🔍 EXPLORATORY DATA ANALYSIS (EDA) SUMMARY

The dataset under analysis represents the hardware components sales performance across multiple dimensions for the period March 2017 to December 2017.

Key insights from the exploratory phase are as follows:

Product and Sales Coverage

The company offers 7 hardware products categorized into 3 series, distributed across 3 branches managed by 6 managers and supported by 35 sales agents.

Sales are made to 85 distinct accounts spanning 10 industry sectors and 15 countries, with 83% of accounts located in the USA.

Deal Pipeline Status

A total of 8,800 deals were recorded, with 4,238 won (48%), 2,473 lost (28%), 1,589 engaging (18%), and 500 prospecting (6%) stages.

The overall deal win rate stands at approximately 63%, indicating healthy conversion efficiency.

Sales Performance

Total sales revenue exceeds $10 million with over 4,200 units sold.

The average selling price per unit is approximately $1,500.

On average, deals took 47 days to negotiate and close.

Sales Concentration

The GTX series accounts for 73% of total sales revenue, demonstrating strong product dominance.

Similarly, 84% of revenue originates from accounts based in the USA, highlighting regional sales concentration.