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CRM SALES OPPORTUNITIES FOR B2B COMPUTER HARDWARE SALES

INTRODUCTION

Introduction and Background

• Project Introduction:

The purpose of this analysis is to evaluate the performance of the sales team, analyze product win rates, and identify trends over time in order to optimize sales strategies and decision-making. By examining CRM sales pipeline data, we aim to uncover insights that will help improve sales outcomes and drive business growth.

Background Of the Project

The CRM sales pipeline data analysis project is initiated to evaluate and enhance the performance of the sales operations of an unknown Company, which specializes in selling computer hardware products. As the company expands its product offerings and sales team, the need for a deeper understanding of sales performance metrics has become crucial.

Objectives of the Project

● Understanding how the sales team can improve its performance.

● Identifying top-performing products and uncovering areas for product improvement.

● Monitoring trends over time to better forecast future sales and adjust strategies accordingly.

METHODOLOGY: DATA SOURCES AND PREPROCESSING METHODS

DATA SOURCES

For this analysis, the primary data source is the Customer Relationship Management (CRM) system which tracks all sales-related activities, interactions, and outcomes. This data includes:

Sales Pipeline : Information about potential customers, including their contact details, interaction history, and stage within the sales pipeline and revenue.

Deals stages on the sales pipeline: Data on deals that were either won or lost, including details about the products involved, deal value, and sales cycle duration.

Sales Team : Metrics related to the performance of individual sales representatives, such as the number of leads assigned, follow-ups conducted, and deals closed.

Product Information and price: Details on the products being sold, such as product type, price points, and win rates for each product.

Account: Details of the company, their details like the year established, annual revenue ,etc.

The data spans a period of four quarters in one year, providing insights into both individual transactions and aggregated trends in the sales process. The analysis is based on quantitative data captured directly in the CRM system, allowing for reliable and comprehensive insights into sales performance and pipeline efficiency.

DATA EXPLORATION AND PREPROCESSING METHODS

Before analyzing the data, it was necessary to explore and preprocess it to ensure accuracy, consistency, and readiness for analysis. This involved the following key steps:

1. Data Cleaning:

- **Removing duplicates:** Ensured that duplicate entries (e.g., leads or deals entered multiple times) were removed to avoid inflating metrics. No duplicate were found here.

- **Handling missing values:** In these project it is ideal that all missing box are left blank or with null values or 0 because adding the average, mean or median to it will alter the values and the outcome of the analysis.

2. **Data Standardization and Relevant Keys - Standardizing formats:** Ensured uniformity in data entry, such as date formats of the close date column (e.g., converting all dates to a common format), currency values, and product names. Foreign keys was not used here because none was indicated.

3. Filtering Relevant Data:

Only few columns was dropped because it is not needed for these project.

4. **Metrics and Data Summary :**

Relevant Metrics was checked to have an overview of the sales pipeline. Measure like total deals, deals won, deal stage count, total revenue, average close deals and conversion rate and also Year to date was also created and quarters of each year was also extracted from the close date. These was done in preparation of the data for deeper analysis.

5. Data Aggregation:

Sales activities and outcomes were aggregated by quarter, product, and sales representative to provide a clearer view of trends and patterns without getting bogged down in individual-level data.
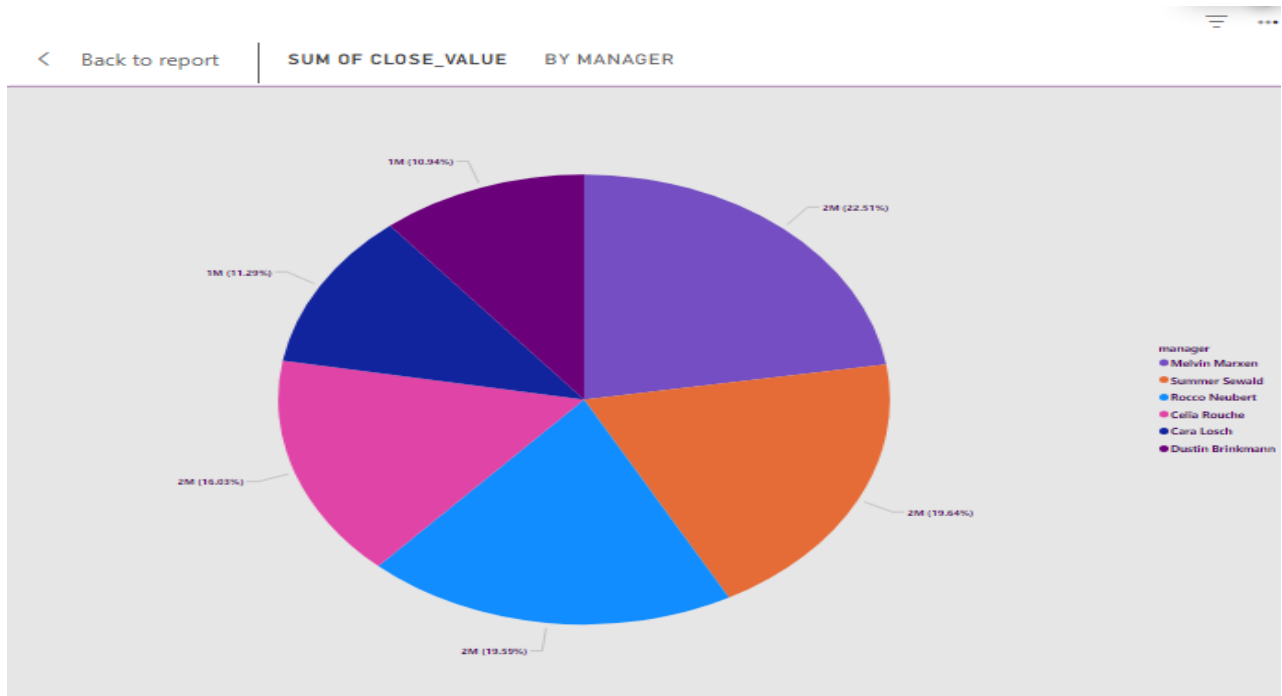
SALES TEAM PERFORMANCE

To compare the sales team we will focus on key metrics that will help evaluate the team performance.These include the

I. The conversion rate is the total numbers of client that have successfully reached the end of the deal in these context. That is the won deals.

II. The Win rate is to gauge the effectiveness of a team or agent in converting opportunities into successful sales.

III. Average deal size is a metric that represents the average value of each closed deal over a given period of time.

IV. Total Revenue: The total amount of revenue generated in each deals stage.

V. Deals Won to know the number of won deals each team and his agent has successfully acquired.

METRICS AND OBSERVATIONS

- The best performing Team manager by close deal in order of highest to lowest

SALES TEAM PERFORMANCE SUMMARY

1. Merlvin Marxen

Total Closed Deal Value: $2.2M (22.51% of company total)

Deals Won: 882 deals (20.81% of company total)

Average Deal Size: $1.59K

Total Revenue: $2M

Conversion Rate: 218.71%

Key Insight: Merlvin is the top performer, contributing the highest percentage of total closed deals. His high conversion rate (218.71%) indicates that he is highly effective at converting opportunities into closed deals, with a large number of deals won relative to the company total.

2. Summer Sewald

Total Closed Deal Value: $1.96M (19.64% of company total)

Deals Won: 828 deals (19.54% of company total)

Average Deal Size: $1.53K

Total Revenue: $2M

Conversion Rate: 205.43%

Key Insight: Summer is a consistent performer with a strong contribution to the company's total closed deals. Her average deal size is slightly smaller than Merlvin's, but her overall performance and conversion rate are strong.

3. Rocco Nubert

Total Closed Deal Value: $1.96M (19.60% of company total)

Deals Won**: 691 deals (16.3% of company total)

Average Deal Size: $1.76K

Total Revenue: $2M

Conversion Rate: 192.04%

Key Insight: Rocco has the highest average deal size ($1.76K), which shows he focuses on closing higher-value deals. His win percentage is lower than Summer and Merlvin, but he still contributes significantly to the total revenue.

4. Celia Rouche

Total Closed Deal Value: $1.60M (16.0% of company total)

Deals Won: 610 deals (14.39% of company total)

Average Deal Size: $1.67K

Total Revenue: $2M

Conversion Rate: 212.46%

Key Insight: Celia contributes strongly to the company's closed deals and revenue. Her conversion rate is impressive at 212.46%, though she has a lower number of deals won compared to others, indicating a focus on fewer but higher-quality opportunities.

5. Cara Loshe

Total Closed Deal Value: $1.13M (11.2% of company total)

Deals Won: 480 deals (11.33% of company total)

Average Deal Size: $1.52K

Total Revenue: $1M

Conversion Rate: 200.83%

Key Insight: Cara has a moderate average deal size but contributes the least in terms of total revenue and closed deals. Her conversion rate of 200.83% is still solid, though she focuses on a smaller volume of deals.

5. Dustin Brinkmann

Total Closed Deal Value: $1.09M (10.9% of company total)

Deals Won: 747 deals (17.63% of company total)

Average Deal Size: $922.73

Total Revenue: $1M

Conversion Rate: 211.91%

Key Insight: Dustin has the smallest average deal size at $922.73, but he contributes a high volume of deals (747), showing that he works on smaller, high-frequency transactions. His conversion rate of 211.91% is impressive considering the number of deals he closes.


KEY TAKEAWAYS/OBSERVATION:

- **Merlvin Marxen** leads in overall performance with the highest closed deal value and deal volume.

- Rocco Nubert excels in closing larger deals, boasting the highest average deal size.

- **Dustin Brinkmann** focuses on high deal volume with smaller average deal sizes, while **Celia Rouche** and **Summer Sewald** strike a balance between volume and deal size.

- Conversion Rates across the team are all above 190%, showing strong performance in converting leads to closed deals, with **Merlvin Marxen** and **Celia Rouche** leading in this area.

The team is collectively strong, with varying focuses on deal size versus volume, each contributing in their own way to the company's overall success.

BEST PERFORMING SALES TEAM BY WIN RATE
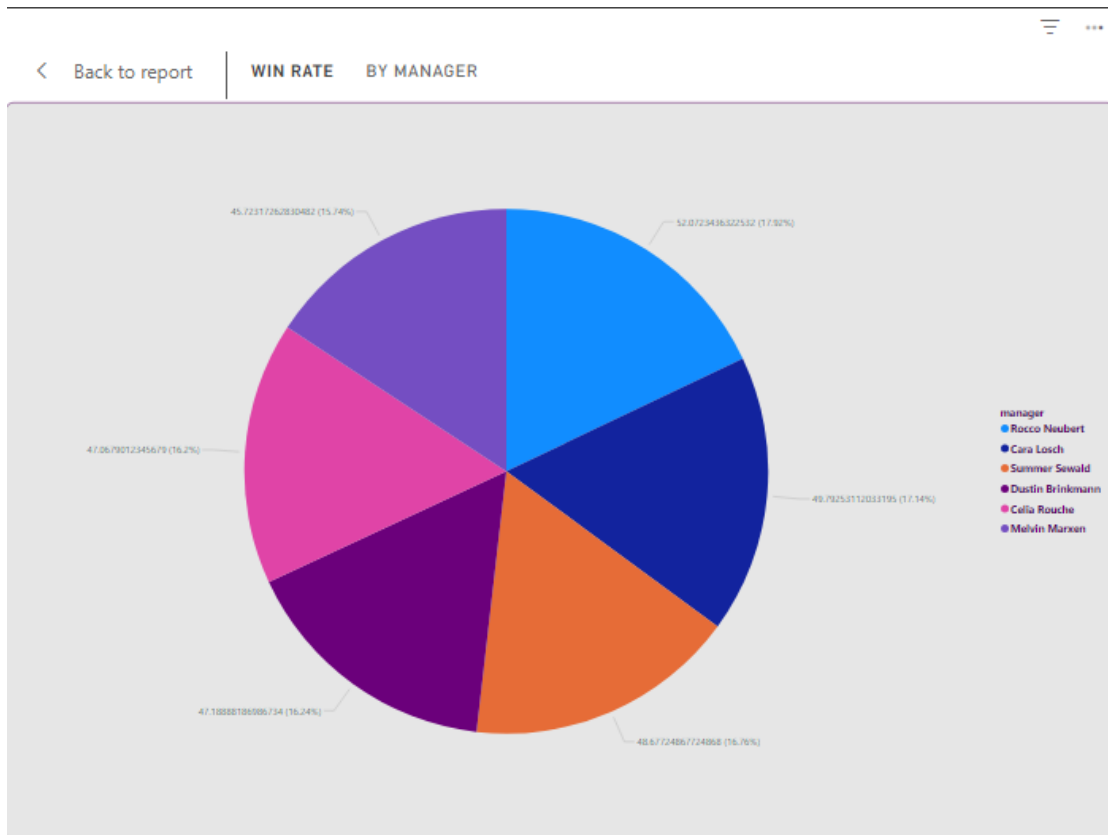
1. Rocco Nubert = 52.07

2. Cara Loshe = 49.79

3. Summer Sewald =48.68

4. Dustin Brinkmann = 47.19

5. Celia Rouche = 47.07

6. Merlvin Marxen = 45.72

Performance Ranking Summary based on Win Rate

1. Rocco Nubert (52.07):

  - Top performer based on this metric.

  - His high score suggests that he excels in areas potentially related to efficiency, sales volume, or overall contribution.

2. Cara Loshe (49.79):

  -Second highest score, close to Rocco's.

  - Cara is consistently performing well, though her previous data showed a lower total deal volume, she seems to be effective in other areas.

3. Summer Sewald (48.68):

  - Third place in this ranking.

  - Despite being a consistent performer in deal volume and average deal size, she ranks slightly lower in this metric, perhaps reflecting areas like sales efficiency or contribution.

4. Dustin Brinkmann (47.19):

  - Fourth place, slightly below Summer.

  - Dustin, who had a high deal volume with smaller deals, ranks in the mid-range of this performance metric.

5. Celia Rouche (47.07):

  - Fifth place, close to Dustin.

  - Although Celia contributes well in terms of closed deals and conversion rate, her score in this ranking is slightly lower.

6. Merlvin Marxen (45.72):

- Last in this ranking.

- Despite being the top performer in total closed deal value and conversion rate, Merlvin ranks the lowest in this particular metric, suggesting that there may be other factors affecting his performance evaluation.

KEY TAKEAWAYS:

-Rocco Nubert leads the group with the highest score, likely indicating strength in areas like deal size or high-level performance metrics.

- Cara Loshe and Summer Sewald follow closely, showing consistency in this ranking.

- Merlvin Marxen, while a top performer in other metrics like total deal value, ranks lowest here, possibly due to different evaluation criteria being used in this specific context.

This data reflects a balanced performance across the sales team, with some differences based on the metric being evaluated. While some salespeople excel in specific areas like deal size or volume, others may shine in more nuanced metrics like sales efficiency or customer satisfaction.

PRODUCT WIN RATE PERFORMANCE

The win rate of a product is an important metric that measures the effectiveness of a sales team's ability to convert opportunities into successful deals. It is calculated as the percentage of deals won out of the total number of deals for that product. Understanding the win rate is essential because:

1. Product Performance Benchmarking: A high win rate indicates that a product resonates well with customers, while a low win rate may signal issues with pricing, competition, or product-market fit.

2. Sales Strategy Optimization: By analyzing win rates, businesses can adjust their sales strategies, focusing more resources on high-performing products or reworking the approach for underperforming ones.

3. Revenue Forecasting: Products with higher win rates contribute more consistently to revenue, making them more reliable for forecasting future sales performance.

Product Metrics Insight and Observations

1. GTX 500 (High Price, Low Win Rate):
Price: $26,768
Deals Won: 15
Win Rate: 37.50%

Observation: GTX 500 is the most expensive product with the lowest number of deals won and the lowest win rate. The high price might be contributing to its lower win rate, suggesting that it may be positioned as a premium product with limited market appeal or facing strong competition.

2. GTX PRO (Mid-Range Price, High Win Rate):
Price: $4,821
Deals Won: 729
Win Rate: 49.26%

Observation: GTX PRO has a relatively high number of deals won and one of the highest win rates, showing strong performance. Its price point seems to hit a sweet spot for customers, making it a popular and competitive choice.

3. GTX BASIC (Low Price, High Deal Volume):

Price: $550

Deals Won: 915

Win Rate: 49.04%

Observation: GTX BASIC is a low-priced product with a high number of deals won and a strong win rate. This suggests that the product is highly appealing for cost-conscious customers and likely dominates in high-volume sales scenarios.

4. MG SPECIAL (Low Price, Moderate Performance):

Price: $55

Deals Won: 793

Win Rate: 48.03%

Observation: MG SPECIAL is the cheapest product with a moderately strong win rate. It moves in high volumes due to its affordability, but its win rate is slightly lower compared to other products, indicating competition in the low-end market.

5. MG ADVANCED (Mid-Range Price, Average Performance):

Price: $3,393

Deals Won: 654

Win Rate: 46.32%

Observation: MG ADVANCED has a middle-tier price but a lower win rate compared to GTX PRO. Its performance suggests it may be facing competition from other similarly priced products, limiting its market share.

6. GTX PLUS PRO (Mid-Range Price, Strong Performance):

Price: $5,482

Deals Won: 479

Win Rate: 49.48%

Observation: GTX PLUS PRO shows a strong win rate and solid deal volume. This mid-range product is well-received in the market, making it one of the top performers with the highest win rate across all products.

7. GTX PLUS BASIC (Low-Mid Price, Moderate Performance):

Price: $1,096

Deals Won: 653

Win Rate: 47.22%

Observation: GTX PLUS BASIC is priced in the lower-mid range with a moderate win rate. It has a strong number of deals won, indicating decent market penetration, but could face competition that affects its overall win rate.

General Observations:

- GTX Products dominate the higher win rates, with GTX PLUS PRO having the highest win rate at 49.48%, followed closely by GTX PRO and GTX BASIC. These products are strong performers, likely due to balanced pricing and market demand.

- Price Sensitivity: Higher-priced products like GTX 500 and MG ADVANCED have lower win rates, indicating that price might be a barrier for more expensive products, while lower-priced products like MG SPECIAL and GTX BASIC have higher deal volumes but mixed win rates.

- Mid-Range Strength: Products in the mid-range price category, such as GTX PRO and GTX PLUS PRO, tend to have the highest win rates, suggesting that these price points may offer the best combination of value and affordability for customers.

GTX PRO and GTX PLUS PRO stand out as top performers, combining strong win rates with significant deal volumes, making them key drivers of success for the product lineup.

QUARTER OVER QUARTER ANALYSIS

QUARTER 1:

Deals Won: 531

Close Value: $1,134,672

Conversion Rate: 121.85%

 Total Deals: 647

Win Rate: 82.07%

Insight:

Quarter 1 shows the highest win rateof 82.07%, indicating strong performance in closing deals. Despite fewer total deals compared to later quarters, the ability to win a large proportion of them suggests that early-year efforts were particularly successful in conversion, likely due to factors such as seasonal demand or strategic focus on high-probability deals.

QUARTER 2:

Deals Won: 1,254

Close Value: $3,086,111

Conversion Rate: 162.04%

Total Deals: 2,032

Win Rate: 61.71%

Insight:

Quarter 2 experiences a significant increase in total deals (from 647 to 2,032) and deals won (from 531 to 1,254), yet the win rate drops to 61.71%. This drop suggests that although the sales team handled a much larger volume of deals, they faced more competition or challenges, leading to fewer successful conversions. However, the total closed value and higher conversion rate indicate increased revenue and deal volume.

QUARTER 3:

Deals Won: 1,257

Close Value: $2,982,255

Conversion Rate: 162.85%

Total Deals: 2,047

Win Rate: 61.41%

Insight:

Quarter 3 is quite similar to Quarter 2 in terms of deals won and total deals, but the win rate slightly decreases to 61.41%. The performance remains consistent in handling large volumes of deals, and the slight decrease in the win rate might reflect sustained competition or external market conditions. However, the conversion rate is marginally higher than Quarter 2, signaling efficient deal closures and steady revenue generation.

QUARTER 4:

Deals Won: 1,196

Close Value: $2,802,496

Conversion Rate: 165.97%

Total Deals: 1,985

Win Rate: 60.25%

INSIGHT:

- In Quarter 4, both deals won and total deals decrease slightly from the previous quarter, with a win rate of 60.25%, the lowest of the year. The downward trend in the win rate might be due to end-of-year factors such as market saturation or increased competition. Despite this, the conversion rate is the highest of all quarters at 165.97%, reflecting strong efficiency in closing valuable deals, leading to a substantial closed value.

OVERALL OBSERVATIONS:

Win Rate Decline:

The win rate consistently declines quarter-over-quarter, from 82.07% in Quarter 1 to 60.25% in Quarter 4, signaling increased deal volume but potentially more competition or lower-quality leads in later quarters.

Increase in Total Deals:

Starting in Quarter 2, the total number of deals handled increases significantly, indicating growth in opportunities but with a trade-off in the win rate.

Conversion Rate Improvement:

The conversion rate improves each quarter, peaking at 165.97% in Quarter 4. This suggests that while the team is handling more deals and facing lower win rates, they are closing more valuable deals, likely focusing on higher revenue opportunities.

Close Value Growth:

The closed deal value grows steadily, peaking in Quarter 2 but remaining high throughout the year. This demonstrates that even with a declining win rate, the overall revenue remains strong, especially with efficient closing strategies in later quarters.

The sales team experienced an increase in total deals each quarter, but the win rate steadily declined, indicating more challenges in converting deals. However, the team consistently improved conversion efficiency and managed to close higher-value deals, driving steady revenue growth despite the lower win rates.

N/B: Data from 2018 was not used for the because it filled with loss deals alone.

GEOGRAPHICAL SALES PERFROMANCE

To generate the geographical sales performance based on the highest to the lowest, I will break down the data in terms of the regional offices: Central, West, and East. I will rank them based on their Total Revenue as well as Deals Won.

Regional Breakdown (Highest to Lowest - Total Revenue)

1. Central Region

- Total Revenue: 4,538,660
- Deals Won: 1,435

Best Performing Agent

- Melvin Marxen: $1,153,214, 349 deals won
- Dustin Brinkmann: $1,093,664, 415 deals won
- Rocco Neubert: $467,748, 153 deals won

2. West Region

- Total Revenue: 3,647,638
- Deals Won: 1,480

Best Performing Agent

- Celia Rouche: $478,369, 221 deals won
- Summer Sewald: $454,248, 189 deals won
- Rocco Neubert: $453,664, 151 deals won

3. East Region

- Total Revenue: 2,869,236
- Deals Won: 1,323

Best Performing Agent:

- Cara Losch: $785,914, 299 deals won
- Dustin Brinkmann: $430,187, 164 deals won
- Melvin Marxeen: $412,286, 137 deals won

SUMMARY OF PERFORMANCE BY REGION

Top-performing region: Central with the highest total revenue of $4.54M and 1,435 deals won.

Second region: West with total revenue of $3.65M and 1,480 deals won.

Third region: East with total revenue of $2.87M and 1,323 deals won.

GEOGRAPHICAL SALES PERFORMANCE BY SALES AGENT

To provide a more detailed breakdown, I will now analyze the sales performance by both Total Revenue and Deals Won** within each region. This will allow us to compare the individual contributions of each sales agent and manager within the Central, West, and East regions.

Central Region Breakdown

S/N	MANAGER	SALES AGENNT	TOTAL REVENUE	DEALS WON
1.	Melvin Marxeen	Darcel Schlecht	$1,153,214	349
2.	Dustin Brinkmann	Garrett Kindor	$1,093,664	415
3.	Rocco Neubert	Don Cantrell	$467,748	153
4.	Melvin Marxeen	Marty Brudenburg	$412,286	137
5.	Summer Sewald	Nieisha Huffines	$276,455	107
6.	Cara Losch	Cecily Lampkin	$249,293	98
7.	Cara Losch	Violet McIelland	$123,431	52

Top performer in the Central region: Garrett Kindor (Dustin Brinkmann's team), with the highest deals won (415) and $1,093,664 in revenue.

Highest revenue earner: Darcel Schlecht (Melvin Marxeen's team), with $1,153,214 in total revenue.

WEST REGION BREAKDOWN

S/N	MANAGER	SALES AGENT	TOTAL REVENUE	DEALS WON
1.	Celia Rouche	Vicki Laflamme	$478,369	221
2.	Summer Sewald	Kary Hendrickson	$454,248	189
3.	Rocco Neubert	Casey Cress	$453,664	151
4.	Rocco Neubert	Daniel Hammack	$357,813	142
5.	Summer Sewald	Maurice Marano	$285,439	100
6.	Celia Rouche	Maribeth Hansen	$326,795	149
7.	Celia Rouche	Hayden Neloms	$134,463	52

Top performer in the West region: Vicki Laflamme (Celia Rouche's team), with 221 deals won and $478,369 in revenue.

Highest revenue earner: Vicki Laflamme.

EAST REGION BREAKDOWN

S/N	MANAGER	SALES AGENT	TOTAL REVENUE	DEALS WON

1.	Cara Losch	Corriss Cosme	$785,914	299
2.	Dustin Brinkmann	Moses Fraser	$430,187	164
3.	Melvin Marxeen	Marty Schudent	$412,286	137
4.	Celia Rouche	Elsea Gluck	$258,412	91
5.	Dustin Brinkmann	Venia Blinco	$239,366	96
6.	Cara Losch	Wilburn Farren	$156,295	65
7	Cara Losch	Violet McIelland	$123,431	52

Top performer in the East region: Corriss Cosme (Cara Losch's team), with 299 deals won and $785,914 in revenue.

Highest revenue earner: Corriss Cosme.

INSIGHTS AND OBSERVATIONS:

- The Central region generated the highest revenue overall, with a strong performance from both Darcel Schlecht

and Garrett Kindor, contributing significantly to the region's success. Despite a lower number of deals (349), Darcel Schlecht outperformed everyone in revenue, highlighting the value of the deals they secured.

- In the West region, Vicki Laflamme led both in deals won and revenue generated, making her a standout performer. The consistency across the region was strong, with multiple agents like Kary Hendrickson and Casey Cress following closely behind.

- In the East region, Corriss Cosme was by far the top performer, both in terms of deals won (299) and revenue ($785,914). This contributed to the region's strong standing despite being ranked third overall.

Regional Performance Summary:

1. Central Region
  - Top performer: Garrett Kindor (415 deals won)
  - Highest revenue earner: Darcel Schlecht ($1,153,214)

2. West Region
  - Top performer and highest revenue earner: Vicki Laflamme (221 deals won, $478,369)

3. East Region
  - Top performer and highest revenue earner: Corriss Cosme (299 deals won, $785,914)

RECOMMENDATIONS

These Recommendations will be useful for the business growth and revenue generation.

1. Focus on High-Performing Products:

Products like GTX PRO, GTX BASIC, and GTX PLUS PRO have strong win rates and deal volumes. Prioritize these products in marketing and sales efforts as they resonate well with customers. Enhance sales

strategies around these products, offering targeted promotions or bundling options to maximize revenue. Additionally, review the pricing and positioning of low-performing products (like GTX 500) to determine whether adjustments can increase their appeal or streamline their offerings.

2. Optimize Sales Team Performance Based on Strengths:

The sales team demonstrates varied strengths, with some excelling in high-volume deals (e.g., Dustin Brinkmann) and others in higher-value deals (e.g., Rocco Nubert). Tailor sales training and team assignments to leverage these strengths, such as assigning higher-value leads to salespeople who close bigger deals. Moreover, mentoring top performers like Merlvin Marxen and Summer Sewald can help transfer their strategies to underperforming team members, improving overall team productivity.

3. Implement Quarterly Strategy Adjustments:

The analysis shows a decline in win rates over the year despite an increase in the number of deals. The company should reassess lead quality and sales tactics on a quarterly basis to maintain or improve win rates. For instance, in Quarter 1, focus on lead generation and conversion optimization to capitalize on the early-year high win rate, while Quarter 4 could benefit from increased promotional activities to overcome year-end challenges.

4. Improve Deal Closing Efficiency:

The company's conversion rates improved quarter over quarter, signaling that the sales team is closing more valuable deals. To build on this trend, consider implementing additional sales enablement tools like AI-driven deal forecasting or lead-scoring systems to help the team focus on high-probability deals. This could boost efficiency and revenue while minimizing time spent on less promising leads.

5. Enhance Data-Driven Decision Making:

The data has highlighted important trends, but further analysis could uncover more detailed insights. Regularly monitor and analyze win rates, deal size, and sales efficiency to adjust resource allocation, set team targets, and refine sales strategies. For example, use predictive analytics to anticipate shifts in product demand or sales performance across quarters, allowing the company to adjust strategies proactively.

These recommendation is aimed to capitalize on the strengths of the product lineup and sales team while addressing the challenges in declining win rates and market competition. By focusing on data-driven optimization, the company can improve its sales outcomes and foster growth.

CONCLUSION

The CRM sales pipeline data analysis project has provided valuable insights into the performance of the sales team, product effectiveness, and overall sales trends for the computer hardware company. By leveraging data from the CRM system, we have successfully identified key metrics, evaluated team performance, and analyzed product win rates over a defined period.

Key Findings

1. Sales Team Performance:

The analysis revealed a high-performing sales team, with Merlvin Marxen emerging as the top contributor in terms of total closed deal value and conversion rate. His performance is indicative of effective sales strategies and an ability to convert leads into sales efficiently.

The conversion rates across the team were consistently above 190%, showcasing the team's overall effectiveness in converting opportunities into successful deals. Each team member displayed unique strengths—Rocco Nubert excelled in closing larger deals, while Dustin Brinkmann focused on higher deal volumes with smaller transactions. This diversity in approach underscores the importance of tailoring sales strategies to individual strengths.

2. Product Performance:

The win rate analysis highlighted significant variations among products, with the GTX PRO and GTX PLUS PRO standing out as top performers

in terms of win rates and deal volume. This suggests that these products resonate well with customers and offer a competitive edge in the market.

Conversely, the GTX 500, despite its high price point, exhibited the lowest win rate, indicating potential issues with its market positioning. This product may require a reevaluation of its pricing strategy or marketing efforts to improve its appeal to customers.

3. Trend Analysis:

The quarter-over-quarter analysis revealed a concerning trend of declining win rates, falling from 82.07% in Quarter 1 to 60.25% by Quarter 4. This decline suggests increased competition and possibly a dilution in lead quality as the year progressed. However, the sales team successfully improved their conversion rates and maintained high closed deal values, reflecting their ability to adapt to changing market conditions.

The data indicated that while the total number of deals increased significantly in the second and third quarters, the sales team faced challenges in maintaining win rates. This pattern suggests the need for ongoing training and support to enhance the team's ability to convert leads, particularly in a competitive environment.

FINAL THOUGHT

The data reveals clear opportunities to boost revenue and improve team efficiency by focusing on high-performing products, leveraging top talent, and fine-tuning sales strategies throughout the year. By embracing a data-driven approach, the company can stay ahead of market competition, optimize resources, and drive sustainable growth.

The data entry models need to be worked on to ensure accurate entries especially on the deal date and revenue. Some data included revenue generated in the during the engaging stages but and was closed at a lost but the close date wasn't inputted these lead to changes and the empty values on the close date column had to be changed to 2018 to ensure a balance in analysis and get ride of null.