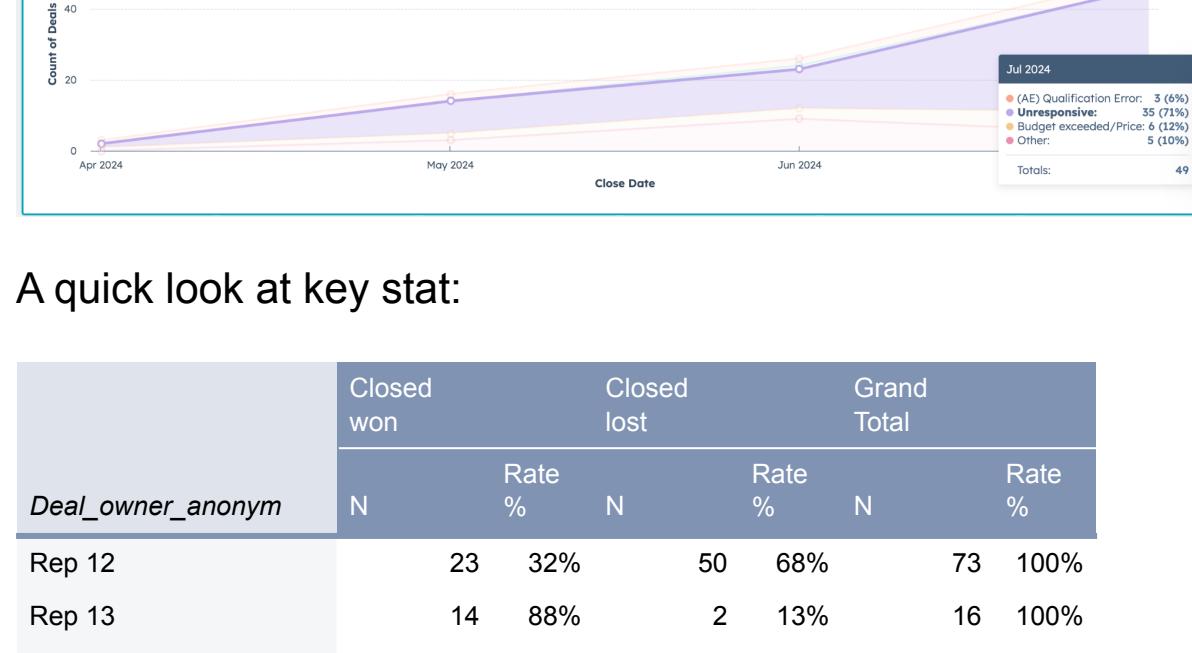


## Houston, we have a problem..



## A quick look at key stat:

Deal_owner_anonym	Closed won		Closed lost		Grand Total	
	N	Rate %	N	Rate %	N	Rate %
Rep 12	23	32%	50	68%	73	100%
Rep 13	14	88%	2	13%	16	100%
Rep 23	5	45%	6	55%	11	100%
Rep 29	5	56%	4	44%	9	100%
Rep 30	9	50%	9	50%	18	100%
<b>Grand Total</b>	<b>56</b>	<b>44%</b>	<b>71</b>	<b>56%</b>	<b>127</b>	<b>100%</b>

All time to July 22

## Diving into the lead source of the closed deals:

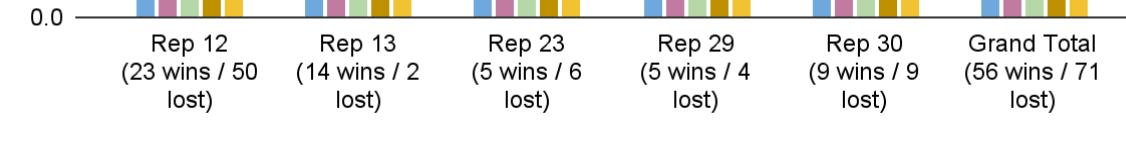
Deal_owner_anonym	MRG Lead Values										Grand Total
	Inbound		Outbound (Email + Upwork bidding)		Partner sale		Returned (after churr)		WR		
	N closed	WR	N closed	WR	N closed	WR	N closed	WR	N closed	WR	
Rep 12	32	44%	32	22%	6	0%	1	0%	2	100%	73 32%
Rep 13	12	83%	3	100%			1	100%			16 88%
Rep 23	8	63%	3	0%							11 45%
Rep 29	6	67%	1	0%	1	0%	1	100%			9 56%
Rep 30	18	50%									18 50%
<b>Grand Total</b>	<b>76</b>	<b>55%</b>	<b>39</b>	<b>26%</b>	<b>7</b>	<b>0%</b>	<b>3</b>	<b>67%</b>	<b>2</b>	<b>100%</b>	<b>127 44%</b>

Pasted as an image to preserve heatmap; here is [the original table](#)

Takeaways:

- Rep 12 has low WR for the Outbound compared to ~40% seen in the past for Earth team
- Rep 13 is absolute champion with 100% the winrate for outbound (3 deals only) and 88% for Inbound (NB this AE deals is a subset of her work)
- Rep 23 lost all of his 3 Outbound deals
- Zero (0) deals won from Upwork

## Who's least / most ghosted:



- Rep 23 - least losses due to Unresponsive
- Rep 13 has lost 2 deals only, too little data here
- Rep 29 & Rep 30 both have the most Unresponsive lost

## How many touches to close (median):

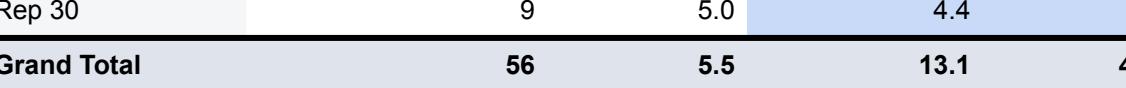
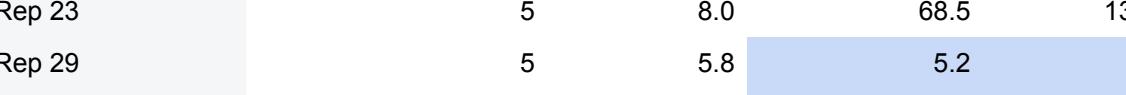


[Here](#) is how Hubspot defines a touch (look up Number of times contacted)

- Rep 23 sets the pattern to follow (esp for Lost ^Unresponsive & Unresponsive)
- Rep 29 onboarded recently seems unbalanced & just ramping up
- Rep 30 seems not taking much care of the deals that do not close fast

Why would the Wons receive more touches than the Lost? Onboarding hassle may be an answer, needs a deeper dive into the touches.

## Days to close (median):



## Won deals cycle distribution:

At a glance, checking the difference between median and average, while looking at stdev as well:

Deal_owner_anonym	N won	MEDIAN of Duration	AVERAGE of Duration	STDEV of Duration
Rep 12	23	6.7	9.6	9.8
Rep 13	14	5.4	7.3	8.3
Rep 23	5	8.0	68.5	131.9
Rep 29	5	5.8	5.2	2.2
Rep 30	9	5.0	4.4	2.8
<b>Grand Total</b>	<b>56</b>	<b>5.5</b>	<b>13.1</b>	<b>40.4</b>

Need to check outliers manually esp for Rep 23

## Glance at Other:

There 16 deals closed lost with Other as main reason and free text reason under the AE Close Lost Reason detail. Here is [the list of these deals](#). Categorised and grouped:

Category count

Not using Upwork 6

Lead ownership error 3

Other 3

Not ready to buy now 2

Not using automation 2

Takeaway: Not using Upwork, Not ready to buy now and Not using automation be added as preset reasons for top-level AE Closed Lost Reason property.