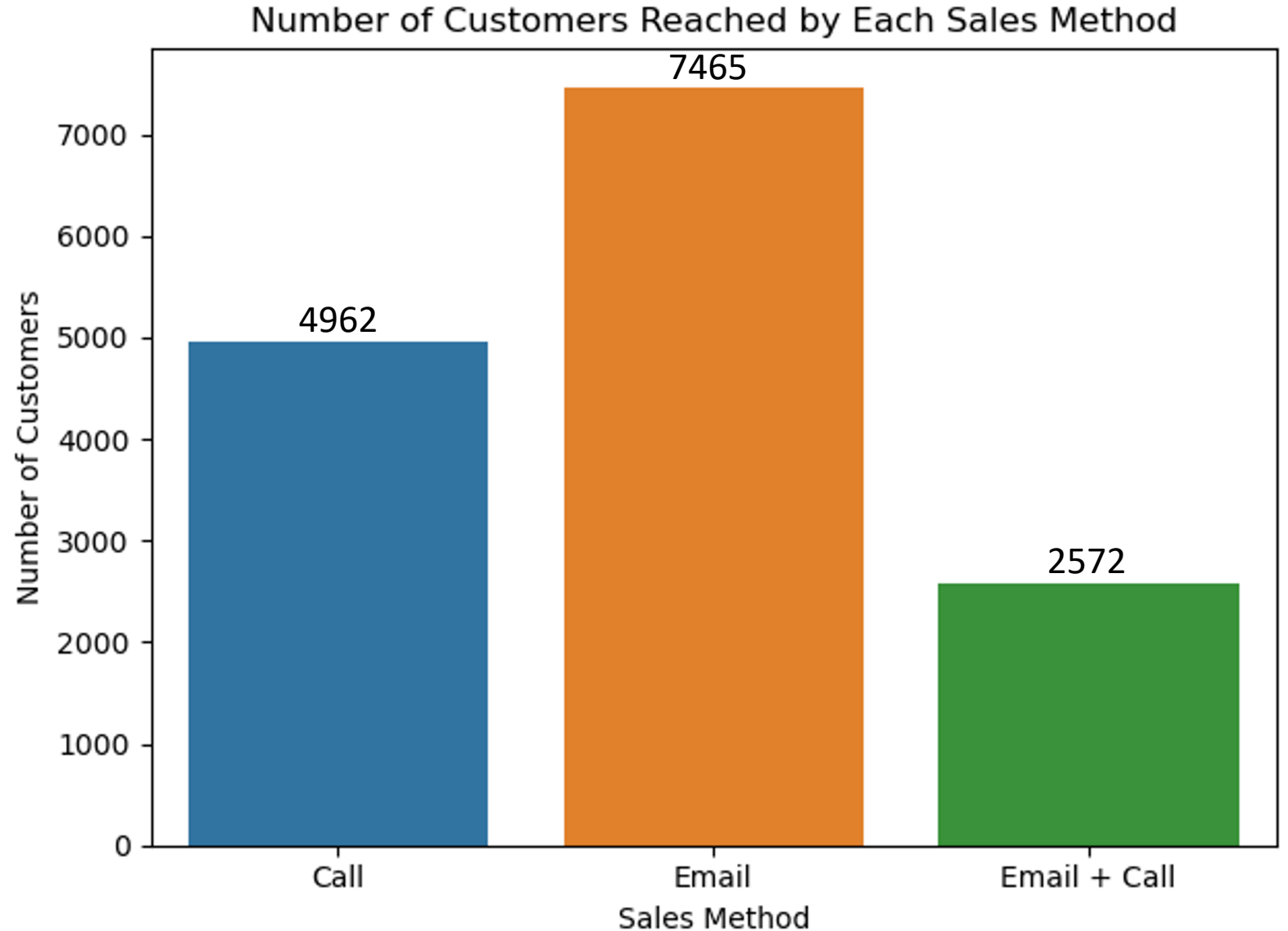
There were a few outlier customers who purchased more than \$200 from the new product line.

Average revenue per customer on the new product line is \$87.22. Median is \$87.58.

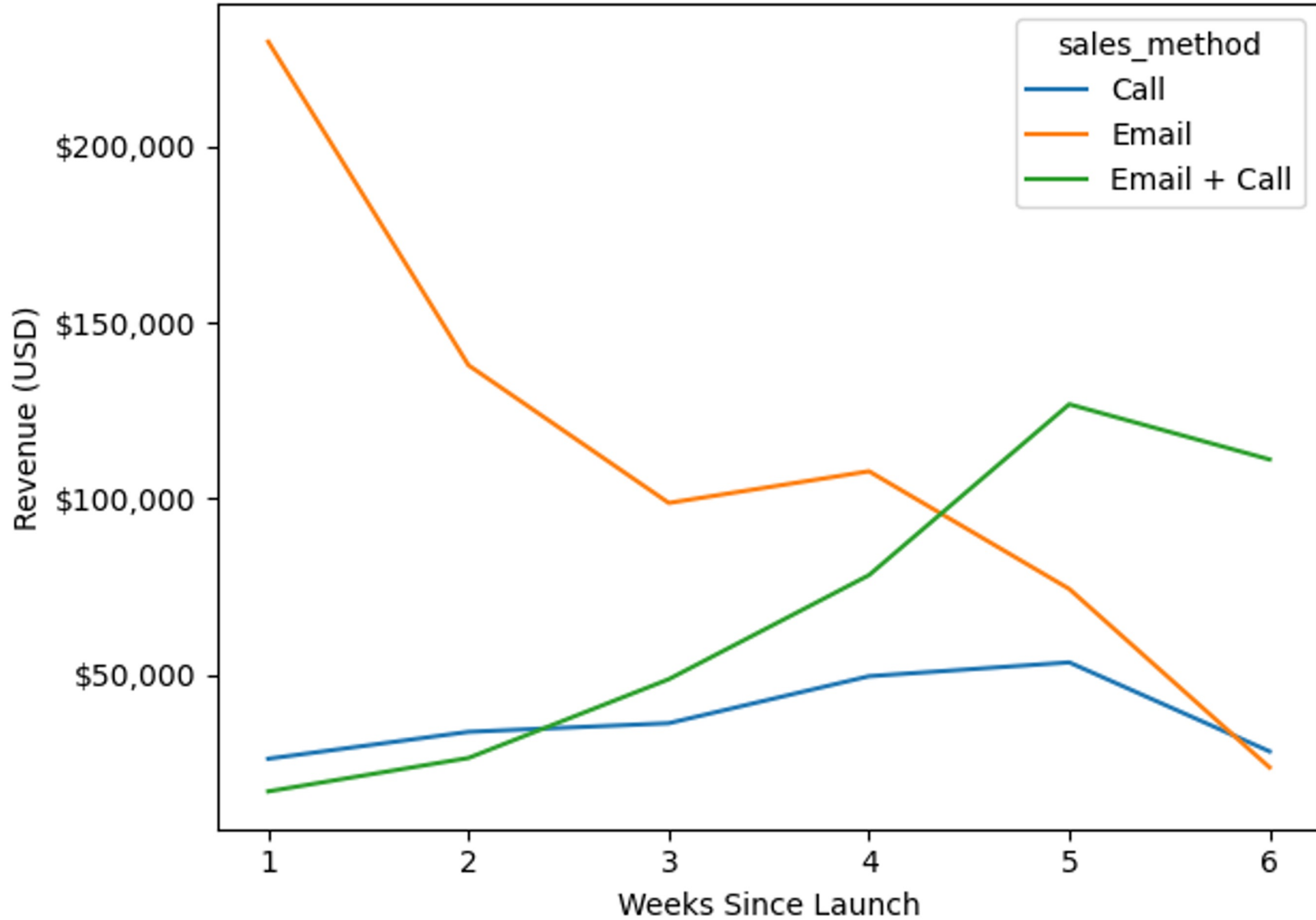
Email alone reached the most customers, 7465. Of the three methods, 'email only' took the least amount of time from the Sales Team per customer.

Calls alone reached around 5000 customers, with each one taking about 30 minutes per customer.

Email plus a follow-up call, reached the fewest number of customers with a total time spent by the Sales Team of around 10 minutes per customer.



Changes in Revenue Over Time by Sales Method

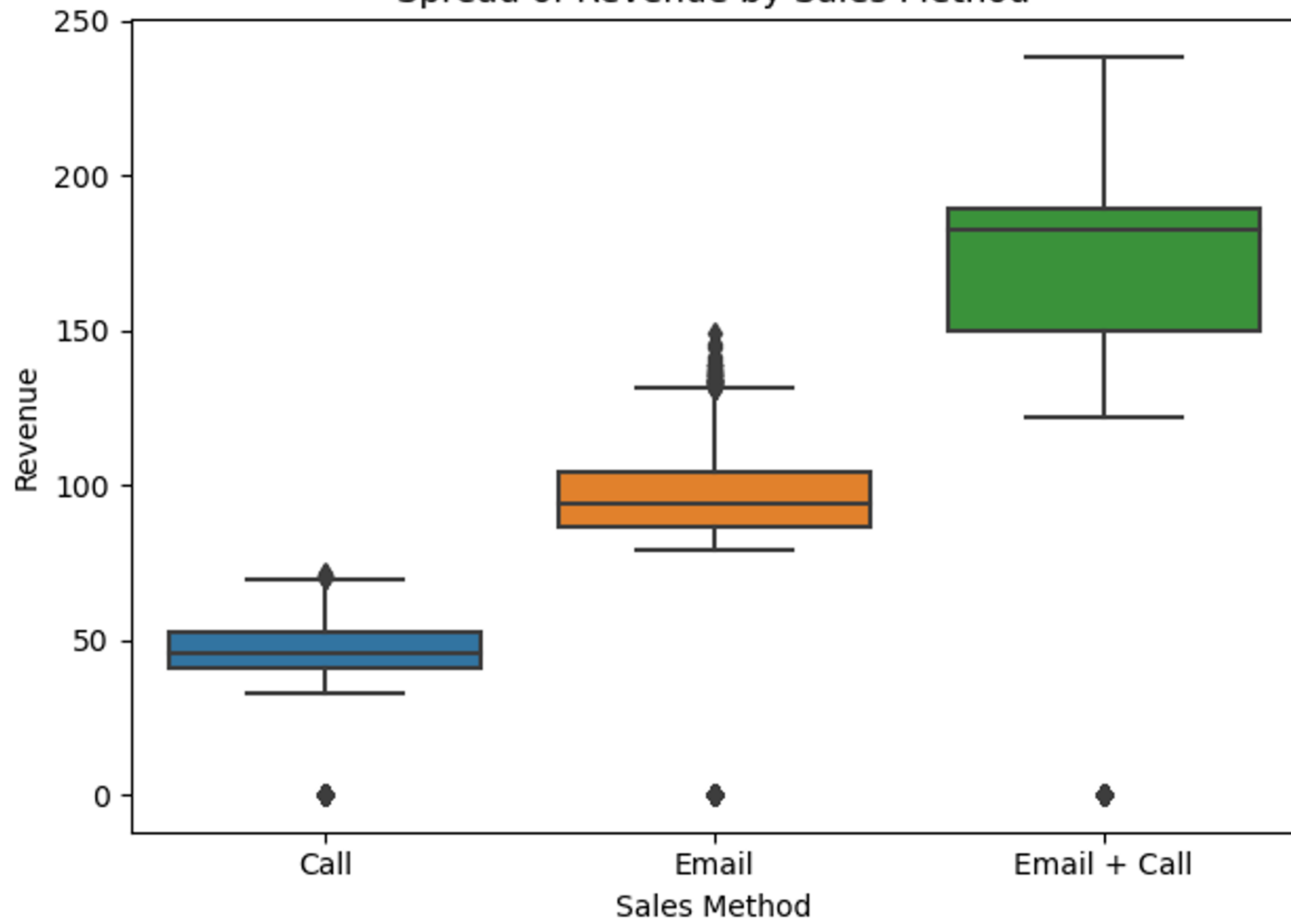


Email generated the most revenue for the first four weeks.

Calls by themselves generated less than \$50,000 of revenue for all six weeks.

Email plus a follow-up call impacted revenue in the last two weeks as the effects of 'email only' wore off.

Spread of Revenue by Sales Method



Recommendations

- Eliminate the 'Call only' option when rolling out new products.
- Use Average Revenue per Customer as an ongoing metric to track sales. Increasing the average revenue per customer from \$87.22 would indicate success.
- Fix errors in years_as_customer.

Other Information for Analysis

- Which kinds of new products are generating the most revenue?
- Who are the businesses that are spending more than \$100 on new products?
- Can we target more of those types of businesses?
- What kinds of products are our best customers purchasing?
- How do the new products contribute to the overall profitability of the company?
- How do they compare with previous products' revenue?