Exploratory Challenge

In my recommendations for improving the Close Rate, I looked at three specific categories from over the last 12 months. These categories are the Close Rate by Global Region, Sales Segment, and Source.

Chart, bar chart

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Across the global regions, the LATAM and EMEA regions had the largest close rates and APAC had the lowest close rates. The high success of LATAM suggests that more effort should be focused within the global region. “Unknown” regions also performed well; however it is difficult to use this information for decision making purposes due to lack of information.

Chart, bar chart

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SalesLoft (Prospector) and SalesLoft were the sources with the highest close rates. Social Ads had moderately high close rates, so more focus could be put in this area to increase close rate percentages.

Chart, bar chart

Description automatically generated

Emerging and SMB sales segments had the highest close rates, while Mid-Market had the lowest. To improve the close rates, more effort could be focused on the Mid-Market and Enterprise sales segments.