# Questions:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1) | What is the win rate by Tier and Sub sector ID |  |  |  |  |  |  |  |  |
|  | Split the above in to FY19 and FY20 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |
| 2) | How many opportunities are open (i.e. not closed lost or closed won) by stage and tier |  |  |  |  |  |  |  |  |
|  |  | e.g. we have x number of opportunities open at stage y for Tier 1 |  |  |  |  |  |  |  |
| 3) | What is the average order value (ABC) by Tier and Sub sector |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 4) | What is average sales age by tier and sub sector |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 5) | For deals that have closed won what is the average sales age by tier and subsector |  |  |  |  |  |  |  |  |
|  | For deals that have closed lost what is the average sales age by tier and subsector |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 6 | Number of deals closed by tier by opportunity owner |  |  |  |  |  |  |  |  |
|  | Total value (ABC) of deals closed by opportunity owner |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 7) | What is our sweet spot - i.e. which subsector and tier are we winning most deals? |  |  |  |  |  |  |  |  |
|  | Which sub sector and tier are we losing most deals? |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 8) | Is there a trend where deals are taking longer to close due to order value (ABC)? |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| 9) | Deals won by campaign |  |  |  |  |  |  |  |  |
|  | Deals lost by campaign |  |  |  |  |  |  |  |  |
|  | Average sales age by campaign |  |  |  |  |  |  |  |  |
|  | Number of deals by sub sector and campaign (which campaigns are we having the most success and is there a correlation to campaign?) |  |  |  |  |  |  |  |  |

# Job description:

I would like you to carry out analysis of my sales pipeline data. You can find the data and the questions here:  
  
https://docs.google.com/spreadsheets/d/1a\_YShIj8QFLyBHytgDmdfYfukD\_GAPNnLM17O1obOPA/edit?usp=sharing  
  
Please also consider what other useful trends you can provide in addition to the questions I have listed.  
  
The data is a sales pipeline with opportunities that we have won, lost or are still in progress as shown by the stage the opportunity is at. The owner id represents the sales person. The tier is the size of the customer with tier 1 being the largest. The sub sector is the type of customer.  
I am trying to figure out how we are performing and where we are doing well and where is not going well. Where should we be focusing more? Do we have a regular pattern or is our sales performance haphazard. Does this make sense? Not sure if you can unlock any other useful information or trends?  
  
Let me know if you are available to carry out this work.