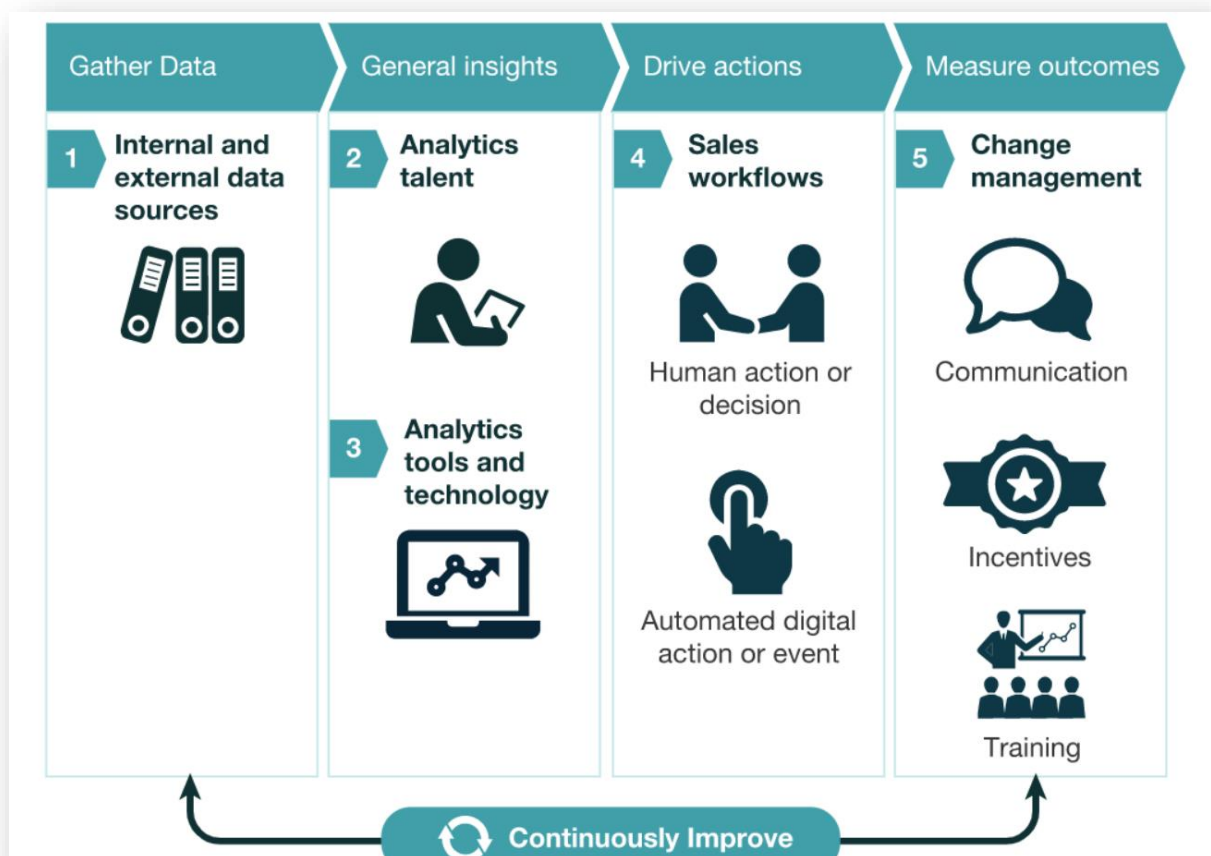


GLOBAL SALES DATA ANALYTICS

Global sales analysis is mining your data to evaluate the performance of your sales team against its goals. It provides valuable insights about the top performing and underperforming products/services, the problems in selling and market opportunities, sales forecasting, and sales activities that generate revenue.



1. Internal and external data sources:

The first step is to begin allocating time and resources toward data collection, both internally, and from external sources.

An internal data source is defined as information that your organization is generating. One of the most valuable internal data sources you can collect is sales data. With proper data governance, you can create a rich dataset that details your customer's buying behaviour.

External data is information that originates outside the company and is readily available to the public. External data is used to help a company develop a better understanding of the world in which they are operating.

2.Sales analytics talent:

The second step involves acquiring talent with advanced analytics skills who can translate insights into actionable guidance for reps in the field.

Talent analytics – also referred to as workforce analytics, human capital analytics, or human resource analytics – is the analysis of employee data, facilitated by the use of statistics and tech, with the purpose of making better business decisions.

Data-driven decision-making leads to better employee engagement, improved productivity, increased revenue, and improved employee retention. That's because talent analytics allows HR, hiring, and line managers to make better people decisions.

3.Analytics tools and technology:

The third step is to implement low-cost analytics tools, many of which can be deployed quickly and easily.

Sales analytics software provides tools and resources to generate actionable insights related to sales analysis and performance. It empowers the sales team to accelerate impact within their business data while reducing time and related operational costs.

4.Sales workflows:

Fourth, begin embedding analytics into pre-existing sales tools (such as the CRM system) and related processes.

A sales workflow typically involves identifying prospects, qualifying them, identifying their needs, making an offer they can't refuse and following up with their response. These are the stages you need to push your deal through to get a sale, and the best way to pass them is to define them.

5.Change management: Finally, in order to maximize adoption, insights must be accompanied by clear communication, incentives, training, and performance management.

TEAM DETAILS:

- MAYA JEGADISH P [TEAM LEADER]
 - MOHAMMED ABDUL QAYYUM M
 - SRIVARTSHAN M
 - SURIYA A
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