1. **Sales Performance Analysis**

* **Total Sales by Sales Agent**: Find out which sales agents have the highest total sales.

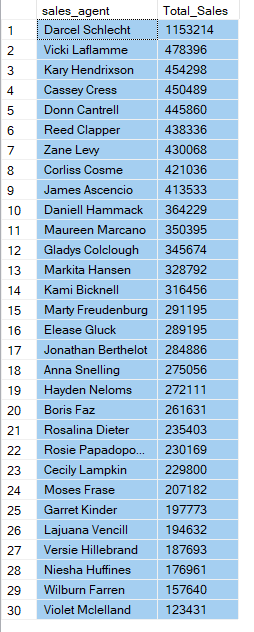
SELECT sales\_agent, SUM(close\_value) AS Total\_Sales

FROM sales\_pipeline

WHERE deal\_stage = 'Won'

GROUP BY sales\_agent

ORDER BY SUM(close\_value) DESC;



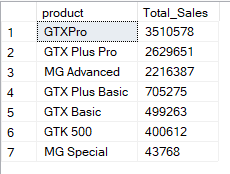
* **Total Sales by Product**: Determine which products are generating the most revenue.

SELECT Top(10) product, SUM(close\_value) AS Total\_Sales

FROM sales\_pipeline

GROUP BY product

ORDER BY Total\_Sales DESC;



* **Sales by Region**: Analyze sales performance by regional office.

SELECT s.regional\_office, SUM(p.close\_value) AS Total\_Sales

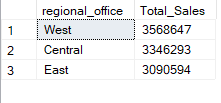
FROM sales\_pipeline p

JOIN sales\_teams s on s.sales\_agent = p.sales\_agent

WHERE p.deal\_stage = 'Won'

GROUP BY s.regional\_office

ORDER BY Total\_Sales DESC;



1. **Account Analysis**

* **Revenue Contribution by Account**: Find out which accounts contribute the most to revenue.

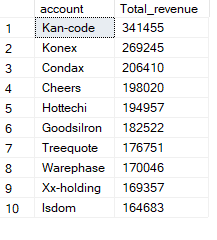
Select Top 10 account, SUM(close\_value) As Total\_revenue

from [CRM].[dbo].[sales\_pipeline]

where deal\_stage='Won'

group by account

order by Total\_revenue DESC



* **Sector-wise Revenue Distribution**: Analyze revenue distribution across different sectors.

Select a.sector, Sum(p.close\_value) As Total\_revenue

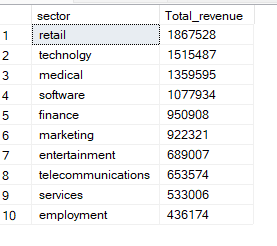
from sales\_pipeline p

join accounts a on p.account = a.account

where p.deal\_stage='Won'

group by a.sector

order by Total\_revenue DESC



1. **Product Performance Analysis**

* **Top Performing Products**: Identify top-selling products.

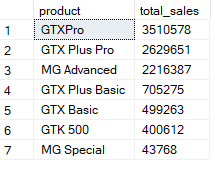
SELECT product, SUM(close\_value) AS total\_sales

FROM sales\_pipeline

WHERE deal\_stage = 'Won'

GROUP BY product

ORDER BY total\_sales DESC;



* **Product Sales by Account**: Analyze which accounts are purchasing specific products.

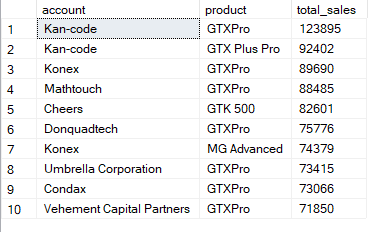
SELECT Top (10) account, product, SUM(close\_value) AS total\_sales

FROM sales\_pipeline

WHERE deal\_stage = 'Won'

GROUP BY account, product

ORDER BY total\_sales DESC;



1. **Employee and Office Analysis**

* **Average Revenue per Employee by Account**: Calculate the average revenue generated per employee for each account.

SELECT Top (10) a.account, a.employees, SUM(p.close\_value) / a.employees AS revenue\_per\_employee

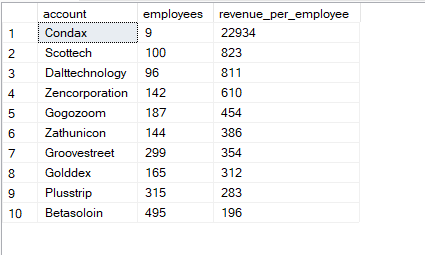
FROM accounts a

JOIN sales\_pipeline p ON a.account = p.account

WHERE p.deal\_stage = 'Won'

GROUP BY a.account, a.employees

ORDER BY revenue\_per\_employee DESC;



* **Revenue by Office Location**: Determine which office locations generate the most revenue.

SELECT a.office\_location, SUM(p.close\_value) AS total\_revenue

FROM accounts a

JOIN sales\_pipeline p ON a.account = p.account

WHERE p.deal\_stage = 'Won'

GROUP BY a.office\_location

ORDER BY total\_revenue DESC;



1. Time-Based Analysis

* **Monthly Sales Trends**: Analyze sales trends over time.

SELECT

CAST(YEAR(close\_date) AS VARCHAR(4)) + '-' + RIGHT('0' + CAST(MONTH(close\_date) AS VARCHAR(2)), 2) AS month,

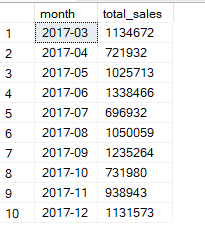
SUM(close\_value) AS total\_sales

FROM sales\_pipeline

WHERE deal\_stage = 'Won'

GROUP BY YEAR(close\_date), MONTH(close\_date)

ORDER BY YEAR(close\_date), MONTH(close\_date);



* **Sales Cycle Duration**: Calculate the average time taken to close deals.

SELECT AVG(DATEDIFF(day, engage\_date, close\_date)) AS average\_sales\_cycle

FROM sales\_pipeline

WHERE deal\_stage = 'Won';



1. Deal Analysis

* **Lost Deals Analysis**: Understand reasons for lost deals and identify patterns.

SELECT Top (10) sales\_agent, COUNT(\*) AS lost\_deals, SUM(close\_value) AS potential\_loss

FROM sales\_pipeline

WHERE deal\_stage = 'Lost'

GROUP BY sales\_agent

ORDER BY lost\_deals DESC;



* **Deals by Sales Agent and Product**: Analyze which sales agents are successful with specific products.

SELECT Top (10) sales\_agent, product, COUNT(\*) AS deals\_count, SUM(close\_value) AS total\_sales

FROM sales\_pipeline

WHERE deal\_stage = 'Won'

GROUP BY sales\_agent, product

ORDER BY total\_sales DESC;

