

If we're building an AI chatbot to analyze your **sales pipeline**, we'd want it to provide fast, actionable insights and support decision-making. Here's are some **valuable questions** the chatbot should be able to answer:

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### **Pipeline Overview**

- "What is the total value of deals currently in the pipeline?"
  - "Show me pipeline by region / industry / lead source / deal size."
  - "How many deals are in each sales stage?"
  - "What's the average deal size this quarter?"
  - "What is the win rate across the team?"
  - "What's the forecasted revenue this month/quarter/year?"
  - "Compare the forecasted revenue to the target (budget) this month/quarter/year?"
  - "What actions can I take to improve pipeline generation/conversion?"
  - "Are we on track to hit revenue targets?"
  - "What's the current forecast vs actual sales?"
  - All above questions should be segment-able by geo, UTLs, route, etc
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### **Deal Progress & Status**

- "Which deals are stuck or overdue in the pipeline?" – Aged pipeline
  - "Which opportunities have gone the longest without activity?"
  - "Which deals are expected to close this week/month?"
  - "Which deals are at risk of being lost?"
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### **Rep-Level Performance (Is this even available)?**

- "How is [Rep Name] performing compared to their quota?"
  - "Which reps have the highest close rate?"
  - "Which rep has the most deals in late stages?"
  - "How many calls or emails did [Rep Name] make this week?"
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### **Velocity & Efficiency**

- "What is the average sales cycle length by stage?"
- "What is the historical pipeline to revenue conversion do I need to make budget?"
- "How long do deals typically stay in [Stage Name]?"
- "Where do most deals drop off in the funnel?"

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## Conversion & Funnel Analysis

- "What's the conversion rate from lead to opportunity?"
  - "Where are we losing the most deals in the funnel?"
  - "Which lead sources result in the highest conversions?"
  - "Which enterprise deals are closing in the next 30 days?"
  - "Which deals were created from inbound marketing campaigns?"
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## Predictive & Prescriptive Insights

- "Which deals are most likely to close this quarter?"
  - "Which reps/teams/brand might miss their quota based on current pipeline?"
  - "What actions should I take to improve my close rate?"
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## Activity & Follow-up

- "Which deals need follow-up this week?"
  - "When was the last touchpoint on [Deal Name]?"
  - "Which prospects haven't been contacted in 10+ days?"
  - "How many people have we touched in x organization in the last 90 days and how"
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## Real-Time Alerts

- "Notify me when a high-value deal above \$xM enters sales stage x."
  - "Alert me if a deal has been inactive for 30+ days."
  - "Ping me when a deal is marked as lost."
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