ASSIGNMENT GUIDELINES

- Make the changes in the PPT as you solve the parts

- This file contains the template for all the parts of the project.

- Check the instructions added in the note section of every slide for clarity.

- Don't move around any image or text box

- If you require more/lesser elements, be careful when you copy/delete the existing ones.

ASSIGNMENT

Name: MANISANKAR.R

Problem Statement

The sales pipeline conversion percentage at TechnoServe (a tech SaaS startup) has dropped from 35% at the end of last fiscal (FY 2017-18) to 25% at present.

Assignment Objective

Understand the problem, come up with a hypothesis for low conversions faced by TechnoServe, and analyse the dataset provided to arrive at possible solutions to increase it.

PART I : 1. Understanding the Problem

Sales Pipeline Conversion at a SaaS Startup

Who?

TechnoServe, a fictitious tech SaaS (Software as a service) startup company.

What?

The company sales pipeline conversion percentage has dropped from 35% at the end of last fiscal (FY 2017-18) to 25% at present.

When?

In the Year of 2018-2019.

Where?

In the conversation pipeline.

How?

Issue in sales team competition in the market.

Marketing Inefficiency.

Sales Pipeline Conversion at a SaaS Startup

Situation

How many clients can the company able to convert?

How has the sales pipeline conversion percentage changed over the year?

What are the products offered by the company?

What is the strength of the sales team in technoserve?

Problem

What specific factors or challenges have contributed to the drop in the sales pipeline conversion percentage?

Are there any noticeable trends or patterns in the types of leads or prospects that are not converting as expected?

Is the price of the product is too expensive ?

Implication

What will be the impact on revenue of technoserve after decline in sales conversion funnel?

How has this drop in conversion rate impacted the allocation of sales and marketing resources?

Do the company wasting lot of money on Sales team which is inefficient?

Need-Payoff

How sales team can be trained better so that, they can generate leads?

How the products can be enhanced to serve the demand of the customers?

What would a more efficient and effective sales process mean for the sales team's productivity and morale?

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Framework Used

The 4P's Framework

Reason for using the selected framework

The **4Ps framework** is a very powerful tool to check the marketing strategy of the company.
Serves the purpose of solving the problem for the customer.

How you have used the framework here

The 4P's framework (Product, Price, Promotion, Place) to analyze the problem of a low conversion rate in the context of SaaS startup, TechnoServe. By applying the 4P's framework in this way, Using frameworks helps you be thorough in your approach to solving the problem. This analysis will help in identify potential causes and areas for improvement within each P category, leading to a more understanding of the issue.

Sales Pipeline Conversion at a SaaS Startup

Provide the structure of the framework here - 5C FRAMEWORK
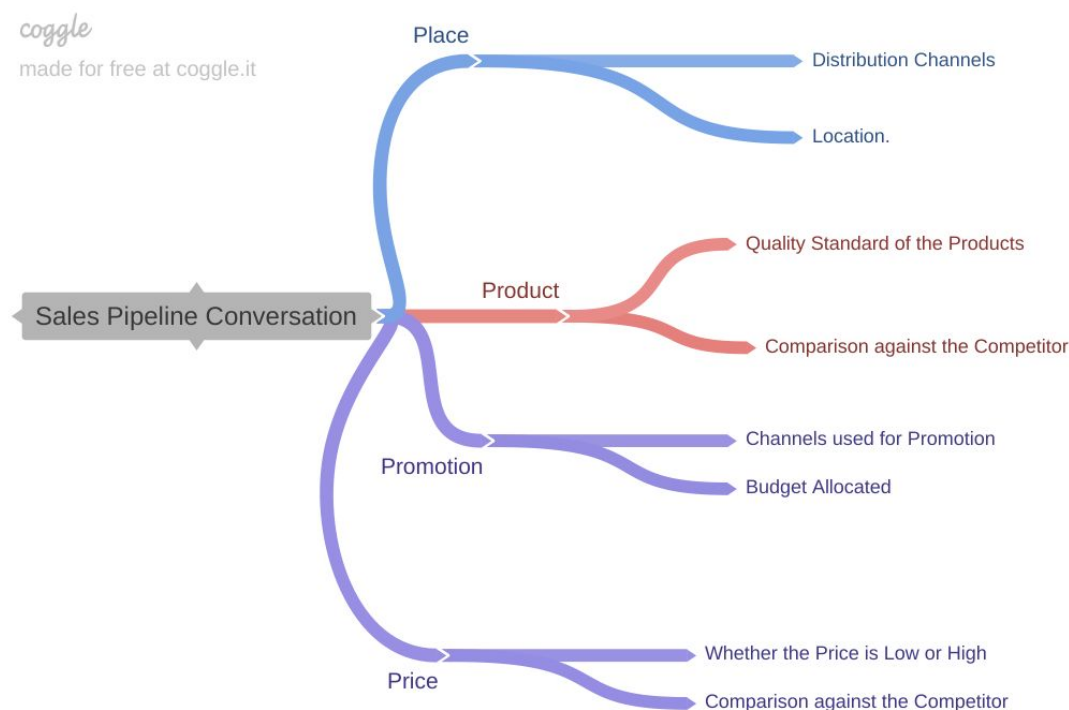
PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 1

Product (P)

Sub-branch **1: Quality Standard of the Products**

•Hypothesis 1: Most successful products have been the first in their category.

Sub-branch **2: Comparison against the competitor**

•Hypothesis 2: Comparison of the product and competitor might reveal pain points or areas of improvement.

Branch 2

Place (P)

Sub-branch *1:* **Distribution Channels**

•Hypothesis 1: Defining the product also is key to its distribution. Marketers need to understand the life cycle of the product.

Sub-branch 2*:* **Location**

•Hypothesis 2:You may need to improve your areas to know the customers.

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

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Branch 3

Price (P)

Sub-branch **1:** **Whether the price is low or high**

•Hypothesis 1: A discount can draw in more customers, but it can also give the impression that the product is less desirable. Or, they may

lower the price so more consumers will try it..

Sub-branch **2:** **Comparison against the competitor**

•Hypothesis 2: Price is the amount that consumers will be willing to pay for a product.

Branch 4

Promotion (P)

Sub-branch **1:** **Channels used for Promotion**

•Hypothesis 1: Promotion encompasses advertising, public relations, and the overall media strategy for introducing a product.

Sub-branch **2:** **Budget allocated**

•Hypothesis 2: Marketers tend to tie together promotion and placement elements to reach their core audiences.

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable	Insights if any	Pattern of Insight
1.Technology Primary	Analytics has a lower win rate. This indicates that opportunities related to Analytics face challenges in terms of conversion.	Significant Outliers
2. City	Pune has the highest loss rate among all cities, indicating a significant challenge in converting opportunities into wins.	Surprising comparison
3. B2B sales Medium	The Online Leads category has a significantly low win rate at 6%.	Significant Outliers

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable	Insights if any	Pattern of Insight
4. Client Revenue Sizing	Opportunities with values in the "500K to 1M" and "More than 1M" ranges have win rates of 22% and 19%, respectively, which are lower than the overall average of 23%.	Significant Outliers
5. Opportunity sizing	The data reveals an inverse relationship between the value of an opportunity and the win rate. As the opportunity value increases, the win rate tends to decrease. Smaller opportunities (e.g., 10K or less) have higher win rates, while larger opportunities (e.g., 50K to 60K and more than 60K) have lower win rates.	Surprising comparison

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

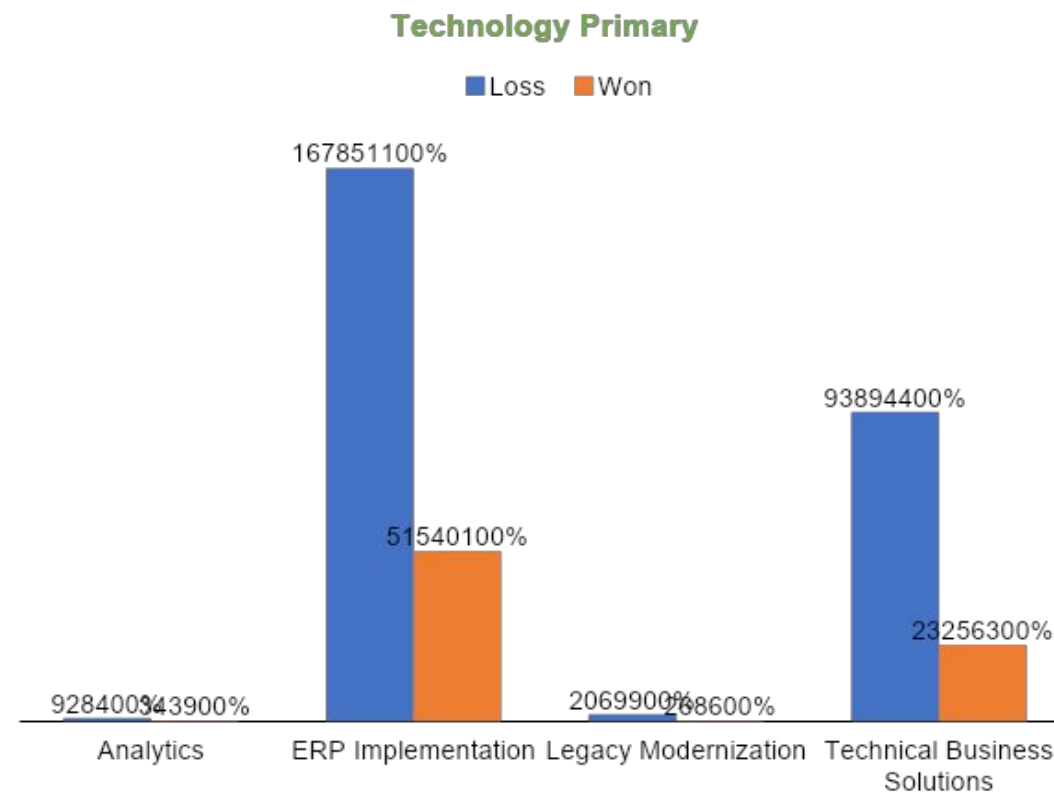| Variable	Insights if any	Pattern of Insight
6. Business from the client last year	0 (No business): This category represents situations where there is no business opportunity. It has a win rate of 17%, indicating that there are instances where opportunities might not be realized or are unsuccessful.	Surprising comparison

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

TECHNOLOGY PRIMARY

❖ERP Implementation: ERP Implementation has a win rate of 52% which is consistent with the overall average of 52%. Opportunities in this category have a moderate likelihood of being successful.

❖Analytics & Legacy Modernization has a lower win rate. This indicates that opportunities related to Analytics face challenges in terms of conversion.


Technology Primary

■ Loss ■ Won

167851100%

93894400%

51540100%

9284009%343900%   2069900%268600%   23256300%

Analytics   ERP Implementation   Legacy Modernization   Technical Business Solutions

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

CITY

❖ Mumbai stands out as a city with the highest win rate among all the cities in the dataset. This suggests that business opportunities in Mumbai are more likely to be successful compared to other cities.

❖ Pune, in contrast, has the highest loss rate Among all cities, indicating a significant challenge in Converting opportunities into wins.

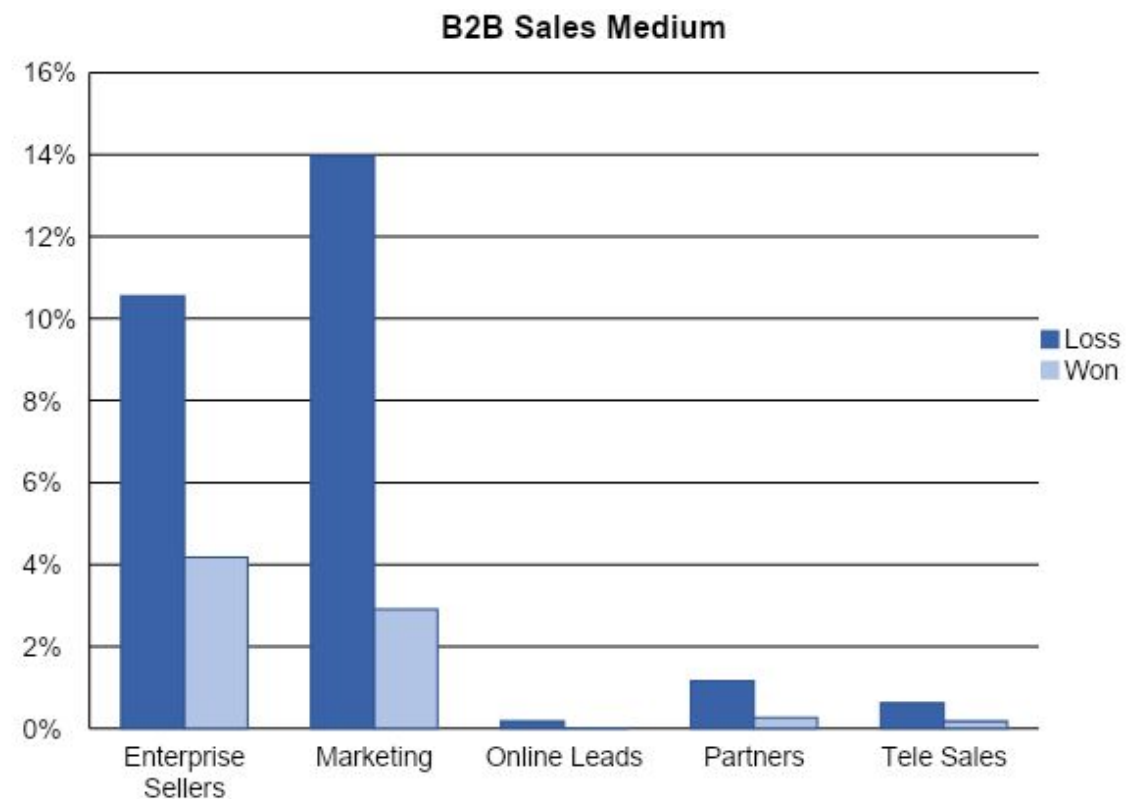City & Opportunity status
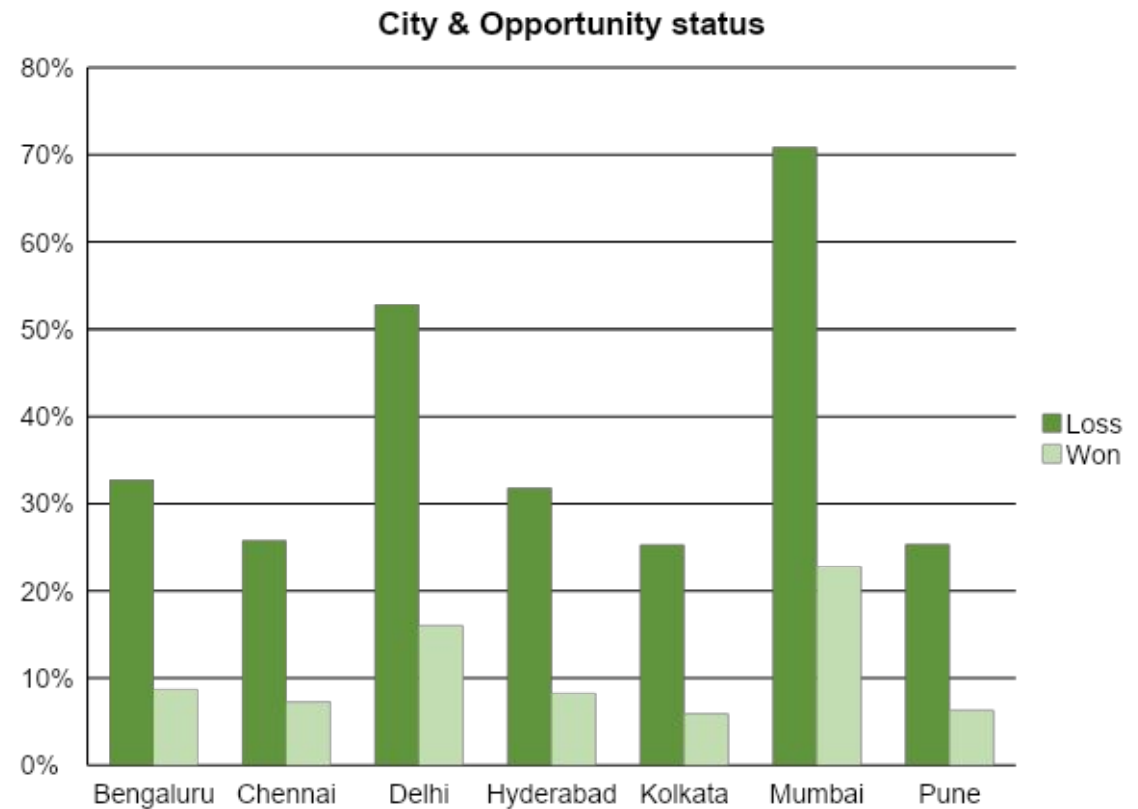
PART III A : Generating Insights
Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

B2B SALES MEDIUM

Enterprise Sellers has the highest win Rate, indicating a relatively higher success rate in converting opportunities into wins. This could be due to targeted sales strategies or a strong customer base.

The Online Leads has a significantly low win rate. This indicates that online-generated opportunities have a high likelihood of being lost.

B2B Sales Medium

Legend: Loss, Won

Categories: Enterprise Sellers, Marketing, Online Leads, Partners, Tele Sales

PART III A : Generating Insights
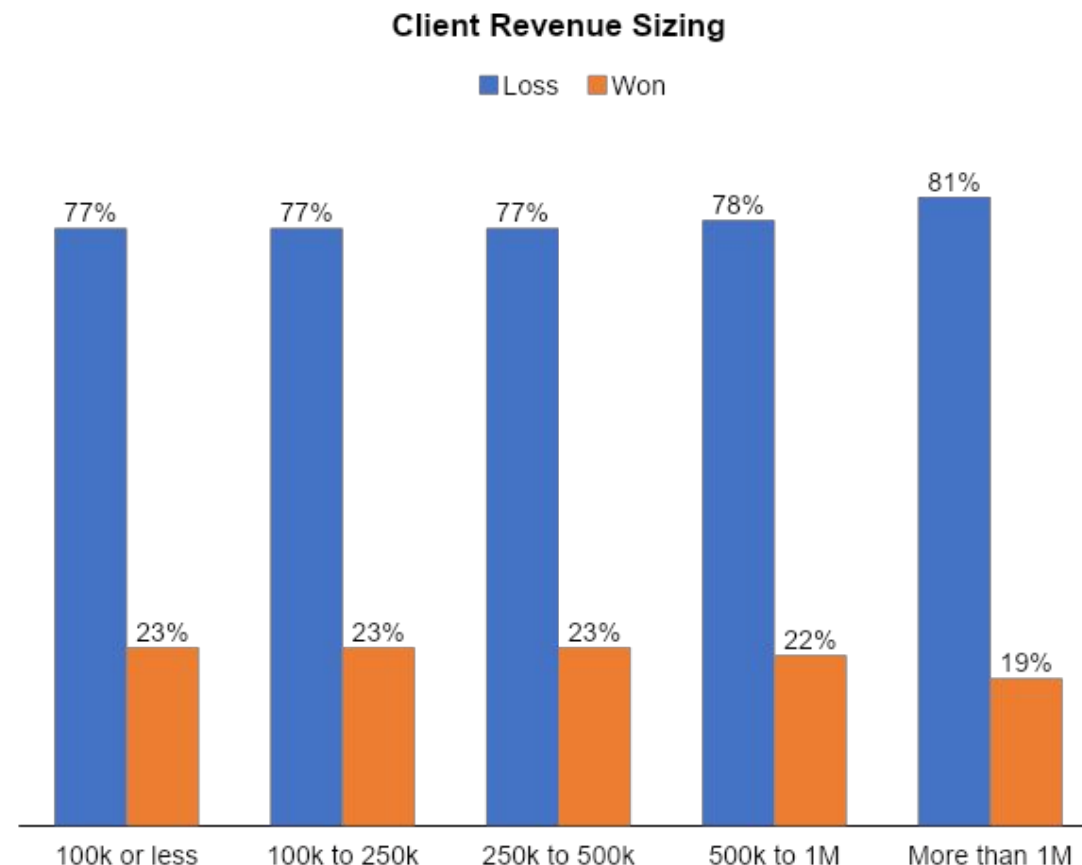
Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

CLIENT REVENUE SIZING

100K to Less, 100k to 250K, 250K to 500K In each category, the percentage of opportunities lost is around 77%, and the percentage of opportunities won is around 23%.

Regardless of the value range, the success rate for opportunities remains fairly constant at 23%.

Opportunities with values in the "**500K to 1M**" and "**More than 1M**" ranges have win rates of 22% and 19%, respectively, which are lower than the overall average of 23%.

Client Revenue Sizing

Bar chart legend: Loss (blue), Won (orange)

Category	Loss	Won
100k or less	77%	23%
100k to 250k	77%	23%
250k to 500k	77%	23%
500k to 1M	78%	22%
More than 1M	81%	19%

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

OPPORTUNITY SIZING

The data reveals an inverse relationship between the value of an opportunity and the win rate. As the opportunity value increases, the win rate tends to decrease. Smaller opportunities (e.g., 40K to 50) have higher win rates, while larger opportunities (e.g., 10K or less and more than 60K) have lower win rates.

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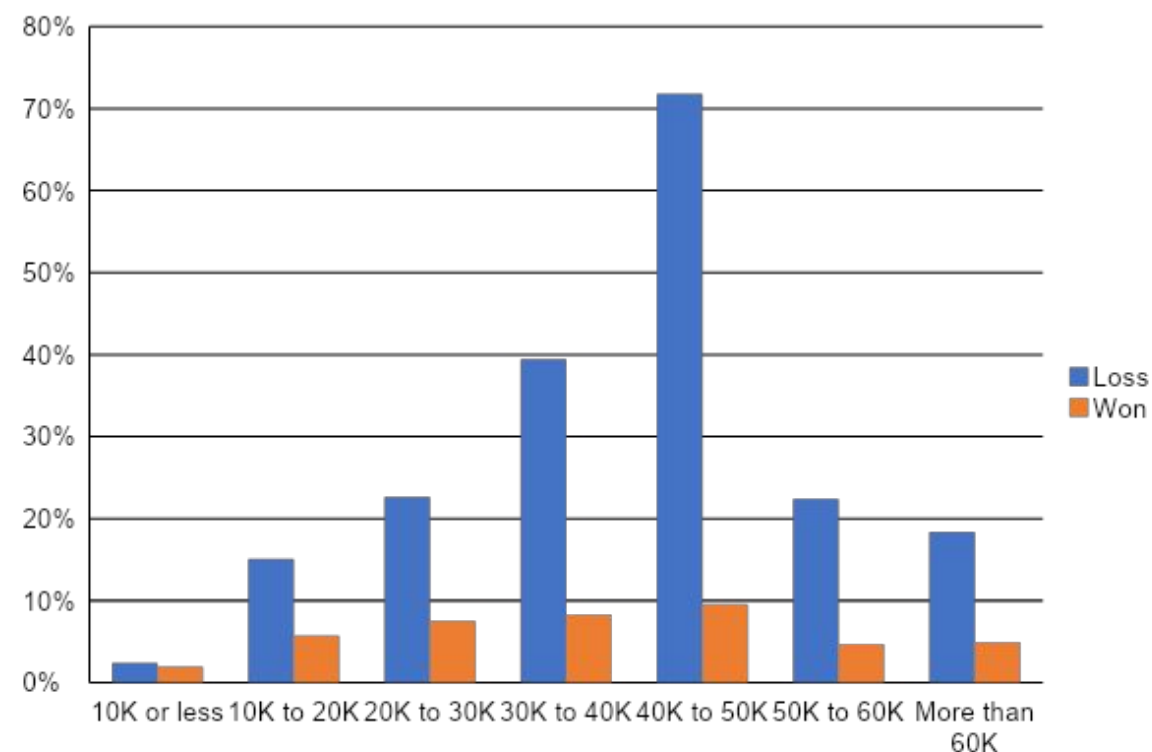
PART III A : Generating Insights
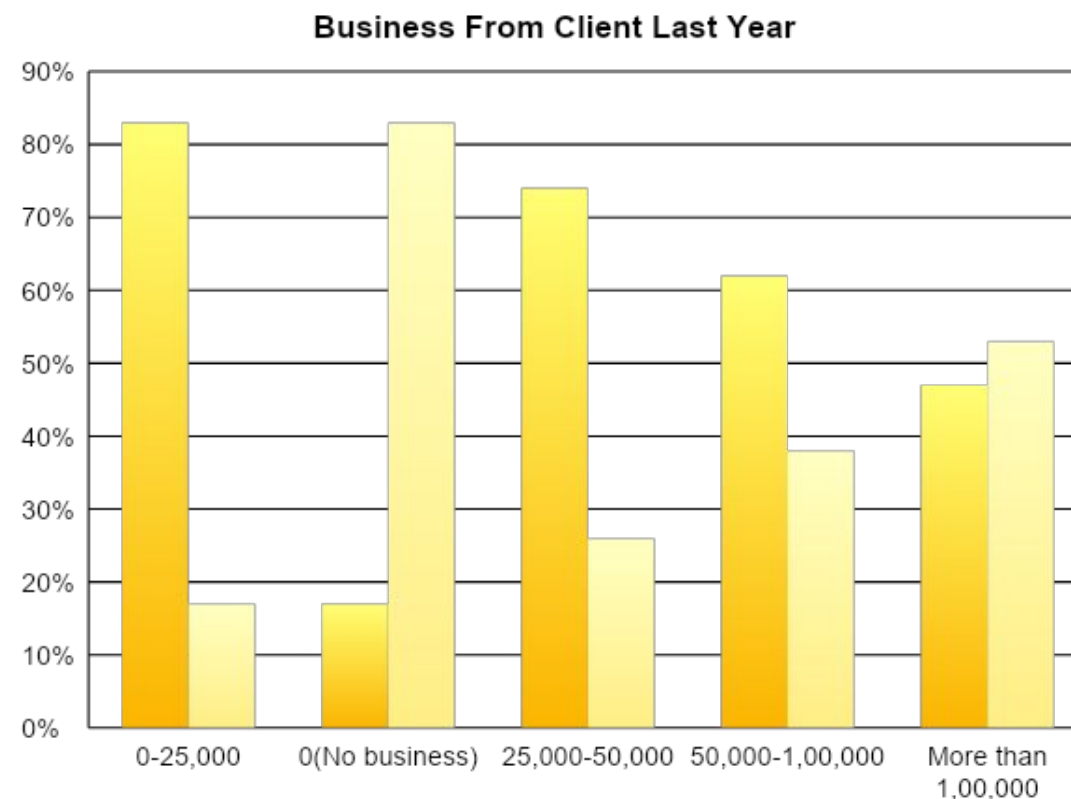
Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

BUSINESS FROM CLIENTS LAST YEAR

Opportunities in the lowest value range 0 -25,000 have a significantly high win rate of 83%.

Opportunities in the range of 25,000 -50,000 have a win rate of 74%.

0 (No business):This category represents situations where There is no business opportunity. It has a win rate of 17%, indicating that there are instances where opportunities might not be realized or are unsuccessful.

Business From Client Last Year

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Recommendations

1. Analytics & Legacy Modernization category, with its lower win rate, may require special attention and potentially revised strategies to improve conversion rates.

2. Businesses operating in Pune may need to reevaluate their sales strategies or address specific market issues to improve their success rate.

Corresponding Insights

Analytics & Legacy Modernization has a lower win rate. This indicates that opportunities related to legacy modernization face challenges in terms of conversion.

Pune has the highest loss rate among all cities, indicating a significant challenge in converting opportunities into wins.

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

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Recommendations	Corresponding Insights
3. Investigating the reasons behind this low success rate and improving the online lead conversion process may be essential.	The Online Leads category has a significantly low win rate.
4. Businesses may need to develop targeted and effective strategies for handling larger opportunities.	Opportunities with values in the "500K to 1M" and "More than 1M" ranges have win rates of 22% and 19%, respectively, which are lower than the overall average of 23%.

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Recommendations

5. Tailored sales and marketing strategies may be needed for different value ranges.

6. Larger opportunities might require more personalized and intensive efforts to increase their chances of success.
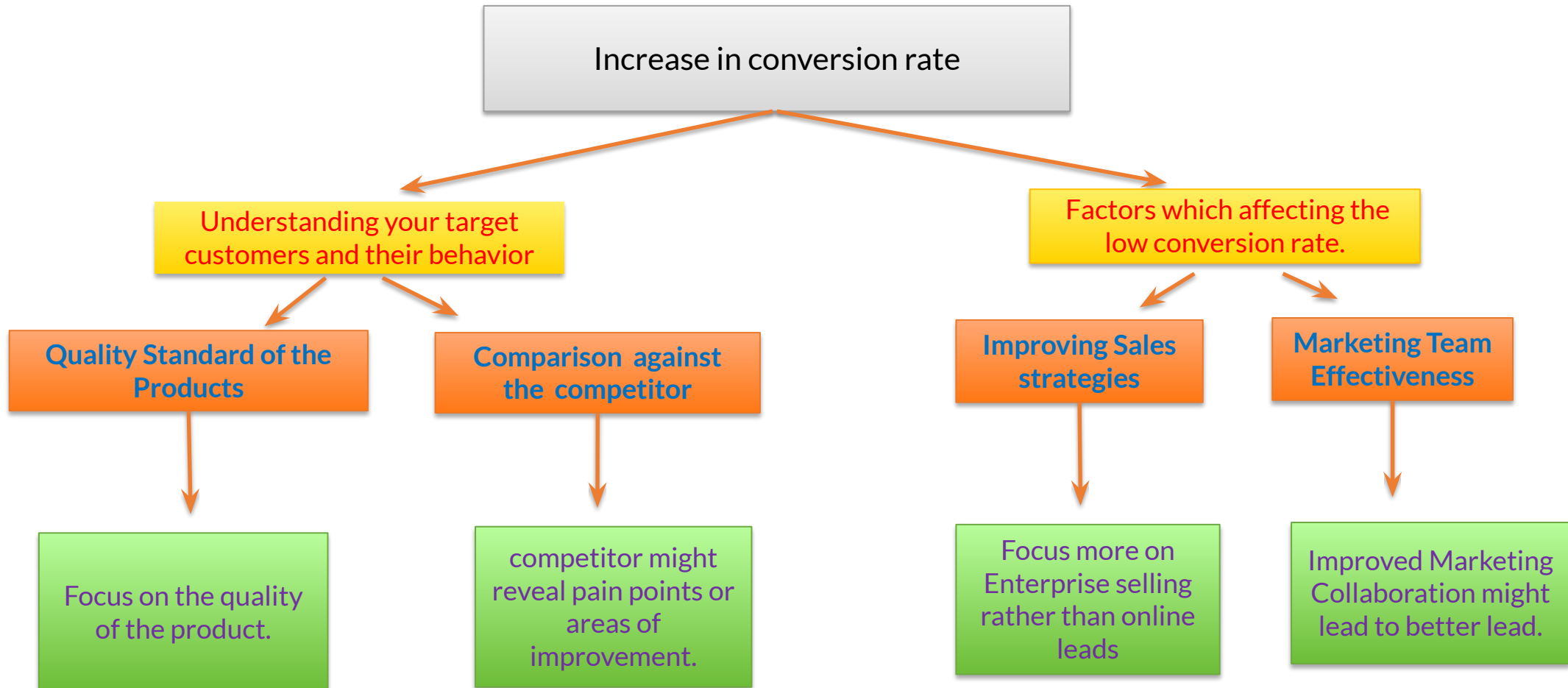
Corresponding Insights

The data reveals an inverse relationship between the value of an opportunity and the win rate. As the opportunity value increases, the win rate tends to decrease. Smaller opportunities (e.g., 40K to 50) have higher win rates, while larger opportunities (e.g., 10K or less and more than 60K) have lower win rates.

0 (No business) This category represents situations where There is no business opportunity. It has a win rate of 17%, indicating that there are instances where opportunities might not be realized or are unsuccessful.