Figure 1

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| --- | --- |
| **Figure 1** |  |
|  |  |
| **Row Labels** | **Sum of Closed** |
| 1: 10,001+ | 402 |
| 2: 2,501-10,000 | 406 |
| 3: 1,001-2,500 | 288 |
| 4: 501-1,000 | 253 |
| 5: 1-500 | 1044 |
| Other | 49 |
| **Grand Total** | **2442** |

In the above graph, the x-axis represents the employee size. The highest employee size with closed won comes under the 1-500 employee size where the sum of closed won is 1044.

Figure 2

|  |  |
| --- | --- |
| **Figure 2** |  |
|  |  |
| **Row Labels** | **Average of Total ARR** |
| 1: Enterprise | $31,305.76 |
| 2: Commercial | $19,160.03 |
| 3: SMB | $5,432.71 |
| Other | $2,681.29 |
| **Grand Total** | **$9,944.95** |
|  |  |

The x-axis of this graph represents role group which team owns the deal (i.e., Enterprise, Commercial, SMB, Other) and the y-axis shows that the average of total ARR (i.e., the primary measure of deal size). As we see that, Enterprise is the highest primary measure of deal size among the four.

Figure 3

|  |  |
| --- | --- |
| **Figure 3** |  |
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| **Row Labels** | **Sum of Closed** |
| 1: Enterprise | 6.59% |
| 2: Commercial | 12.33% |
| 3: SMB | 8.44% |
| Other | 72.65% |
| **Grand Total** | **100.00%** |
|  |  |

The above pie chart represents the percentage of closed where other role group is the highest among the four groups. The highest sum percentage is 73% approx.

Figure 4

|  |  |
| --- | --- |
| **Figure 4** |  |
|  |  |
| **Row Labels** | **Sum of Closed** |
| **Group 1** | **920** |
| Expansion | 17 |
| Initial | 897 |
| Initial Add-On | 6 |
| **Group 2** | **1521** |
| Expansion | 20 |
| Initial | 1462 |
| Initial Add-On | 39 |
| **(blank)** | **1** |
| Initial | 1 |
| **Grand Total** | **2442** |

As we see on the x-axis, there are two industry groups where the types of role groups are divided. In industry group 1, initial role is the highest for sum of closed, whereas, group 2, initial role is the highest for sum of closed. In short, role group is the highest for both groups.

|  |  |
| --- | --- |
| **Figure 5** |  |
|  |  |
| **Row Labels** | **Sum of User Count** |
| Expansion | 0.57% |
| Initial | 99.30% |
| Initial Add-On | 0.13% |
| **Grand Total** | **100.00%** |
|  |  |

The above pie chart represents the percentage of user count where types of deals i.e., initial is the highest among the opportunity record type. The highest percentage of opportunity record type i.e., initial is 99% approx.