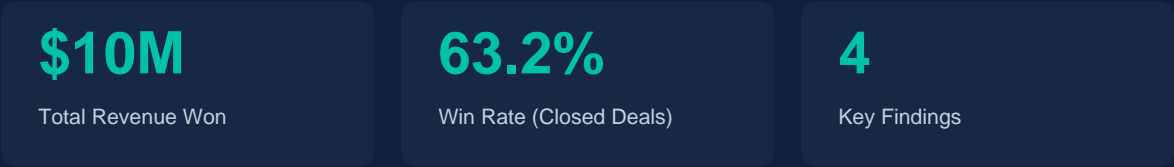


B2B Sales Pipeline Analysis

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



Dataset: CRM Sales Opportunities, Maven Analytics (public data)

Tools: Python | pandas | Google Sheets | SQL

The Data

8,800

CRM Opportunities

30

Sales Reps, 6 Managers, 3 Regions

7

Products | \$55 to \$26,768

15 mo

Oct 2016 to Dec 2017

TOOLS

Python

pandas

Google Sheets

SQL logic

Data Visualization

Public dataset | Reproducibility: full notebook available on GitHub

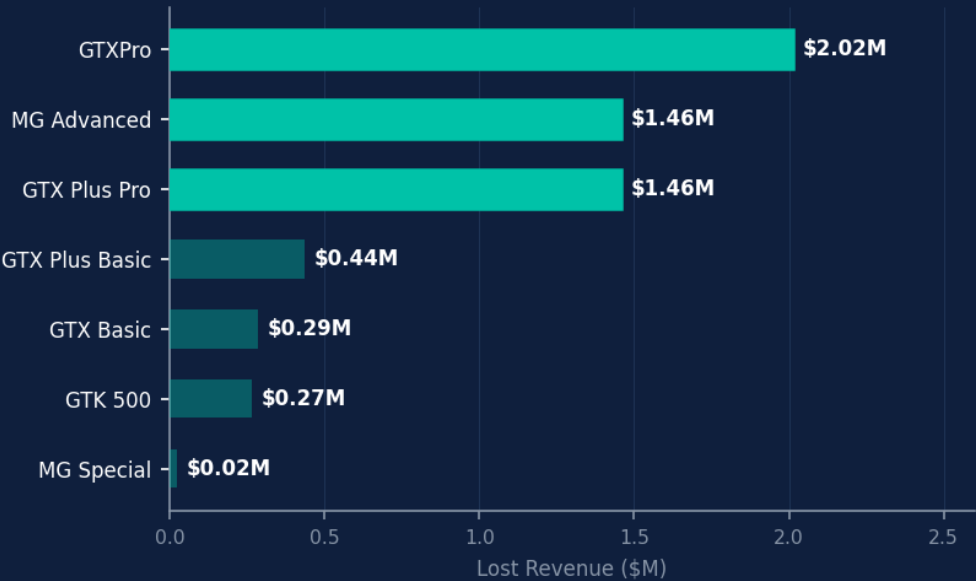
Dataset win rate: **63.2%** — 3x above HubSpot 2024 B2B benchmark (21%)

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

FINDING 01

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.

FINDING 02

Volume does not equal revenue

GTX Basic

22% of won deals

5% of total revenue

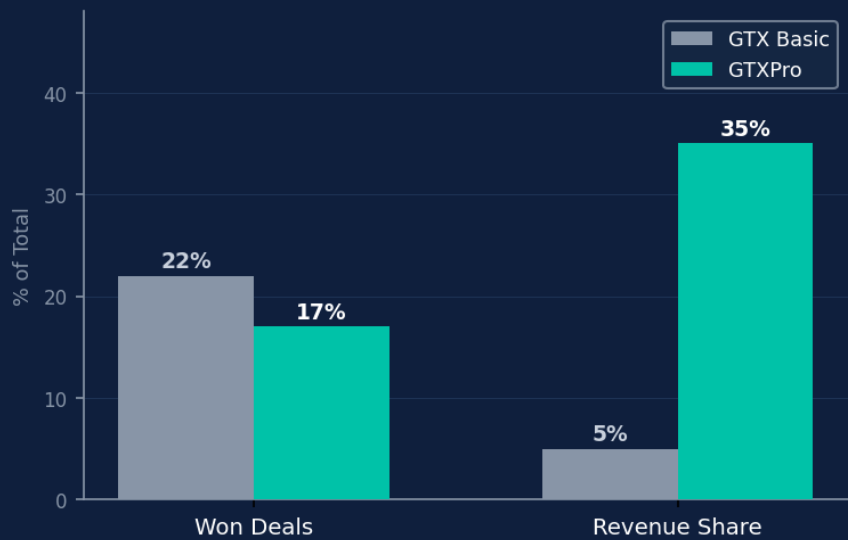
\$499K

GTXPro

17% of won deals

35% of total revenue

\$3.5M



ACTION

Shift effort toward high-value SKUs, starting with GTXPro.

FINDING 03

Win rate is a misleading KPI

Win Rate vs Revenue

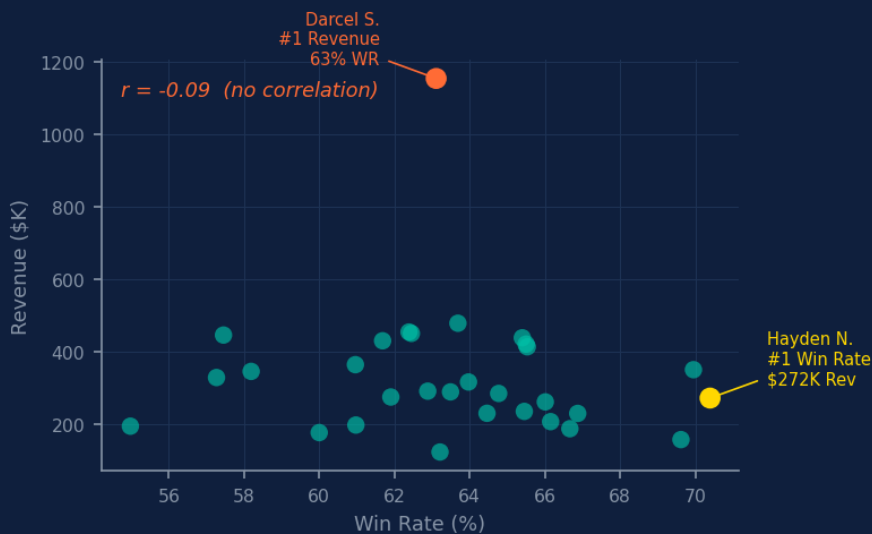
$r = -0.09$

No correlation

Deal Volume vs Revenue

$r = +0.81$

Strong correlation



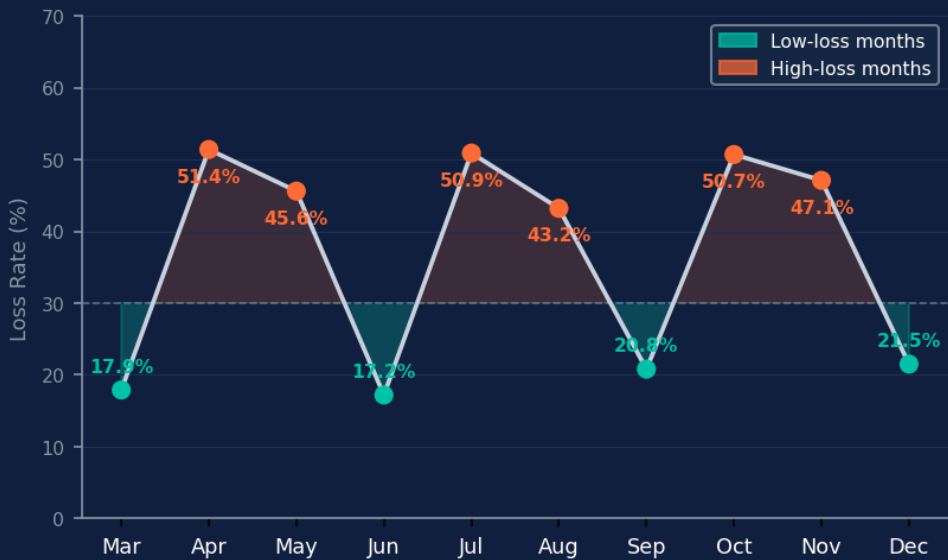
Win rate can be inflated by low-value deal mix. Revenue aligns with volume, not percentage.

ACTION

Evaluate reps on revenue generated, not win rate alone.

FINDING 04

Loss rate follows a predictable seasonal pattern



MARCH

17.9% loss rate

APRIL

51.4% loss rate

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

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:	$\text{Won} / (\text{Won} + \text{Lost})$. Open deals excluded.
Loss Rate:	$\text{Lost} / (\text{Won} + \text{Lost})$ 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.

[linkedin.com/in/dv-data-analyst](https://www.linkedin.com/in/dv-data-analyst)

Dmytro Vasylenko | Marketing Data Analyst

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