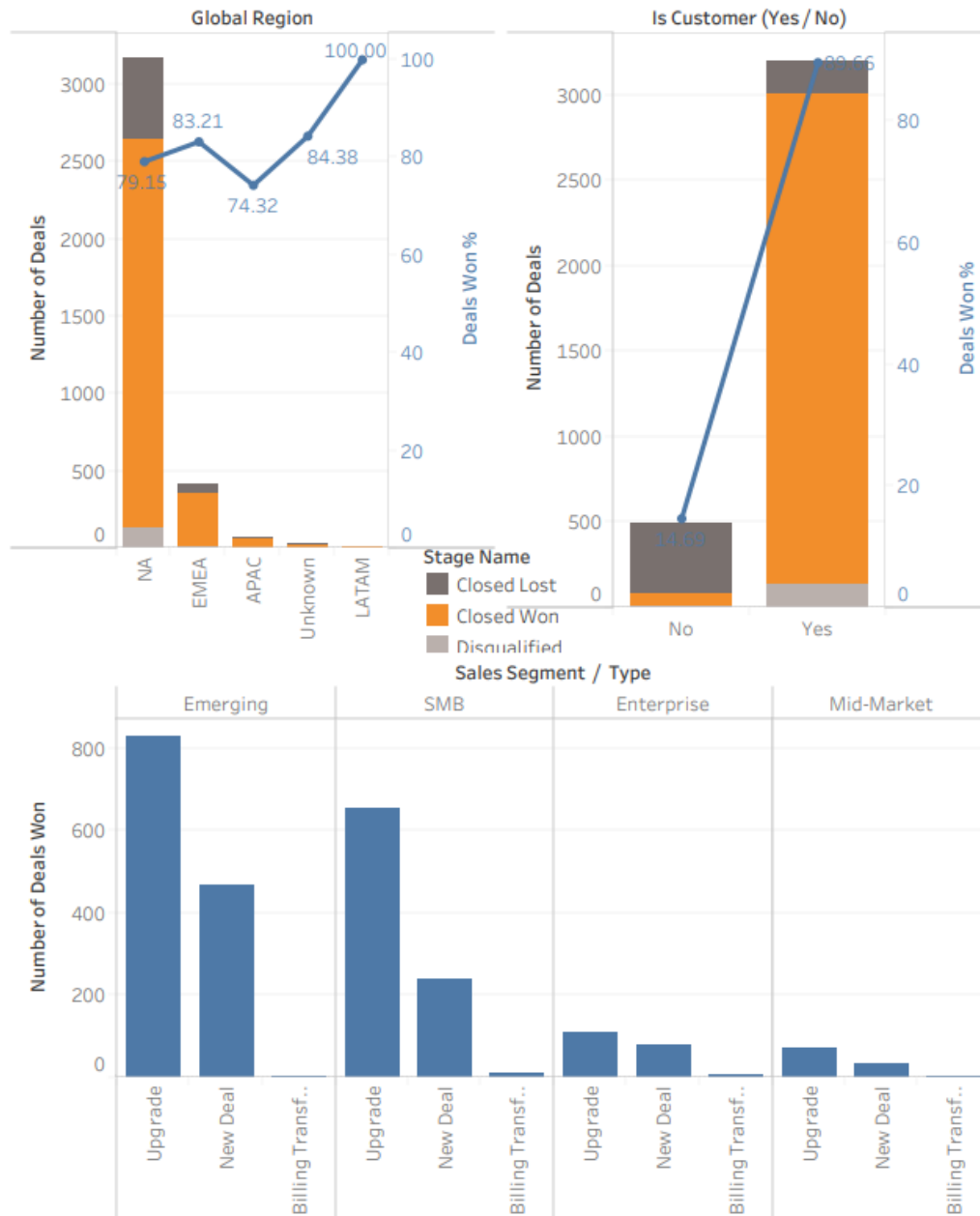
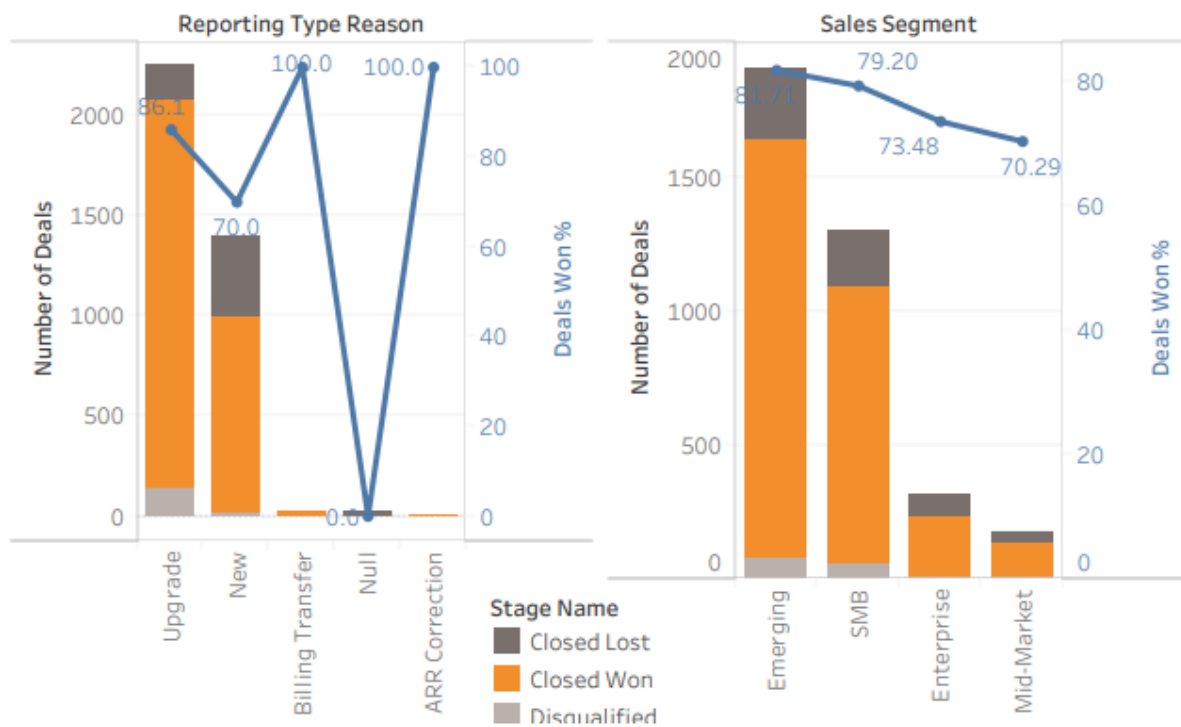


To improve the Close Rate

Definition: Close Rate = Number of opportunities closed won / Number of opportunities





Based on the dataset and data visualization, we have below findings:

- Our main business region is North America, followed by EMEA. However EMEA's deals won % is higher than NA.
- More opportunities and higher deal close rate from customers
- Most our business comes from Emerging and SMB with types of Upgrade and New Deal
- Emerging segment and Upgrade have more business opportunity and higher deal close rate

Recommendations:

- Increase business opportunities in EMEA and LATAM
- Work closely with customers
- Invest more resources into Emerging and SMB market
- Gain more opportunities in Billing transfer and ARR Correction