PROPOSED SOLUTION
GLOBAL SALES DATA ANALYTICS

PROBLEM STATEMENT

The aim of sales analytics is to predict revenue more accurately and make the most of the opportunities in your reach. It provides a visual representation of your most recent performance metrics. It gives you a concise view of results-based data like sales-to-date, sales-by-region, lead conversion rate, sales growth, and so on. Dashboards are an essential tool for any business with plans to increase revenue and set ambitious growth goals. Without a sales dashboard, you're left to analyse dizzying amounts of data on your own. Trying to compile all those sales analytics metrics manually is an impossibly exhausting task with a massive risk of critical human errors.

IDEA/SOLUTION DESCRIPTION:

A good sales dashboard is the solution. It organizes your most recent sales-specific data into easily understandable visual graphics saving your teams precious time and increasing understanding, motivation, and accuracy. With the right sales dashboards, you'll know exactly where you are, exactly how far away your current goals are, and where it may be necessary to tweak your sales strategy to achieve them.

UNIQUENESS/NOVALITY:

- Provides Real-Time Data.
- Can Help the Team Set Goals.
- Gives a Clear Overview of Sales Activity.
- Allows for the Identification of Sales Growth Opportunities.
- Identifies Opportunities for Improvement

SOCIAL IMPACT/CUSTOMER SATISFACTION:

- allow business decision-makers to review significant amounts valuable information at a glance.
- Mobile device accessible
- Customizable.
- Turn Data into Business Value.

BUSINESS MODEL (FINANCIAL BENEFIT):

A Sales dashboard enables direct insight into your revenue driving force, allowing you to plan, implement and improve with data-based decisions.

SCALABILITY OF SOLUTION:

The great thing about Sales Analytics is that it gives you answers, and you need to ask the right questions. With accurate insight into current customers, a higher retention rate, as well as increasing revenue, can be achieved. Having real-time insight into increasing and decreasing customers will allow your Sales Team to focus on the right clients at the right time, ensuring marketing opportunities are realised, and efforts are driven towards suitable clients. A Sales Dashboard helps you visualize your Sales data, which is helpful for efficient decision-making and performance analysis.