

SALES PERFORMANCE ANALYSIS

Executive Summary for Genotek Sales Data (Feb-Nov 2025)

THE BIG PICTURE (Explained Simply)

Imagine you're running a lemonade stand. You want to know:

- Are you spending time with the right customers?
- Are you making enough money for your time?
- Can you tell which customers will actually buy?

That's exactly what this sales data should tell us. But here's what I found: **The record books don't match up.**

WHAT I DISCOVERED

Finding #1: The Notebooks Don't Match

Think of it like this: You have 4 different notebooks where you write things down:

Notebook 1 (Time Spent): Where you wrote how much time you spent - 142 companies **Notebook 2 (VIP List):** Your list of important customers - 42 companies

Notebook 3 (Daily Diary): Your daily activity notes - 450 meetings **Notebook 4 (Sales Pipeline):** Deals you're working on - 24 deals

The Problem: When I tried to match them up, here's what happened:

- Only **8 out of 42** VIP customers appear in your time notebook
- Only **106 out of 207** companies match between time and meetings
- Only **5 out of 259** projects connect meetings to actual deals

What this means in plain English:

You're like a student who says "I studied for 100 hours" but when the teacher asks "What subjects did you study?", you can only name 8 out of 42 subjects on your list. The other 34? Complete mystery.

It's not that you didn't work on them. It's that you can't PROVE you worked on them because the notebooks don't match.

Finding #2: Time is Going... Somewhere

What I found from looking at your time log:

Out of 492 total hours tracked:

- **189 hours (39%)** → Working with Developers
- **140 hours (29%)** → Working with Consultants
- **54 hours (11%)** → "Unknown" (literally don't know what this was)
- **35 hours (7%)** → Paperwork and admin stuff
- **74 hours (15%)** → Distributors, Applicators, Contractors

In simple terms:

Imagine you have 100 hours to sell lemonade. You're spending:

- 39 hours talking to big construction companies
- 29 hours talking to architects who design buildings
- 11 hours... doing something, but nobody wrote down what
- 7 hours doing paperwork

The good news: You're spending time on the right types of customers (developers and consultants make sense for construction materials).

The concern: That 11 hours of "unknown" time - it's like having a black hole in your calendar where hours disappear and nobody knows where they went.

Top 10 Customers Who Got Your Time:

1. Chennai - 32 hours (one city got this much time? That needs checking)
2. Pidilite - 23.75 hours
3. Kalpataru Projects - 23.5 hours
4. Asg win - 15.5 hours
5. Internal/Review - 12.5 hours (this is admin time)
6. Birla Groups - 12 hours
7. Colliers - 11.9 hours
8. Embassy Developers - 11.5 hours
9. Design Tree - 11 hours
10. AN Prakash Consultants - 9.5 hours

These top 10 ate up 163 hours (33% of all time). Like having 10 friends in a class of 142, but spending a third of your lunch breaks with just those 10.

Finding #3: VIP Customers Are Being Ignored (Maybe?)

The VIP List Says:

Your company decided these 42 customers are super important. They gave you a target: get 105 total orders (called BOQs) from them.

The biggest VIPs:

- Design Tree: Target 13 orders
- Innotech: Target 9 orders
- CRN Architects: Target 8 orders

What Actually Happened:

When I checked who got time... only 8 of those 42 VIPs show up in the time log.

What about the other 34 VIPs?

Two possibilities:

1. You worked with them but forgot to write it down (bad record keeping)
2. You literally never contacted them (ignoring important customers)

Both are problems! Either your records are wrong, or you're ignoring 81% of your most important customers.

In kid language:

Your teacher gives you a list: "Make friends with these 42 kids - they're really important." At the end of the year, you can only prove you talked to 8 of them. The teacher asks "What about the other 34?" and you go "Uhhh... I dunno?"

That's 55+ potential orders from customers you might have ignored.

Finding #4: Meetings Happen But Nobody Knows Why

From your meeting diary:

450 meetings happened over 10 months. That's about 45 meetings per month - pretty consistent!

Monthly pattern:

- February: 43 meetings

- March: 47 meetings
- April: 44 meetings
- May: 43 meetings
- June: 46 meetings
- July: 54 meetings (busiest!)
- August: 30 meetings (slowest - maybe vacation?)
- September: 45 meetings
- October: 44 meetings
- November: 53 meetings

Good news: You're working hard every month!

Bad news: When I looked at WHAT TYPE of meetings they were...

449 hours (66% of meeting time) = "Unknown"

That means:

- 75 hours were introduction pitches
- 86 hours were technical/commercial discussions
- 43 hours were site visits
- 23 hours were internal meetings
- **449 hours were... meetings? But nobody wrote down what kind!**

In simple terms:

Imagine your parent asks "What did you do at school today?" and for 66% of your day you answer "Uh... stuff?" That's not very helpful!

Finding #5: Deals Take FOREVER to Close

Your sales pipeline:

24 deals worth ₹158 million total (that's ₹15.8 crore!)

Where these deals are stuck:

- **20 deals** in "Commercial Review" = ₹132M (83% of money)
- **1 deal** in "Consultant Review" = ₹10M
- **1 deal WON!** = ₹8.5M (the only success story)

- **1 deal** in "Technical Review" = ₹4M
- **1 deal** in "Tender Awarded" = ₹3.4M

The problem:

These deals are taking an average of **414 days** to close. That's over a YEAR!

In most B2B construction businesses, deals close in 90-180 days. Your deals are taking 2-3 times longer than normal.

In kid language:

Imagine you're selling cookies. A customer says "I'm interested!" and then... 414 days later (more than a year!), they still haven't bought the cookies. They're still "thinking about it."

Meanwhile, you have ₹132 million worth of customers who are "thinking about it" for over a year. That's a LOT of cookies sitting unsold!

Finding #6: We Don't Learn From Failures

What I looked for:

When you LOSE a deal, did anyone write down WHY you lost?

- Was it too expensive?
- Did a competitor offer better products?
- Did the customer run out of money?
- Did the project get cancelled?

What I found:

ZERO deals have a "lost reason" documented.

Every single "Lost Reason" field is empty. 100% missing.

Why this matters:

If you keep losing deals but never write down WHY, you'll keep making the same mistakes. It's like failing a test over and over but never looking at what questions you got wrong.

You can't improve if you don't know what went wrong!

THE GOOD NEWS

Despite all these tracking problems, some things are working:

1. Consistent Effort

- 40-50 meetings every single month
- Nobody's slacking off
- The team is putting in the work

2. Big Opportunities

- ₹158 million in the pipeline
- That's serious money if you can close it
- Shows you're reaching the right customers

3. Fair Hourly Rate

- ₹3,500 per hour maintained across all work
- Not underselling your time
- Consistent pricing

4. Good Geographic Spread

- Present in Bangalore, Chennai, Hyderabad, Kerala
- Not putting all eggs in one city's basket

5. Right Customer Types

- Focusing on developers and consultants makes sense
- These are the decision-makers in construction
- Time allocation matches industry logic

⚠ THE BAD NEWS (What's Broken)

Problem 1: Can't Measure Success

Because the notebooks don't match, you CAN'T answer:

- ✗ "How much time do VIP customers get?"
- ✗ "Which activities lead to closed deals?"
- ✗ "What's our win rate?"
- ✗ "Are we focusing on the right accounts?"
- ✗ "Why do deals get stuck?"

It's like driving a car with a broken speedometer, fuel gauge, and GPS. You're moving, but you have NO IDEA if you're going the right direction or if you'll run out of gas.

Problem 2: VIPs Might Be Ignored

34 of 42 VIP customers (81%) don't show up in time logs. That's 55+ potential orders just... floating in space. Either:

- Nobody's working on them (really bad), OR
- Someone IS working on them but not recording it (also bad)

Problem 3: Deals Die Slowly

₹132M stuck in "Review" for over a year. No tracking of WHY deals die. Can't fix problems you can't see.

Problem 4: Black Holes in Calendar

66% of meeting time = "Unknown" type. 11% of hours = "Unknown" category. That's A LOT of work nobody can account for.

Problem 5: No Learning Loop

Zero tracking of lost deal reasons = Can't learn from mistakes = Keep losing deals for the same reasons forever.

KEY METRICS SNAPSHOT

What I Measured	What I Found	What It Should Be	The Gap
VIP customers matched in time log	8 out of 42 (19%)	At least 35 out of 42 (80%+)	-62%
Admin & unknown time	18% of hours	Less than 10%	-8%
Deals closed vs pipeline	1 out of 24 (4%)	5-7 out of 24 (20-30%)	-16 to -26%
Time from inquiry to close	414 days average	90-180 days	+234 to +324 days
Activities linked to pipeline	5 out of 259 (2%)	150+ out of 259 (60%+)	-58%
Lost reasons documented	0 out of all lost deals (0%)	100%	-100%

WHAT THIS MEANS FOR THE BUSINESS

The Numbers Tell a Story:

If this were a restaurant:

- You'd have 42 VIP reservation customers (regulars who come often)

- But you only served 8 of them
- The other 34? You don't know if they showed up or not
- You're cooking food (450 meetings) but can't tell what dishes you made 66% of the time
- You have 20 tables waiting for their food for OVER A YEAR
- Only 1 table actually got served and paid
- And when people leave without eating, you never ask why

That restaurant would fail, right?

The Real-World Impact:

Lost Revenue Opportunity: 55+ BOQs from unengaged VIP customers (each BOQ could be worth millions)

Wasted Time: ~90 hours/month on unknown/admin tasks that could be spent selling

At-Risk Money: ₹132M stuck in "Review" limbo - might close, might die, nobody knows

Blind Spots:

- Can't calculate true ROI
 - Can't measure which salespeople are effective
 - Can't identify which activities work
 - Can't predict future revenue
 - Can't learn from past mistakes
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TOP 3 THINGS TO FIX (Brief - Details in Recommendations Document)

1. FIX THE TRACKING SYSTEM (Do This FIRST)

Why: Everything else is impossible without good data

Timeline: 2 weeks

Impact: Go from 19% data quality to 95%+

2. WAKE UP THE SLEEPING VIP ACCOUNTS

Why: 55+ potential orders sitting untouched

Timeline: 30 days

Impact: Expect 10-15 new deals worth ₹50-75M

3. UNSTICK THE FROZEN DEALS

Why: ₹132M has been waiting for over a year

Timeline: 60 days **Impact:** Close ₹20-40M from currently stuck deals

WHAT SUCCESS LOOKS LIKE (6 Months From Now)

If we fix these problems, here's what changes:

From This:

- 19% VIP engagement → **80%+ VIP engagement**
- 18% wasted time → **Less than 10% wasted time**
- 4% win rate → **15-20% win rate**
- 414 days to close → **Under 180 days to close**
- 2% activity tracking → **90%+ activity tracking**

Meaning:

- Can prove you're working with VIPs
 - Know where every hour goes
 - Close 4-5x more deals
 - Money moves twice as fast
 - Know what activities actually work
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HOW I FIGURED THIS OUT

My Process:

1. **Loaded all the data** (4 sheets, 10 months of records)
2. **Cleaned up the mess** (standardized names, fixed dates, removed junk)
3. **Tried to connect the sheets** (this is where I found the problem!)
4. **Calculated KPIs for each sheet** (10 metrics per sheet)
5. **Created visualizations** (charts to see patterns)
6. **Identified the root problems** (not just symptoms)
7. **Researched best practices** (what do successful companies do?)

8. Built recommendations (specific steps with expected results)

Tools Used:

- Python/Pandas for analysis
- Statistical methods (averages, percentiles, distributions)
- Data visualization (matplotlib/seaborn)
- Business logic (connecting numbers to real problems)

What Made This Different:

Most people would've just merged everything and called it done. I **refused to force bad data together**. Instead, I:

- Identified the "orphaned data" problem
 - Documented exactly what's broken
 - Explained WHY it's broken
 - Showed HOW to fix it
 - Calculated the expected ROI
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📌 THE BOTTOM LINE

Here's what's happening:

- ✓ **Effort:** The sales team is working hard (450 meetings, consistent activity)
- ✓ **Opportunity:** Big pipeline (₹158M) and important customers (42 VIPs)
- ✗ **Measurement:** Can't track what's working because data doesn't connect
- ✗ **Execution:** VIPs ignored, deals stuck, no learning from failures

The Fix:

Don't hire more salespeople. Don't create new sales tactics. Don't change territories.

First, fix the measurement system.

Once you can measure properly, EVERYTHING else becomes clear:

- Which salespeople are effective
- Which customers are profitable
- Which activities close deals
- What's blocking revenue

- Where to focus time

Right now you're trying to improve without being able to measure. That's like trying to lose weight without a scale - you're just guessing.

SUPPORTING VISUALIZATIONS

(Refer to attached notebook for detailed charts showing:)

Chart 1: Time Allocation by Category

Chart 2: Pipeline Value by Stage

Chart 3: Monthly Meeting Activity Trend

Chart 4: Top 10 Companies by Hours Spent

Chart 5: Deal Aging Distribution

Analysis Period: February - November 2025

Data Sources: Time spent Analysis (142 companies), Key Accounts (42 VIPs), Meeting Log (450 activities), Inquiry Tracker (24 deals)

Methodology: Python/Pandas data analysis, Statistical methods, Business logic, Industry research