Monthly Sales KPI & OKR Summary Report – May 2025

This report summarizes the key performance indicators and objective progress for the sales team in May 2025. It includes performance metrics, pipeline coverage, deal progression, and notable trends impacting results.

# 📈 Key Performance Indicators (KPIs)

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| --- | --- |
| Metric | Value |
| Total Revenue | $1.2M |
| Quota Attainment | 88% |
| Average Deal Size | $48,000 |
| Win Rate | 34% |
| Pipeline Coverage | 3.2x |

# 🎯 Objectives and Key Results (OKRs)

* \*\*Objective 1: Expand strategic accounts in finance and healthcare.\*\*
* - Key Result: 4 new strategic deals (Achieved: 3)
* - Key Result: $500K new pipeline from target industries (Achieved: $480K)
* \*\*Objective 2: Improve deal velocity and cycle time.\*\*
* - Key Result: Average cycle time reduced by 10% (Achieved: 7%)
* - Key Result: 3 large deals closed in <60 days (Achieved: 2)

# 📊 Insights & Trends

- Larger deals are taking longer to close due to security reviews and legal bottlenecks.  
- Healthcare accounts show increased engagement but slower procurement cycles.  
- Reps with early executive alignment saw faster deal progression and higher win rates.  
- Product demo requests were up 22%, indicating growing interest in new features.