Sales Performance Analysis Report

Executive Summary

The analysis shows insights into product performance, deal status, seasonal trends, and engagement patterns. Key recommendations include focusing on top-selling products, investigating high-lost deals, optimizing engagement timing, and targeting seasonal campaigns.

Top Products by Number of Deals

Product A was the most popular, accounting for 25% of total deals. Other products, like GTX Pro, had a good number of deals but with a higher loss rate.

Deal Status Distribution

The 'Won' deals accounted for approximately 45%, indicating that less than half of the deals were successful. The 'Lost' deals were relatively high, suggesting possible issues with customer persuasion or pricing.

Time Trend

The highest deal activity occurred between March and May, with a significant drop during the summer months, likely due to seasonal market variations.

Engagement Patterns

Most engagements occurred between Sunday and Thursday, with significantly lower activity during the weekends.

Product-Specific Deal Stages

GTX Pro, despite having high demand and a high price, had a relatively lower win rate compared to other products. The reason could be issues with pricing or a lack of convincing the customer of its value.

Recommendations

1. Focus on Best-Selling Products: Increase campaigns and discounts for top-selling products.

2. Investigate High Lost Deals: Analyze reasons behind lost deals (price, competition, product

issues).

3. Seasonal Campaigns: Focus on additional promotions during summer months to offset seasonal drops.

4. Sales Team Training: Provide more training for sales team, especially on high-priced products like GTX Pro.

5. Optimize Engagement Timing: Concentrate customer engagement during active weekdays (Sunday-Thursday).

Conclusion

Improving the win rate for high-priced products, leveraging seasonal opportunities, and optimizing communication and pricing strategies will help increase overall sales and profitability.