PROBLEM STATEMENT

"Assessing and evaluating sales business performance is vital for a company to ensure alignment with its overall objectives and goals. This key assessment and evaluation are necessary to help identify its most highly performing, productive areas and equally highlight ailing methods or underperforming areas. Improvements and optimization strategies are drafted for underperforming areas, while modalities are also put in place to strengthen and sustain healthy aspects of the business. Hence, the objective of this analysis. The central goal of this project is analyzing the given company's dataset to reveal patterns and trends that concisely highlight the company's market strengths, opportunities, weaknesses, and underperforming areas. The insights gathered from this analysis will provide the company with the information necessary for making strategic business decisions to optimize performance and sustain success.

DATA IMPORTATION AND CLEANING STEPS

I first had to create a Database to host all the tables in order to carry out any exploration and analysis on the dataset. A descriptive name TDI_Capstone_Project that instantly suggest what the Database is about. After importing the tables I also performed checks for duplicates, but none of the four tables has duplicate rows. The columns titles in the four tables where in small cases. I used Stored Procedures to properly format the four table column titles.

```
--- Creation of Data base for collecting and storing all the 4 tables
DROP DATABASE IF EXISTS TDI_Capstone_Project

CREATE DATABASE TDI_Capstone_Project

USE TDI_Capstone_Project
```

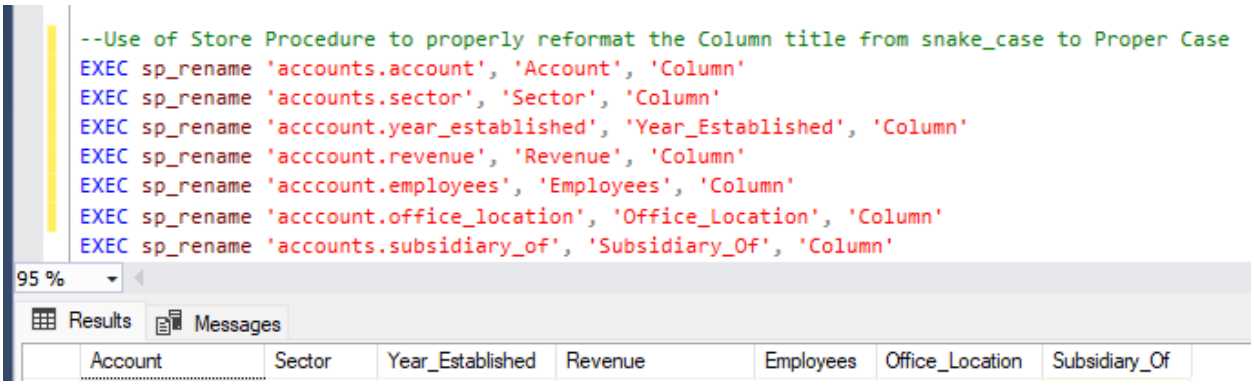
```
--- QUERY TO CHECK FOR DUPLICATES
SELECT *
FROM (
SELECT *,
    ROW_NUMBER() OVER (PARTITION BY opportunity_ID ORDER BY opportunity_ID) as duplicates
FROM Sales_Pipeline
) AS filter
WHERE filter.duplicates > 1


SELECT *
FROM (
SELECT *,
    ROW_NUMBER() OVER (PARTITION BY Account ORDER BY Account) as duplicates
FROM accounts
) AS filter
WHERE filter.duplicates > 1
```

95 %

Results | Messages

Opportunity_ID	Sales_Agent	Product	Account	Deal_Stage	Engage_Date	Close_Date	Close_Value	duplicates

Account	Sector	Year_Established	Revenue	Employees	Office_Location	Subsidiary_Of	duplicates



OVERVIEW OF THE DATASETS.

Four tables; Sales_Pipeline, Account, Sales_Team, and Products are utilized for the performance of this analysis

1. Sales_Pipeline table is the fact tables or transactional table that records all the sales event. It has the following columns
    a. Opportunity_id: An identifier that uniquely identifies each sales event.
    b. Sales_Agent: Records each sales representative that attempted or performed sales
    c. Products: Identifies each product in that was sold.
    d. Account: The name of the Company whose product whose product sold
    e. Deal_Stage: Represent each stage or phase of the sales process Engage, Prospecting, Won and Lost
    f. Engage_Date: The start or commencement date of the sales between the Sales Agent and Client
    g. Close_Date: The date that the sales deal was won or closed.
    h. Close Value: The revenue from the sales deal.

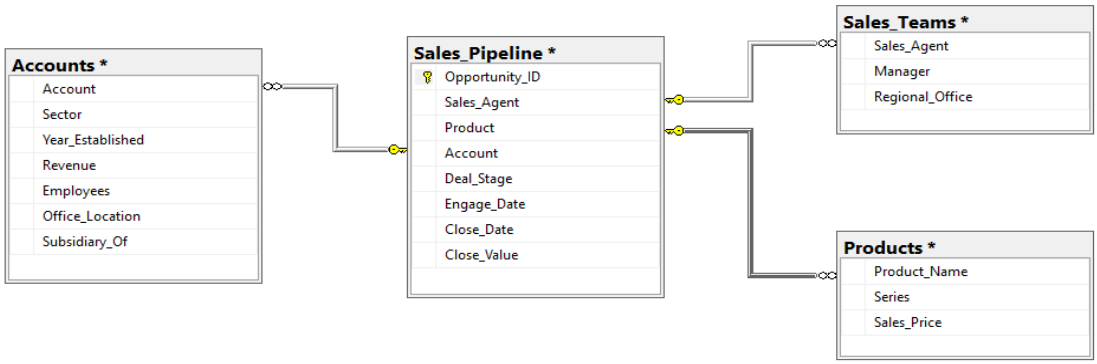
2. Products: Contains records for distinct products
    a. Product_name: Name for each product
    b. Series: A category for the products.
    c. Sales_Price: Unit price for each product

3. Sales_Team:
    a. Sales_agent: Column for each sale representative
    b. Manager: Respective sales agents Manager.
    c. Regional_Office: Region overseeing a collection of the company sales operational base
4. Accounts:
    a. Account: Name of the company that manufactures each product
    b. Sector: Specific industry that the company and products apply.
    c. Year_Established: The establishment date of the company.
    d. Revenue: Total sales value
    e. Employees: Total number of employed staff.
    f. Office_Location: The country where company is located and sales is taking place
    g. Subsidiary_Of: Parent company product of company

ENTITY RELATIONSHIPS

Sales_Pipeline table serves as the Primary entity. It is referenced by the Sales_Team table, Account table, and product table.

```
-- RELATIONSHIP EXIST BETWEEN THE FOUR TABLES
-- Sales_Teams.Account          --------->   Account.Account
-- Sales_Pipeline.Sales_agent   --------->   Sales_Team.Sales_agent
-- Sales_Pipeline.Product       --------->   Products.Product
```



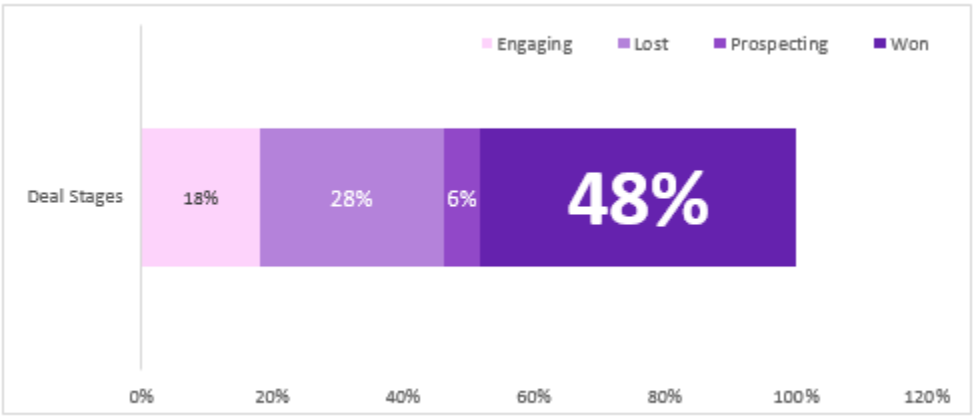
DEAL_STAGE Sales Analysis

The company recorded a total of 8,800 Sales Transactions. 4,238 (48.16%) of the sales transaction were WON. A total of 2473(28.1%) of sales fell through (lost). 1,589(18.06) of sales transaction are still ongoing(engaging) while 500 (5.58%) are on Prospect.

```sql
-- NUMBER OF SALES BY DEAL_STAGE
SELECT Deal_Stage,
    COUNT(*) AS Total_Sales,
    CAST(ROUND(COUNT(*)*100.0 / (
                                SELECT COUNT(*)
                                FROM Sales_Pipeline),2)
                                AS float) AS Deal_Stage_Sale_Percentage
FROM Sales_Pipeline
GROUP BY Deal_Stage
ORDER BY 2 DESC
```

Results | Messages

	Deal_Stage	Total_Sales	Deal_Stage_Sale_Percentage
1	Won	4238	48.16
2	Lost	2473	28.1
3	Engaging	1589	18.06
4	Prospecting	500	5.68



A total of $10,005,534 came into the company's purse. All of the Companies revenue were generated from transaction deals that were WON or successfully concluded. The other deal stages generated no single revenue.

```
--- Deal Stage  Revenue
SELECT Deal_Stage,
    SUM(Close_Value) AS Total_Sales,
    CAST(ROUND(SUM(Close_Value)*100.0 / (
                                SELECT SUM(Close_Value)
                                FROM Sales_Pipeline),2)
                                AS float) AS Deal_Stage_Sale_Percentage
FROM Sales_Pipeline
GROUP BY Deal_Stage
ORDER BY 2 DESC
```

95 %

Results | Messages

	Deal_Stage	Total_Sales	Deal_Stage_Sale_Percentage
1	Won	10005534	100
2	Lost	0	0
3	Engaging	NULL	NULL
4	Prospecting	NULL	NULL

MONTHLY CLOSE VALUE DISTRIBUTION

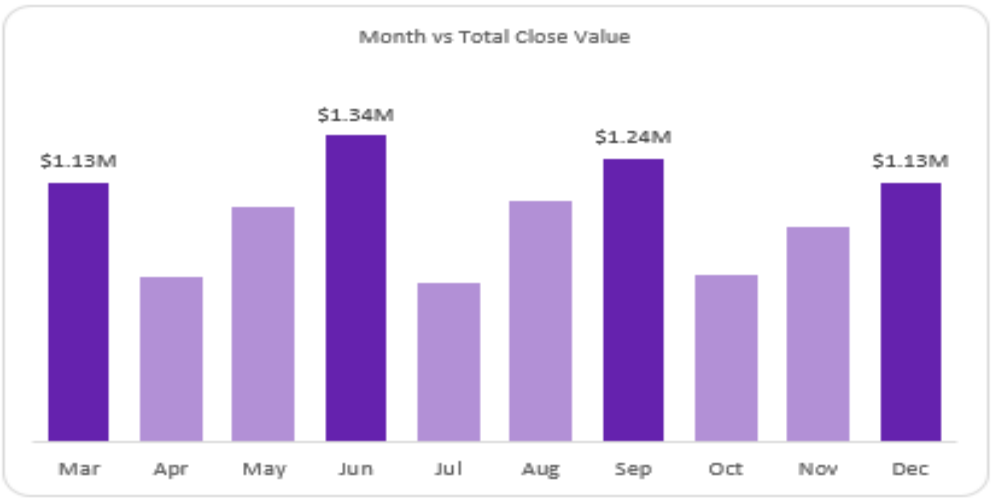
The company monthly revenue posting has a tri-monthly predictable pattern with sales rising in the first month of each quarter and peaking in the last month. June contributed the highest in revenue generation – $ 1,338,466(13.38%). September comes in second Place with total close value posting of $1,235,264(12.35%). March posted $1,134,672(11.34%) in total Close Value. December and August recorded $ 1,131,573(11.31%) and $1,050,059(10.49%) respectively.

```
-- MONTHLY REVENUE DISTRIBUTION

SELECT DISTINCT DATEPART(MONTH, close_date)  AS MONTH_NO,
                DATENAME(MONTH, close_date)  AS MONTH,
                SUM(Close_Value) Total_Revenue,
                CAST(ROUND(SUM(Close_Value)*100.0/(
                                        SELECT SUM(Close_Value)
                                        FROM Sales_Pipeline
                                        ),2) AS FLOAT) AS Monthly_Revenue_Percentage
FROM Sales_Pipeline
WHERE DATENAME(MONTH, close_date) IS NOT NULL
GROUP BY DATENAME(MONTH, close_date),
         DATEPART(MONTH, close_date)
ORDER BY 3 DESC
```

95 %

Results | Messages

	MONTH_NO	MONTH	Total_Revenue	Monthly_Revenue_Percentage
1	6	June	1338466	13.38
2	9	September	1235264	12.35
3	3	March	1134672	11.34
4	12	December	1131573	11.31
5	8	August	1050059	10.49
6	5	May	1025713	10.25
7	11	November	938943	9.38
8	10	October	731980	7.32
9	4	April	721932	7.22
10	7	July	696932	6.97



A MONTH OVER MONTH ANALYSIS

```
--MONTH OVER MONTH REVENUE CHANGE
WITH CTE_REVENUE AS (
SELECT DISTINCT DATEPART(MONTH, close_date)  AS MONTH_NO,DATENAME(MONTH, close_date)  AS MONTH, SUM(Close_Value) Total_Revenue,
                CAST(ROUND(SUM(Close_Value)*100.0/(
                                        SELECT SUM(Close_Value)
                                        FROM Sales_Pipeline
                                        ),2) AS FLOAT) AS Monthly_Revenue_Percentage
FROM Sales_Pipeline
WHERE DATENAME(MONTH, close_date) IS NOT NULL
GROUP BY DATENAME(MONTH, close_date), DATEPART(MONTH, close_date)
),
    CTE AS(
            SELECT *,
                    LAG(Total_Revenue) OVER (ORDER BY CTE_REVENUE.MONTH_NO ASC) Previous_month_Revenue,
                    Total_Revenue -LAG(Total_Revenue) OVER (ORDER BY CTE_REVENUE.MONTH_NO ASC) Diff_From_Previous,
                    ROUND(CAST(Total_Revenue - LAG(Total_Revenue) OVER (ORDER BY CTE_REVENUE.MONTH_NO ASC)AS FLOAT)/
                    LAG(Total_Revenue) OVER (ORDER BY CTE_REVENUE.MONTH_NO ASC) *100.0,2)  AS Revenue_Change_in_percentage
            FROM CTE_REVENUE
    )
SELECT MONTH, Total_Revenue, Previous_month_Revenue, Diff_From_Previous, Revenue_Change_in_percentage
FROM CTE
```

80 %

Results | Messages

	MONTH	Total_Revenue	Previous_month_Revenue	Diff_From_Previous	Revenue_Change_in_percentage
1	March	1134672	NULL	NULL	NULL
2	April	721932	1134672	-412740	-36.38
3	May	1025713	721932	303781	42.08
4	June	1338466	1025713	312753	30.49
5	July	696932	1338466	-641534	-47.93
6	August	1050059	696932	353127	50.67
7	September	1235264	1050059	185205	17.64
8	October	731980	1235264	-503284	-40.74
9	November	938943	731980	206963	28.27
10	December	1131573	938943	192630	20.52

MONTHLY SALES DISTRIBUTION – DEALS WON

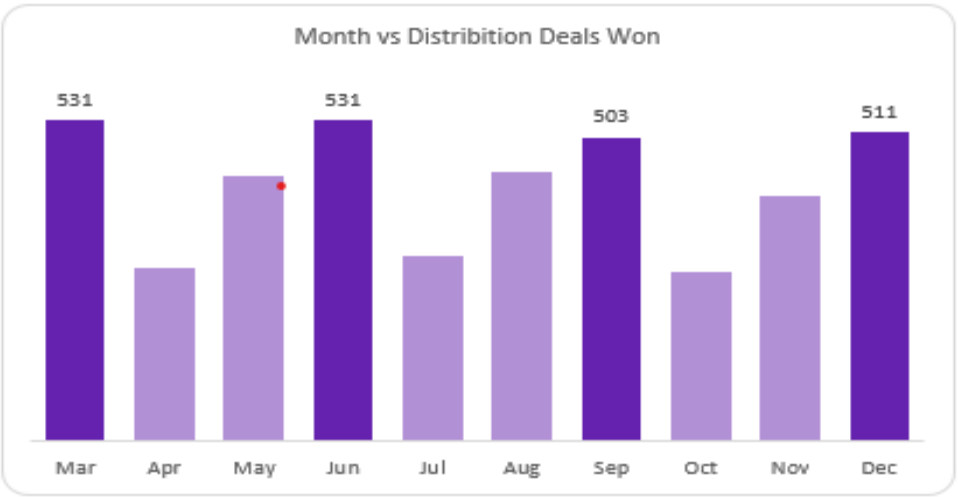
Month March and June Share the same figures in number of deals successfully close, both recording 531(6.03%). December, September, August round up the top five month in transactions successfully completed, both posting 511(5.81%), 503 (5.72%,) and 446(5.07%) respectively.

```sql
-- MONTHLY SALES DISTRIBTION FOR DEALS WON
SELECT DISTINCT DATEPART(MONTH, close_date)  AS Month_Number,
                DATENAME(MONTH, close_date)  AS Month_Name,
                COUNT(*) AS Total_Sales
FROM Sales_Pipeline
WHERE DATENAME(MONTH, close_date) IS NOT NULL AND DATEPART(MONTH, close_date)  IS NOT NULL AND Deal_Stage = 'WON'
GROUP BY DATENAME(MONTH, close_date), DATEPART(MONTH, close_date)
ORDER BY 3 DESC
```

90 %

Results | Messages

	Month_Number	Month_Name	Total_Sales
1	3	March	531
2	6	June	531
3	12	December	511
4	9	September	503
5	8	August	446
6	5	May	438
7	11	November	406
8	7	July	308
9	4	April	285
10	10	October	279



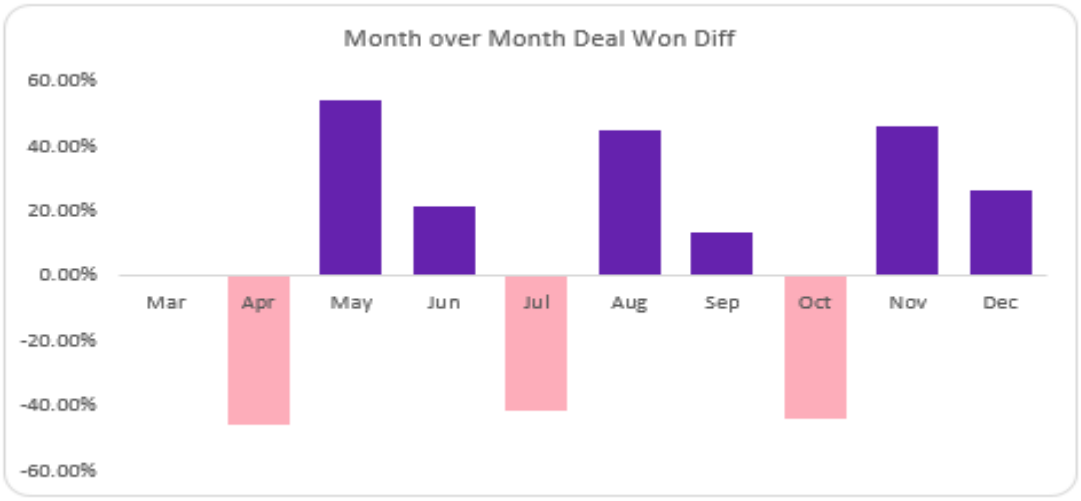
However, a month-over-month analysis shows that the performed better in May, June, August, September, November, and December compared to the preceding months.

```sql
-- MONTH-OVER-MONTH SALES CHANGE FOR DEALS WON
WITH CTE AS (
SELECT DISTINCT DATEPART(MONTH, close_date)  AS Month_Number,
                DATENAME(MONTH, close_date)  AS Month_Name,
                COUNT(*) AS Total_Sales,
                CAST(ROUND(COUNT(*) *100.0 / (SELECT COUNT(*) FROM Sales_Pipeline),2)AS float) AS Percentage_Total_Sales
FROM Sales_Pipeline
WHERE DATENAME(MONTH, close_date) IS NOT NULL AND DATEPART(MONTH, close_date)  IS NOT NULL AND Deal_Stage = 'WON'
GROUP BY DATENAME(MONTH, close_date), DATEPART(MONTH, close_date)
),
    CTE2 AS (   SELECT *,
                LAG(CTE.Total_Sales) OVER (ORDER BY CTE.Month_Number ASC) as Previous,
                Total_Sales - LAG(CTE.Total_Sales) OVER (ORDER BY CTE.Month_Number ASC) as Diff_From_Prev,
                ROUND(CAST(CTE.Total_Sales - LAG(CTE.Total_Sales) OVER (ORDER BY CTE.Month_Number ASC) AS FLOAT)/
                LAG(CTE.Total_Sales) OVER(ORDER BY CTE.Month_Number ASC)*100.0,2)  as Month_Over_Month_Change
                FROM CTE
        )
SELECT CTE2.Month_Name, CTE2.Month_Over_Month_Change
FROM CTE2
```

8 %

Results | Messages

	Month_Name	Month_Over_Month_Change
1	March	NULL
2	April	-46.33
3	May	53.68
4	June	21.23
5	July	-42
6	August	44.81
7	September	12.78
8	October	-44.53
9	November	45.52
10	December	25.86



RECOMMENDATION

Since the dataset contains only a single operational year and lacks previous years for comparison, making data-driven, actionable recommendations is based on this single instance. However, moving forward, the following recommendations may prove useful.

Strategic Focus on High-Performing Months: Allocate additional resources and marketing efforts in the first and last months of each quarter, particularly focusing on June and September which have shown the highest revenue contributions. Implement targeted promotions and sales campaigns during these peak months to capitalize on the established pattern.

Conduct a proper evaluation to uncover factors leading to dips in sales during mid-quarter months (April, July, October) and implement strategies to maintain momentum throughout the quarter. Equally consider mid-quarter promotions or product launches to boost sales during these typically slower periods. Analyze the specific needs and preferences of customers during peak months to tailor marketing messages and product offerings accordingly.

REGION AND COUNTRY/OFFICE LOACTIONS ANALYSIS

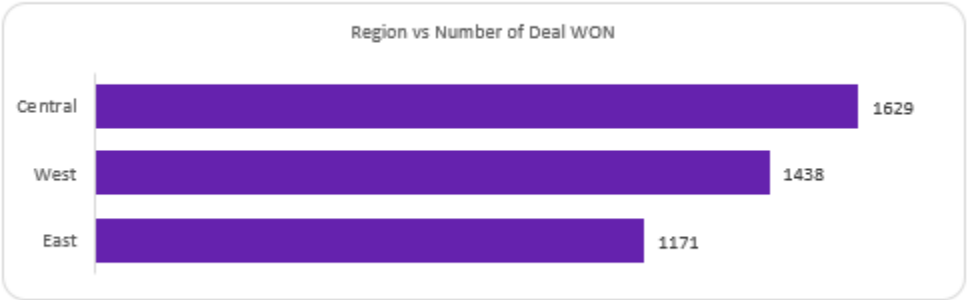
The Central region was the top most transactional region recording 1,629(18.51%) won deals. The West trails the central region in second place, contributing 1438(16.34%) in Won Deals. East sits last, earning the company 1,171(13.31) in deals won.

```sql
-- DEALS WON BY REGION

SELECT Regional_Office,
        COUNT(*) as Total_Sales,
        ROUND(CAST(COUNT(*) *100.0/(SELECT COUNT(*)
                                    FROM Sales_Pipeline)AS FLOAT),2) Sales_Percentage
FROM Sales_Pipeline SP
JOIN Sales_Teams AS ST ON SP.Sales_Agent = ST.Sales_Agent
WHERE Deal_Stage = 'WON'
GROUP BY Regional_Office
ORDER BY  2 DESC
```

95 %

Results | Messages | Client Statistics

	Regional_Office	Total_Sales	Sales_Percentage
1	Central	1629	18.51
2	West	1438	16.34
3	East	1171	13.31



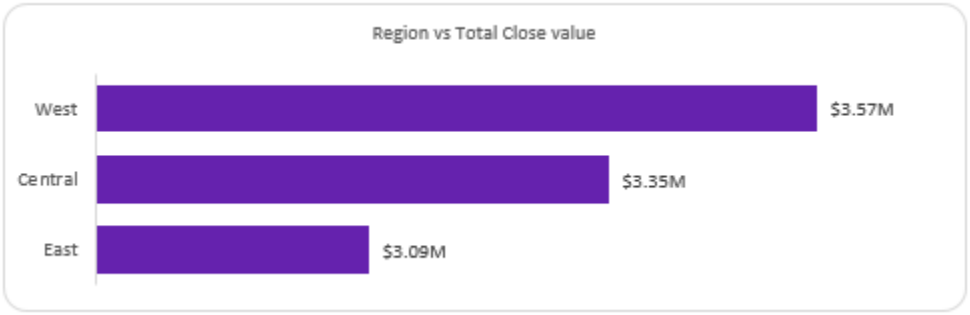
In Close Value, The West region eclipses Central region, contributing $3,568,647(35.67%) in Close Value, the latter contributing $3,346,293 (33.44%). East occupies the last spot, bringing in $3,090,594(30.89%) in close value

```
-- REGION BY CLOSE VALUE
SELECT Regional_Office,
        SUM(Close_Value) as Total_Sales,
        ROUND(CAST(SUM(Close_Value) *100.0/ (SELECT SUM(Close_Value)
                                FROM Sales_Pipeline) AS float),2) Sales_Percentage
FROM Sales_Pipeline SP
JOIN Sales_Teams AS ST ON SP.Sales_Agent = ST.Sales_Agent
GROUP BY Regional_Office
ORDER BY  2 DESC

USE TDI_CAPSTONE_PROJECT
```

95 %

Results | Messages | Client Statistics

	Regional_Office	Total_Sales	Sales_Percentage
1	West	3568647	35.67
2	Central	3346293	33.44
3	East	3090594	30.89



RECOMMENDATION

Central and west regions have clearly shown prominent contributions in both categories – Deals WON and Close value. This shows the two regions are receptive and lucrative business grounds to the company. The company should look to strengthening their already existing strong dominance in both marketing through targeted and tailored marketing; identify the regions strong demands and develop products and strategies that effectively caters to the demands from both regions. While the East regions lags behind the two regions, it still contributes handsomely to the company's bottom line. Conducting research to identify the regions critical needs and catering to them should markedly raise and improve the regions numbers for the company.

OFFICE LOCATION/COUNTRY ANALYSIS

The United States contributes a substantial 84.22% of the company's total close deals, clearly representing the company's largest market. Despite this dominance, the average sales price in the USA is lower compared to other countries, where the USA ranks fourth in terms of high unit price product purchases. Given the limited variables of the dataset, it is challenging to definitively identify the reasons behind the lower number of deals and close values in other countries. Possible reasons could include the location of major customers, regional customer preferences, higher demand and usage of products in the USA, or the company's strategic focus on the US market.

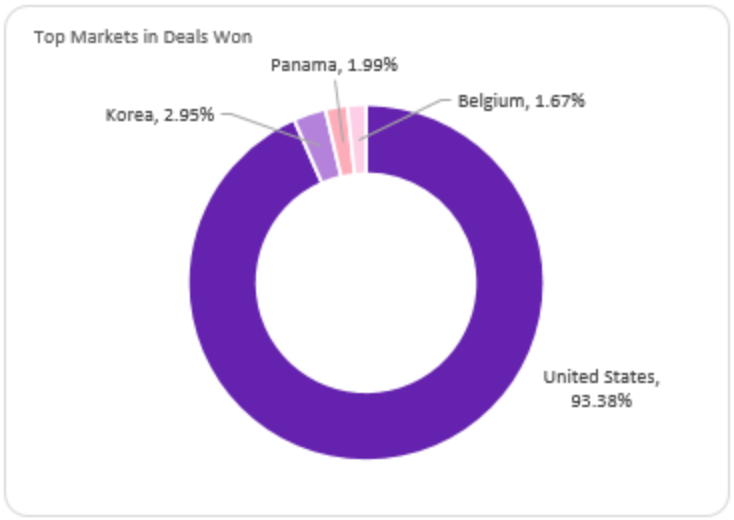
```
-- OFFICE LOCATION/COUNTRY BY DEALS WON
SELECT Office_location,
        COUNT(*) as Total_Sales,
        ROUND(CAST(COUNT(*) *100.0/ (SELECT COUNT(*)
                                FROM Sales_Pipeline) AS float),2) Sales_Percentage
FROM Sales_Pipeline SP
JOIN Accounts AS A ON A.Account = SP.Account
WHERE Deal_Stage = 'Won'
GROUP BY Office_location
ORDER BY  2 DESC
```

```
-- OFFICE LOCATION/COUNTRY BY CLOSE VALUE
SELECT Office_location,
        SUM(Close_Value) as Close_Value,
        ROUND(CAST(SUM(Close_Value) *100.0/ (SELECT SUM(Close_Value)
                                FROM Sales_Pipeline) AS float),2) Close_Value_Percentage
FROM Sales_Pipeline SP
JOIN Accounts AS A ON A.Account = SP.Account
GROUP BY Office_location
ORDER BY  2 DESC
```

95 %

Results | Messages | Client Statistics

	Office_location	Close_Value	Close_Value_Percentage
1	United States	8426955	84.22
2	Korea	194957	1.95
3	Jordan	163339	1.63
4	Panama	151777	1.52
5	Japan	123506	1.23
6	Belgium	117463	1.17
7	Norway	115712	1.16
8	Italy	114352	1.14
9	Kenya	107408	1.07
10	Poland	106754	1.07
11	Philipines	90991	0.91
12	China	86690	0.87
13	Germany	82622	0.83
14	Brazil	63103	0.63
15	Romania	59905	0.6



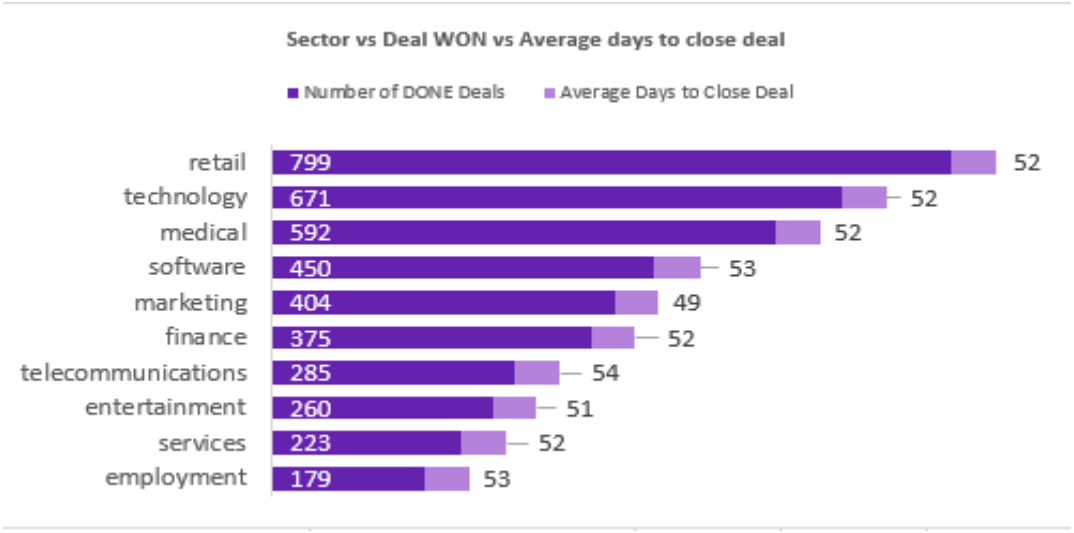
RECOMMENDATIONS

Conduct a detailed analysis to understand the market dynamics in other countries. Investigate factors such as customer preferences, local demand, competitive landscape, and regulatory environments that might influence sales performance. Also consider assessing and adjusting the sales strategies in international markets. This might involve training for local sales teams, refining sales pitches, or adjusting pricing strategies to be more competitive and explore the possibility of partnerships with local businesses or distributors to expand reach and improve market penetration.

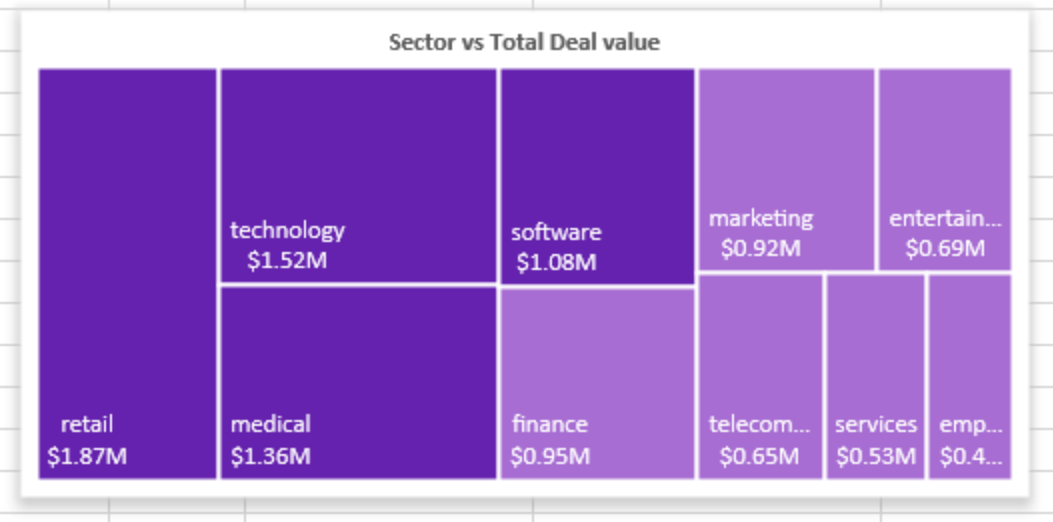
SECTOR ANALYSIS

Four Sectors Retail, Medical, technology and Software have proven to be the sectors with the highest engagements rate. Retail eads with a close value of $1,867,528, contributing 18.66% of the total close value. Technology follows closely with $1,515,487, accounting for 15.15%. Medical holds the third position with $1,359,595, representing 13.59%. The top three sectors (Retail, Technology, and Medical). combined contribute 47.4% of the total close value, highlighting their critical importance to the company's revenue. Software and Finance sectors contribute significantly with close values of $1,077,934 (10.77%) and $950,908 (9.5%) respectively. Marketing also shows a strong performance with $922,321, making up 9.22% of the total. Entertainment ($689,007; 6.89%), Telecommunications ($653,574; 6.53%), Services ($533,006; 5.33%), and Employment ($436,174; 4.36%) contribute less to the total close value but still represent viable market segments.

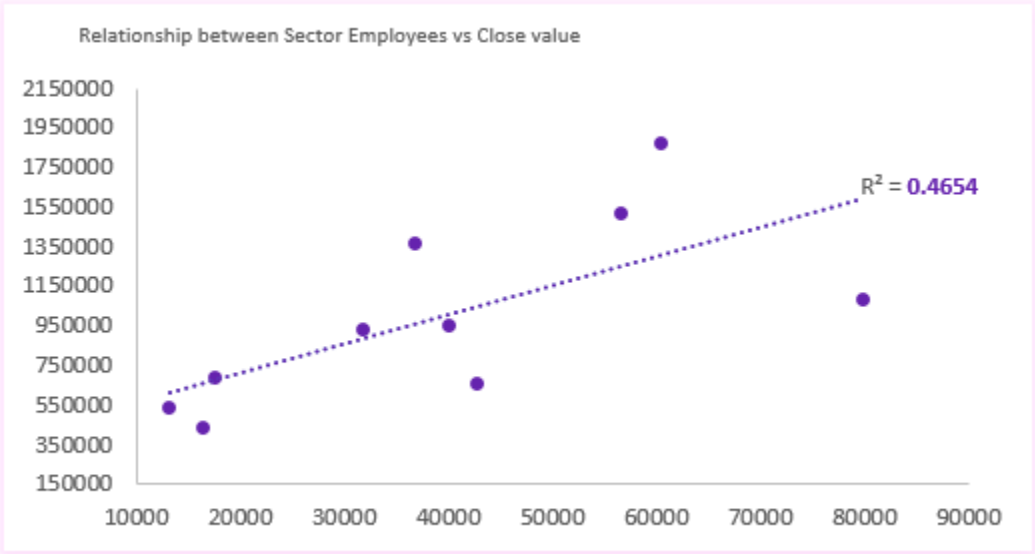
```sql
-- SECTOR VS DEALS WON AND AVERAGE DAYS TO CLOSE DEAL
SELECT A.Sector,
        COUNT(*) AS NUMBER_OF_DEALS_WON,
        ROUND(CAST (COUNT(*) * 100.0/ (SELECT COUNT(*) FROM Sales_Pipeline) AS FLOAT),2) AS Deal_Won_Percentage,
        ROUND(AVG(DATEDIFF(DAY, Engage_date, Close_Date)),0) Average_Days_to_Close_Deal
FROM SALES_PIPELINE AS SP
LEFT JOIN Accounts AS A ON   SP.account = A.account
WHERE Deal_Stage = 'WON'
GROUP BY A.Sector
ORDER BY 2 DESC
```




```sql
-- SECTOR VS CLOSE DEAL VALUE
SELECT A.Sector,
        SUM(Close_Value) AS Total_Close_Value,
        ROUND(CAST (SUM(Close_Value) * 100.0/ (SELECT SUM(Close_Value)
                                        FROM Sales_Pipeline) AS FLOAT),2)
                                        AS Close_Value_Percentage
FROM SALES_PIPELINE AS SP
LEFT JOIN Accounts AS A ON   SP.account = A.account
WHERE Deal_Stage = 'WON'
GROUP BY A.Sector
ORDER BY 2 DESC
```



A correlation shows a moderate relationship between the revenue and employee size of the sectors and how much the company closes in deals. This positive relationship suggest that the company should develop products and marketing strategies that are tailored to needs of heavily staffed sectors while also offering options suitable to moderately staffed industries.



RECOMMENDATIONS:

Focus on High-Performing Sectors: Retail, Technology, and medical sectors should be prioritized for product development and marketing efforts due to their substantial contribution to revenue. Tailoring products and services to meet the specific needs of these industries can certainly drive further growth.

Strengthen Mid-Level Sector Strategies: Enhance marketing campaigns and develop targeted solutions for the Software, Finance, and Marketing sectors to capitalize on their significant revenue contributions. Consider personalized engagement strategies to boost sales in these areas.

Expand Efforts in Lower Performing Sectors: While sectors like Entertainment, Telecommunications, Services, and Employment contribute less to the overall revenue, they still hold potential. Analyze the unique needs of these industries and create niche marketing strategies to increase their close values.

Balanced Product Portfolio: as the correlation suggest, the company should ensure a balanced product portfolio that caters not only to the heavily staffed sectors but also provides relevant options for moderately staffed industries. This diversification can help mitigate risks and tap into a broader market base.

SALES AGENT PERFORMANCE

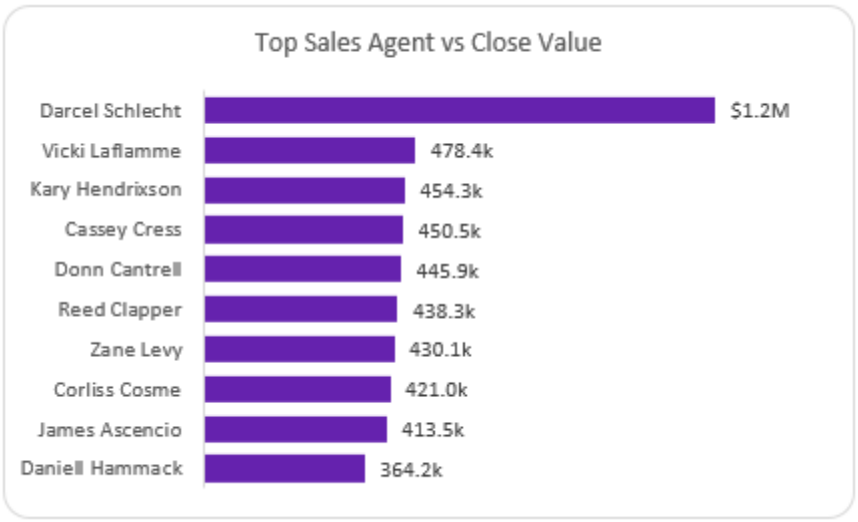
Darcel Schlecht stands out as the top Sales Agent, leading in both the total number of deals won - 349 and the highest revenue generated - $1,153,214. His impressive closing value margin is more than double that of the second-highest performer, Vicki Laflamme ($478,396). His performance nearly matches the combined total close values of the next three top agents (Vicki Laflamme, Kary Hendrixson, and Cassey Cress) which is $1,383,183. Vicki Laflamme, Kary Hendrixson, and Cassey Cress are notable performers with substantial total close values ($478,396, $454,298, and $450,489 respectively). They represent valuable assets to the sales team with high productivity levels. However, a number of sales agents **James Ascencio, Elease Gluck, and Rosalina Dieter,** have also contributed moderately to the company. Their moderate performance might likely be due to the difficulty or technicality that comes with marketing high-value products.

```
-- TOP SALES AGENT BY REVENUE
SELECT TOP 10
        S1.Sales_Agent,
        SUM(Close_Value) as Total_Revenue,
        CAST(ROUND(SUM(Close_Value)*100.0/(
                        SELECT SUM(Close_value)
                        FROM Sales_Pipeline),2) AS FLOAT) as Revenue_Percentage
FROM Sales_Pipeline AS S1
WHERE Deal_Stage = 'WON'
GROUP BY Sales_Agent
ORDER BY 2 DESC
```

90 %

Results | Messages

	Sales_Agent	Total_Revenue	Revenue_Percentage
1	Darcel Schlecht	1153214	11.53
2	Vicki Laflamme	478396	4.78
3	Kary Hendrixson	454298	4.54
4	Cassey Cress	450489	4.5
5	Donn Cantrell	445860	4.46
6	Reed Clapper	438336	4.38
7	Zane Levy	430068	4.3
8	Corliss Cosme	421036	4.21
9	James Ascencio	413533	4.13
10	Daniell Hammack	364229	3.64

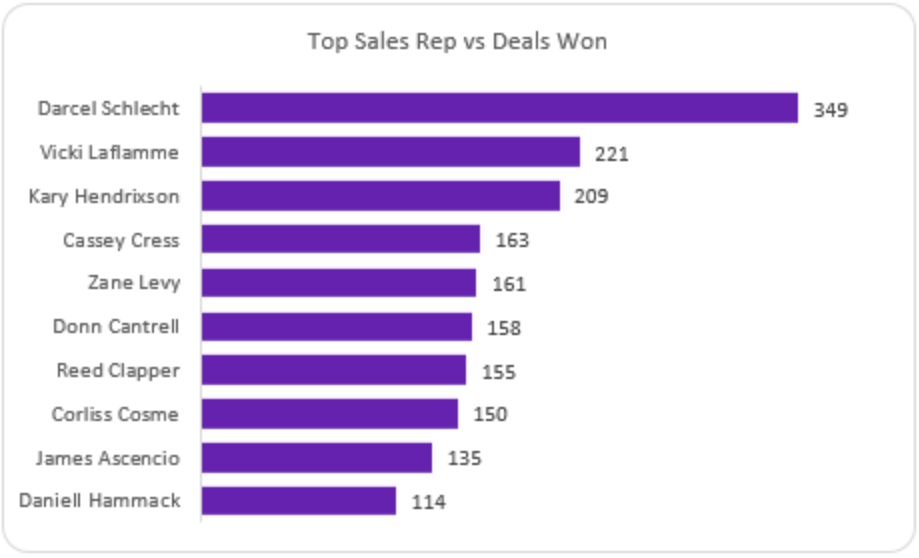



```sql
--- SALES PERFROMANCE ANALYSIS
--1. Individual Sales Agent Performace
-- TOP PEFROMING SALES AGENT BY SALES
SELECT TOP 10
        Sales_agent,
        COUNT(*) as Top_Total_Sales,
        CAST(ROUND(COUNT(*) * 100.0/(
                        SELECT COUNT(*)
                        FROM Sales_Pipeline),2)AS float) AS Sales_Percentage
FROM Sales_Pipeline
WHERE Deal_Stage = 'WON'
GROUP BY Sales_agent
ORDER BY 2 DESC
```

90 %

Results | Messages

	Sales_agent	Top_Total_Sales	Sales_Percentage
1	Darcel Schlecht	349	3.97
2	Vicki Laflamme	221	2.51
3	Kary Hendrixson	209	2.38
4	Anna Snelling	208	2.36
5	Versie Hillebrand	176	2
6	Kami Bicknell	174	1.98
7	Jonathan Berthelot	171	1.94
8	Cassey Cress	163	1.85
9	Zane Levy	161	1.83
10	Donn Cantrell	158	1.8

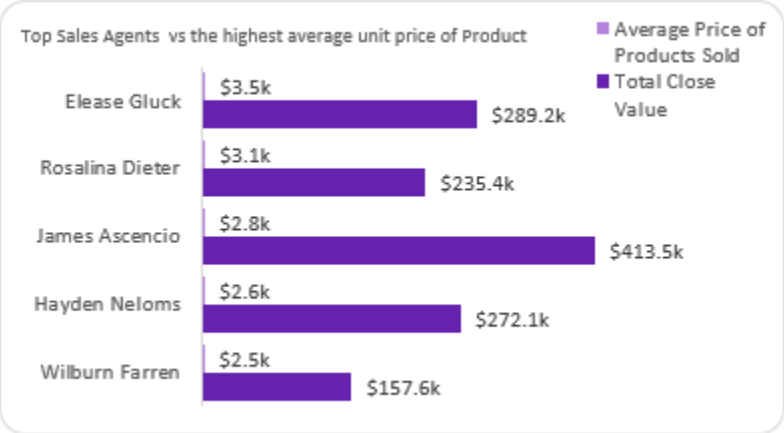



```sql
-- SALES AGENT MARKETING VS HIGH VALUE PRODUCT
SELECT TOP 5
        Sales_agent,
        SUM(Close_Value) as Total_Close_Value,
        AVG(Sales_price) as Average_Price_Product_Won,
        CAST(ROUND(SUM(Close_Value) * 100.0/(
                        SELECT SUM(Close_Value)
                        FROM Sales_Pipeline),2)AS float) AS Close_Value_Percentage
FROM Sales_Pipeline AS SP
LEFT JOIN Products AS P ON SP.Product = P.Product_Name
GROUP BY Sales_agent
ORDER BY 3 DESC
```

95 %

Results | Messages | Client Statistics

	Sales_agent	Total_Close_Value	Average_Price_Product_Won	Close_Value_Percentage
1	Elease Gluck	289195	4212	2.89
2	James Ascencio	413533	2719	4.13
3	Wilburn Farren	157640	2545	1.58
4	Markita Hansen	328792	2453	3.29
5	Rosalina Dieter	235403	2444	2.35



RECOMMENDATION

1. Implement a rewards and recognition program to boost the morale and retain top performers like Darcel Schlecht and Vicki Laflamme. Offer bonuses, increased commissions, or career advancement opportunities to further motivate these high achievers.
2. **Training and Development:** Analyze Darcel Schlecht's sales techniques and strategies to identify best practices that he utilizes that can be shared with the rest of the sales team. Conduct workshops or training sessions to improve the overall performance of other sales agents such as Elease Gluck, Rosalina Dieter, James Ascencio, Hayden Neloms who market high-priced products but generate low close value.
3. **Focus on promising markets, clients or High-Value Deals:** Encourage sales agents to focus on markets, high-value deals or products that aligns with and responds to their capabilities similar to Darcel Schlecht's approach. This might involve targeting larger clients or higher-priced products to maximize revenue.

PRODUCTS ANALYSIS

Products: GTX Basic, MG Special, and GTX Pro have the highest successful sales rates, while GTX Pro, GTX Plus Pro, and MG Advanced contributed the most in Close value. However, the product with the most significant market value is the GTK 500. Despite having just 15 sales, it boasts a commendable close value margin and holds the potential to generate even more value if it achieves one-quarter other products won deal rate.

```sql
-- BEST SELLING PRODUCT BASED ON UNITS SOLD
SELECT Product_Name,
        COUNT(*) AS total_Sales
FROM Sales_Pipeline as S
JOIN Products P ON  S.product = P.Product_Name
WHERE Deal_Stage = 'Won'
GROUP BY Product_Name
ORDER BY 2 DESC
```

5 %

Results | Messages

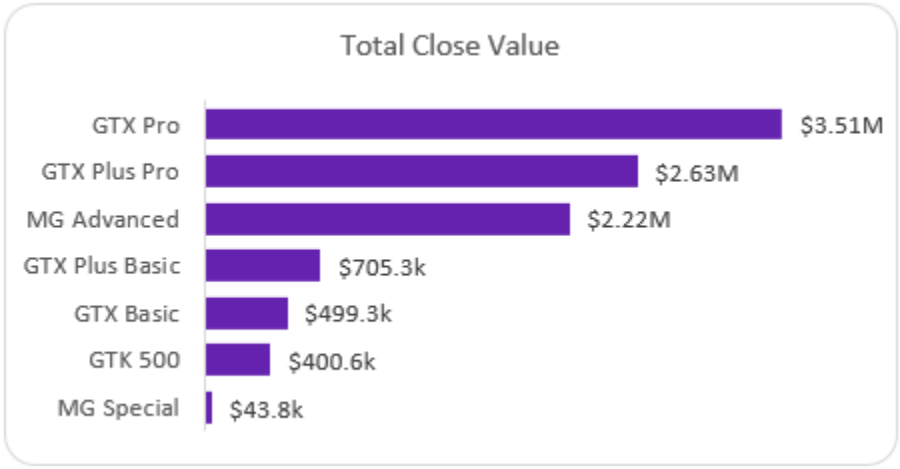
	Product_Name	total_Sales
1	GTX Basic	915
2	MG Special	793
3	MG Advanced	654
4	GTX Plus Basic	653
5	GTX Plus Pro	479
6	GTK 500	15

```sql
-- PRODUCT VS TOTAL CLOSE VALUE
SELECT Product_Name,
        SUM(Close_Value) as Total_Close_Value
FROM Sales_Pipeline as S
JOIN Products P ON  S.product = P.Product_Name
WHERE Deal_Stage = 'Won'
GROUP BY Product_Name
ORDER BY 2 DESC
```

5 %

Results | Messages

	Product_Name	Total_Close_Value
1	GTX Plus Pro	2629651
2	MG Advanced	2216387
3	GTX Plus Basic	705275
4	GTX Basic	499263
5	GTK 500	400612
6	MG Special	43768



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RECOMMENDATIONS

1. Given the substantial revenue generated by GTX Pro, GTX Plus Pro, and MG Advanced, allocate more resources to marketing and sales efforts for these products and since high-value deals can take longer time to close, streamline and optimize the sales process for these deals. This might include better qualification of leads, enhanced sales training, or improved customer relationship management.
2. Conduct thorough research both on current markets, regions and companies were GTK 500 is selling and potential markets, regions and companies that could be in need of GTK 500 and develop compelling market strategy – such as revised price strategy, quality rebranding, target marketing, offering discounts, promos, bundles sales, etc. to attract more customers and boost sales. Train Elease Gluck, Markita Hansen, Rosalina Dieter who are the three Sales Agents that have successfully conclude sales for GTK 500 and incorporate the marketing genius of the likes of

Darcel Schlecht, Vicki Laflamme, Kary Hendrixson, and Cassey Cress to join in marketing and pushing sales for GTK 500.

```
-- WHICH SALES REP, COUNTRY, COMPANY, REGION BOUGTH GTK 500 AND WHAT COULD BE OUR AVERAGE BENCH CLOSE VALUE?
SELECT *,
       AVG(close_Value) OVER(ORDER BY Close_value
       ROWS BETWEEN UNBOUNDED PRECEDING AND UNBOUNDED FOLLOWING) as Average_GTK_Close_Value
 FROM (
SELECT SP.Sales_Agent, A.Account, A.Office_Location, ST.Regional_Office, P.Sales_Price, SP.Close_Value
FROM Sales_Pipeline AS SP
JOIN Accounts AS A ON SP.Account = A.Account
JOIN Sales_Teams AS ST ON SP.Sales_Agent = ST.Sales_Agent
JOIN Products AS P ON SP.Product = P.Product_Name
WHERE Product = 'GTK 500' AND Deal_Stage = 'WON'
) AS GTK_500_Analysis
ORDER BY 1 ASC
```

85 %

Results | Messages

	Sales_Agent	Account	Office_Location	Regional_Office	Sales_Price	Close_Value	Average_GTK_Close_Value
1	Elease Gluck	Zoomit	United States	West	26768	25897	26707
2	Elease Gluck	Lexiqvolax	United States	West	26768	23746	26707
3	Elease Gluck	Plexzap	United States	West	26768	24949	26707
4	Elease Gluck	Labdrill	United States	West	26768	27385	26707
5	Elease Gluck	Cheers	United States	West	26768	25464	26707
6	Elease Gluck	Cheers	United States	West	26768	27971	26707
7	Elease Gluck	Xx-holding	United States	West	26768	29220	26707
8	Markita Hansen	Cheers	United States	West	26768	29166	26707
9	Markita Hansen	Finjob	United States	West	26768	24745	26707
10	Markita Hansen	Goodsilron	United States	West	26768	29617	26707
11	Rosalina Dieter	Y-corporation	United States	West	26768	25288	26707
12	Rosalina Dieter	Groovestreet	United States	West	26768	30288	26707
13	Rosalina Dieter	Rantouch	United States	West	26768	24899	26707
14	Rosalina Dieter	Kan-code	United States	West	26768	25791	26707
15	Rosalina Dieter	Xx-holding	United States	West	26768	26186	26707

CONCLUSION

Evaluating and assessing SalesBlitz's business performance and market prospects is vital for ensuring that the company operates in alignment with its overall objectives and goals. This analysis has been meticulously segmented to address various aspects of SalesBlitz, enabling a comprehensive understanding of the company's health. By identifying both high-performing and underperforming areas, the findings provide stakeholders with actionable insights. These insights should be crucial for taking proactive measures and developing optimal strategies to enhance operations and fortify the strengths of the business.