



Executive Insights

What is driving sales?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

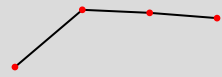
3/1/2017



12/31/2017

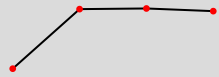


Clear all slicers



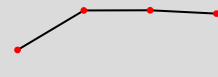
\$10.0M

Total Sales



6.7K

Total Deals



4.2K

Total Leads Won



63.2%

Win Rate



2.5K

Total Leads Lost



37.0%

Loss Rate

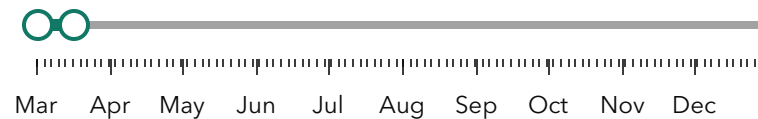
Top Customers by Spending

Kan-code	\$341.5K
Konex	\$269.2K
Condax	\$206.4K
Cheers	\$198.0K
Hottechi	\$195.0K
Goodsiron	\$182.5K
Treequote	\$176.8K
Warephase	\$170.0K
Xx-holding	\$169.4K
Isdom	\$164.7K
Mathtouch	\$163.3K
Singletec...	\$163.3K
Scotfind	\$162.7K
Plussunin	\$155.2K
Umbrella ...	\$152.7K
Rangreen	\$151.8K
Donquad...	\$148.0K
Plexzap	\$145.0K
Stanredtax	\$142.7K

\$0.0M \$0.2M \$0.4M



3/1/2017 12:00:00 AM - 3/16/2017 6:00:00 AM

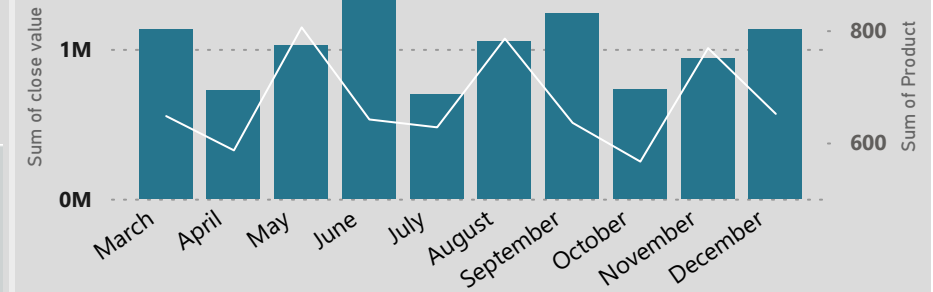


3/1/2017 12:00:00 AM 12/31/2017 12:00:00 AM

POWERED BY
esri

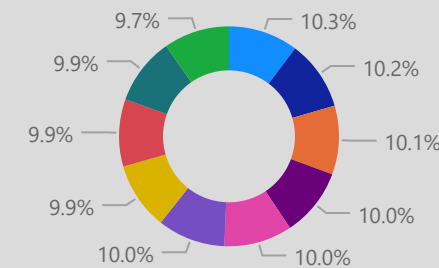
Sum of Sales and Products per Month

Sum of close value Sum of Product

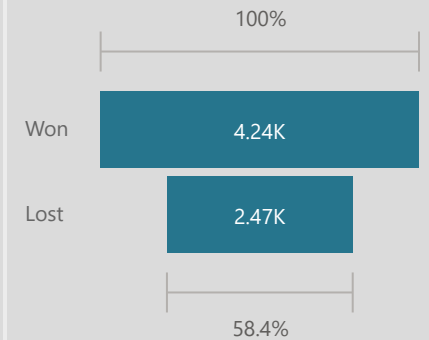


Win Rate by Sector

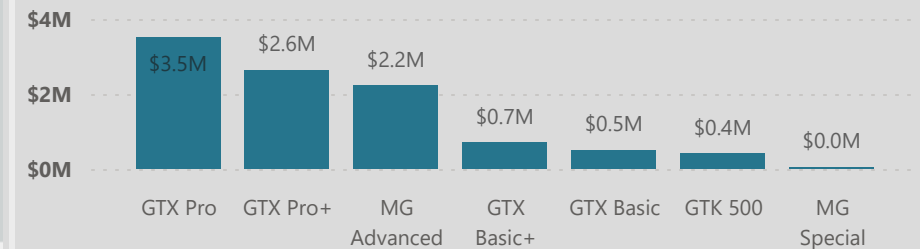
marketing entertainment software



Conversion Funnel



Sales by Product





Sales Insights

How are we doing as regards Sales?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

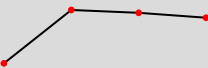
3/1/2017



12/31/2017

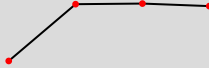


Clear all slicers



\$10.0M

Total Sales



\$227.4K

Avg. Weekly Sales



7.2%

MoM Sales Growth(%)



\$1.4M

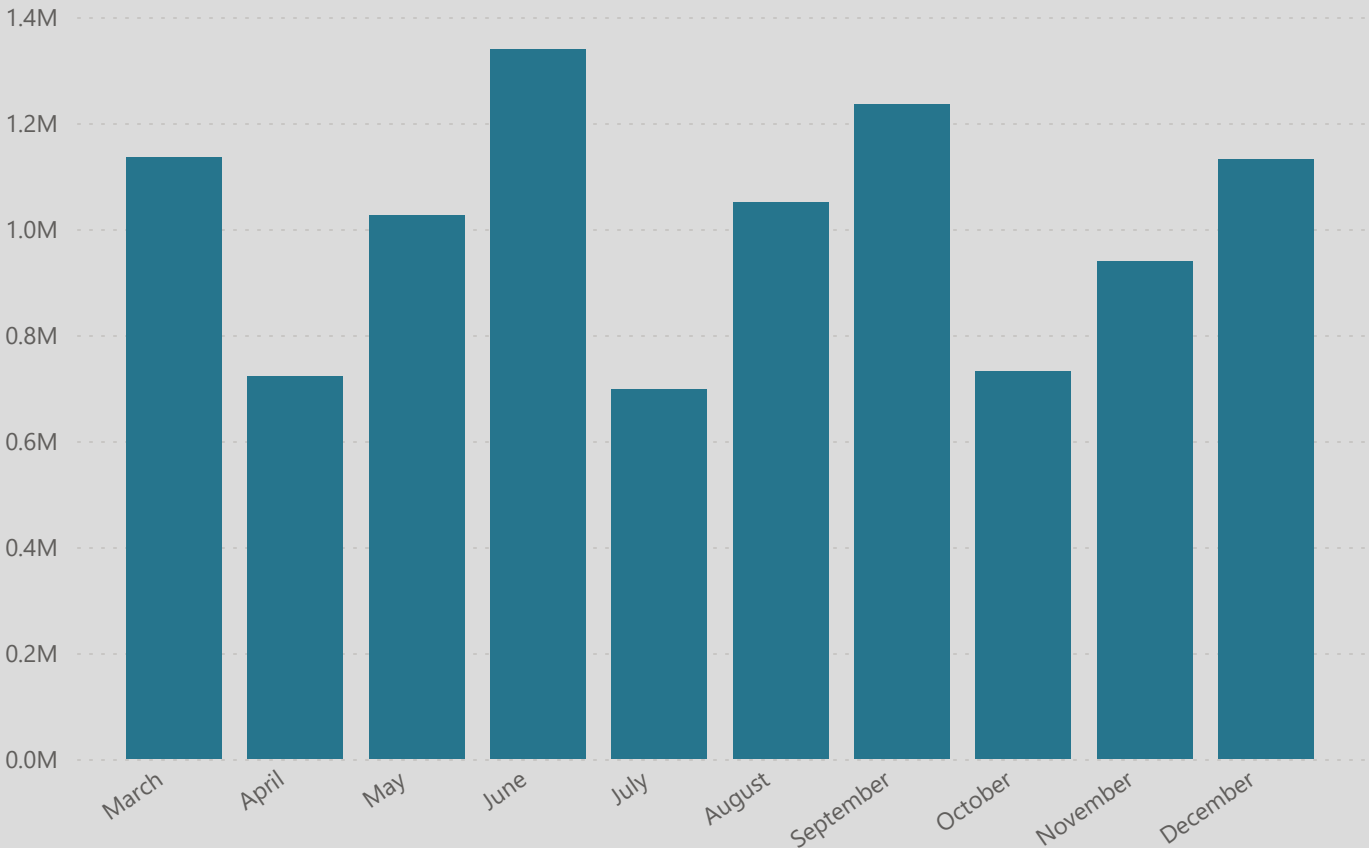
Avg. Sales per Product



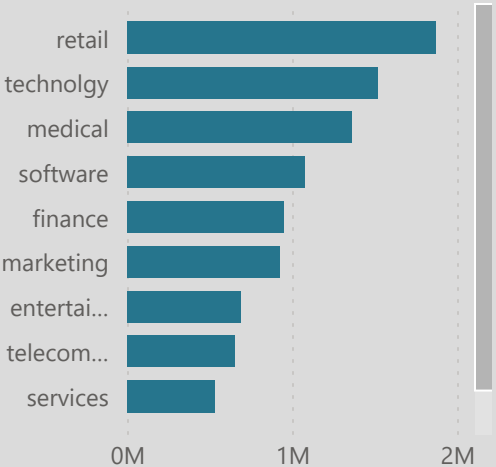
41.5

Avg. Sales Cycle (days)

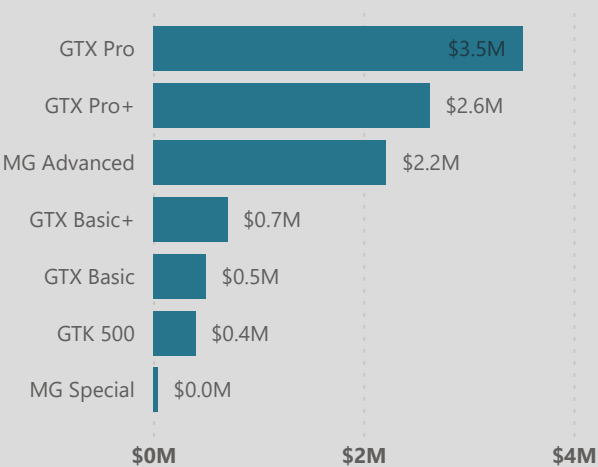
Total Sales by Month



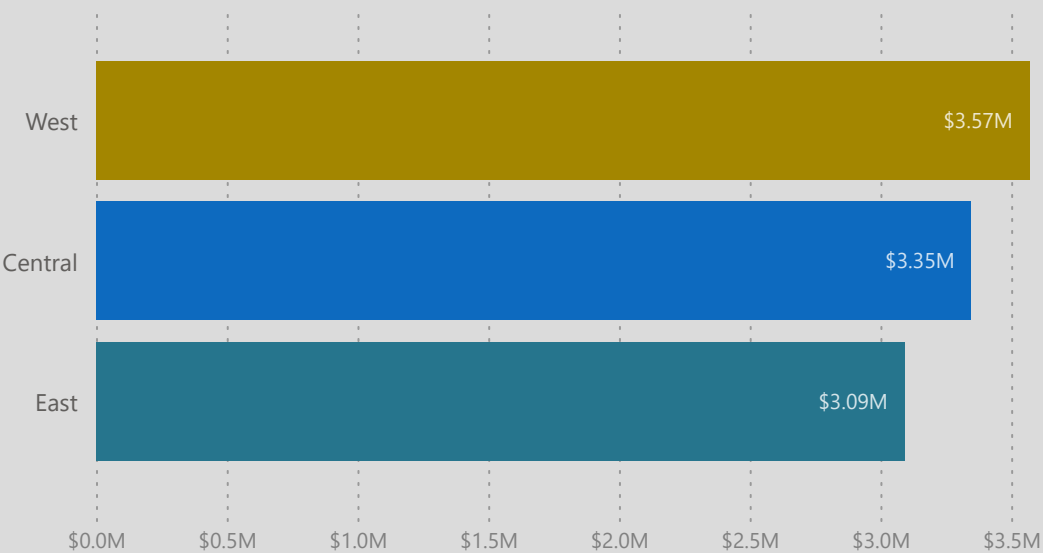
Sales by Sector



Sales by Product



Sales by Agent Region





Product Insights

How are the products performing?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

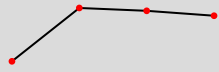
3/1/2017



12/31/2017

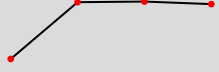


Clear all slicers



\$10.0M

Total Sales



6.7K

Total Deals



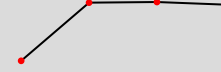
4.2K

Total Leads Won



63.2%

Win Rate

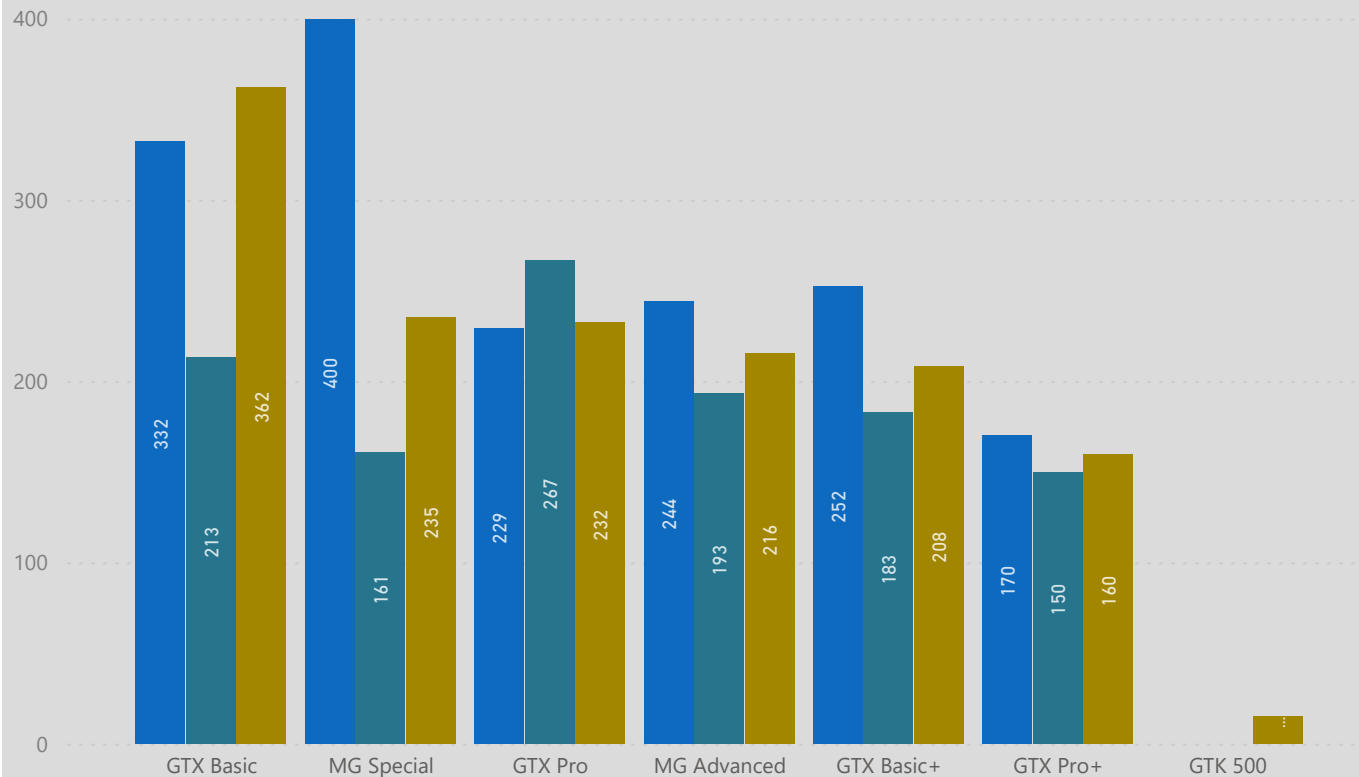


MG Special

Most Sold Product

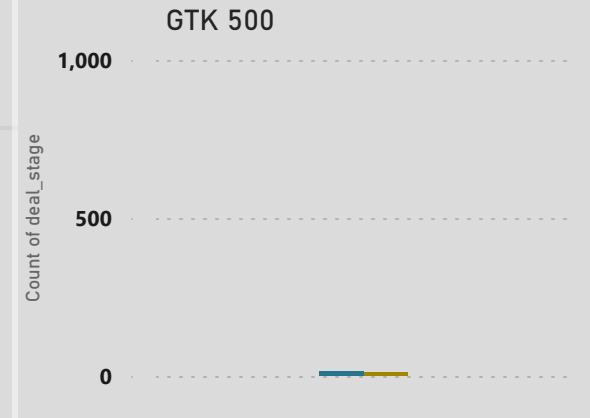
Units Sold by Region

region ● Central ● East ● West

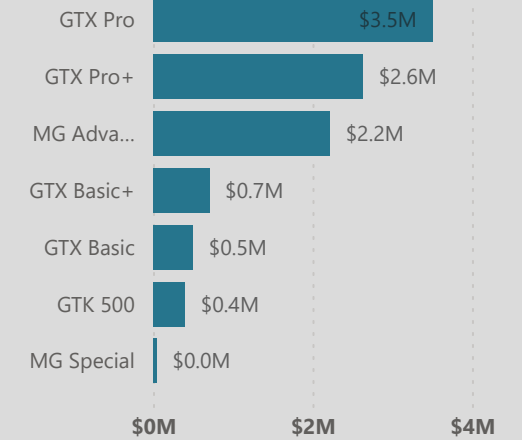


Deals Stage By Products

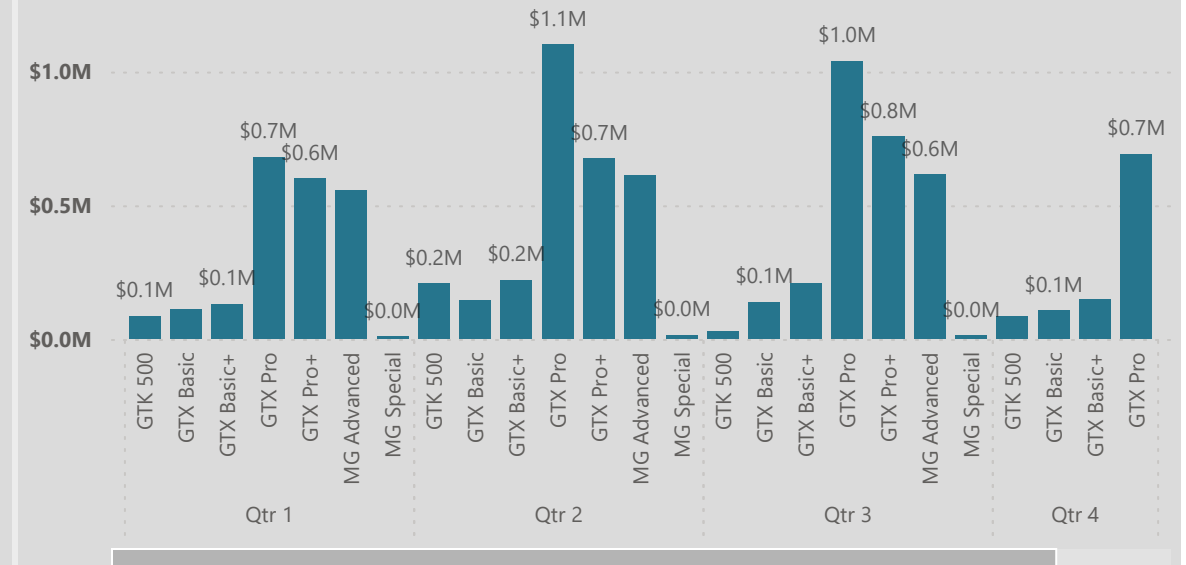
● Lost ● Won



Revenue by Product



Product Sales per Quarter





Sales Teams Insights

What is the Sales Team up to?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

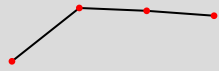
3/1/2017



12/31/2017

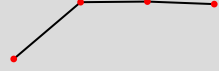


Clear all slicers



\$10.0M

Total Sales



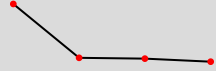
6.7K

Total Deals



4.2K

Total Leads Won



63.2%

Lead Conversion rate



4.05K

Avg. Deal Size

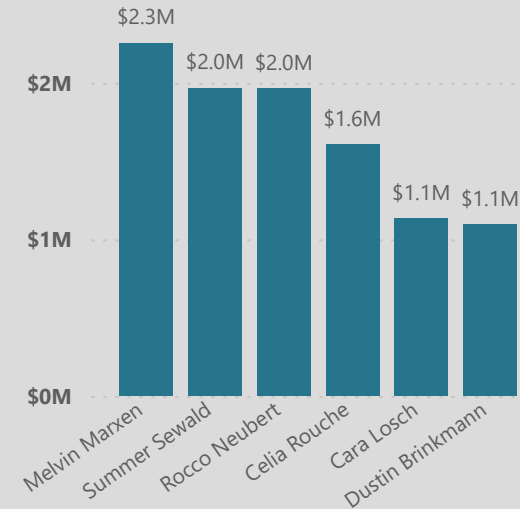
Top Performing Agents by Conversion Rate

Hayden Nel...	70.4%
Maureen Ma...	70.0%
Wilburn Farr...	69.6%
Cecily Lamp...	66.9%
Versie Hilleb...	66.7%
Moses Frase	66.2%
Boris Faz	66.0%
James Ascen...	65.5%
Corliss Cosme	65.5%
Rosalina Die...	65.5%
Reed Clapper	65.4%
Jonathan Be...	64.8%
Rosie Papad...	64.5%
Kami Bicknell	64.0%
Vicki Laflam...	63.7%
Elease Gluck	63.5%
Violet Mclell...	63.2%
Darcel Schle...	63.1%
Marty Freud...	62.9%
Cassey Cress	62.5%

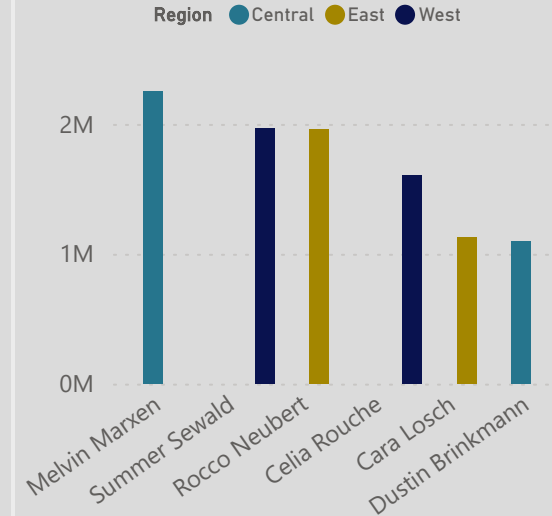
Top Performing Agents by Sales

Darcel Schle...	\$1.15M
Vicki Laflam...	\$0.48M
Kary Hendri...	\$0.45M
Cassey Cress	\$0.45M
Donn Cantrell	\$0.45M
Reed Clapper	\$0.44M
Zane Levy	\$0.43M
Corliss Cosme	\$0.42M
James Asce...	\$0.41M
Daniell Ham...	\$0.36M
Maureen M...	\$0.35M
Gladys Colcl...	\$0.35M
Markita Han...	\$0.33M
Kami Bicknell	\$0.32M
Marty Freud...	\$0.29M
Elease Gluck	\$0.29M
Jonathan Be...	\$0.28M
Anna Snelling	\$0.28M
Hayden Nel...	\$0.27M
Boris Faz	\$0.26M

Manager's Performance



Regional Sales by Manager



Deals Stage by Manager's Engagement

Managers: ● Cara Losch ● Celia Rouche ● Dustin Brinkmann ● Melvin Marxen ● Rocco Neubert ● Summer Sewald

Lost

1,000

Count of deal_stage

500

0

Won

1,000

500

0



Accounts Insights

Who are the Customers?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

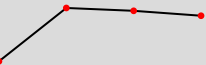
3/1/2017



12/31/2017



Clear all slicers



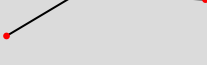
\$10.0M

Total Sales



85

Total Accounts



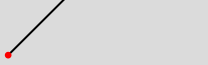
48

First Response Time



63.2%

Win Rate



\$4.0K

Avg. Order Value

Biggest Accounts per Location

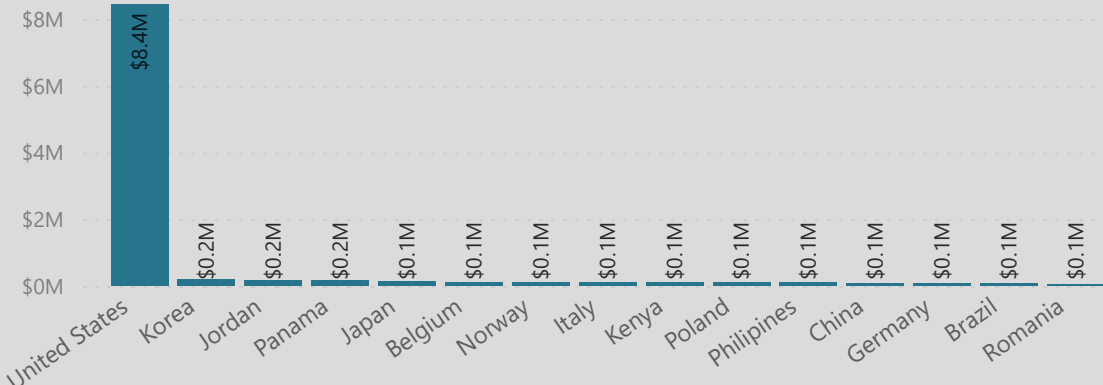
United States	Kan-code	\$341.5K
	Konex	\$269.2K
	Condax	\$206.4K
	Cheers	\$198.0K
K...	Hottechi	\$195.0K
United States	Goodsilron	\$182.5K
	Treequote	\$176.8K
	Warephase	\$170.0K
	Xx-holding	\$169.4K
J...	Isdom	\$164.7K
United States	Mathtouch	\$163.3K
	Singletechno	\$163.3K
	Scotfind	\$162.7K
	Plussunin	\$155.2K
P...	Umbrella Corpora...	\$152.7K
United States	Rangreen	\$151.8K
	Donquadtech	\$148.0K
	Plexzap	\$145.0K
	Stanredtax	\$142.7K
	Inity	\$141.9K

Revenue by Industry

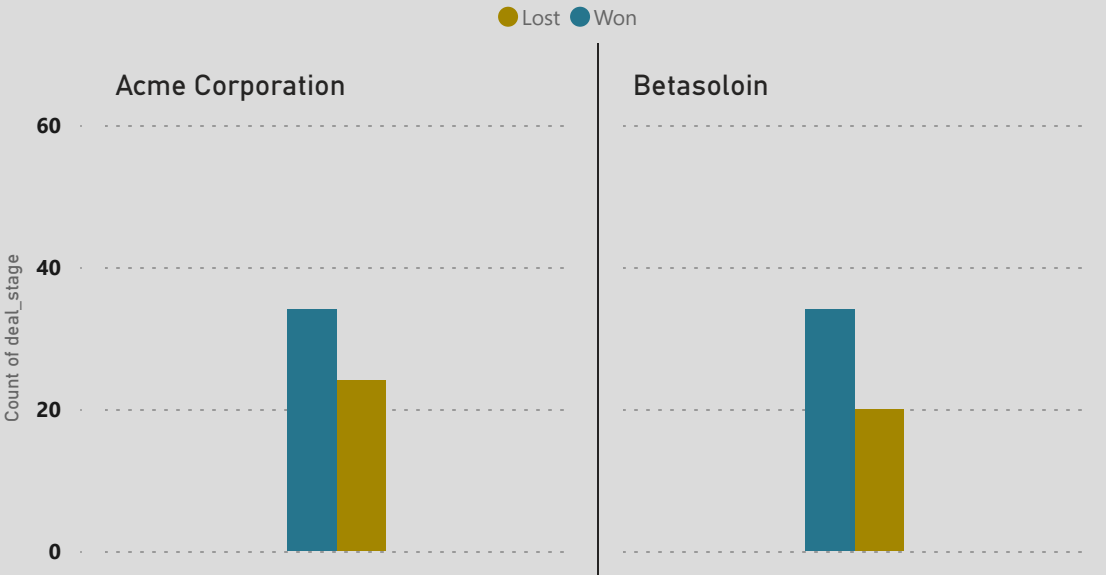
retail	\$1.9M
technology	\$1.5M
medical	\$1.4M
software	\$1.1M
finance	\$1.0M
marketing	\$0.9M
entertain...	\$0.7M
telecom...	\$0.7M
services	\$0.5M
employm...	\$0.4M

Revenue by Account ocation

U.S.-based accounts dominate, contributing around 83% of total sales and customers. Prioritize these accounts while working to improve performance in other regions.



Deals Stage By Account





Time Trend Insights

How does prolonged engagement period affect closing?

Select a perspective

Agent's Region

All

Product Type

All

Customers

All

Customer's Location

All

Scroll through time

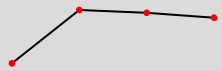
3/1/2017



12/31/2017

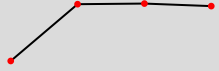


Clear all slicers



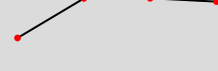
\$10.0M

Total Sales



6.7K

Total Deals



4.2K

Total Leads Won



63.2%

Win Rate

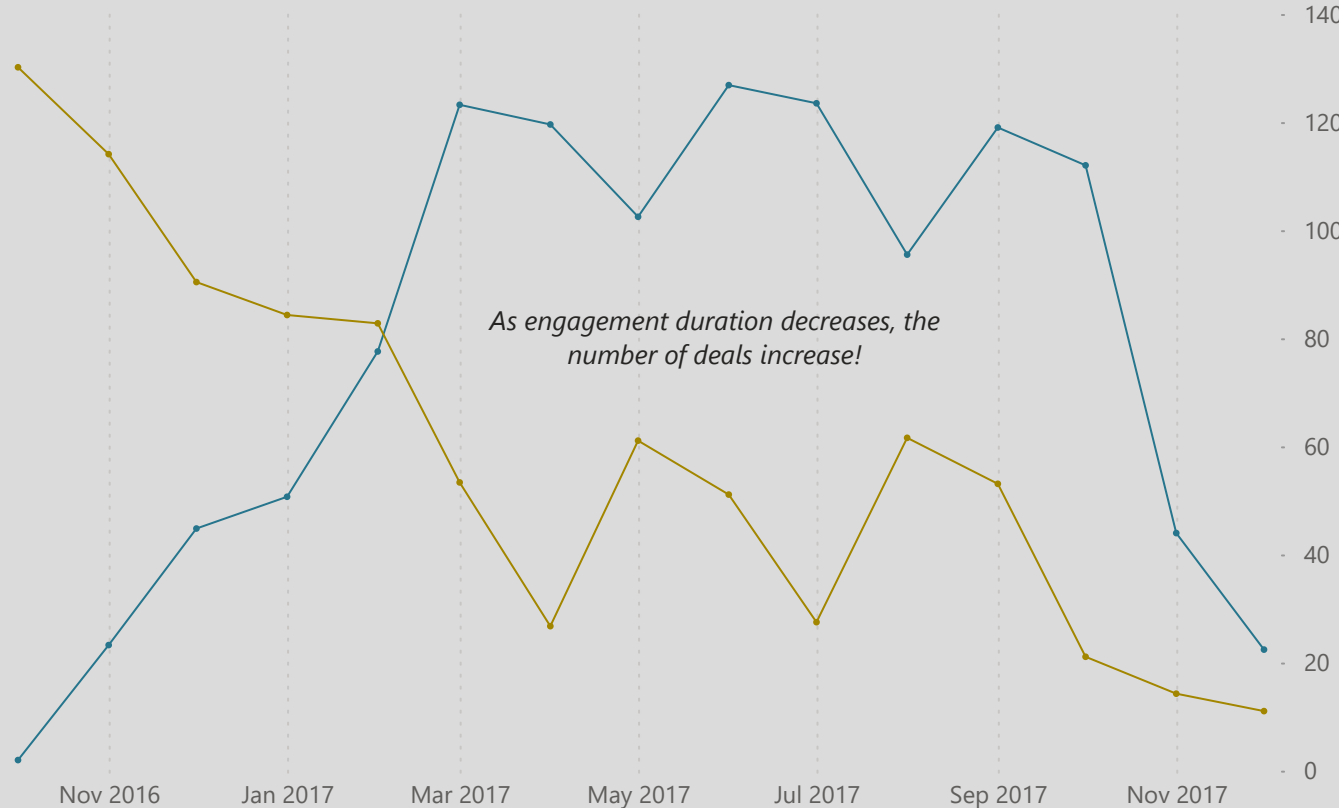


2.5K

Total Leads Lost

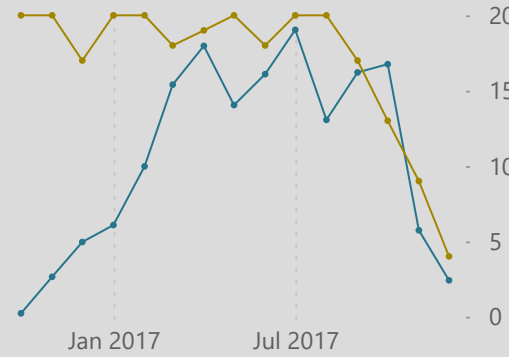
Trend of Engagement

Number of Deals Avg. Engagement Duration



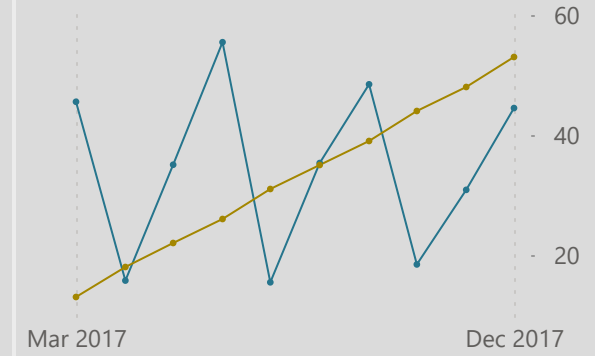
Trend of Engagement Dates and Value

Engage Date Weeks Engaged



Trend of Close Date and Value

Close Value Week s Deal Closed



Trend of Engagement

Sum of close value Engagement Duration

