CRM Sales Analysis

Sales Revenue	Average Deal Size	Win rate	Profit
$10.01M	2361	48.16%	$3.50M

Summary

QoQ

Sales Team

Product

Clear all slicers

Sales by Teams

Team	Sales
Melvin Mar...	$2.3M
Summer Se...	$2.0M
Rocco Neu...	$2.0M
Celia Rouche	$1.6M
Cara Losch	$1.1M
Dustin Brin...	$1.1M

Products with win rates

- GTX Plus Pro — 49.48%
- GTXPro — 49.26%
- GTX Basic — 49.04%
- MG Special — 48.03%
- GTX Plus Basic — 47.22%
- MG Advanced — 46.32%
- GTK 500 — 37.50%
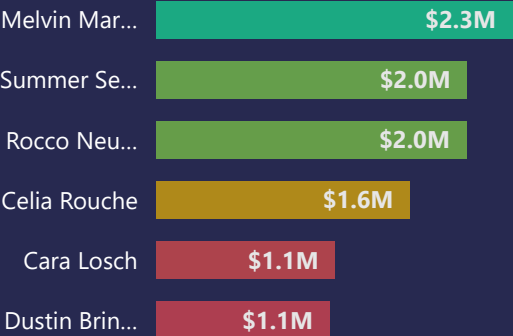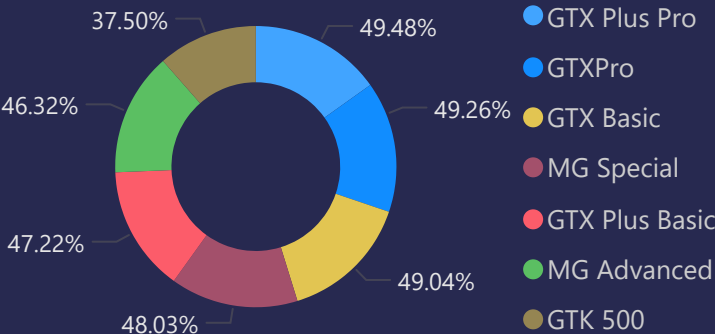
Deals closed per Quarter

Quarter	Deals
Q1	531
Q2	1254
Q3	1257
Q4	1196

Month on Month Sales

Month	Sales
Mar	$1.13M
Apr	$0.72M
May	$1.03M
Jun	$1.34M
Jul	$0.70M
Aug	$1.05M
Sep	$1.24M
Oct	$0.73M
Nov	$0.94M
Dec	$1.13M
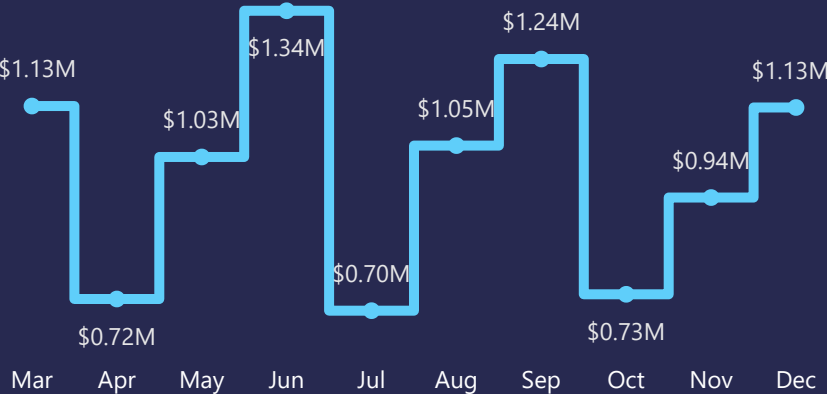
Sales Agents Performance

Sales Agents	Avg Deal Size	Revenue	Oppurtunities	Win rate
Anna Snelling	1322	$2,75,056	448	46.43%
Boris Faz	2590	$2,61,631	210	48.10%
Cassey Cress	2764	$4,50,489	346	47.11%
Cecily Lampkin	2148	$2,29,800	203	52.71%
Corliss Cosme	2807	$4,21,036	310	48.39%
Daniell Hammack	3195	$3,64,229	259	44.02%
Darcel Schlecht	3304	$11,53,214	747	46.72%
Donn Cantrell	2822	$4,45,860	275	57.45%
Elease Gluck	3615	$2.89.195	177	45.20%
Total	2361	$1,00,05,534	8800	48.16%

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Revenue by Quarter

- Q1: $1.1M
- Q2: $3.1M
- Q3: $3.0M
- Q4: $2.8M
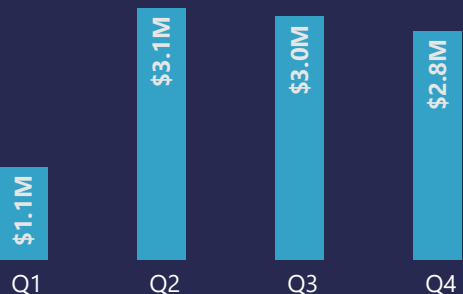
Total won's & Deals

● Deals ● Won Deals

- Q1: 647 / 531
- Q2: 2032 / 1254
- Q3: 2047 / 1257
- Q4: 1985 / 1196
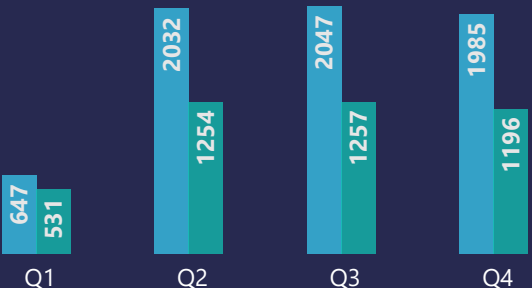
Top 5 Sectors by Deal Closed

Sector	Value
retail	1397
technolgy	1165
medical	1051
software	757
marketing	674
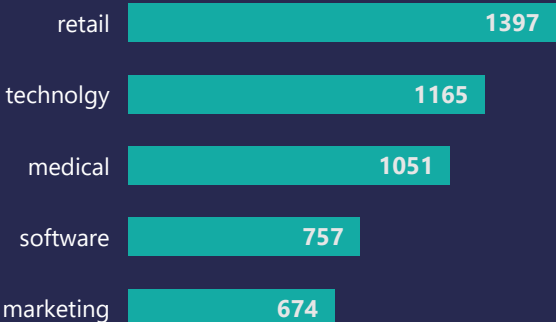
Revenue and Profit by Month

● Sales Revenue ● Profit

- Mar: $1.13M
- Apr: $0.72M
- May: $1.03M
- Jun: $1.34M
- Jul: $0.70M
- Aug: $1.05M
- Sep: $1.24M
- Oct: $0.73M
- Nov: $0.94M
- Dec: $1.13M

Donut chart:
- GTX Basic: 915 (21.59%)
- MG Special
- GTXPro
- MG Advanced
- GTX Plus Basic
- GTX Plus Pro
- GTK 500
- 479 (11.3%)
- 653 (15.41%)
- 654 (15.43%)
- 729 (17.2%)
- 793 (18.71%)
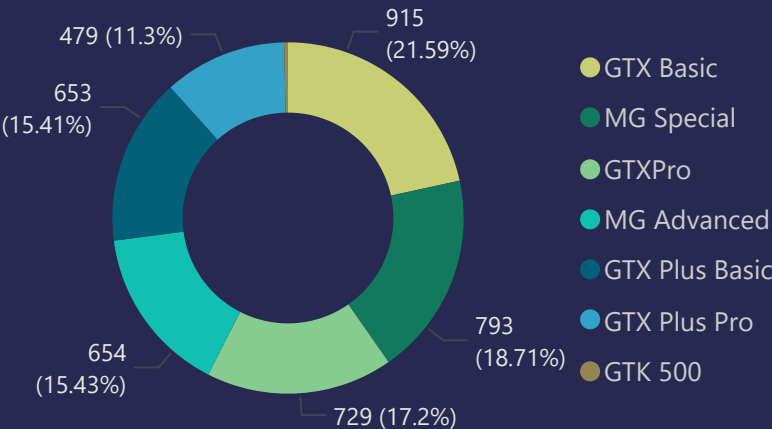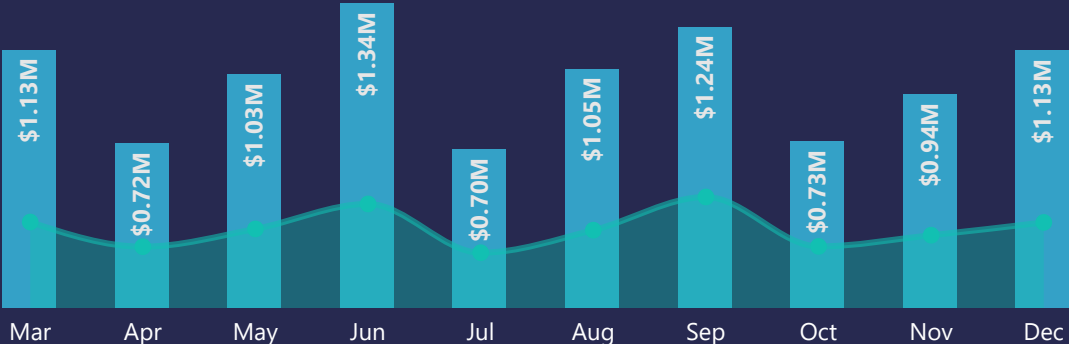
CRM Sales Analysis

Q1 Q2 Q3 Q4

	Total Revenue	Profit	Won Deals	Won Deal %
	$1.60M	$343.90K	610	47.07%

Summary

QoQ

Sales Team

Product

Clear all slicers

Total Deals by Sales Agent

Sales Agents	Revenue	Profit	Win rate
Vicki Laflamme	🟢 $4,78,396	$1,90,146	49.00%
Markita Hansen	🔺 $3,28,792	$88,176	42.48%
Elease Gluck	🔶 $2,89,195	$37,783	45.20%
Rosalina Dieter	🔶 $2,35,403	$30,259	45.00%
Hayden Neloms	🔶 $2,72,111	($2,461)	52.97%

221	126	104	451
130	97	79	306
107	45	50	202
80	46	51	177
72	38	50	160

Stage
- Won
- Lost
- Engaging

Sales by Team

Vicki Laflam...	$3,43,748
Markita Ha...	$2,16,757
Elease Gluck	$1,95,122
Hayden Nel...	$1,82,211
Rosalina Di...	$1,65,519

Won Deal % Rate by Quarter by Sales Agent
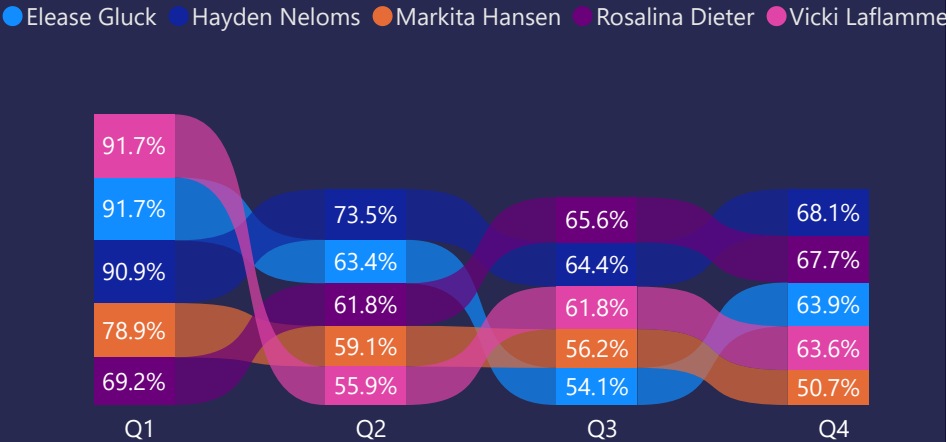
- Elease Gluck
- Hayden Neloms
- Markita Hansen
- Rosalina Dieter
- Vicki Laflamme

	Q1	Q2	Q3	Q4
	91.7%			
	91.7%	73.5%	65.6%	68.1%
	90.9%	63.4%	64.4%	67.7%
	78.9%	61.8%	61.8%	63.9%
	69.2%	59.1%	56.2%	63.6%
		55.9%	54.1%	50.7%

Manager

- Cara Losch
- Celia Rouche
- Dustin Brinkmann
- Melvin Marxen
- Rocco Neubert
- Summer Sewald

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The **GTX Series** reigns supreme as our **best sales performer** and **primary revenue generator**, reflecting its widespread popularity and profitability.

Notably, the two product **GTX Pro** and **GTX Plus Pro** models consistently stand out as our **most profit contributors.**

However, it's worth nothing that the **GTX Basic** and **MG Special** models **sell the most units**, showing a difference between what sells a lot and what makes the most money.
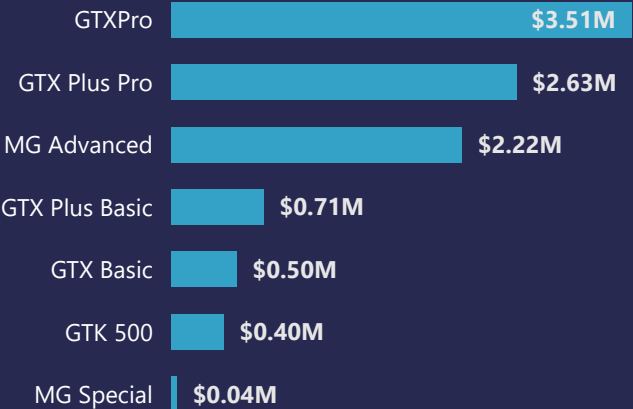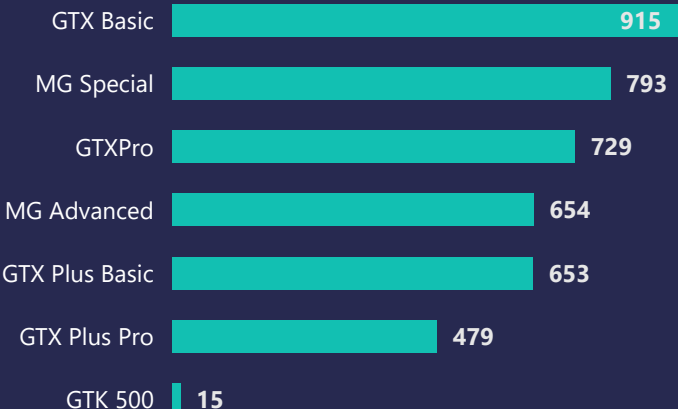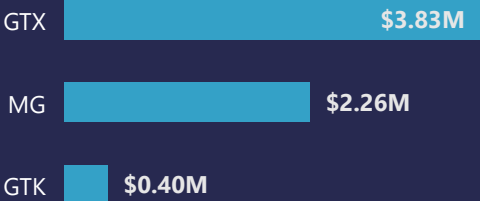
Revenue by Series

Series	Revenue
GTX	$3.83M
MG	$2.26M
GTK	$0.40M

Revenue by Product

Product	Revenue
GTXPro	$3.51M
GTX Plus Pro	$2.63M
MG Advanced	$2.22M
GTX Plus Basic	$0.71M
GTX Basic	$0.50M
GTK 500	$0.40M
MG Special	$0.04M

Deal Closed by Product

Product	Deals
GTX Basic	915
MG Special	793
GTXPro	729
MG Advanced	654
GTX Plus Basic	653
GTX Plus Pro	479
GTK 500	15

Deal Closed by Series

Series	Deals
GTX	2047
MG	1447
GTK	15