B2B Sales Pipeline Analysis

What drives revenue outcomes across 8,800 deals
in a B2B hardware company

$10M	48%	4
Total Revenue Won	Win Rate	Key Findings

Dataset: CRM Sales Opportunities, Maven Analytics (public data)
Tools: Python | pandas | Google Sheets | SQL

The Data

8,800	**30**
CRM Opportunities	Sales Reps, 6 Managers, 3 Regions
7	**15 mo**
Products | $55 to $26,768	Oct 2016 to Dec 2017

TOOLS

Python   pandas   Google Sheets   SQL logic   Data Visualization

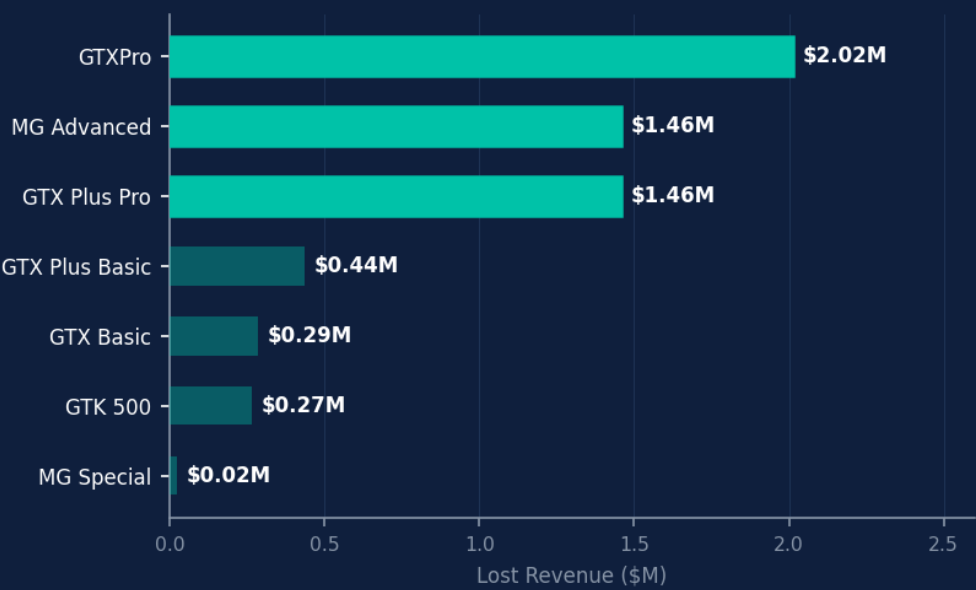Public dataset \| Reproducibility: full notebook available on GitHub

Dataset win rate: **63.2%** — 3x above HubSpot 2024 B2B benchmark (21%)

Approach

1. Open opportunities excluded from all win/loss calculations
2. Hypothesis testing across products, reps, and seasonal patterns
3. All results cross-validated in Google Sheets

Top 3 products drive 83% of estimated lost revenue

GTXPro $2.0M · MG Advanced $1.46M · GTX Plus Pro $1.46M.

MG Special: 430 lost deals, only $23K at risk.

ACTION Focus closing and loss-reduction efforts on GTXPro, MG Advanced, and GTX Plus Pro.

Volume does not equal revenue
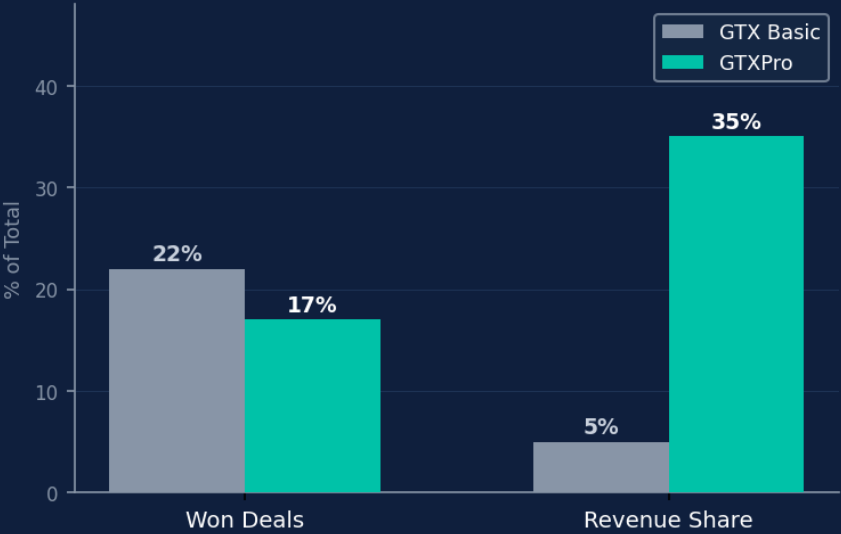
GTX Basic
22% of won deals

5% of total revenue $499K

GTXPro
17% of won deals

35% of total revenue $3.5M

ACTION Shift effort toward high-value SKUs, starting with GTXPro.
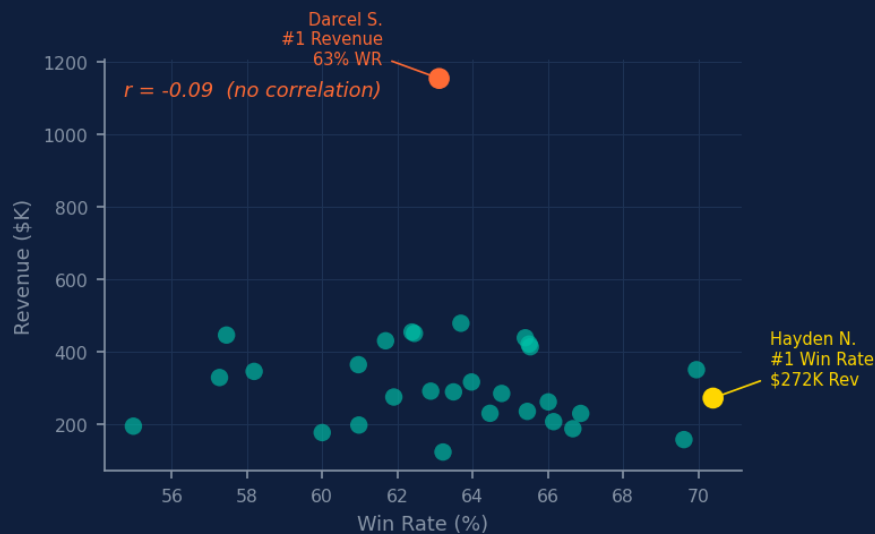
Win rate is a misleading KPI

Win Rate vs Revenue

r = -0.09

No correlation

Deal Volume vs Revenue

r = +0.81

Strong correlation

Darcel S.
#1 Revenue
63% WR

r = -0.09 (no correlation)

Hayden N.
#1 Win Rate
$272K Rev

Revenue ($K) — 1200, 1000, 800, 600, 400, 200

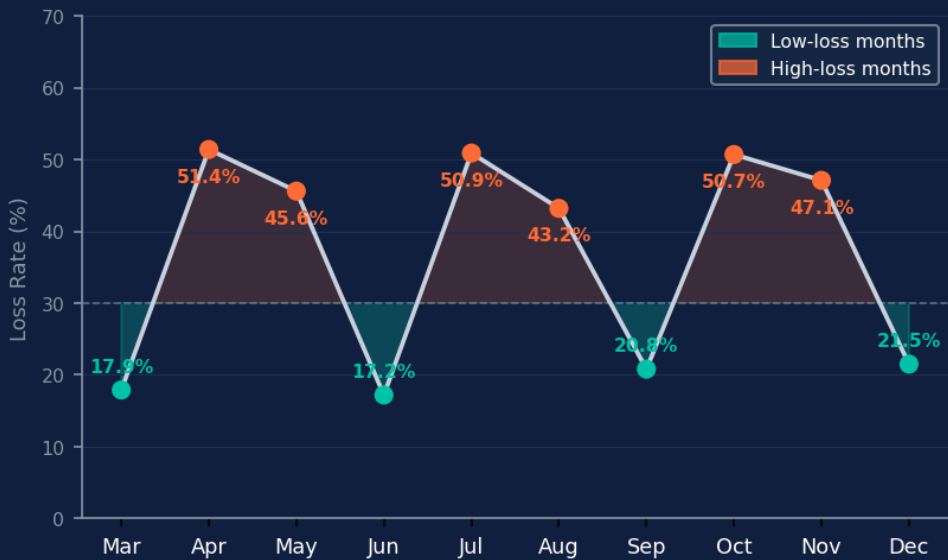Win Rate (%) — 56, 58, 60, 62, 64, 66, 68, 70

Win rate can be inflated by low-value deal mix. Revenue aligns with volume, not percentage.

ACTION — Evaluate reps on revenue generated, not win rate alone.

Loss rate follows a predictable seasonal pattern

Chart shows 2017 Mar-Dec; similar cycle observed across the full 15-month window.

MARCH

17.9% loss rate

APRIL

51.4% loss rate

ACTION Increase pipeline activity 6-8 weeks ahead of low-loss months.

3 Recommendations

01 **Prioritize the high-loss products**

Finding: GTXPro, MG Advanced, GTX Plus Pro = 83% of est. lost revenue.

Action: Focus closing and loss-reduction efforts on these three SKUs.

02 **Fix the performance metric**

Finding: Win rate and revenue are uncorrelated (r = -0.09).

Action: Add Revenue Generated as a primary KPI for reps.

03 **Align marketing spend to seasonality**

Finding: Low-loss months follow a predictable pattern across 15 months.

Action: Increase pipeline investment 6-8 weeks before low-loss months.

How This Was Built

D **Data**
Maven Analytics public dataset, 8,800 CRM records

C **Clean**
Excluded open deals; standardized dates, nulls, and product names for joins

A **Analyze**
Python + pandas: correlations, segments, benchmarks

V **Verify**
All outputs cross-checked in Google Sheets

DEFINITIONS

Win Rate:	Won / (Won + Lost). Open deals excluded.
Loss Rate:	Lost / (Won + Lost) by month.
Lost Rev (est.):	Sum of sales_price for Lost deals. Proxy; assumes 1 unit/deal.
Deal Volume:	Count of Won deals per rep.

Findings reflect correlations. Causal conclusions require further testing.

Open to analyst roles. Let's connect.

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Full notebook: github.com/dv-data-analyst/b2b-sales-pipeline-analysis