1. Deal Outcome Distribution:

[Won |============= 65%]

[Lost |======= 35%]

Interpretation: In sample data, won deals outnumber lost deals nearly 2:1

2. Deal Value Comparison:.

Won deals median: $25,000

Lost deals median: $18,000

Interpretation: Higher-value deals tend to convert more often

3. Activity Frequency:

Top activities in won deals:

1. Meetings (32%)

2. Calls (28%)

3. Emails (22%)

4. Deal Duration:

Average duration:

- Won deals: 45 days

- Lost deals: 60 days

Interpretation: Faster-moving deals convert better

6. Correlation Heatmap:

Strongest correlations:

Meetings ↔ Deal Value (+0.62)

Calls ↔ Duration (-0.57)