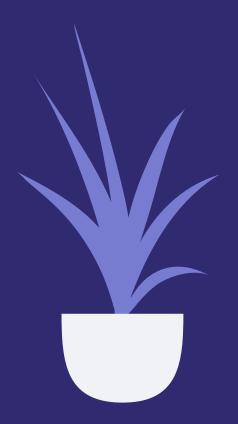# CRM
Sales Analysis

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Overview

01

This dataseet contains CRM sales data of a multinational company which operates in various regions and countries offering range of products.

02

The goal of this project is to clean, transform, and visualize the data using Power BI and create an interactive dashboard that is able to filter the KPI's by region, country, and product.

03

This will help the company's stakeholders to gain insights into sales performance across different dimensions.

Meta-Data

Total Contract Value (TCV)

Measures the total value of a customer contract, including one-time fees, service fees, and recurring charges.
It's useful for assessing the health of a company's customer base.
TCV is a more accurate projection of future revenue

Annual Contract Value (ACV)

Measures the average annual revenue a customer generates for a business.
It's useful for assessing sales team performance and understanding revenue growth from new bookings.
ACV is calculated by dividing the total contract value by the number of years in the contract.

Meta-Data

Closed Deals

Refer to sales opportunities that have been successfully completed and finalized, meaning a customer has signed a contract and the sale is considered "won,"

Open Pipelines

Represent all the potential sales opportunities currently in progress at various stages of the sales process, meaning they haven't been closed yet and are still being actively pursued by the sales team.

Closed Won

A deal that was successfully closed and a prospect became a customer.

Closed Lost

A deal that was pursued but did not result in a successful sale.

Business Qns

Which country is the most profitable in the world?

Ans. United States

Which service has the highest margin % for deals won?

Ans - Business Solutions

In sales what is difference between TCV & ACV?

Ans - 548.4 Million Dollers

Findings

Though we found out the targated dimensions i.e. services, countries with highest/lowest TCV margin % but according to sheer value (absolute TCV) we get compltely different dimensions.

Also our sales has drastically dropped in 2025 from 2024, though they have increased from 2023 to 2024

Conclusion

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Geographical Presence

United States and Switzerland in order are the top countries in terms of total sales.

While Mexico, Spain and Chile have performed exceptionally well in terms of sales margin percentage.

Conclusion

Only dependence on margin % will be a miscalculation as dimensions absolute value are completely different.

It is imporatnt to pay attention to countries like Mexico, Spain & Chile whcich are bringing high % of TCV margin but low on actual TCV.

Services such as Consulting & Business Solutions are the on top in terms of TCV margin percentage but they are amongst the lowest in terms of absolute TCV value.

Services such as Digital Assets & Data Center are lowest in terms of TCV margin percentage but they are bringing highest absolute TCV value.

Thank You !