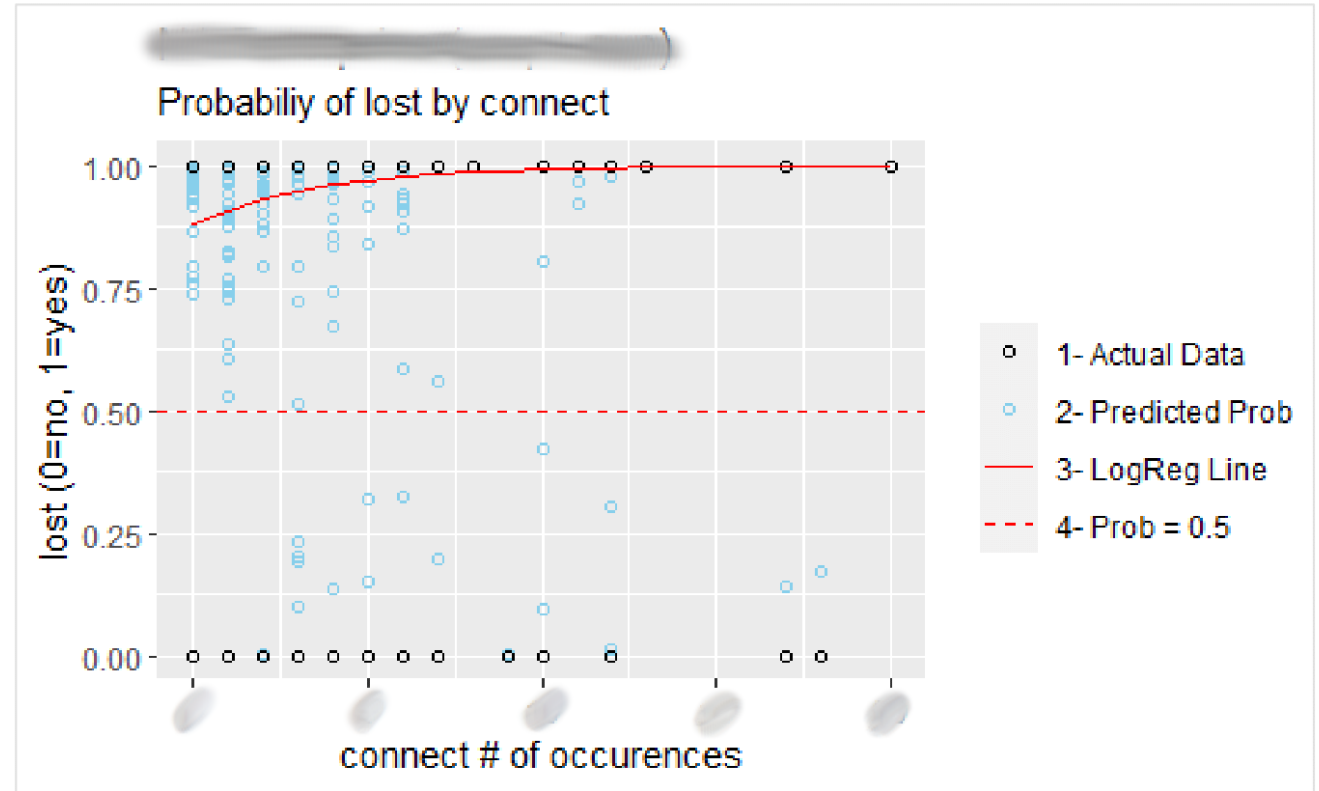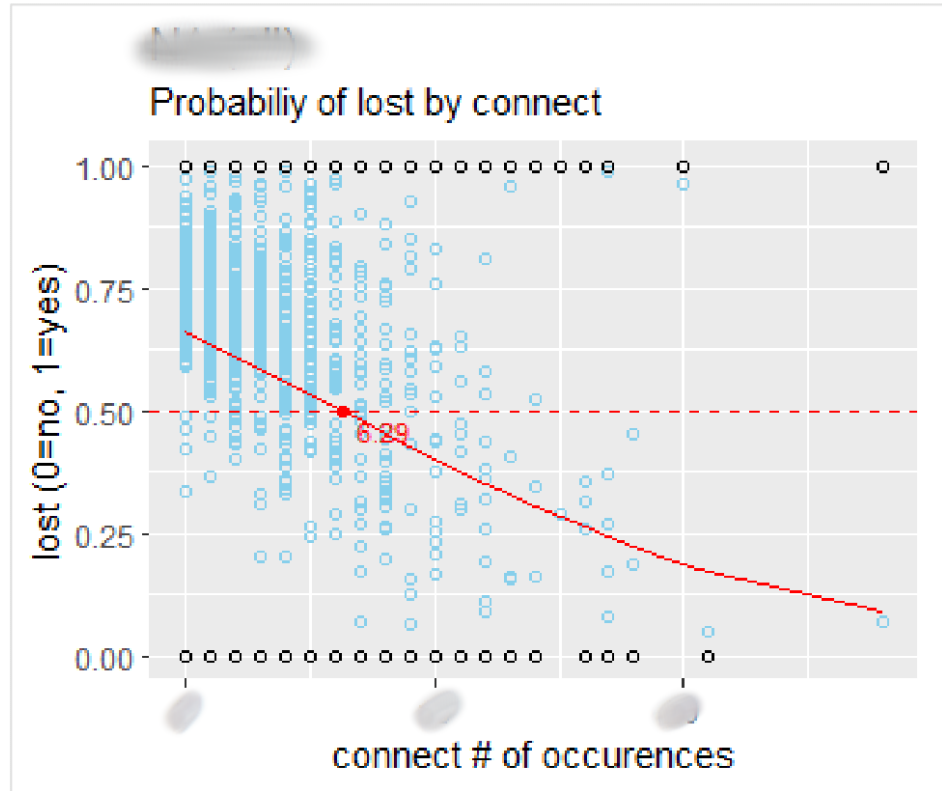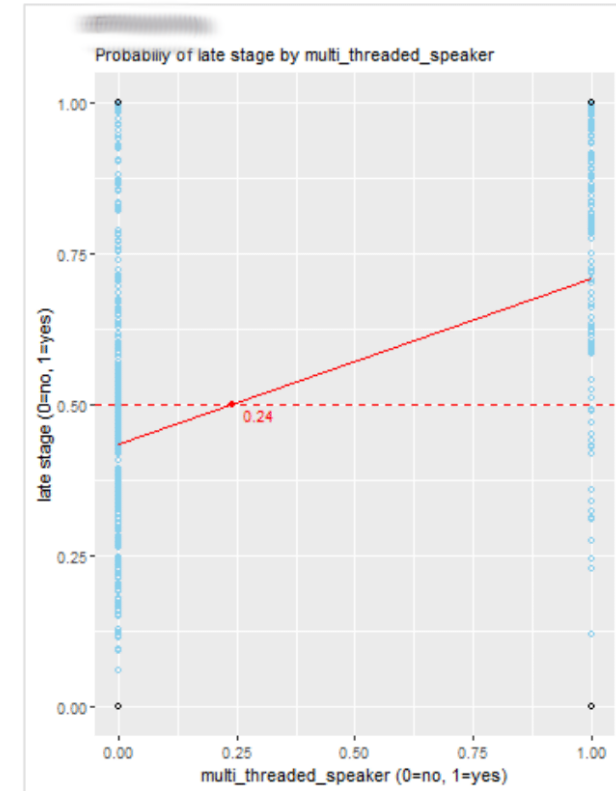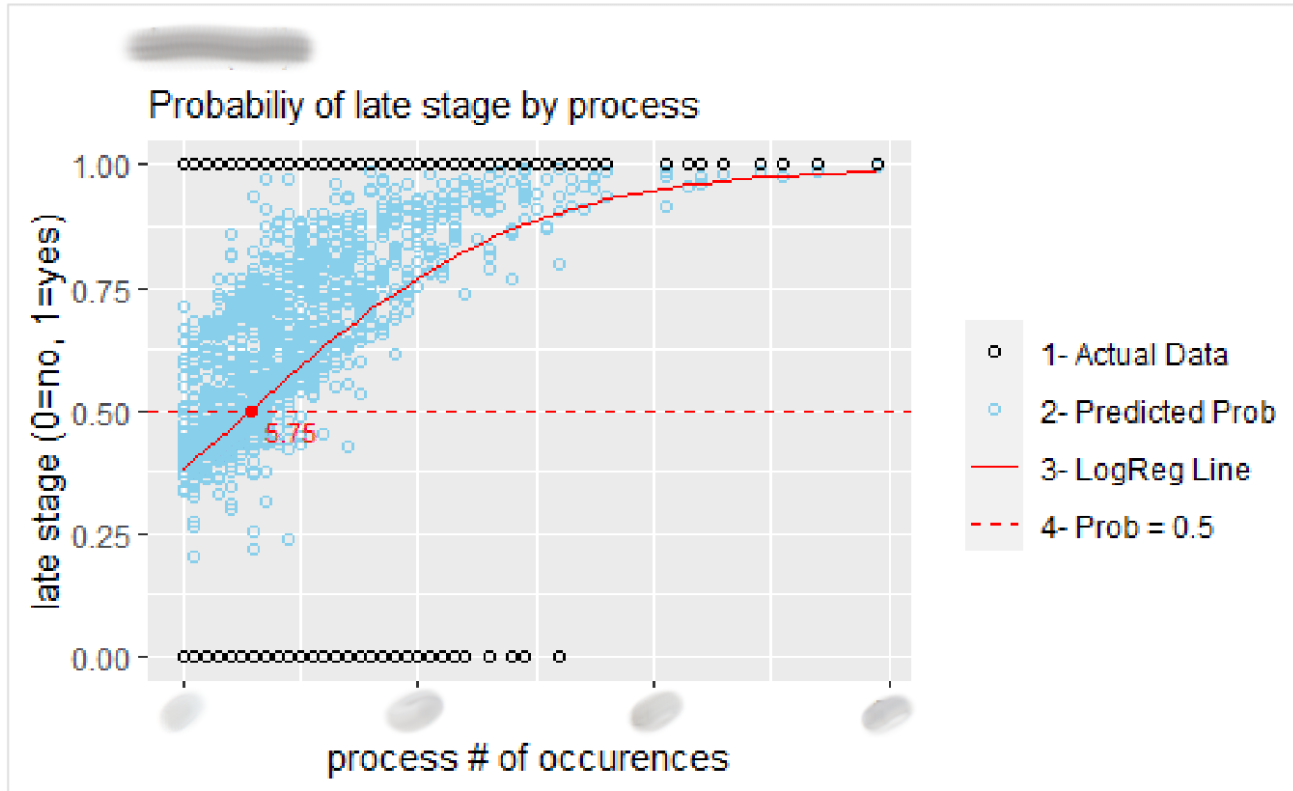# Gong *Logistic Regression* Analysis with R & Excel
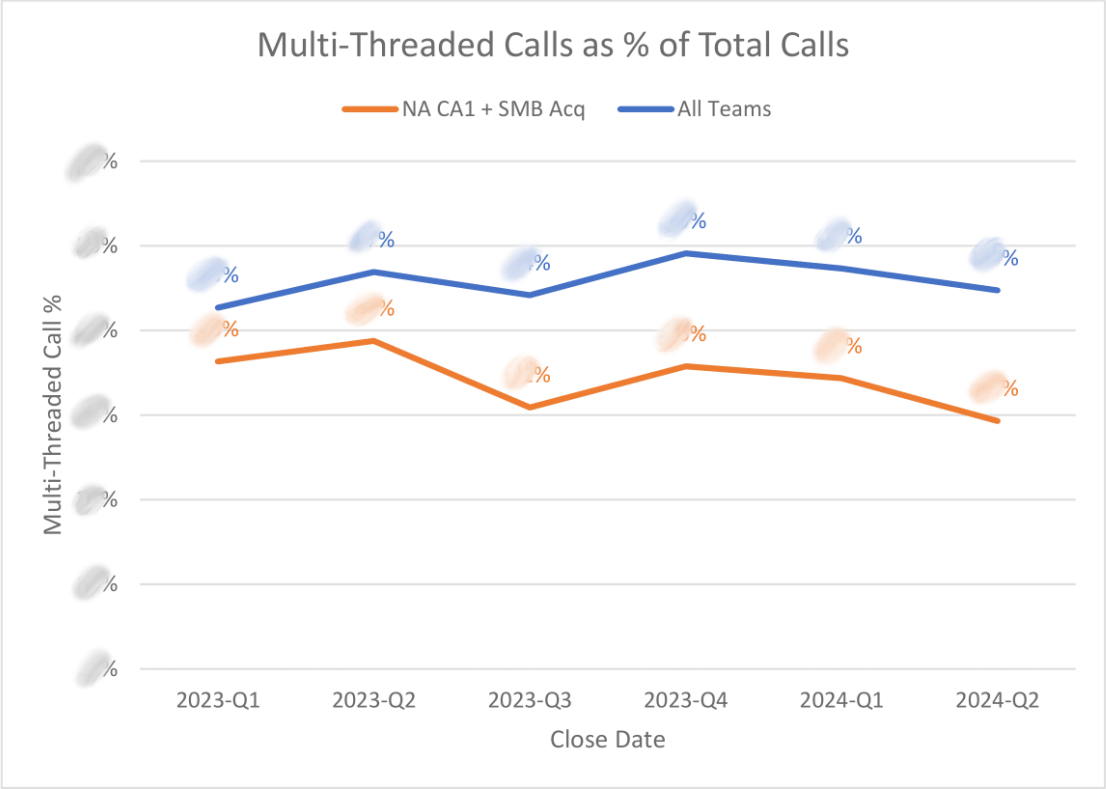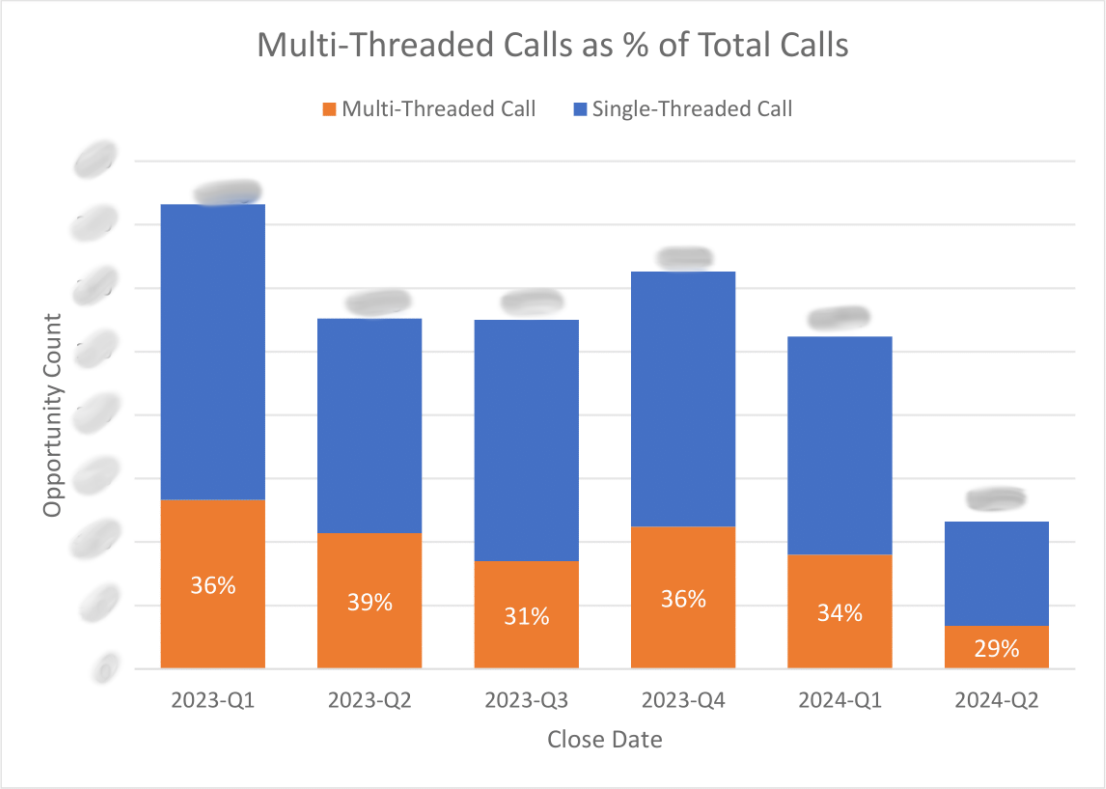
Example of Graph Results

Run a logistic regression analysis on each field and determine whether the field increases or decreases the probability of losing a deal.

Probability of a deal hitting a late stage

The field 'multi_threaded_speaker' (right graph) was significant in a deal hitting late stage.

Multi-Threaded Calls per Team - % of Total Calls

Multi-Threaded Calls as % of Total Calls

Legend: ■ Multi-Threaded Call ■ Single-Threaded Call

Y-axis: Opportunity Count
X-axis: Close Date

2023-Q1	2023-Q2	2023-Q3	2023-Q4	2024-Q1	2024-Q2
36%	39%	31%	36%	34%	29%

Multi-Threaded Calls as % of Total Calls

Legend: — NA CA1 + SMB Acq — All Teams

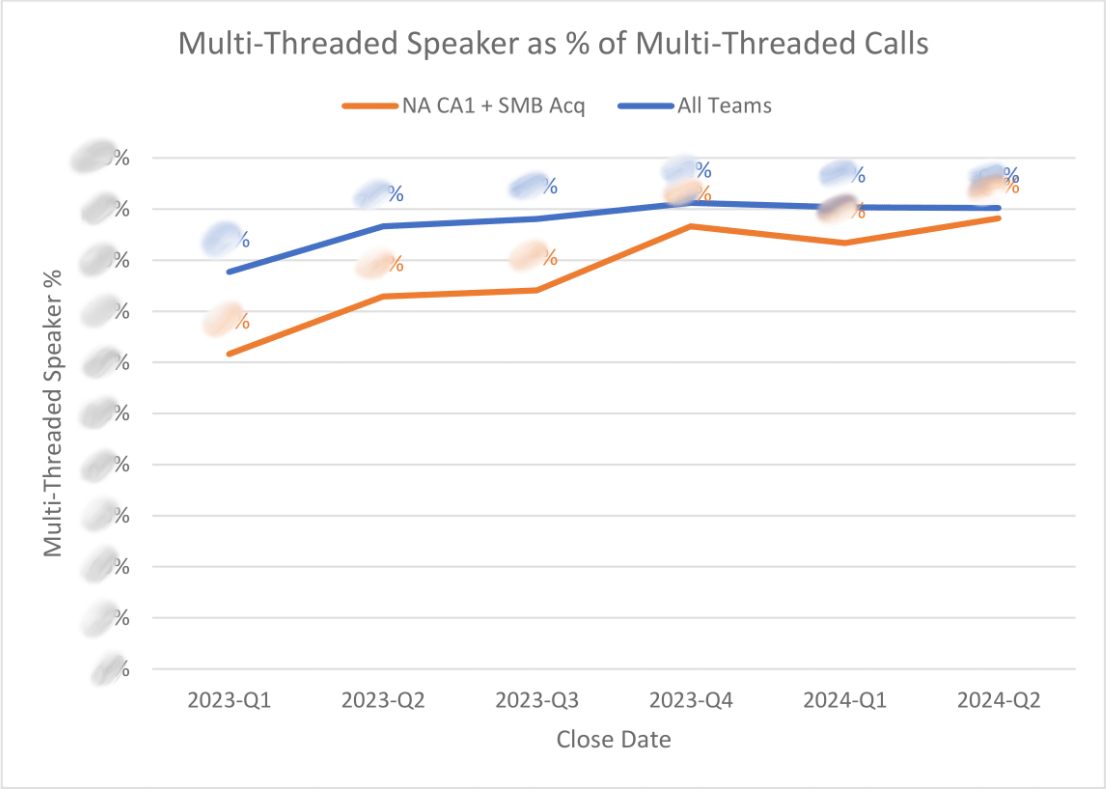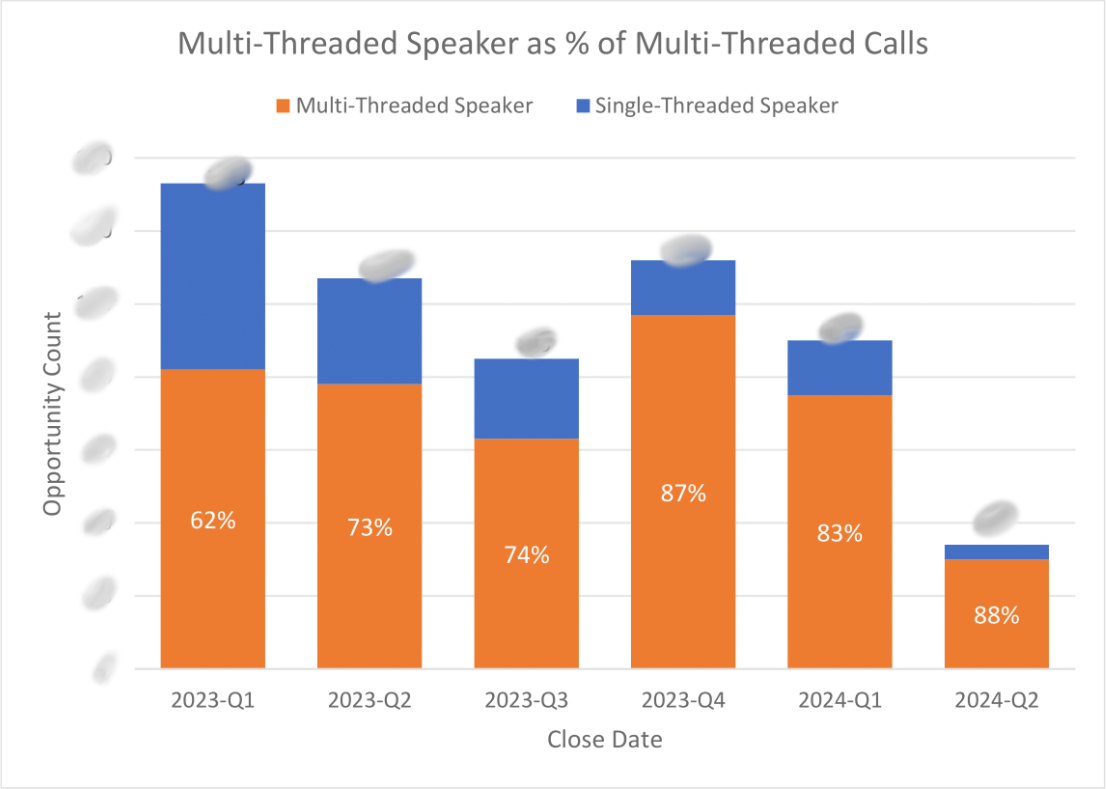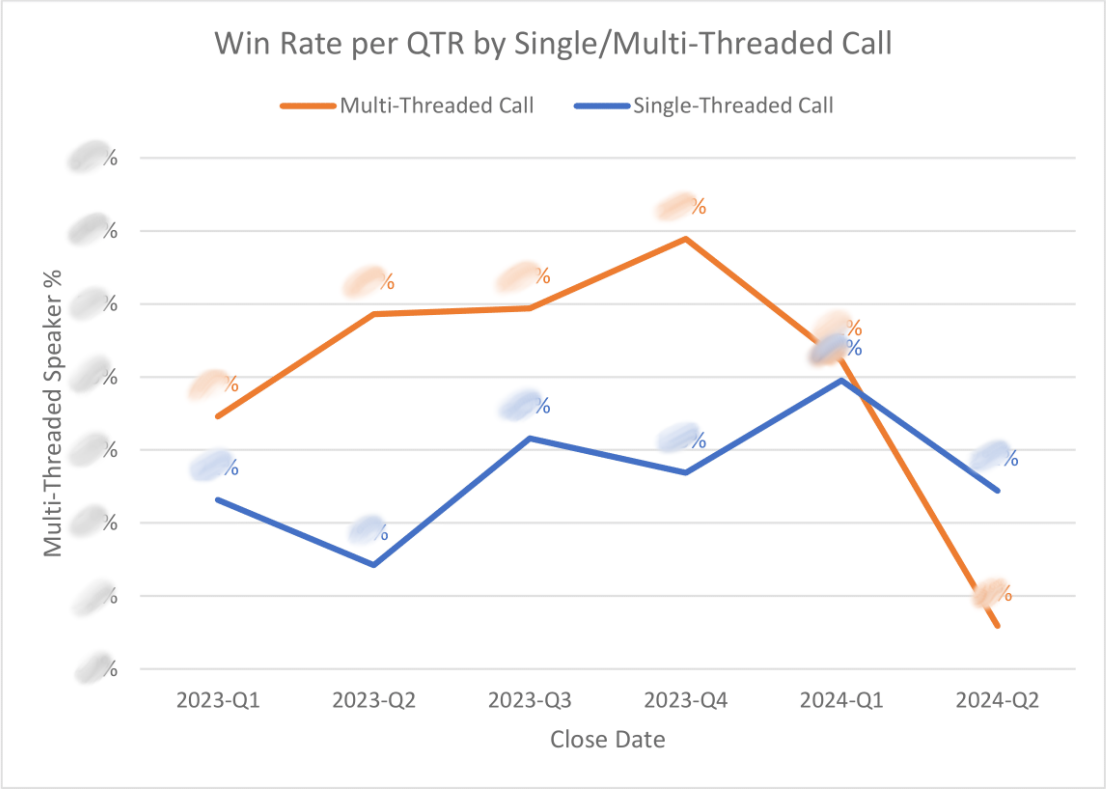Y-axis: Multi-Threaded Call %
X-axis: Close Date

Analyze multi-threaded call data per team.

*Data is blurred or altered for confidentiality

Multi-Threaded Calls per Team – Speaker % of Total

Multi-Threaded Speaker as % of Multi-Threaded Calls

- Multi-Threaded Speaker
- Single-Threaded Speaker

Opportunity Count

62%	73%	74%	87%	83%	88%

2023-Q1　2023-Q2　2023-Q3　2023-Q4　2024-Q1　2024-Q2

Close Date

Multi-Threaded Speaker as % of Multi-Threaded Calls

— NA CA1 + SMB Acq　　— All Teams

Multi-Threaded Speaker %

2023-Q1　2023-Q2　2023-Q3　2023-Q4　2024-Q1　2024-Q2

Close Date

Analyze multi-threaded call data per team.

Multi-Threaded Calls per Team - Win Rates

Multi-Threaded Call Count & Win Rate per QTR

■ Closed Won ■ Closed Lost

Opportunity Count (y-axis)

Close Date	Win Rate
2023-Q1	17%
2023-Q2	24%
2023-Q3	25%
2023-Q4	29%
2024-Q1	21%
2024-Q2	3%

Win Rate per QTR by Single/Multi-Threaded Call

—— Multi-Threaded Call —— Single-Threaded Call

Multi-Threaded Speaker % (y-axis)
Close Date (x-axis): 2023-Q1, 2023-Q2, 2023-Q3, 2023-Q4, 2024-Q1, 2024-Q2

Analyze multi-threaded call data per team.

Multi-Threaded Calls per Team – Logistic Regression
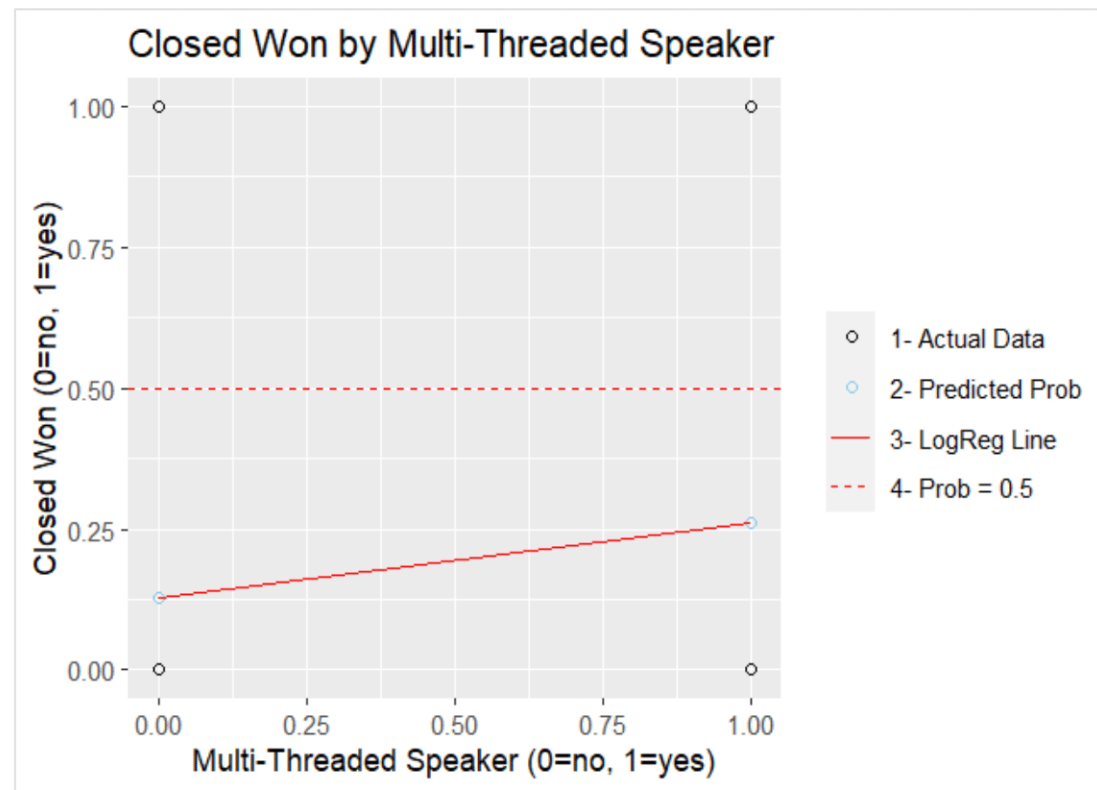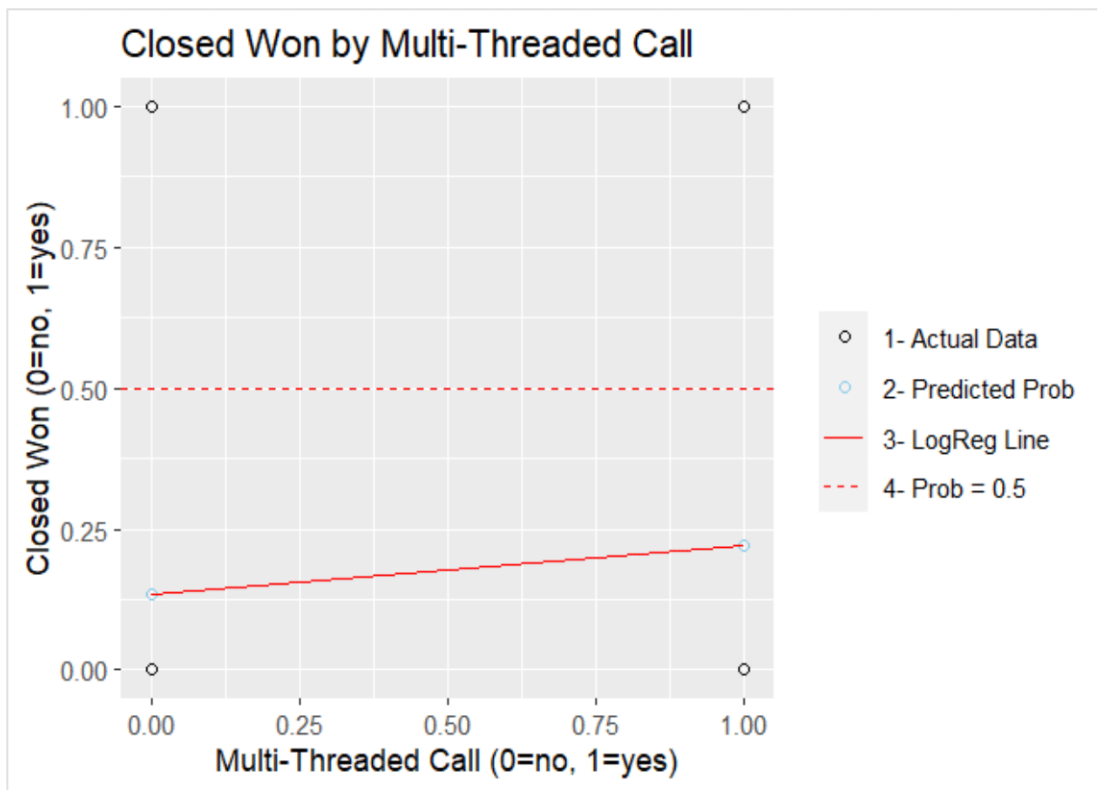
When we slice the data into a specific team, the impact of the multi-threaded field on whether a deal wins isn't as significant (doesn't cross the 50% probability line).

Data is blurred or altered for confidentiality