Technology Architecture

Sales analysis is using data to evaluate sales team performance. It provides valuable insights about the top performing and underperforming products/services, selling and market opportunities, and includes sales forecasting.Regular sales data analysis provides an understanding of the products that your customers are buying and helps you dissect why they are behaving in a certain way. You can also find patterns in your lead conversions and drop offs. All of these aspects enable you to optimize your sales process.With an intelligent sales CRM like Close, you get actionable reports to keep a close eye on essential sales KPIs. Such a continuous sales analysis helps in iterating your sales strategy so that you can continue growing your business sustainably.