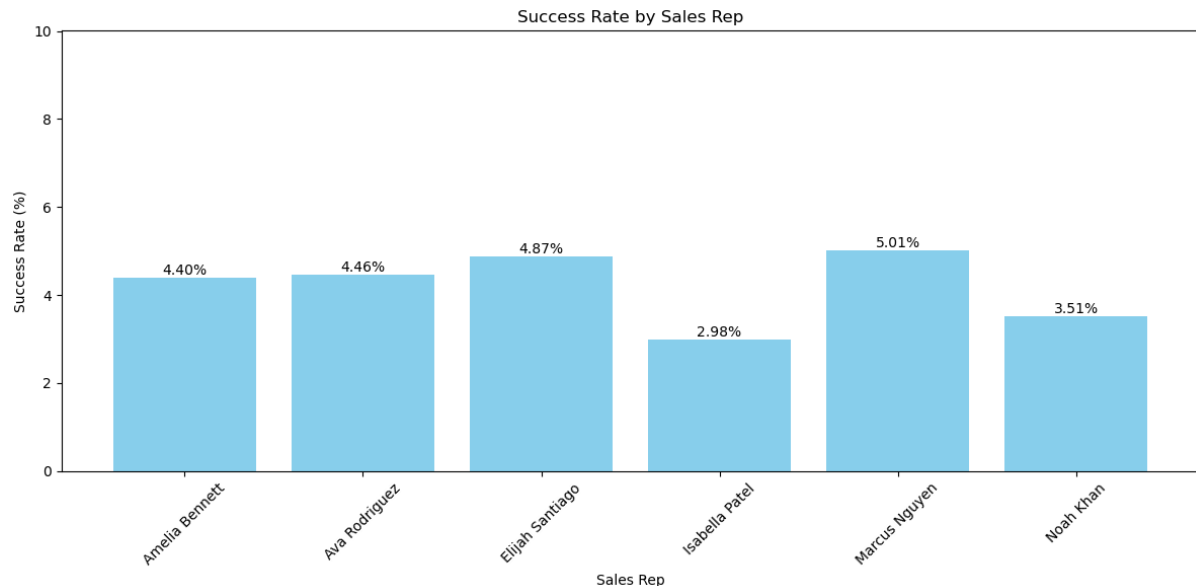


Sales Performance Analysis:

This chart illustrates success rates of our sales representatives, showing the percentage of deals they have successfully closed.



Top Performers:

- Marcus Nguyen has the highest success rate at around 5%. This indicates that Marcus is very effective at converting opportunities into sales.
- Elijah Santiago is also a top performer with a success rate close to Marcus.

Middle Performers:

- Amelia Bennett and Ava Rodriguez have success rates just above 4%, making them strong performers but with room for improvement.

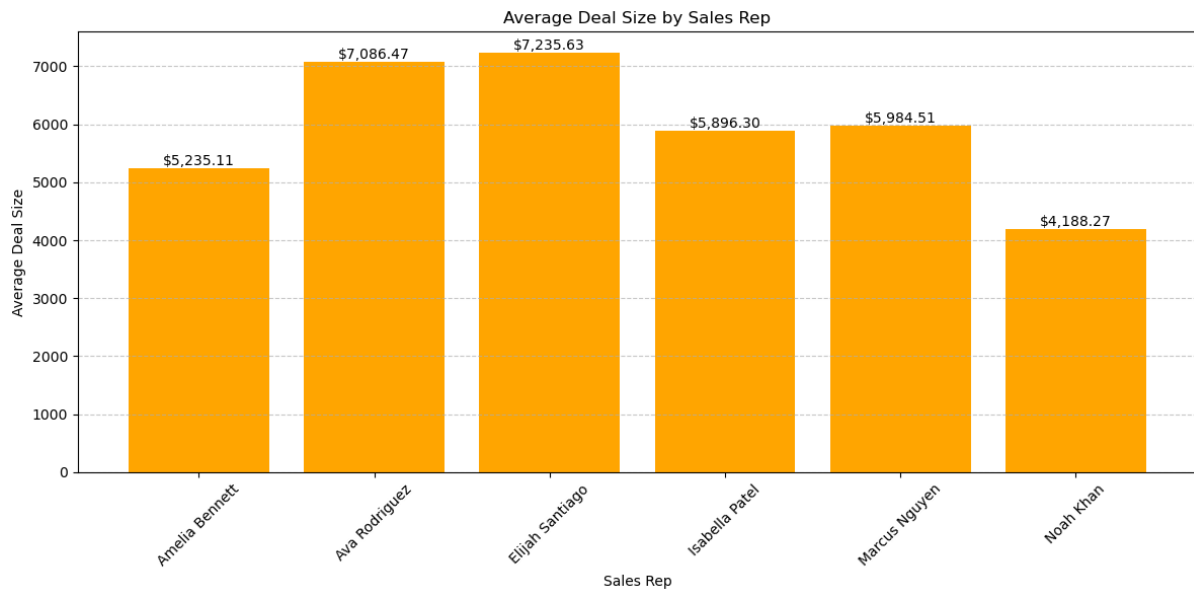
Areas for Improvement:

- Isabella Patel and Noah Khan have success rates below 4%, suggesting they may need additional support or training to improve their performance.

Recommendations:

- Recognize and Reward: Celebrate the achievements of Marcus Nguyen and Elijah Santiago to motivate the entire team.
- Training and Support: Provide targeted training for Isabella Patel and Noah Khan to help them improve their closing rates.
- Mentorship Program: Consider pairing lower-performing reps with top performers to share strategies and best practices.

This chart illustrates the average deal sizes handled by each of our sales representatives.



Top Performers:

- Elijah Santiago and Ava Rodriguez have the highest average deal sizes, indicating they are handling the most valuable deals.
- Marcus Nguyen and Isabella Patel also have relatively high average deal sizes.

Middle Performers:

- Amelia Bennett handles deals of moderate value compared to her peers.

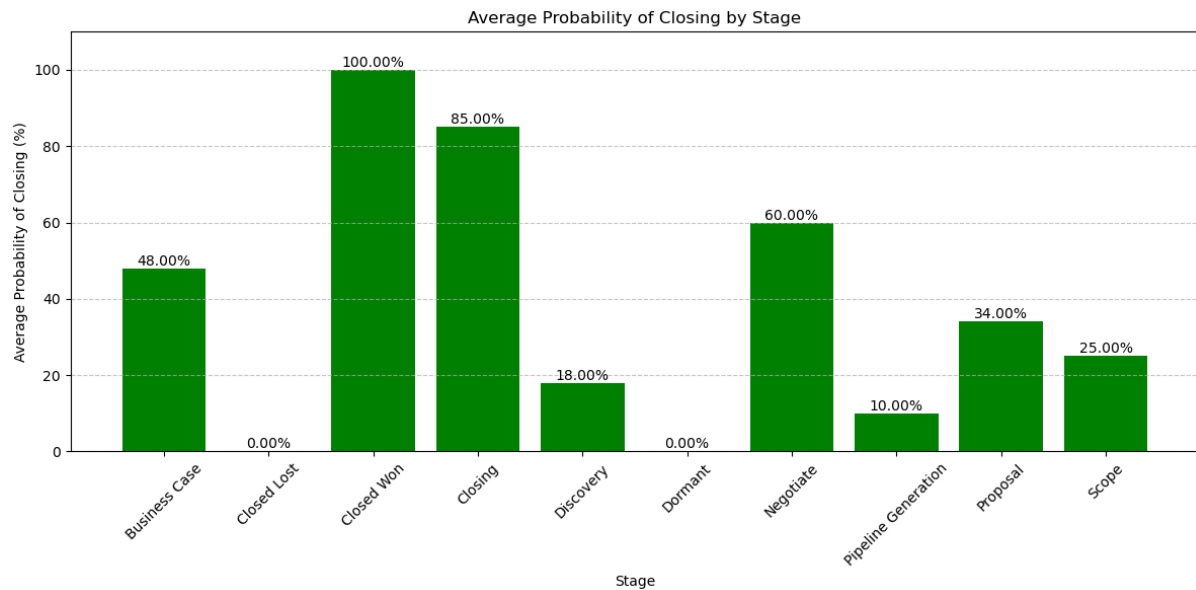
Low Performers:

- Noah Khan has the lowest average deal size, suggesting he is handling smaller deals on average.

Recommendations:

- Recognize and Reward: Acknowledge the efforts of Elijah Santiago and Ava Rodriguez for handling high-value deals.
- Analyse Strategies: Understand and share the strategies of top performers with the rest of the team.
- Training and Support: Provide additional training to Noah Khan to help him improve his deal sizes.
- Set Improvement Targets: Set specific targets for each sales representative to improve their average deal sizes.

This chart illustrates the average probability of closing deals at each stage of our sales pipeline.



High Probability of Closing:

- Deals in the "Closed Won" stage have a 100% probability of closing, as they are already successfully closed.
- The "Closing" stage also shows a high probability, indicating deals are very likely to be successfully closed at this stage.
- The "Negotiate" stage has a high probability, showing strong potential for closing deals.

Moderate Probability of Closing:

- The "Business Case" and "Proposal" stages show moderate probabilities, indicating a decent chance of closing deals at these stages.

Low Probability of Closing:

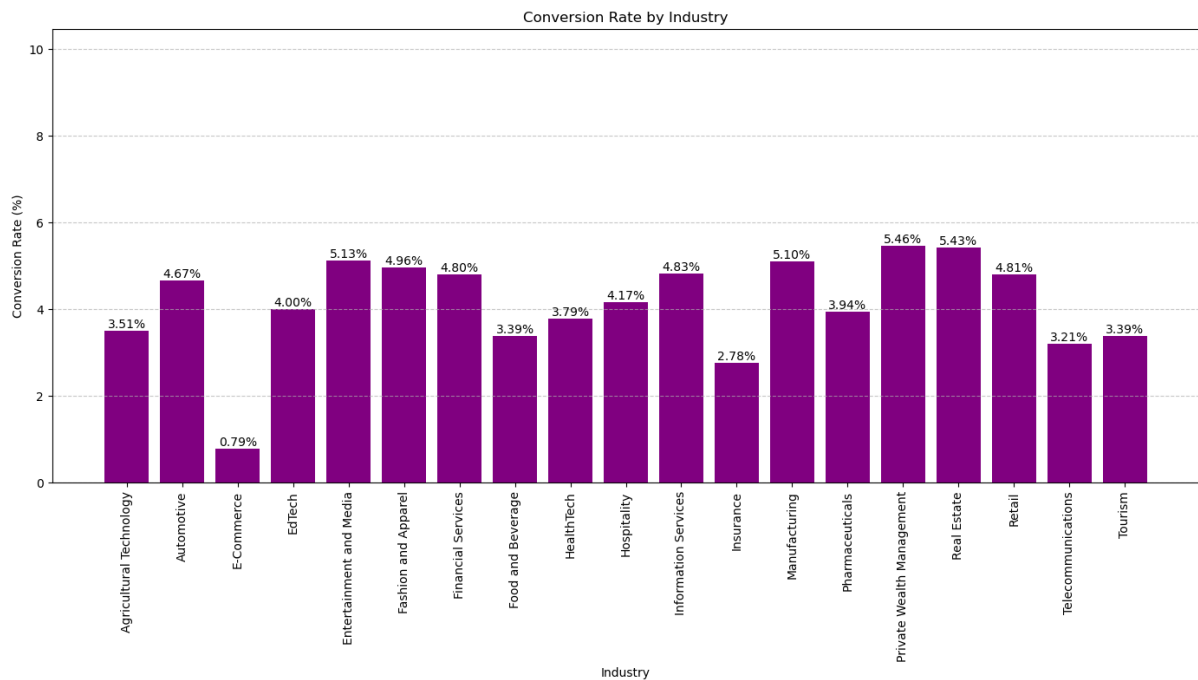
- The "Discovery," "Dormant," and "Pipeline Generation" stages have low probabilities, suggesting deals are less likely to be closed successfully at these stages.

Recommendations:

- Focus on Key Stages: Enhance strategies to move deals from early to later stages where the probability of closing is higher.
- Training and Support: Provide training to improve handling of deals in early stages.
- Optimize Negotiation: Focus on refining negotiation techniques to maximize success in the "Negotiate" stage.
- Manage Dormant Deals: Reactivate or reallocate resources for deals in the Dormant stage.

Marketing and Industry Analysis

This chart illustrates the conversion rates across various industries, showing the percentage of opportunities that are successfully closed into sales.



High Conversion Rates:

- Pharmaceuticals and Private Wealth Management have the highest conversion rates, indicating strong performance in these sectors.
- Automotive, Entertainment and Media, and Real Estate also show high conversion rates.

Moderate Conversion Rates:

- Fashion and Apparel, Healthcare, Hospitality, and Financial Services have moderate conversion rates.

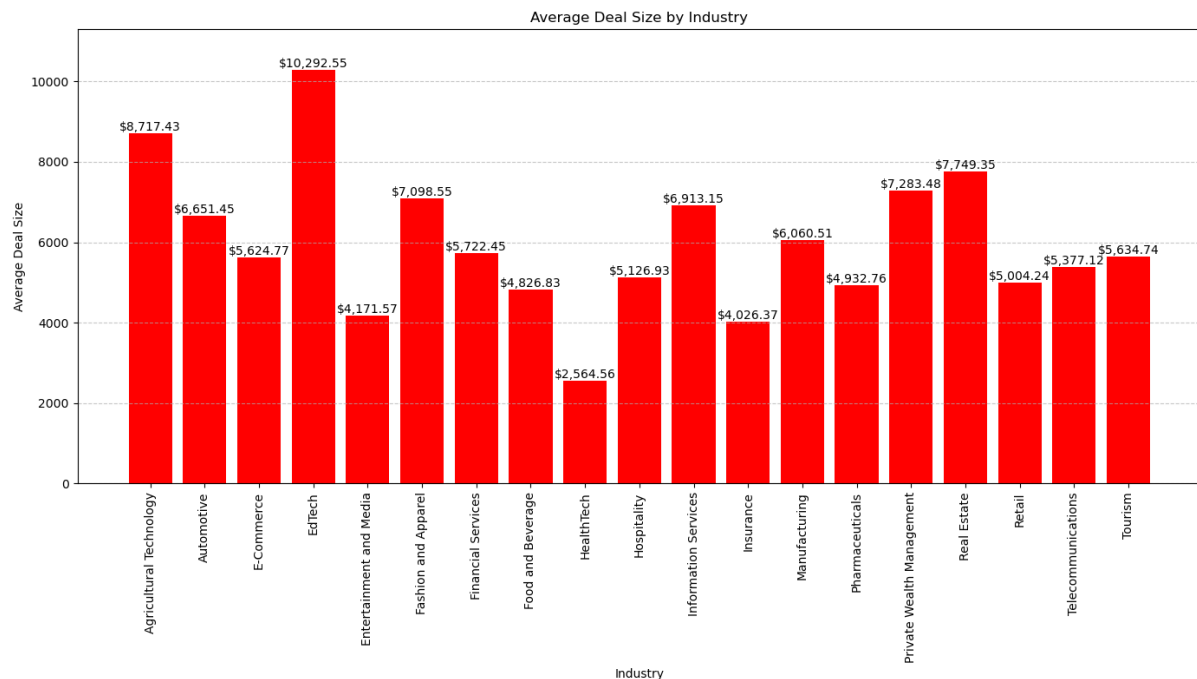
Low Conversion Rates:

- E-Commerce and Insurance have the lowest conversion rates, suggesting more challenges in these sectors.

Recommendations:

- Focus on High-Performing Industries: Prioritize efforts in high-performing industries to maximize sales efficiency.
- Analyse Challenges in Low-Performing Industries: Investigate and address challenges in low-performing industries to improve their conversion rates.
- Targeted Strategies: Develop targeted marketing and sales strategies based on industry performance.
- Leverage Best Practices: Apply best practices from high-performing industries to other sectors.

This chart illustrates the average deal sizes across various industries, showing the average value of deals that have been closed in each sector.



High Average Deal Sizes:

- Entertainment and Media has the highest average deal size, indicating high-value deals.
- Agricultural Technology, Automotive, and Real Estate also have high average deal sizes.

Moderate Average Deal Sizes:

- Fashion and Apparel, Financial Services, and Manufacturing have moderate average deal sizes.

Low Average Deal Sizes:

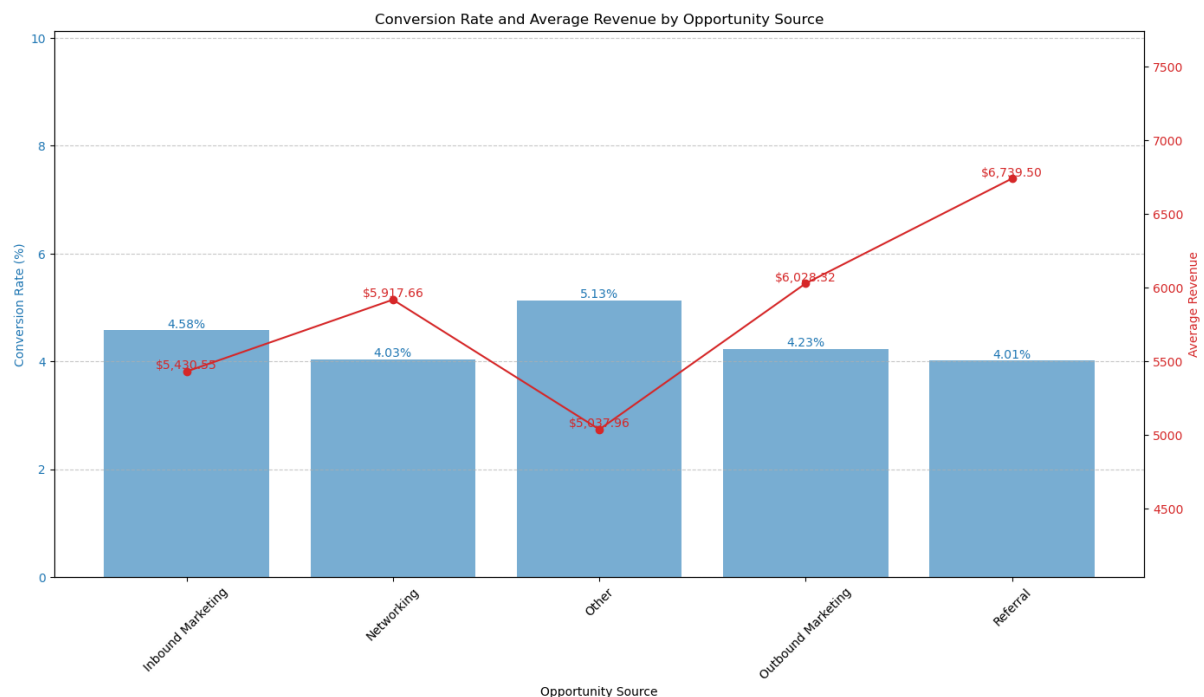
- E-Commerce, EdTech, and Insurance have the lowest average deal sizes.

Recommendations:

- Focus on High-Value Industries: Prioritize efforts in high-value industries to maximize revenue.
- Analyse Strategies in Moderate Industries: Refine strategies to potentially increase average deal values.
- Address Challenges in Low-Value Industries: Explore initiatives to increase deal sizes in low-value industries.
- Tailored Approaches: Customize strategies based on the average deal sizes of each industry.

Opportunities Source Analysis

This chart illustrates the effectiveness of various opportunity sources in terms of conversion rate and average revenue.



High Conversion Rates:

- "Other" has the highest conversion rate, suggesting it is very effective in converting opportunities into sales.
- "Inbound Marketing" and "Referral" also have high conversion rates.

High Average Revenue:

- "Referral" generates the highest average revenue, indicating high-value deals.
- "Outbound Marketing" and "Inbound Marketing" also show high average revenues.

Moderate and Low Performers:

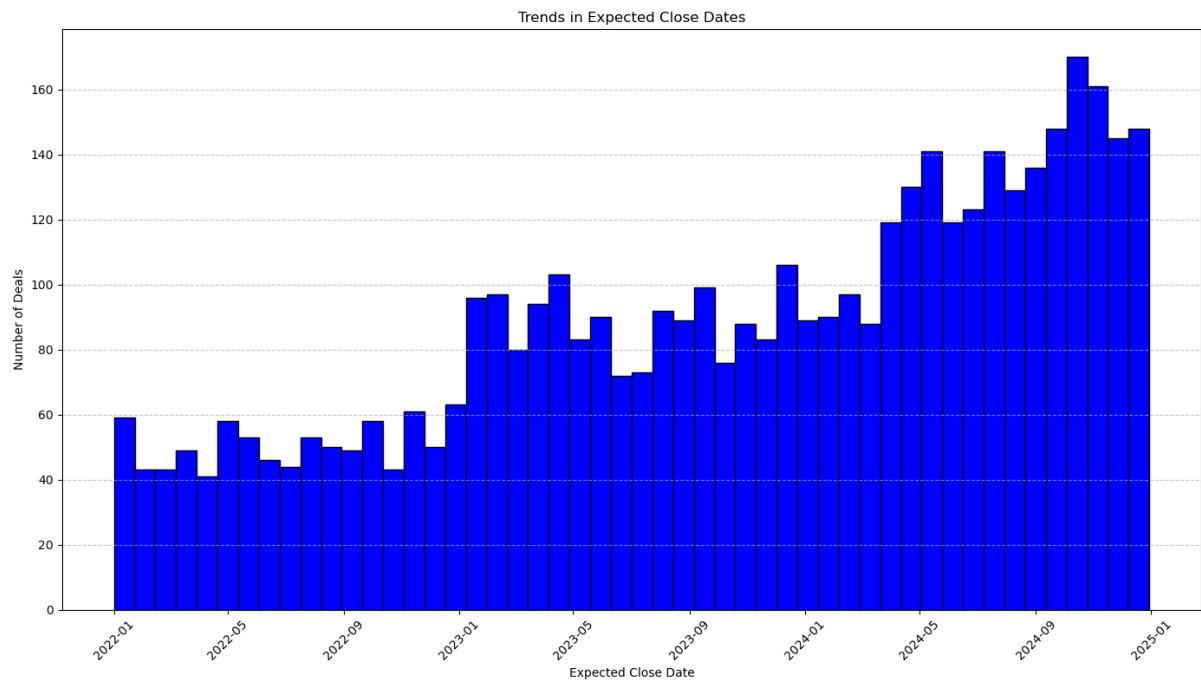
- "Networking" has a moderate conversion rate and average revenue.
- "Other" has the lowest average revenue despite its high conversion rate.

Recommendations:

- Leverage High Conversion Sources: Focus efforts on high conversion sources like "Other," "Inbound Marketing," and "Referral."
- Optimize High Revenue Sources: Enhance strategies for high revenue sources like "Referral" and "Outbound Marketing."
- Improve Networking Strategies: Work on improving the conversion rate and maintaining or increasing average revenue for "Networking."
- Balance Conversion and Revenue: Aim to increase deal value for high conversion but low revenue sources, and improve conversion rates for high revenue but lower conversion sources.

Temporal Analysis

This chart illustrates the distribution of expected close dates for deals, showing when we anticipate deals to be finalised.



High Activity Deals:

- Certain dates or periods show a higher number of deals expected to close, indicating busy times for finalizing deals.

Low Activity Deals:

- Other dates have fewer deals expected to close, indicating slower periods.

Seasonal or Cyclical Patterns:

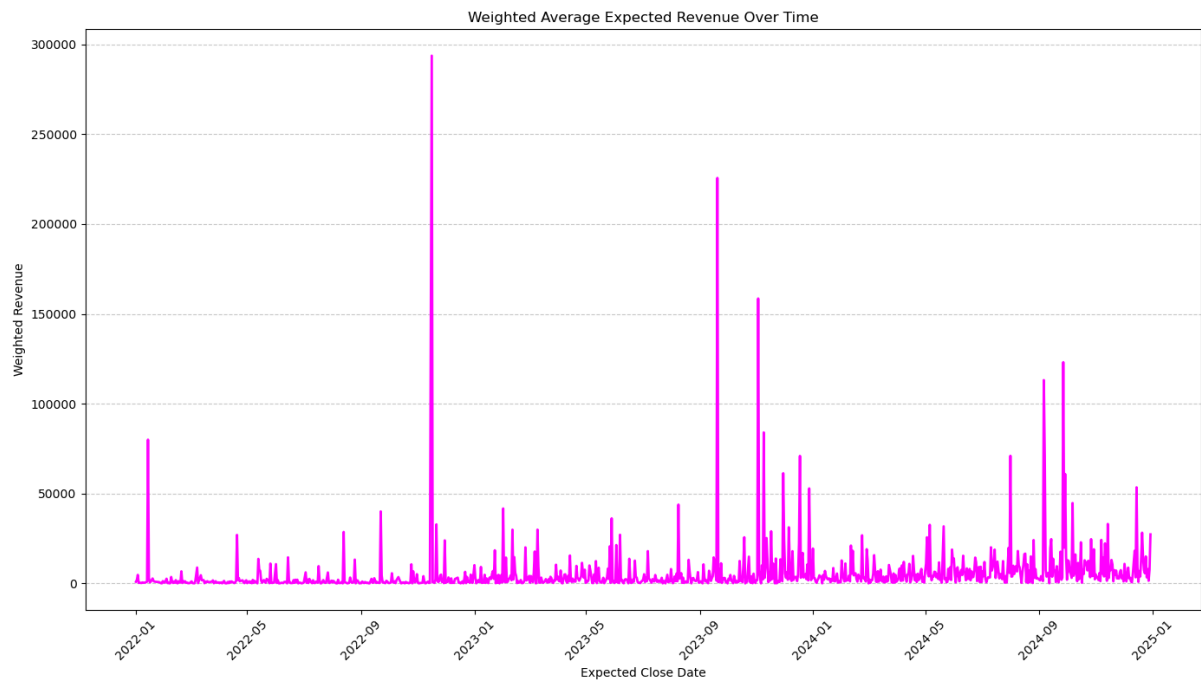
- The histogram may reveal seasonal or cyclical trends in deal closings, such as more deals closing at the end of quarters.

Recommendations:

- **Resource Allocation:** Plan and allocate resources effectively during high activity periods to ensure smooth deal closures.
- **Sales Strategies:** Implement strategies to boost deal closures during slow periods to balance workload and revenue flow.
- **Team Planning:** Ensure the sales team is well-prepared and staffed during peak closing periods to handle increased workloads efficiently. Utilize slow periods for training and process improvements.

Financial Analysis

This chart illustrates the weighted average expected revenue over time, showing the expected revenue adjusted by the probability of closing deals on various dates.



High Revenue Periods:

- Certain dates show significantly higher expected weighted revenue, indicating important periods for large or numerous deal closures.

Low Revenue Periods:

- Many dates have relatively low expected weighted revenue, suggesting fewer or smaller deals anticipated to close.

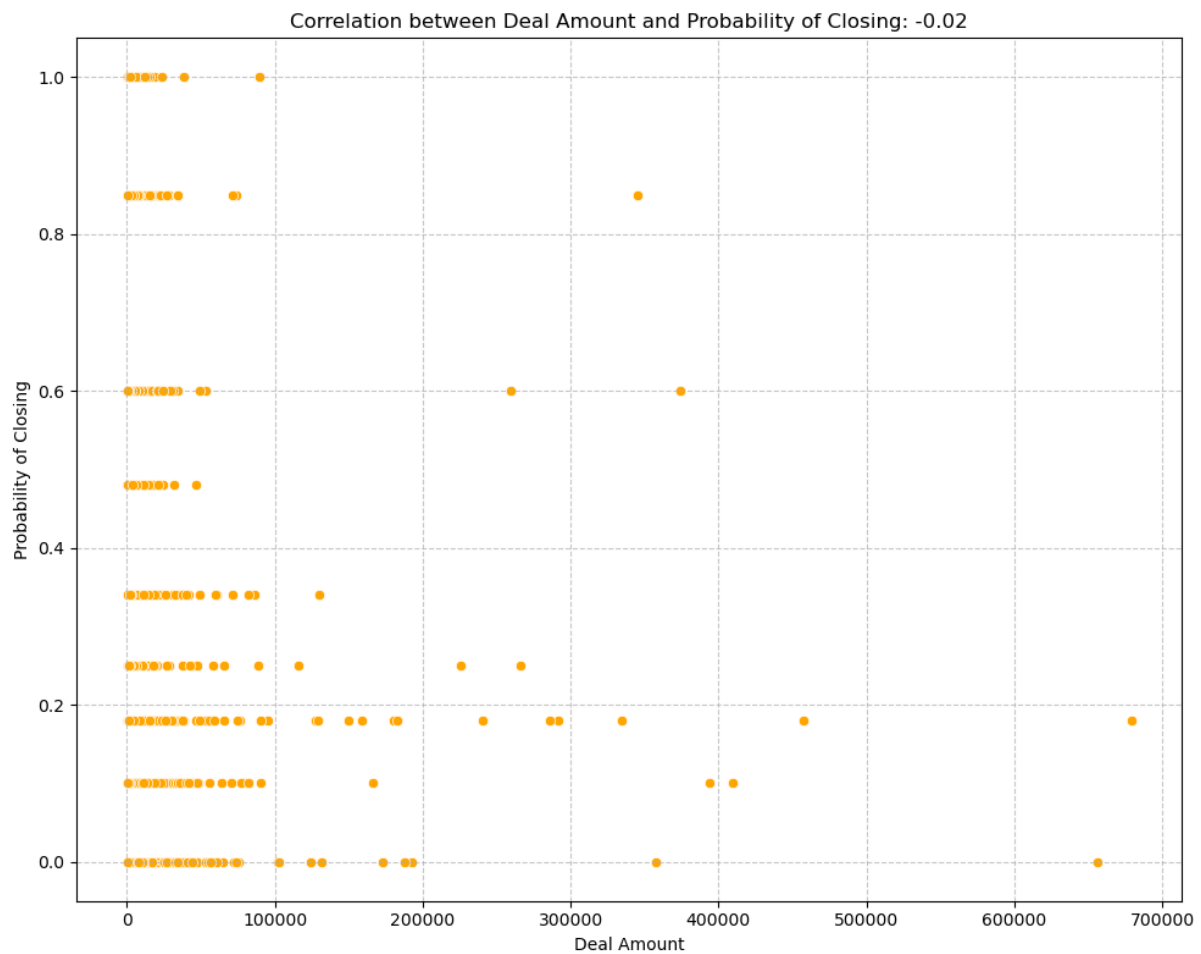
Trends Over Time:

- The chart reveals trends, with noticeable peaks possibly corresponding to the end of quarters or fiscal years.

Recommendations:

- **Resource Allocation:** Plan and allocate resources effectively during high revenue periods to ensure smooth deal closures and maximize revenue.
- **Sales Strategies:** Implement strategies to boost deal closures during low revenue periods to balance workload and revenue flow.
- **Team Planning:** Ensure the sales team is well-prepared and staffed during peak revenue periods to handle increased workloads efficiently. Utilize slow periods for training and process improvements.

This chart illustrates the relationship between the monetary value of deals and the likelihood of them being successfully closed.



Correlation Coefficient:

- The correlation coefficient is -0.02, indicating no significant linear relationship between deal amount and probability of closing.
- The size of the deal does not significantly impact the likelihood of it being closed.

Distribution of Data Points:

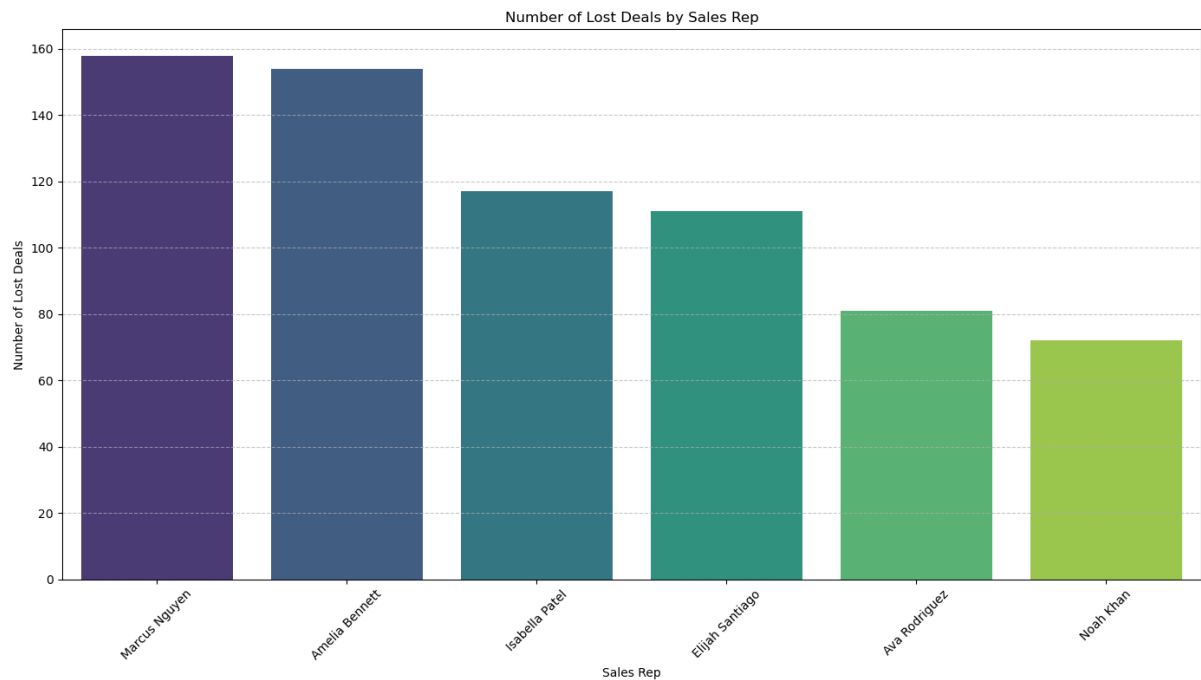
- Deals of various amounts have a wide range of probabilities of closing.
- High-probability and low-probability deals exist across the entire range of deal amounts.

Recommendations:

- Focus on Deal Quality: Improve the overall quality and management of deals, regardless of their size.
- Tailored Sales Strategies: Develop strategies based on factors other than deal size, such as client relationship and industry.
- Training and Support: Train the sales team to handle both small and large deals effectively, emphasizing deal quality.
- Data-Driven Decisions: Identify other factors influencing deal closure rates and incorporate those insights into sales strategies.

Customer and Deal Analysis

This chart illustrates the distribution of deals that have reached the “Closed Lost” stage, highlighting patterns and categories with higher frequencies of lost deals.



High Loss Categories:

- Certain sales representatives show higher frequencies of lost deals, indicating potential areas for improvement.

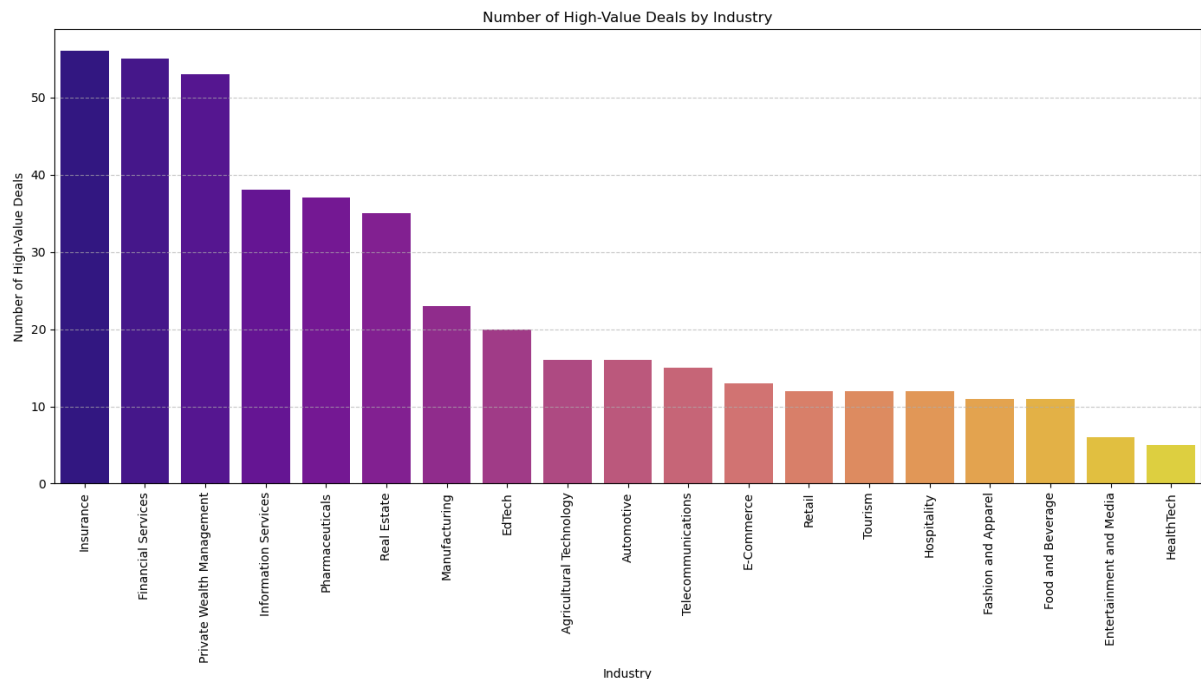
Concentration of Losses:

- Identifying which sales reps have the highest concentration of lost deals helps target specific areas for improvement and support.

Recommendations:

- Identify and Address Problem Areas: Focus on sales representatives with the highest loss rates to understand underlying issues and develop targeted strategies.
- Improve Training and Support: Provide additional training and support to sales reps associated with higher loss rates to improve their performance.
- Refine Sales Strategies: Analyse reasons for lost deals and refine sales strategies to mitigate common issues.
- Monitor and Adjust: Continuously monitor patterns of lost deals and adjust strategies as needed to reduce the overall loss rate.

This chart illustrates the distribution of high-value deals across various industries, highlighting which industries generate the most high-value deals.



Concentration of High-Value Deals:

- Certain industries have a higher frequency of high-value deals, indicating strong performance and potential for high revenue.

Patterns and Trends:

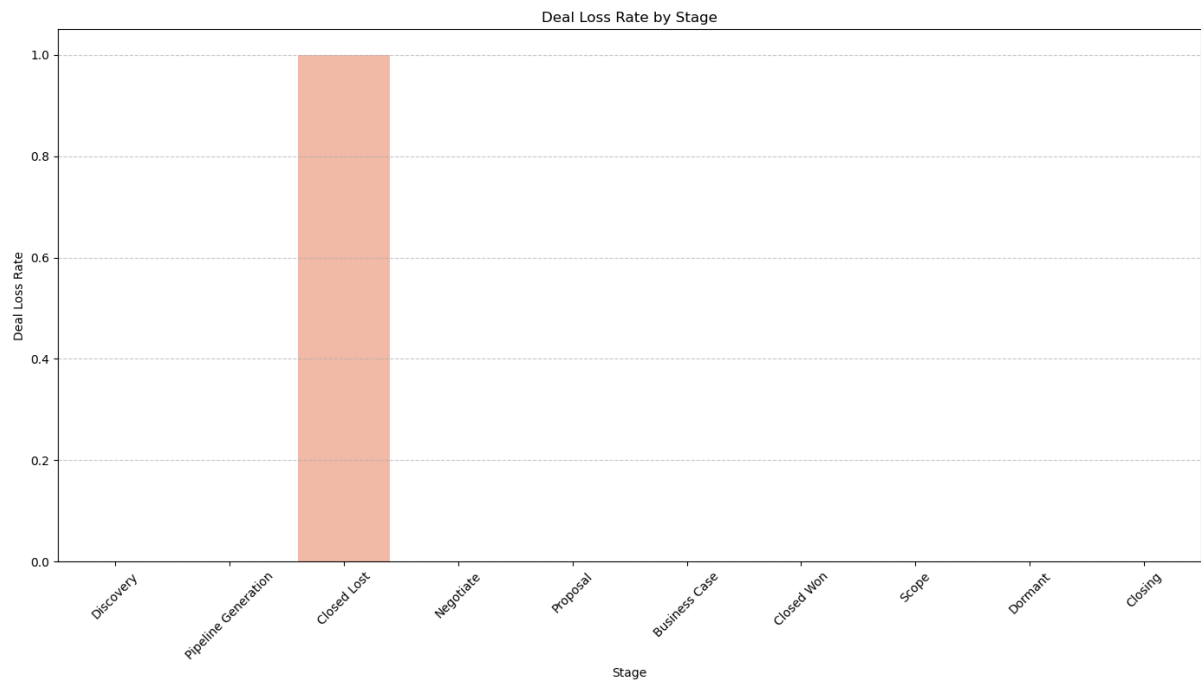
- The chart reveals which industries are more likely to produce high-value deals, guiding strategic focus.

Recommendations:

- Focus on High-Yield Industries: Prioritize efforts on industries that consistently generate high-value deals.
- Optimize Strategies: Analyse successful strategies in high-yield industries and apply these best practices to other areas.
- Tailored Approaches: Develop tailored approaches for high-value industries to further enhance performance.
- Resource Allocation: Allocate resources and support to industries with high potential for high-value deals to maximize revenue.

Optimisation and Reduction Analysis

This chart illustrates the deal loss rate at various stages of the sales pipeline, including the final stages.



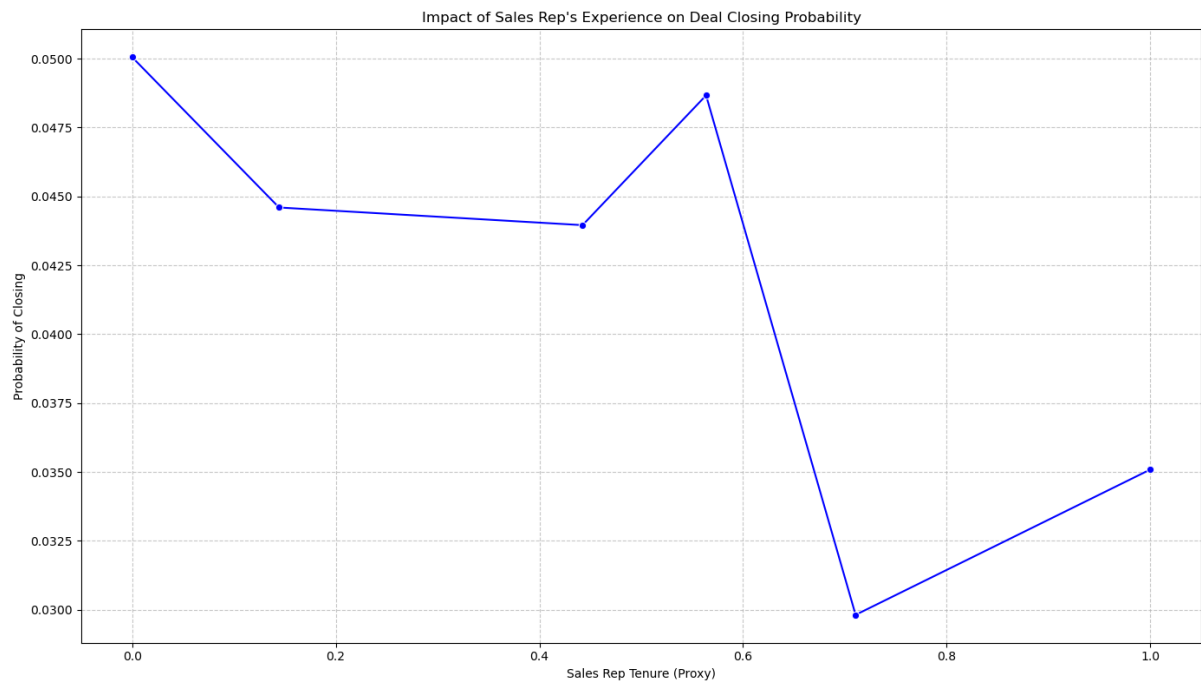
Critical Stages:

- Certain stages show higher deal loss rates, indicating critical points in the pipeline where deals are at higher risk of being lost.

Recommendations:

- Detailed Stage Analysis: Perform a detailed analysis of deal progression through various stages to identify critical points where deals are most at risk of being lost.
- Early Intervention: Implement strategies for early intervention to address potential issues before deals reach the "Closed Lost" stage.
- Stage-Specific Strategies: Develop strategies to improve deal conversion rates at each stage, focusing on common hurdles and reasons for deals being lost.
- Monitor and Adjust: Continuously monitor deal progression and adjust strategies based on observed patterns and bottlenecks.

This chart illustrates how the tenure of sales reps, using Sales Rep ID as a proxy for experience, impacts their probability of closing deals.



Early and Late Tenure:

- Sales reps with the least and most experience show higher probabilities of closing deals.

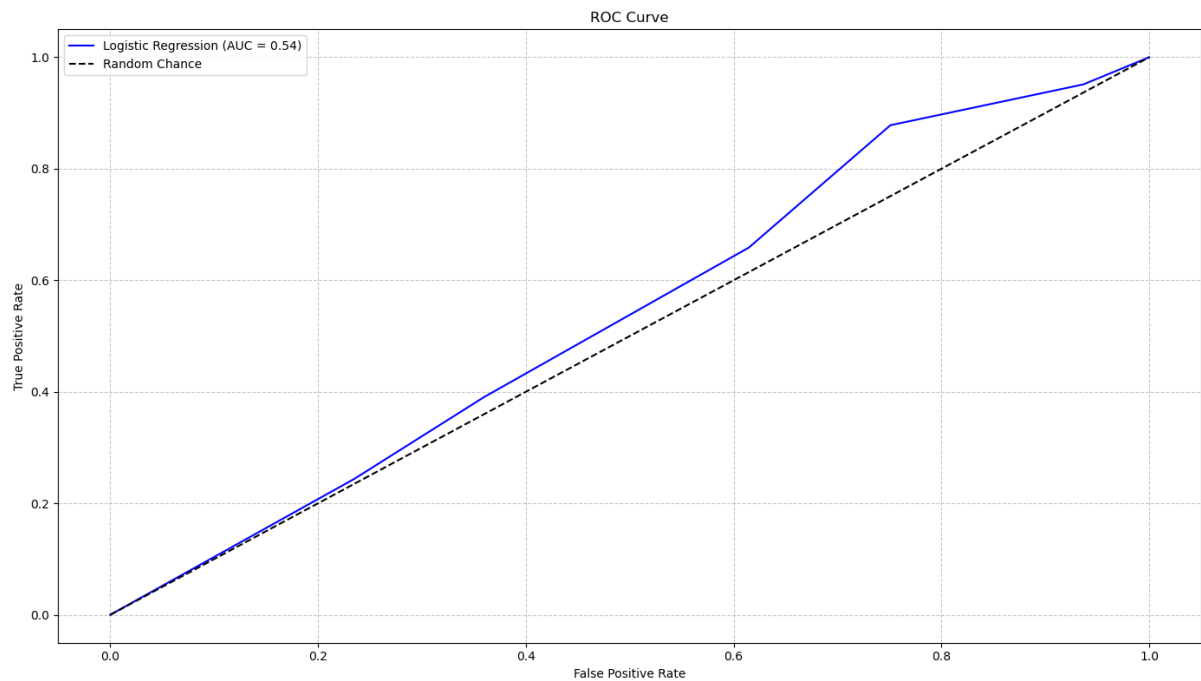
Mid-Tenure Dips:

- There is a noticeable dip in closing probability for sales reps with mid-level experience, suggesting potential challenges during this period.

Recommendations:

- Targeted Training Programs: Implement training programs specifically for mid-level sales reps to help them overcome challenges.
- Mentorship and Support: Encourage experienced reps to mentor mid-level reps, providing guidance and support.
- Continuous Feedback: Ensure continuous feedback and support for all sales reps, with a focus on those with mid-level experience.
- Analyse Specific Challenges: Conduct further analysis to identify specific challenges faced by mid-level sales reps and develop strategies to address these issues.

We used a logistic regression model to predict whether deals will be closed based on the experience of the sales representative.



ROC Curve:

- The model's performance is close to random chance (diagonal line), indicating limited predictive power.

Precision and Recall:

- High precision (95%) and recall (100%) for predicting not closed deals.
- Low precision (0%) and recall (0%) for predicting closed deals.