



Quarter: Q4 2017



Manager: Dustin Brinkmann



Products: All



Wins

213

Last Quarter: 206 3.4% ↑

Win %

63.2%

Last Quarter: 57.9% 9.2%

Avg SCL

51.4

Last Quarter: 49.7 3.4%

Revenue

\$317K

Last Quarter: \$285K 11.1%

Avg Revenue

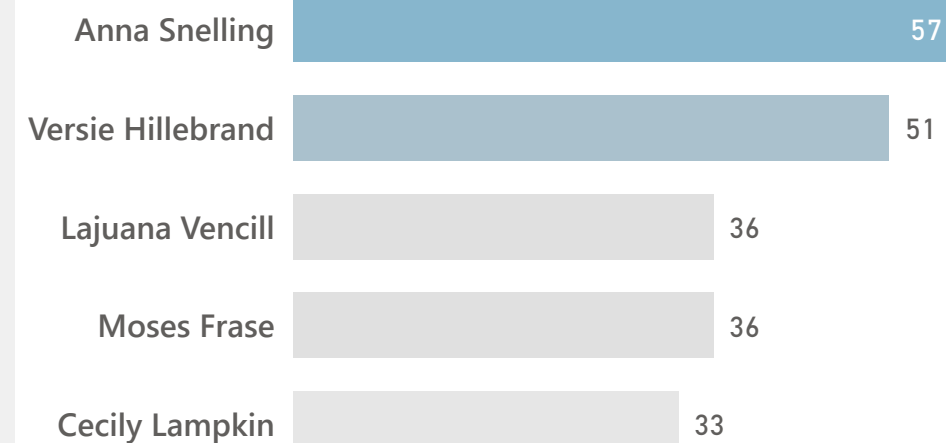
\$1.5K

Last Quarter \$1.4K 7.4%

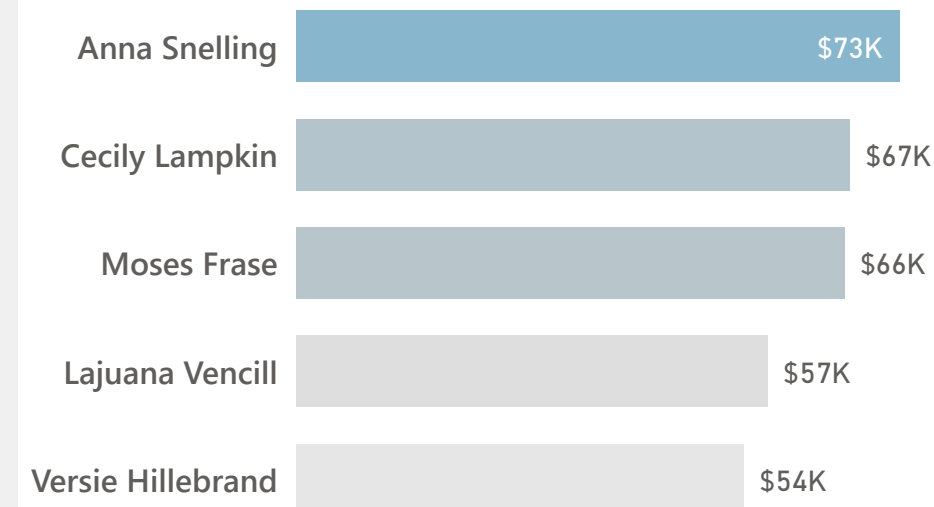
Here we are considering **win percentage** with respect to total deals win and lost. We are not counting engaging and prospecting deals for fair analysis. Average SCL is **Sales cycle length**, which shows total time it takes to win a deal. Here we are counting time in **days**. Revenue and avg revenue shows total revenue and average revenue generated each quarter respectively.

wins by sales agent

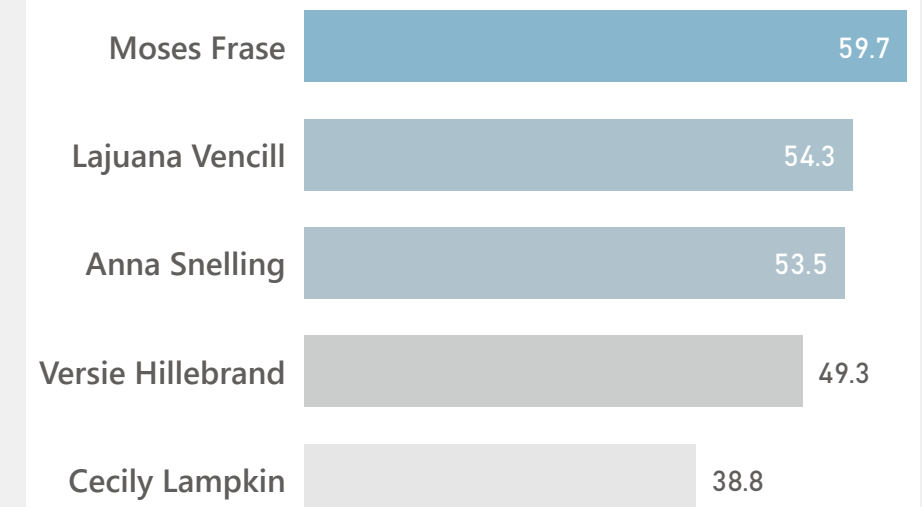
hover over to see product details



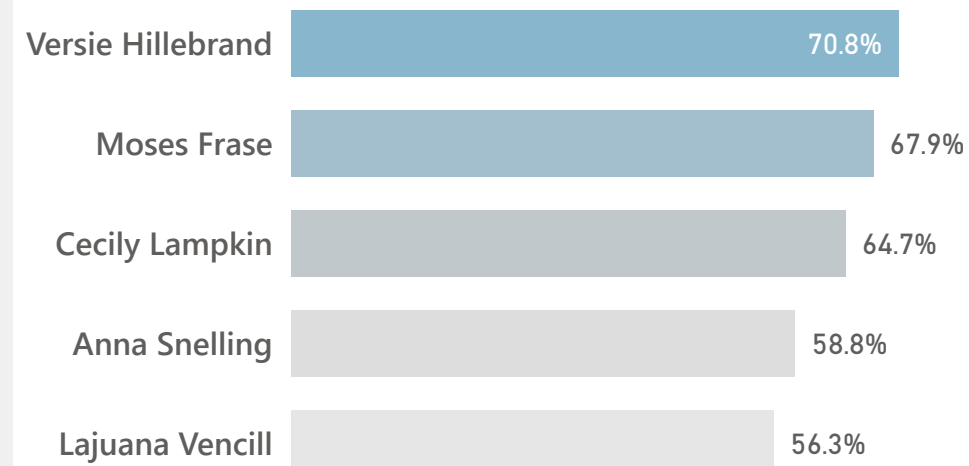
sales agent with highest revenue



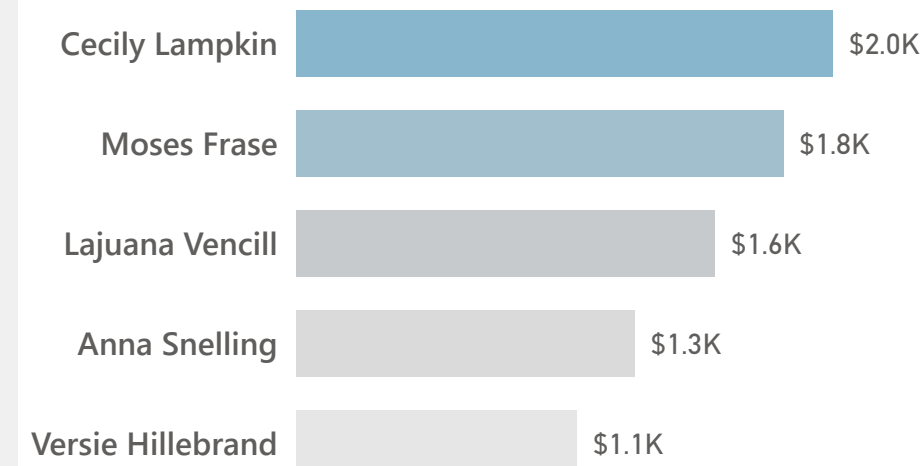
Avg days to win a deal (avg SCL)



win %



Average Revenue





Salesperson

Product

Geography



Quarter: All



Manager: All



Sales agent: All



Wins

4238

Last Quarter: 3042 39.3% ↑

Win %

63.2%

Last Quarter: 64.4% -1.9%

Avg SCL

51.8

Last Quarter: 52.7 -1.7%

Revenue

\$10M

Last Quarter: \$7M 38.9%

Avg Revenue

\$2.4K

Last Quarter \$2.4K -0.3%

I have categorised the products in three parts according to the price of the products to analyze the impact on revenue by price. Three parts are:

1. Basic which includes products with less price (GTX Basic - price 550 and MG Special - 55)
2. Standard includes products with medium price range (GTX Pro, MG Advanced, GTX Plus Pro and GTX Plus Basic)
3. Premium includes high price products (GTK 500 - price 26768)

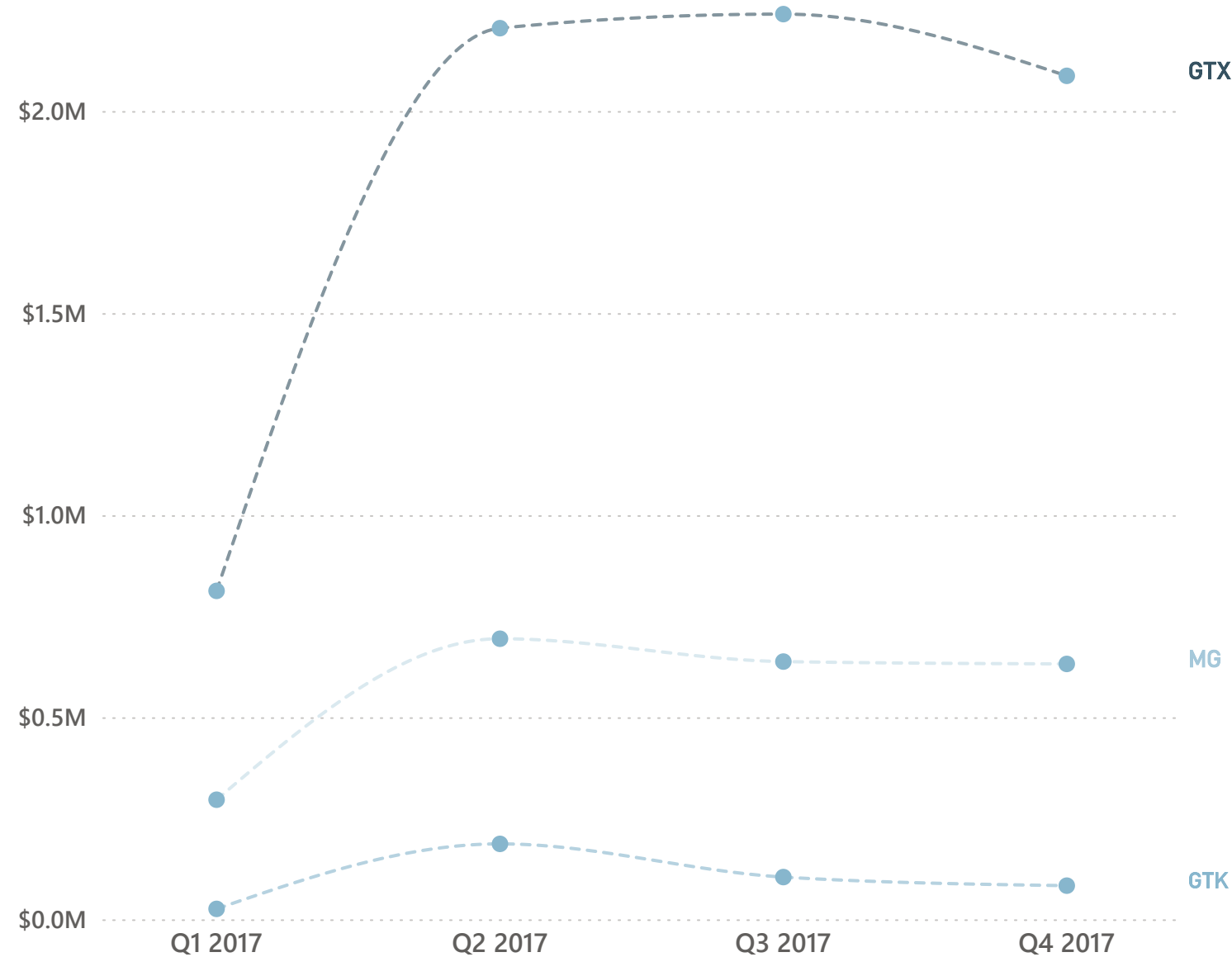
Win %

Wins

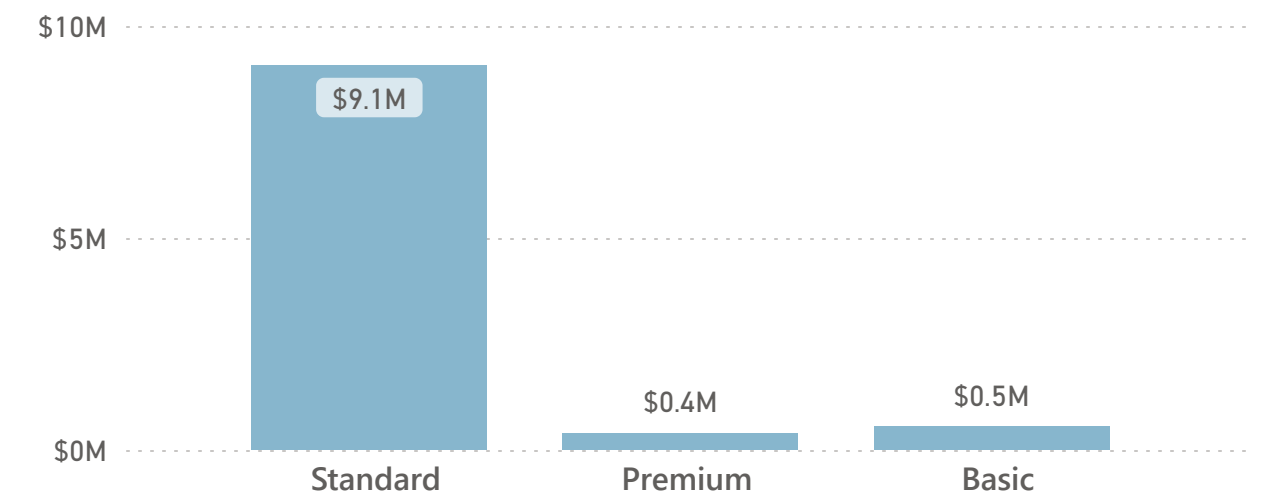
Revenue

Avg SCL

Revenue by Quarter and Product series

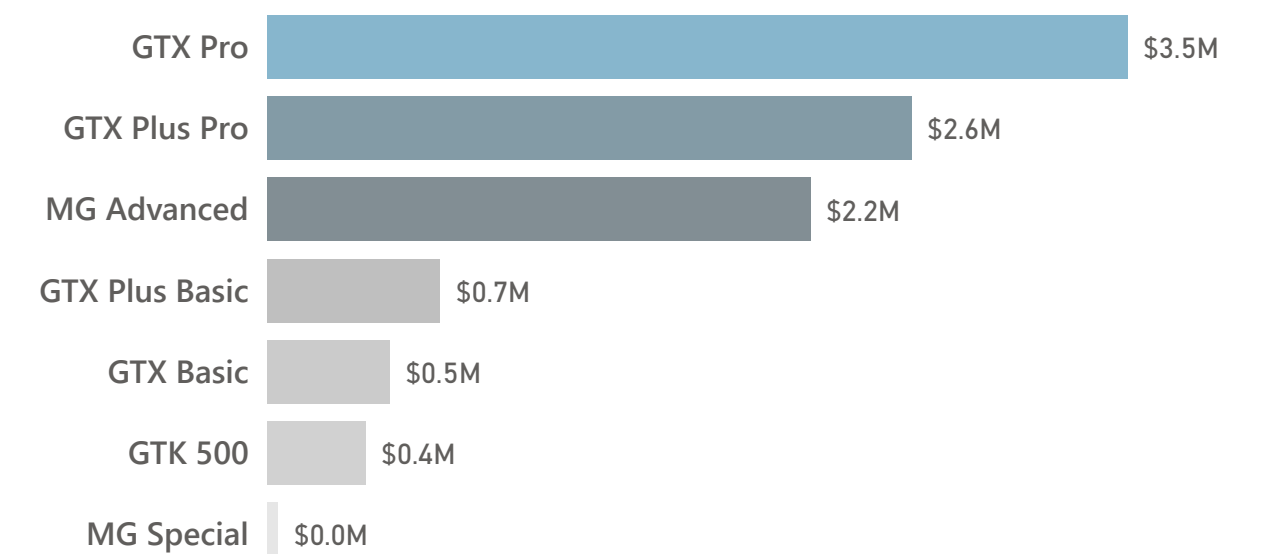


Revenue by category



Revenue by Products

hover over to see top 10 sales agents by products





Quarter: All



Manager: All



Products: All



Wins

4238

Last Quarter: 3042 39.3% ↑

Win %

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Avg SCL

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Last Quarter: 52.7 -1.7%

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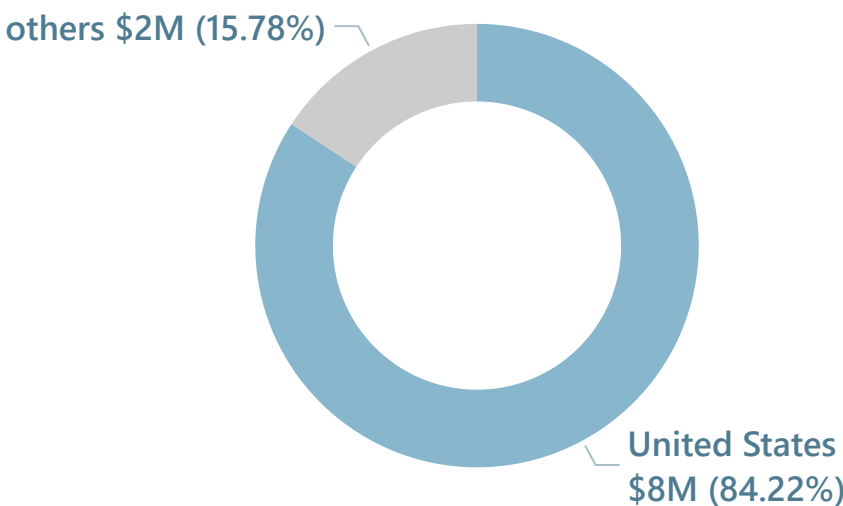
Avg Revenue

\$2.4K

Last Quarter \$2.4K -0.3%

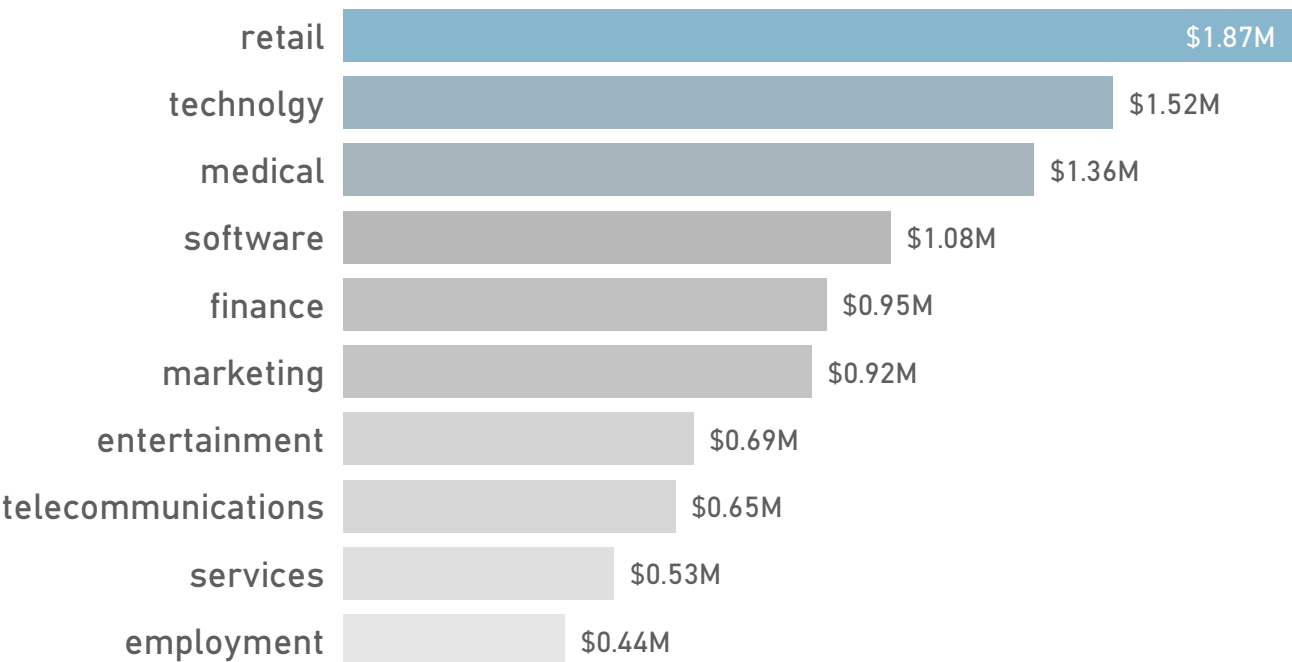
Comparing US revenue with other countries

US is dominating with 85% revenue overall



Revenue by sector

hover over to see top products sold in each sector



country	sector	Wins	Win %	Avg SCL	Revenue	Avg Revenue
United States	retail	613	63.9%	51.3	\$14,52,302	\$2,369.2
	medical	489	62.8%	52.8	\$11,61,196	\$2,374.6
	software	450	63.9%	53.0	\$10,77,934	\$2,395.4
	technolgy	402	63.6%	49.2	\$9,66,351	\$2,403.9
	finance	375	61.2%	52.1	\$9,50,908	\$2,535.8
	marketing	307	64.8%	50.4	\$6,52,228	\$2,124.5
	telecommunications	285	62.5%	53.9	\$6,53,574	\$2,293.2
	entertainment	260	64.7%	50.9	\$6,89,007	\$2,650.0
	employment	179	62.6%	52.9	\$4,36,174	\$2,436.7
Korea	services	154	61.8%	53.1	\$3,87,281	\$2,514.8
	technolgy	111	57.5%	55.8	\$1,94,957	\$1,756.4
Panama	technolgy	75	75.0%	59.7	\$1,51,777	\$2,023.7
Belgium	retail	63	60.6%	59.5	\$1,17,463	\$1,864.5
Italy	retail	54	62.1%	45.8	\$1,14,352	\$2,117.6
Kenya	medical	53	61.6%	42.1	\$1,07,408	\$2,026.6
Jordan	marketing	52	64.2%	49.4	\$1,63,339	\$3,141.1
Norway	technolgy	50	58.8%	53.9	\$1,15,712	\$2,314.2
Philippines	medical	50	58.8%	51.0	\$90,991	\$1,819.8
Japan	retail	46	61.3%	55.7	\$1,23,506	\$2,684.9
Poland	marketing	45	66.2%	40.3	\$1,06,754	\$2,372.3
Germany	services	37	72.5%	47.7	\$82,622	\$2,233.0
China	technolqy	33	68.8%	46.8	\$86,690	\$2,627.0