

Task2

SALES CONVERSION RATE ANALYSIS

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INTRODUCTION

- 1. Ever wondered how the leads for any company are actually converting into real customers?**
- 2. That's exactly what a Sales Conversion Rate Dashboard helps with!**
- 3. In this presentation, we'll break down the key metrics, insights, and how to use the dashboard to boost sales.**
- 4. To understand it better, we'll be having a look on it along with an example of sales data.**

WHAT IS A SALES DASHBOARD?

- 1. The dashboard brings all key sales data together in one place.**
- 2. Easy-to-read charts, tables, and real-time updates.**
- 3. Filters help us dive deeper—by region, product, or sales rep**



DATASET OVERVIEW

Here we've taken dataset of **1,000 leads** with attributes:

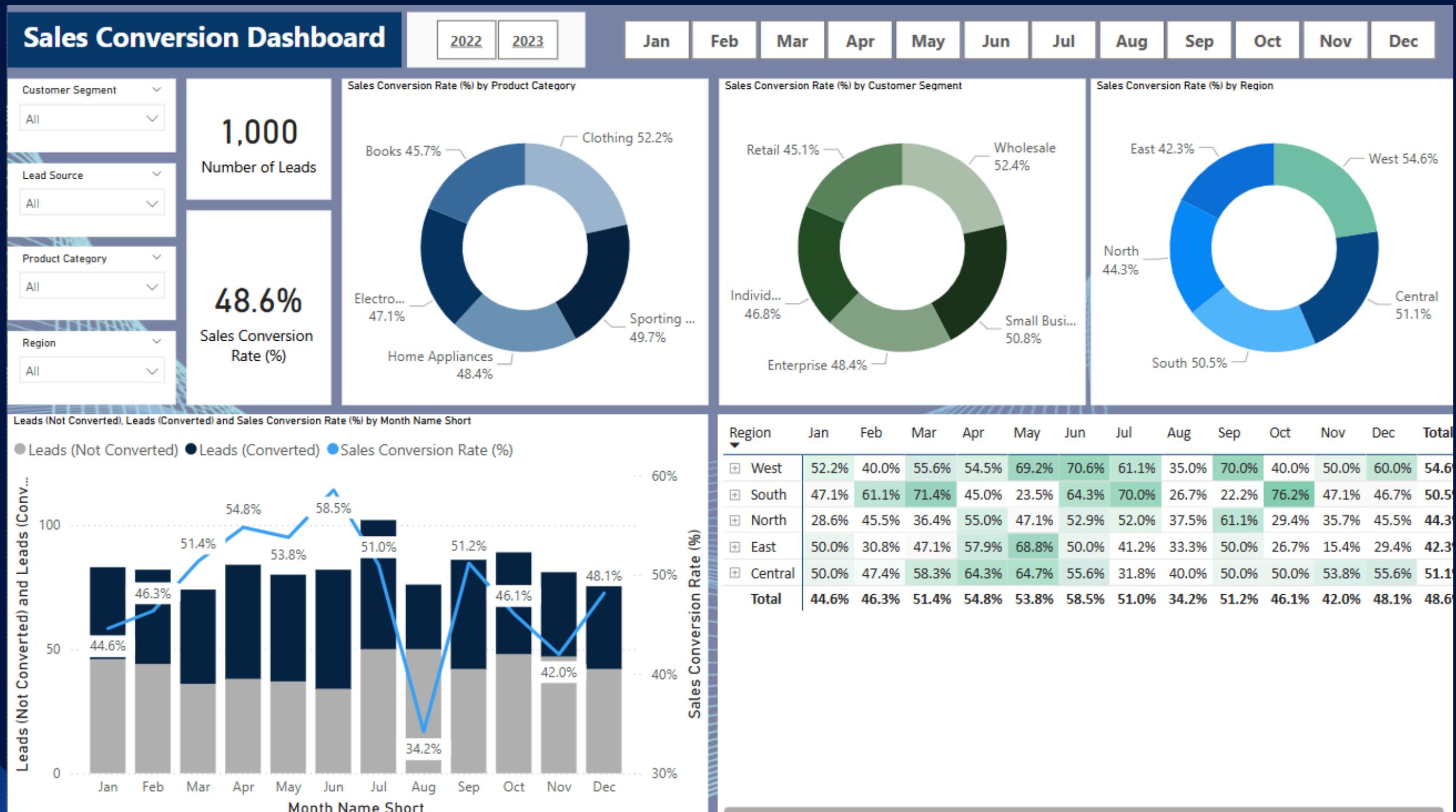
- **Lead & Prospect ID:** Unique identifiers for each lead
- **Conversion Status:** Indicates whether a lead converted or not
- **Lead Source:** Origin of the lead (Website, Email, Trade Show, etc.)
- **Product Category:** The type of product the lead showed interest in
- **Region:** Geographic location of the lead
- **Customer Segment:** Categorization (Retail, Wholesale, Small Business, etc.)

[Link to the dataset](#)

SALES CONVERSION DASHBOARD

Click the link to view
the get the link of the
dashboard and to
download the dataset

[Click Here](#)



TOP 4 KEY METRICS TO WATCH

**1. Sales Conversion
Rate**

**2. Lead-to-Customer
Ratio**

**3. Revenue per
Lead**

**4. Sales Cycle
Length**



LET'S UNDERSTAND THE METRICS

1. Sales Conversion Rate: The percentage of leads that turn into paying customers.

Formula:

$$\text{Conversion Rate} = \left(\frac{\text{Total Conversions}}{\text{Total Leads}} \right) \times 100$$

2. Lead-to-Customer Ratio: The proportion of leads that successfully become customers.

Formula:

$$\text{Lead-to-Customer Ratio} = \frac{\text{Total Customers}}{\text{Total Leads}}$$

3. Revenue per Lead: The average revenue generated from each lead.

Formula:

$$\text{Revenue per Lead} = \frac{\text{Total Revenue}}{\text{Total Leads}}$$

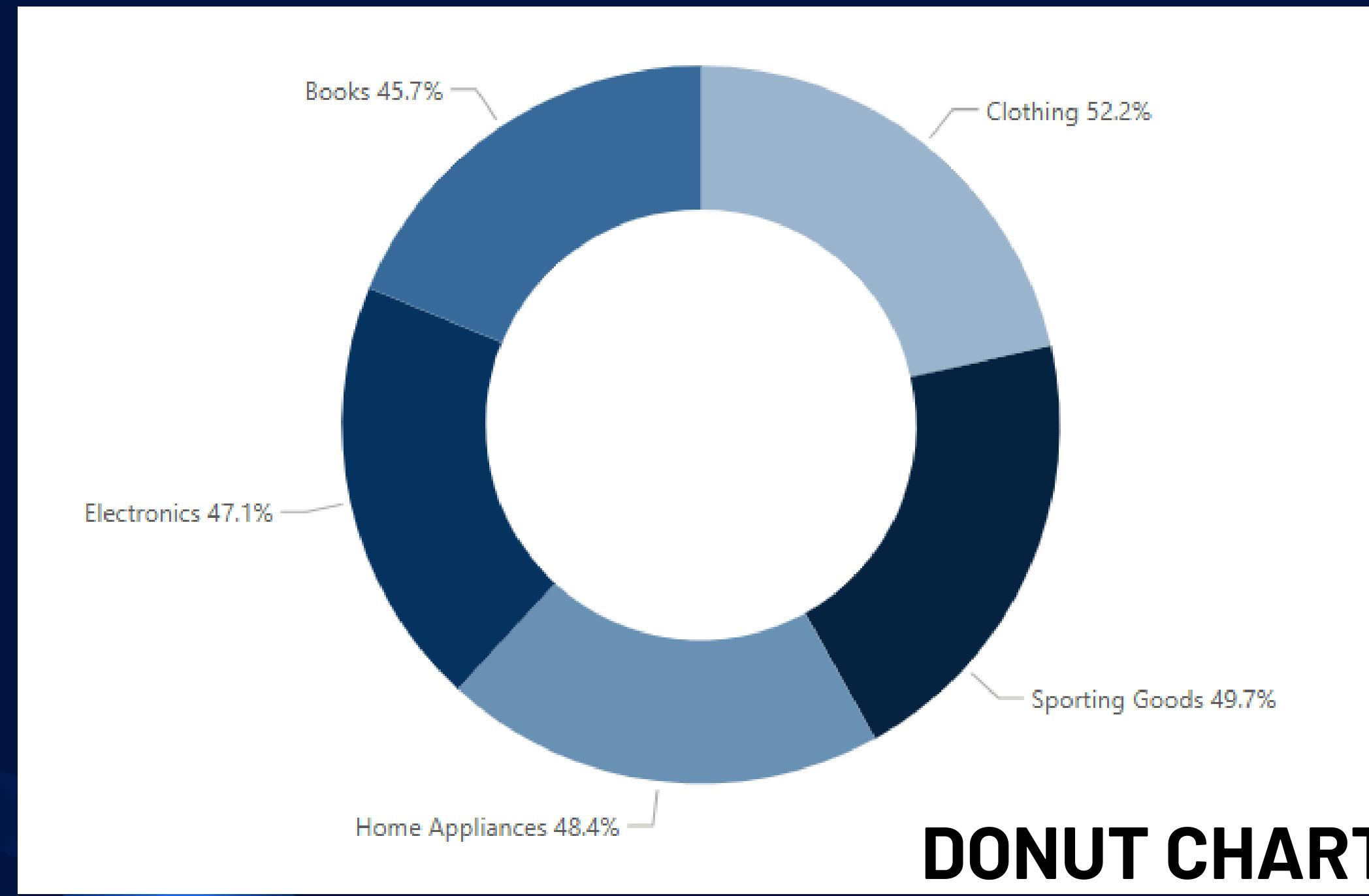
4. Sales Cycle Length: The average time taken to convert a lead into a customer.

Formula:

$$\text{Sales Cycle Length} = \frac{\sum \text{Days to Close Deals}}{\text{Total Deals Closed}}$$

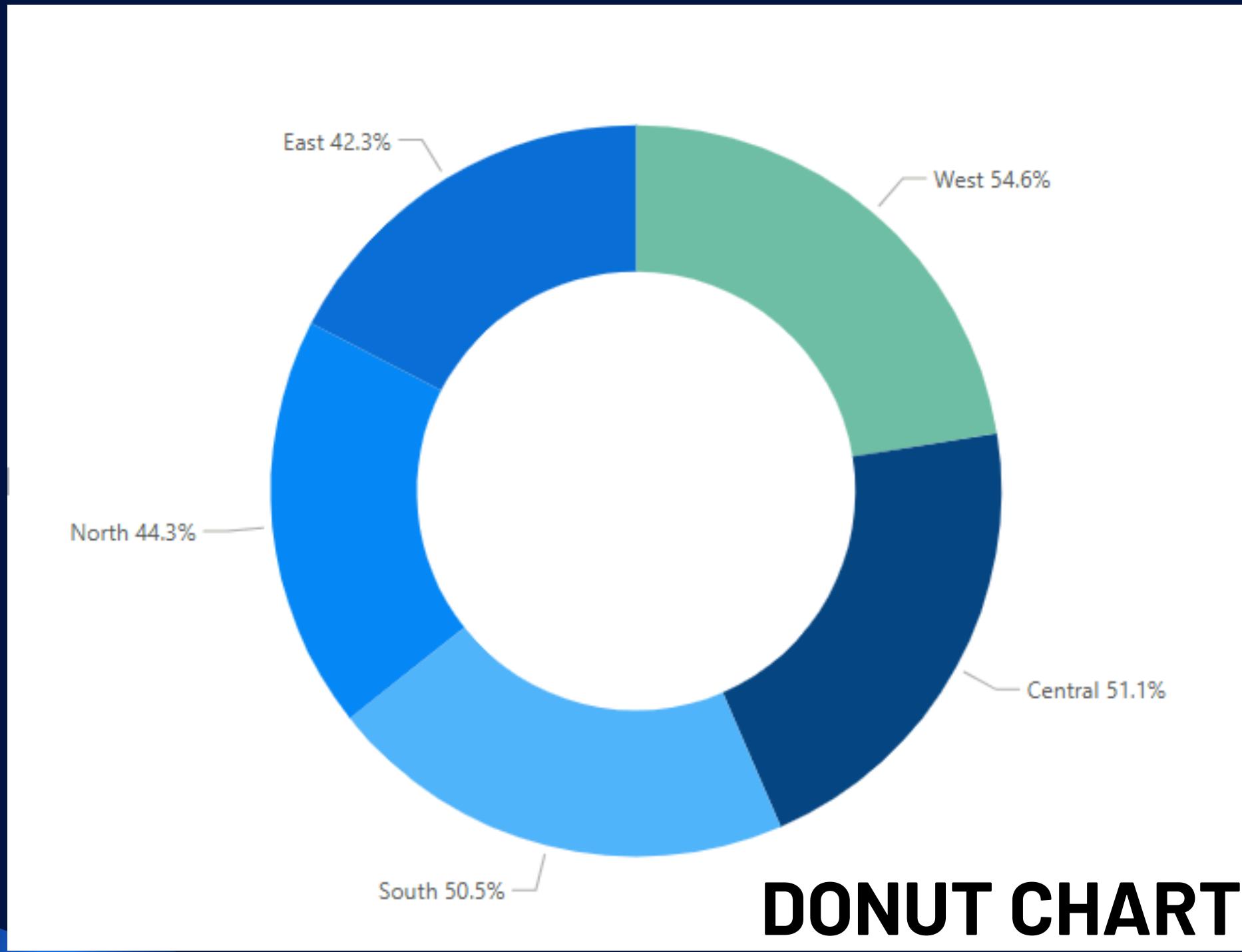
EXAMPLE 1

SALES CONVERSION RATE BY PRODUCT CATEGORY



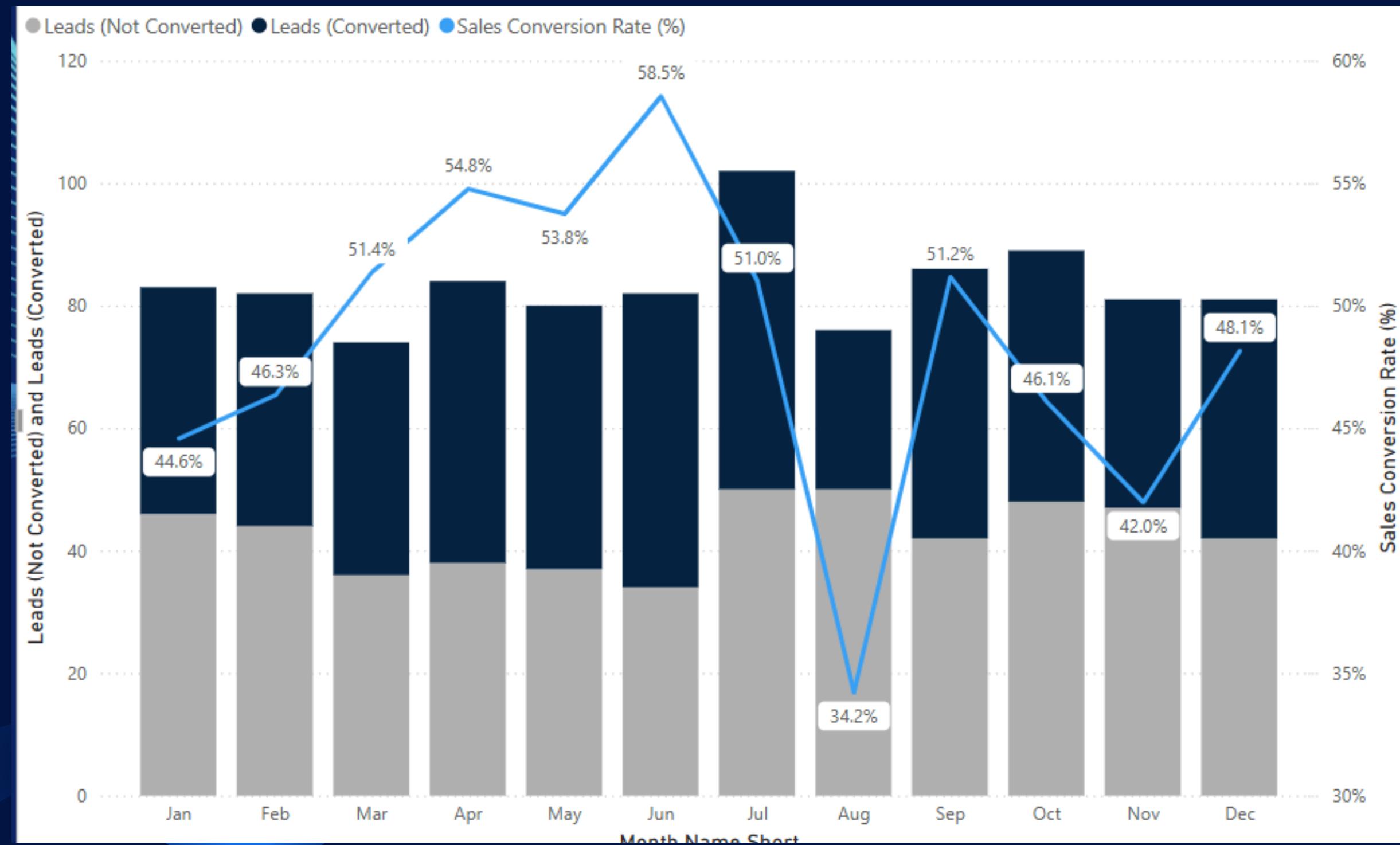
EXAMPLE 2

SALES CONVERSION RATE BY REGION



EXAMPLE 3

LEAD CONVERSION RATE BY MONTH



WRAPPING UP

1. This dashboard is a powerful tool to track, analyze, and improve sales.
2. Small changes can lead to big improvements in conversion rates!
3. We can utilize these insights to fine-tune our sales strategy.



THANK YOU



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LINKEDIN PROFILE (CLICK TO VIEW)



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