رواد مصر الرقمية

Analysis of B2B Sales Opportunities

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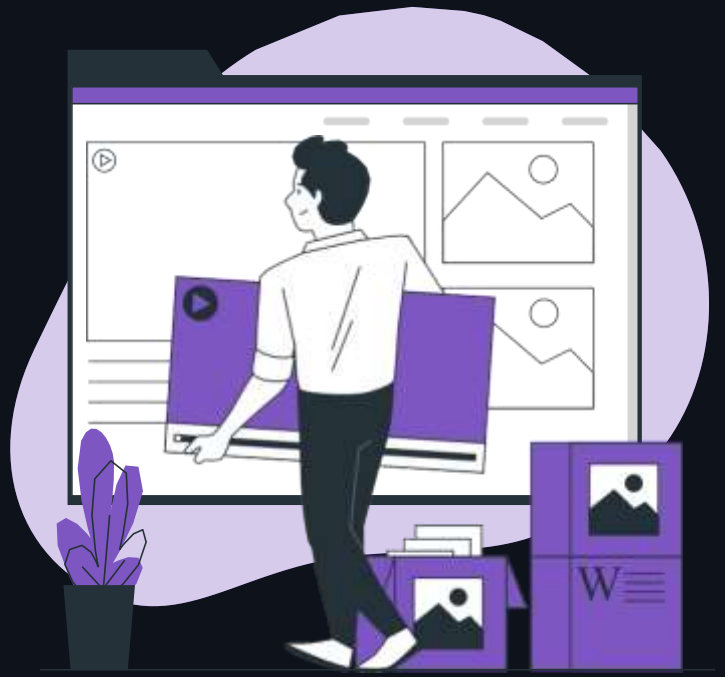


Introduction

Introduction

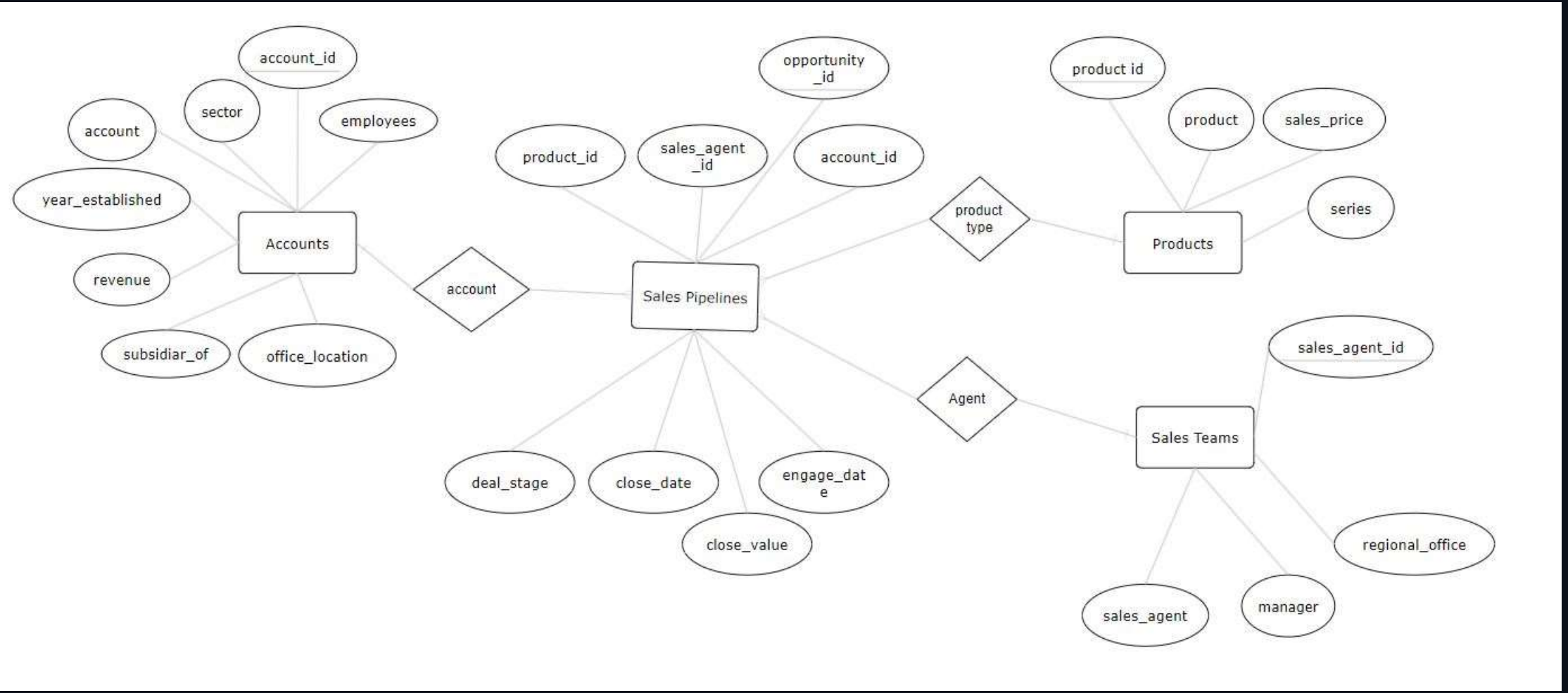
This project involves the analysis of B2B sales pipeline data for a fictitious company that specializes in selling computer hardware. The objective is to gain actionable insights into the company's sales operations by examining various aspects of the data, including sales opportunities, product performance, account activities, and sales team efficiency.

- ## Objectives

  The main goals of this project are to:

  - Assess Sales Team Performance. How is each sales team performing in comparison to others? Identifying the top-performing teams and those that may need improvement.
  - Evaluate Sales Agent Productivity. Are any sales agents significantly lagging behind? Determining which agents are underperforming and may require additional support or training.
  - Identify Trends. Can any quarter-over-quarter trends be observed? Understanding patterns in sales performance.
  - Analyze Product Success Rates. Do any products have better win rates than others? Investigating which products are more successful in closing deals.

ER Diagram


account_id
sector
employees
account
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Accounts
account
opportunity_id
product_id
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Sales Pipelines
deal_stage
close_date
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close_value
product type
product id
product
sales_price
series
Products
Agent
sales_agent_id
Sales Teams
regional_office
sales_agent
manager

Data Preparation

Data Preparation

1. **Add ID columns**: I added unique identifier (ID) columns to the products.csv, accounts.csv, and sales_teams.csv files. These IDs are now referenced in the sales_pipeline.csv file to standardize the data and make querying more efficient.

2. **Create mapping dictionaries**: I created dictionaries to map IDs to full names for the products.csv, accounts.csv, and sales_teams.csv files. These dictionaries serve as lookup tables, ensuring that each ID corresponds correctly to the appropriate name in the data.

3. **Validate data consistency**: I cross-referenced the dictionaries with the sales_pipeline.csv file to identify any discrepancies, such as names in sales_pipeline.csv that did not match those in the dictionaries. This validation step was crucial for maintaining data integrity.

4. **Correct misspelled values**: I corrected any misspelled values in the dictionaries to ensure consistency across all files. This helped prevent potential errors during data replacement that could have led to incorrect insights in future analyses.

5. **Replace full names with IDs**: I replaced the full names in the sales_pipeline.csv file with the corresponding IDs for sales agents, products, and accounts, standardizing the data for optimal querying.

6. **Save the updated data**: Finally, I saved the updated data in the sales_pipeline.csv file, ensuring it was properly prepared and optimized for the next phases of the project.

NOTE:

When collecting data, the data must be appropriate for the project's goal and must be from a reliable source. Therefore, data was selected from the : Maven Analytics website.
You can explore it from this [link]

Add ID columns

Add ID columns

```
for dataframe in dataframes:
    # Construct the full path to the CSV file
    full_path = path + dataframe

    # Read the CSV file into a DataFrame
    df = pd.read_csv(full_path)

    # Find the maximum index in the DataFrame and create a new range for IDs
    max_idx = df.index.max() + 1  # Get the maximum index and add 1 for ID generation
    id_values = np.arange(1, max_idx + 1, 1)  # Create an array of IDs starting from 1

    # Insert the new 'id' column at the beginning of the DataFrame
    df.insert(0, 'id', id_values)

    # Construct the save path for the modified CSV file
    save_path = modified_path + dataframe

    # Save the modified DataFrame back to a CSV file without the index
    df.to_csv(save_path, index=False)
```

Add ID columns

Data before:

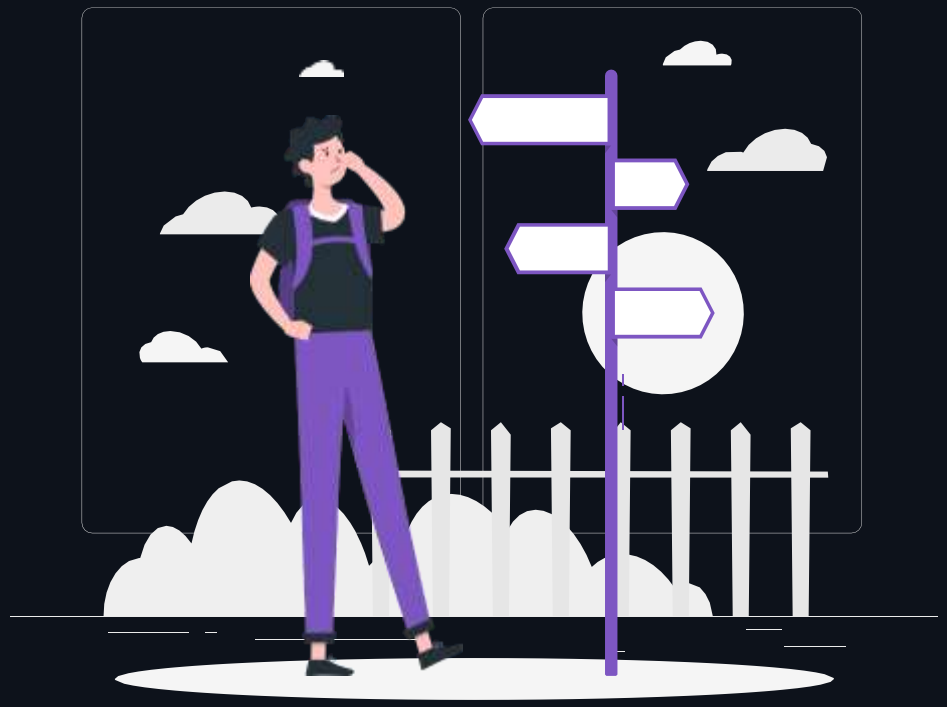
opportunity_id	sales_agent	product	account	deal_stage	engage_date	close_date	close_value
1C1I7A6R	Moses Frase	GTX Plus Basic	Cancity	Won	10/20/2016	3/1/2017	1054
Z063OYW0	Darcel Schlecht	GTXPro	Isdom	Won	10/25/2016	3/11/2017	4514
EC4QE1BX	Darcel Schlecht	MG Special	Cancity	Won	10/25/2016	3/7/2017	50
MV1LWRNH	Moses Frase	GTX Basic	Codehow	Won	10/25/2016	3/9/2017	588
PE84CX4O	Zane Levy	GTX Basic	Hatfan	Won	10/25/2016	3/2/2017	517
ZNBS69V1	Anna Snelling	MG Special	Ron-tech	Won	10/29/2016	3/1/2017	49
9ME3374G	Vicki Laflamme	MG Special	J-Texon	Won	10/30/2016	3/2/2017	57
7GN8Q4LL	Markita Hansen	GTX Basic	Cheers	Won	11/1/2016	3/7/2017	601
OLK9LKZB	Niesha Huffines	GTX Plus Basic	Zumgoity	Won	11/1/2016	3/3/2017	1026
HAXMC4IX	James Ascencio	MG Advanced		Engaging	11/3/2016		
NL3JZH1Z	Anna Snelling	MG Special	Bioholding	Won	11/4/2016	3/10/2017	53
KWVA7VR1	Gladys Colclough	GTXPro	Genco Pura Olive Oil Company	Lost	11/4/2016	3/18/2017	0
S8DX3XOU	James Ascencio	GTX Plus Pro	Sunnamplex	Won	11/4/2016	3/10/2017	5169
ENB2XD8G	Maureen Marcano	GTX Plus Pro	Sonron	Won	11/4/2016	3/6/2017	4631
09YE9QOV	Hayden Neloms	MG Advanced	Finjob	Won	11/5/2016	3/11/2017	3393
3F5MZNEH	Rosalina Dieter	MG Special	Sonron	Lost	11/5/2016	3/3/2017	0
M6WEJXC0	Rosalina Dieter	MG Advanced	Scotfind	Won	11/5/2016	3/6/2017	3284
6PTR7VBR	Versie Hillebrand	MG Special	Treequote	Won	11/6/2016	3/5/2017	61
902REDPA	Daniell Hammack	GTXPro	Xx-zobam	Lost	11/7/2016	3/9/2017	0
5J9CMGDV	Elease Gluck	MG Special	Rantouch	Won	11/7/2016	3/8/2017	46
JJXRR8R6	James Ascencio	GTX Plus Pro	Fasehatice	Lost	11/7/2016	3/17/2017	0
WF4HA5NW	Moses Frase	MG Special	Ron-tech	Won	11/7/2016	3/18/2017	50

Add ID columns

Data after:

opportunity_id	sales_agent	product	account	deal_stage	engage_date	close_date	close_value
1C1I7A6R	5	6	9	Won	10/20/2016	3/1/2017	1054
Z063OYW0	10	2	39	Won	10/25/2016	3/11/2017	4514
EC4QE1BX	10	3	9	Won	10/25/2016	3/7/2017	50
MV1LWRNH	5	1	11	Won	10/25/2016	3/9/2017	588
PE84CX4O	33	1	35	Won	10/25/2016	3/2/2017	517
ZNBS69V1	1	3	59	Won	10/29/2016	3/1/2017	49
9ME3374G	24	3	41	Won	10/30/2016	3/2/2017	57
7GN8Q4LL	27	1	10	Won	11/1/2016	3/7/2017	601
OLK9LKZB	9	6	85	Won	11/1/2016	3/3/2017	1026
HAXMC4IX	30	4		Engaging	11/3/2016		
NL3JZH1Z	1	3	4	Won	11/4/2016	3/10/2017	53
KWVA7VR1	8	2	28	Lost	11/4/2016	3/18/2017	0
S8DX3XOU	30	5	70	Won	11/4/2016	3/10/2017	5169
ENB2XD8G	34	5	65	Won	11/4/2016	3/6/2017	4631
09YE9QOV	26	4	24	Won	11/5/2016	3/11/2017	3393
3F5MZNEH	25	3	65	Lost	11/5/2016	3/3/2017	0
M6WEJXC0	25	4	61	Won	11/5/2016	3/6/2017	3284
6PTR7VBR	3	3	73	Won	11/6/2016	3/5/2017	61
902REDPA	18	2	78	Lost	11/7/2016	3/9/2017	0
5J9CMGDV	28	3	58	Won	11/7/2016	3/8/2017	46
JJXRR8R6	30	5	21	Lost	11/7/2016	3/17/2017	0

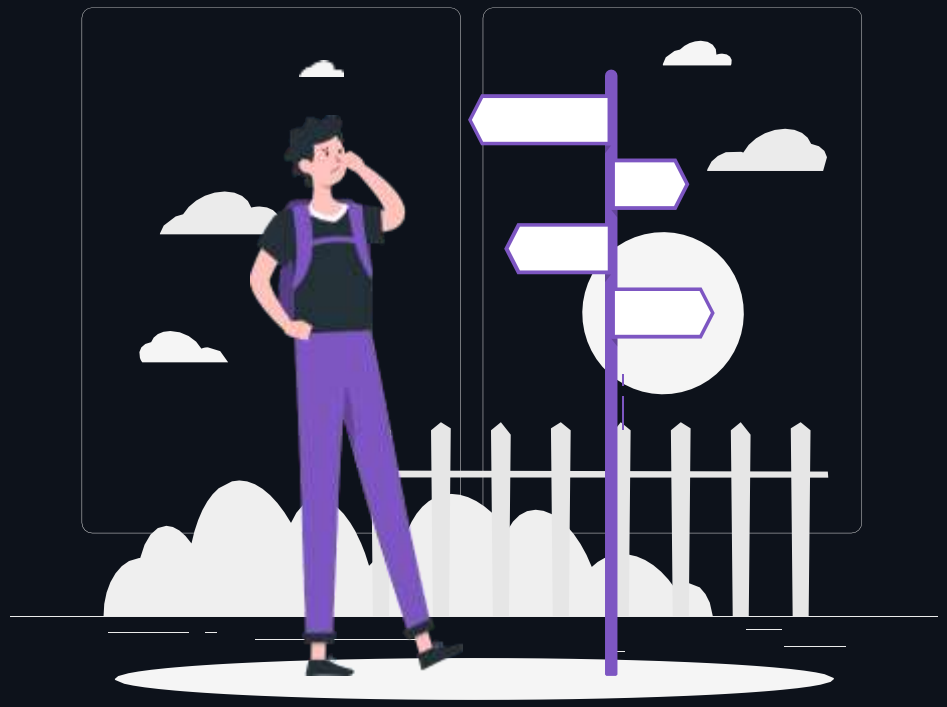
Create mapping dictionaries



Create mapping dictionaries

```
dict_name = ['accounts_dict', 'products_dict', 'teams_dict']

for i in range(len(dict_name)):
    # Assuming modified_path and dataframe are defined elsewhere
    full_path = modified_path + dataframes[i]
    df = pd.read_csv(full_path)

    # Create the dictionary from the DataFrame
    temp_dict = df.iloc[:, 1].to_dict()

    # Increment keys by 1 and convert to string keys
    temp_dict = {key + 1: value for key, value in temp_dict.items()}
    temp_dict = {str(key): value for key, value in temp_dict.items()}
    # Swap keys and values
    temp_dict = {value: key for key, value in temp_dict.items()}
    # Store the dictionary in the global namespace using the name from dict_name
    globals()[dict_name[i]] = temp_dict

print(products_dict)
```

Validate data consistency



Validate data consistency

```
sales_pipeline_path = f'{path}sales_pipeline.csv'
df_sales = pd.read_csv(sales_pipeline_path)
data = {'product': products_dict, 'account': accounts_dict, 'sales_agent': teams_dict}

for column, dict in data.items():
    print(f'Sales_pipeline column - {column}:')

    # Check for non-matching values in the sales pipeline column against the dictionary keys
    x = df_sales[~df_sales[column].isin(dict.keys())][column].unique()

    if len(x) != 0:
        # If there are non-matching values, print them
        print(f'Non matching values in sales_pipeline column: {x}.')

        # Check for any keys in the dictionary that are not present in the DataFrame's unique values
        for keys in dict.keys():
            y = df_sales[column].unique()  # Get unique values from the DataFrame column
            if keys not in y:
                # If a key from the dictionary is not found in the DataFrame's unique values, print it
                print(f'Non matching values in the dictionary: {keys}.')

    else:
        # If there are no non-matching values, print a message
        print(f'No missing values in the dictionary.')
```

DWH Design & Data Modelling

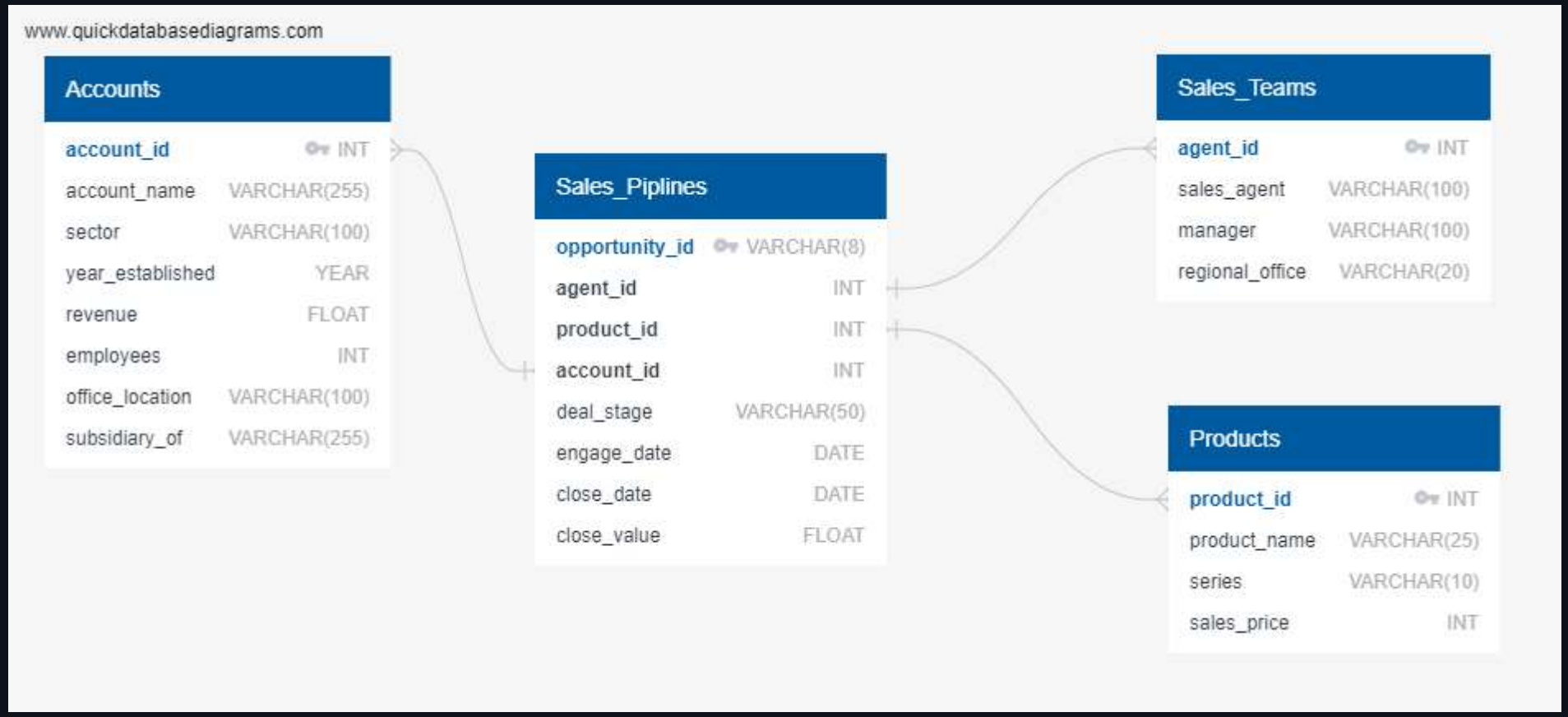
DWH Design

The primary goal of a data warehouse is to provide a reliable, centralized repository of integrated data that can be easily accessed and analyzed to support strategic decision-making and business intelligence activities within an organization.

- By understanding the business first and then converting normalized tables in a database into denormalized tables in a data warehouse through dimension tables and a fact table. To meet the business needs of analysis for a later period

DWH Design

Identify dimension tables and fact table :



DWH Design

Example of creating tables :

```
CREATE TABLE [sales] (
    [opportunity_id] VARCHAR(8)  NOT NULL ,
    [agent_id] INT ,
    [product_id] INT ,
    [account_id] INT ,
    [deal_stage] VARCHAR(50) ,
    [engage_date] DATE ,
    [close_date] DATE ,
    [close_value] FLOAT ,
    CONSTRAINT [PK_sales] PRIMARY KEY CLUSTERED (
        [opportunity_id] ASC
    )
)

ALTER TABLE [sales] WITH CHECK ADD CONSTRAINT [FK_sales_agent_id] FOREIGN KEY([agent_id])
REFERENCES [sales_teams] ([agent_id])

ALTER TABLE [sales] CHECK CONSTRAINT [FK_sales_agent_id]

ALTER TABLE [sales] WITH CHECK ADD CONSTRAINT [FK_sales_product_id] FOREIGN KEY([product_id])
REFERENCES [products] ([product_id])

ALTER TABLE [sales] CHECK CONSTRAINT [FK_sales_product_id]

ALTER TABLE [sales] WITH CHECK ADD CONSTRAINT [FK_sales_account_id] FOREIGN KEY([account_id])
REFERENCES [accounts] ([account_id])

ALTER TABLE [sales] CHECK CONSTRAINT [FK_sales_account_id]
```

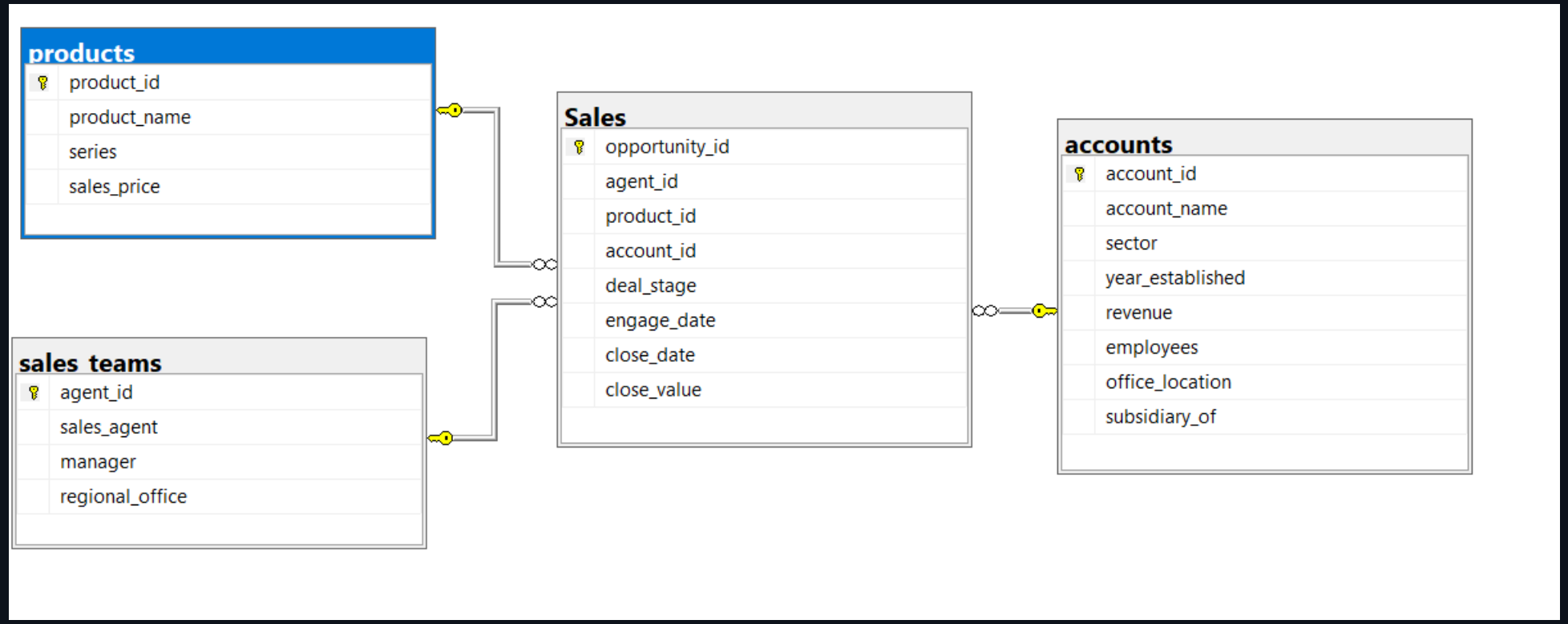
DWH Design

Another example of creating tables :

```
CREATE TABLE [products] (
    [product_id] INT  NOT NULL ,
    [product_name] VARCHAR(25)  NOT NULL ,
    [series] VARCHAR(10)  NOT NULL ,
    [sales_price] INT  NOT NULL ,
    CONSTRAINT [PK_products] PRIMARY KEY CLUSTERED (
        [product_id] ASC
    )
)

CREATE TABLE [accounts] (
    [account_id] INT  NOT NULL ,
    [account_name] VARCHAR(255)  NOT NULL ,
    [sector] VARCHAR(100)  NOT NULL ,
    [year_established] INT ,
    [revenue] FLOAT ,
    [employees] INT ,
    [office_location] VARCHAR(100) ,
    [subsidiary_of] VARCHAR(255) ,
    CONSTRAINT [PK_accounts] PRIMARY KEY CLUSTERED (
        [account_id] ASC
    )
)
```

DWH Design

Data warehouse Diagram (Star Schema) :



DWH Design

loading data into the tables

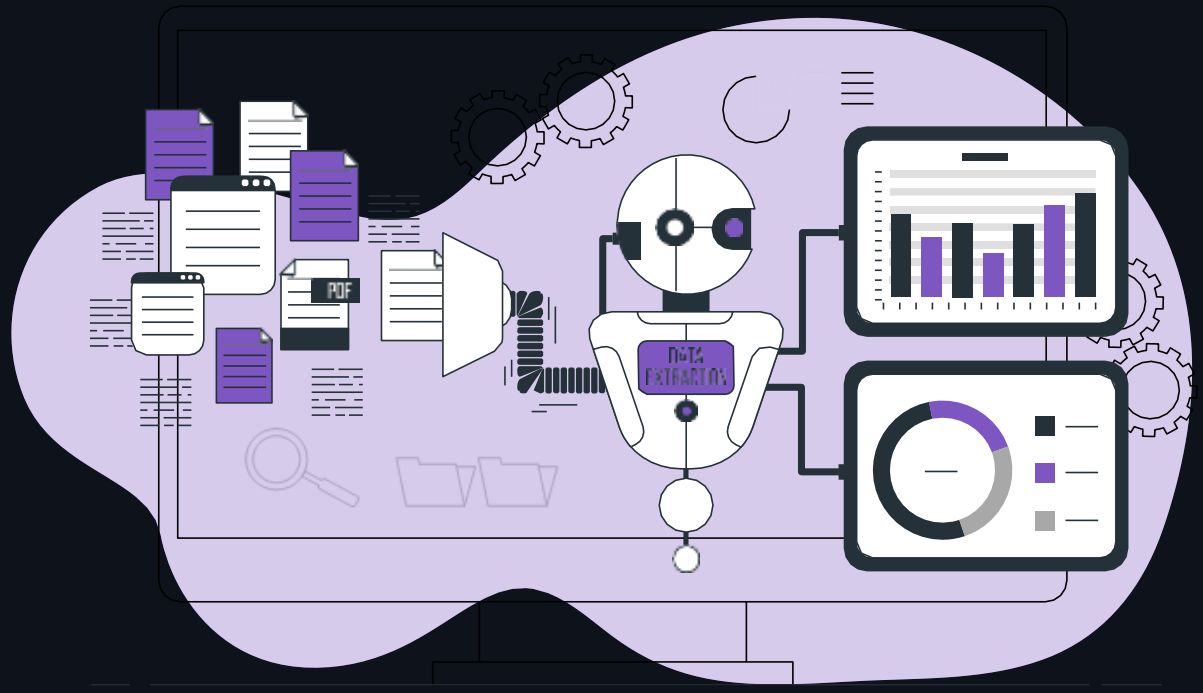
```sql
-- loading data into the sales_teams table - file: sales_teams.csv
BULK INSERT [dbo].[sales_teams]
FROM 'C:\Users\asmaa\Desktop\CRM Sales Opportunities project\1 - Data Preparation\modified_files\sales_teams.csv'
WITH (
    FIELDTERMINATOR = ',',
    ROWTERMINATOR = '\n',
    FIRSTROW = 2
);

SELECT TOP (5) * FROM [dbo].[sales_teams];

-- loading data into the products table - file: products.csv
BULK INSERT[dbo].[products]
FROM 'C:\Users\asmaa\Desktop\CRM Sales Opportunities project\1 - Data Preparation\modified_files\products.csv'
WITH (
    FIELDTERMINATOR = ',',
    ROWTERMINATOR = '\n',
    FIRSTROW = 2
);

SELECT TOP(5) * FROM [dbo].[products];
```

Analyzing data

Analyzing data

We can analyze data in multiple ways, such as:

1. SQL server
2. visualization using Power BI



SQL Server

Example of product success rate:

```sql
-- 1) Which products have the highest success rates in closing deals?
SELECT p.product_name,
        ROUND((CAST(SUM(CASE WHEN s.deal_stage = 'Won' THEN 1 ELSE 0 END) AS float) /
                CAST(SUM(CASE WHEN s.deal_stage IN ('Won','Lost') THEN 1 ELSE 0 END) AS float))*100, 2) AS success_rate_pct
FROM [dbo].[sales] AS s
JOIN [dbo].[products] p
    ON s.product_id = p.product_id
GROUP BY p.product_name
ORDER BY success_rate_pct DESC;

-- 2) Which products generate the most revenue, and how do they compare to other products?
WITH products_revenue AS (
    SELECT p.product_name,
            SUM(s.close_value) AS sales_revenue
    FROM [dbo].[sales] AS s
    JOIN [dbo].[products] p
        ON s.product_id = p.product_id
    WHERE s.deal_stage = 'Won'
    GROUP BY p.product_name
)
SELECT product_name,
        sales_revenue,
        ROUND((sales_revenue/SUM(sales_revenue) OVER ())*100, 2) AS revenue_pct
FROM products_revenue
ORDER BY sales_revenue DESC
```

SQL Server

Example of sales cycle duration:

```sql
-- 1) What is the average sales cycle duration for won and lost opportunities?
SELECT deal_stage,
        ROUND(AVG(DATEDIFF(DAY, engage_date, close_date)), 2) AS avg_sales_cycle_days,
        MAX(DATEDIFF(DAY, engage_date, close_date)) AS max_sales_cycle_days,
        MIN(DATEDIFF(DAY, engage_date, close_date)) AS min_sales_cycle_days
FROM [dbo].[sales]
WHERE deal_stage IN ('Won', 'Lost')
GROUP BY deal_stage;

-- 2) How does the sales cycle duration vary by product or sector?
-- Sales cycle duration by product
SELECT p.product_name,
        ROUND(AVG(CASE WHEN s.deal_stage = 'Won' THEN DATEDIFF(DAY, s.engage_date, s.close_date) END), 2) AS avg_won_sales_cycle_days,
        ROUND(AVG(CASE WHEN s.deal_stage = 'Lost' THEN DATEDIFF(DAY, s.engage_date, s.close_date) END), 2) AS avg_lost_sales_cycle_days
FROM [dbo].[sales] AS s
JOIN [dbo].[products] AS p
    ON s.product_id = p.product_id
GROUP BY p.product_name
ORDER BY avg_won_sales_cycle_days ASC, avg_lost_sales_cycle_days ASC;

-- Sales cycle duration by sector
SELECT a.sector,
        ROUND(AVG(CASE WHEN s.deal_stage = 'Won' THEN DATEDIFF(DAY, s.engage_date, s.close_date) END), 2) AS avg_won_sales_cycle_days,
        ROUND(AVG(CASE WHEN s.deal_stage = 'Lost' THEN DATEDIFF(DAY, s.engage_date, s.close_date) END), 2) AS avg_lost_sales_cycle_days
FROM [dbo].[sales] AS s
JOIN [dbo].[accounts] AS a
    ON s.account_id = a.account_id
GROUP BY a.sector
ORDER BY avg_won_sales_cycle_days ASC, avg_lost_sales_cycle_days ASC;
```

Visualization using Power BI

SALES PIPELINE ANALYSIS | Overview

2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4

Overview
Products
Market Reach
Sales Teams...
Market Basket...

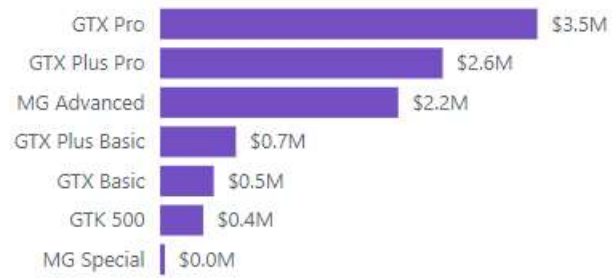
Revenue	Opportunities	Success Rate	Avg Sales...
$10.01M	8800	63.15%	48

sales revenue by Quarter

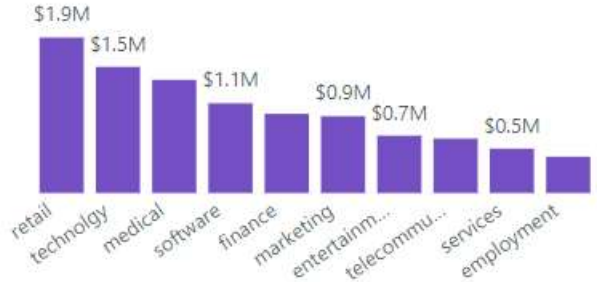
Quarter | Month

deals stages by Quarter

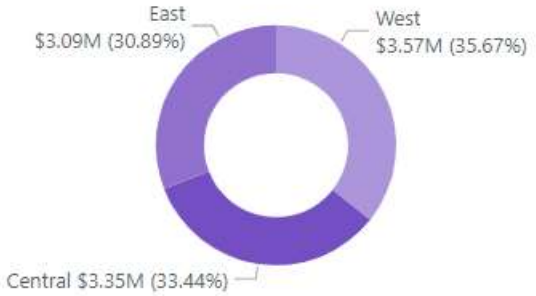
Revenue by Product



Revenue by Sector



Revenue by Regional Office



SALES PIPELINE ANALYSIS | Products

2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4

Overview
Products
Market Reach
Sales Teams...
Market Basket...

Top Selling Product
GTX Pro
$3,510,578.00

Top Winning Product
GTX Basic
915

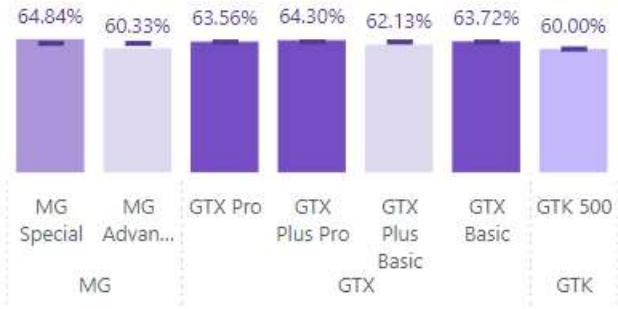
Highest Success Rate
MG Special
64.84%

Fast Sales Cycle
GTX Pro
46

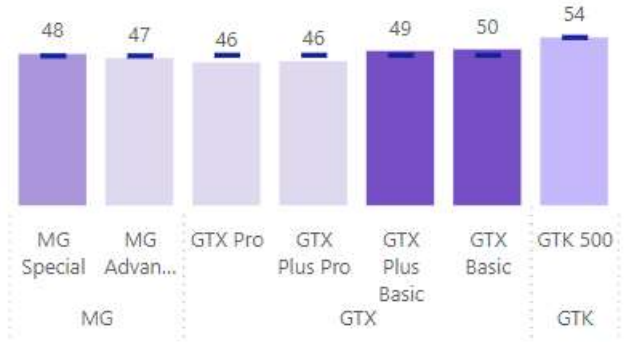
series: GTK | GTX | MG

Revenue by Series

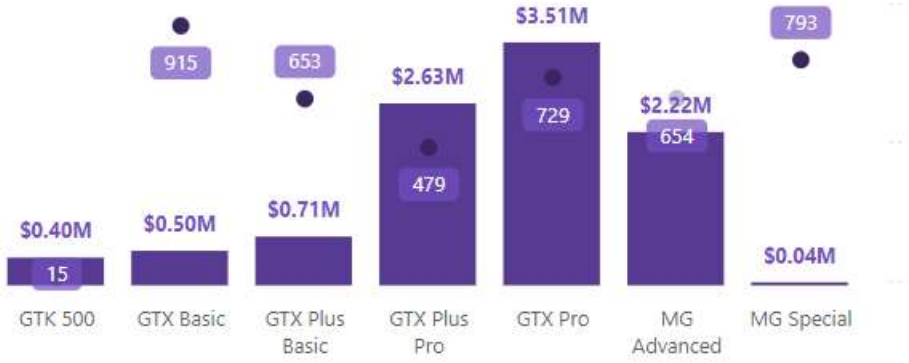
Product Success Rate compared to Series



Product Sales Cycle Days compared to Series



Revenue and Won Opportunities by Product



product_name	price	avg revenue	difference pct	revenue	revenue pct
GTK 500	$26,768	26,707.47	-0.23%	$400,612.00	4.00%
GTX Basic	$550	545.64	-0.79%	$499,263.00	4.99%
GTX Plus Basic	$1,096	1,080.05	-1.45%	$705,275.00	7.05%
GTX Plus Pro	$5,482	5,489.88	0.14%	$2,629,651.00	26.28%
GTX Pro	$4,821	4,815.61	-0.11%	$3,510,578.00	35.09%
MG Advanced	$3,393	3,388.97	-0.12%	$2,216,387.00	22.15%
MG Special	$55	55.19	0.35%	$43,768.00	0.44%

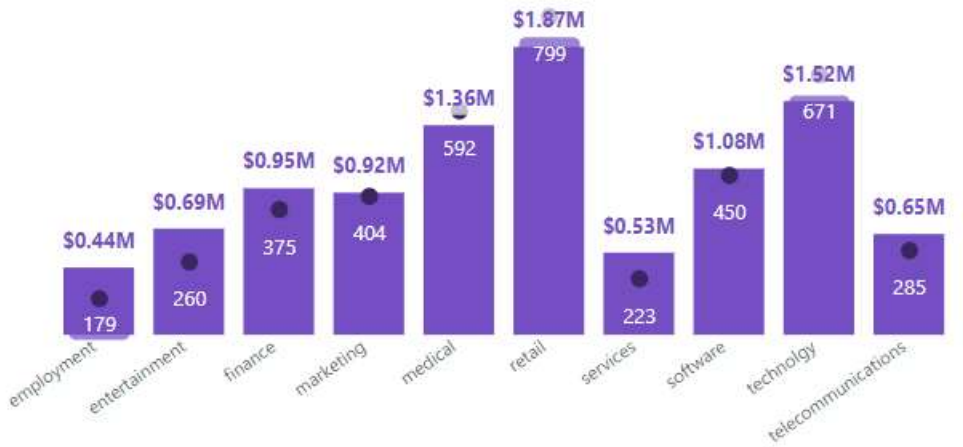
SALES PIPELINE ANALYSIS | Market Reach

2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4

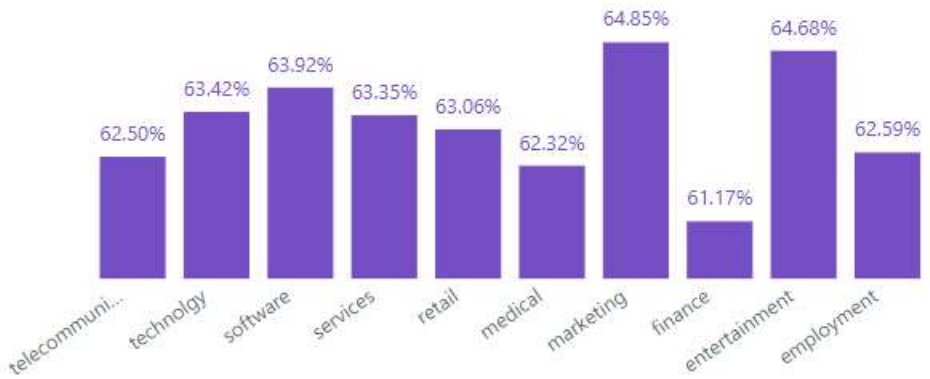
Overview
Products
Market Reach
Sales Teams...
Market Basket...

15 Countries	10 Sectors	85 Accounts
Top 3 Countries	Top 3 Sectors	Top 3 Accounts
United States	**technolgy**	**Konex**
$8,426,955.00	$1,515,487.00	$269,245.00
Korea	**retail**	**Kan-code**
$194,957.00	$1,867,528.00	$341,455.00
Jordan	**medical**	**Condax**
$163,339.00	$1,359,595.00	$206,410.00

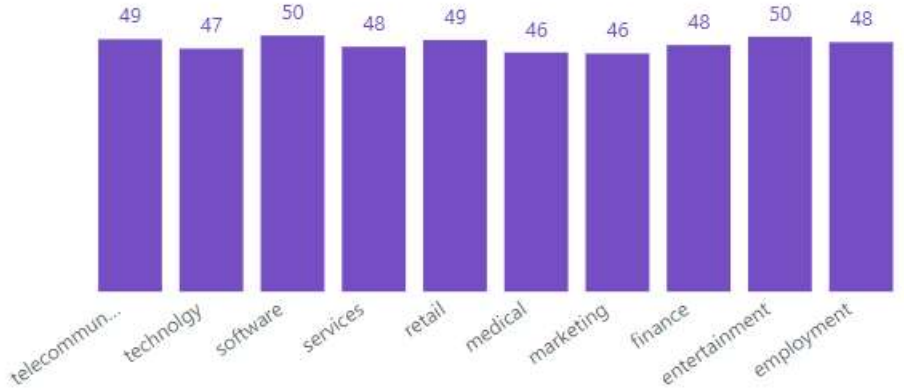
Revenue and Won Opportunities by Sector



Success Rate by sector



sales cycle duration by sector



SALES PIPELINE ANALYSIS | Sales Teams

2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4

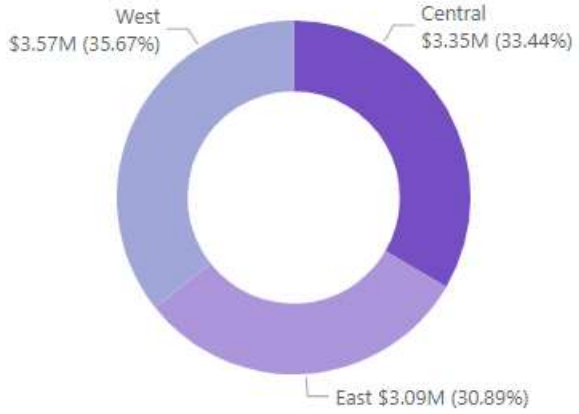
Overview
Products
Market Reach
Sales Teams...
Market Basket...

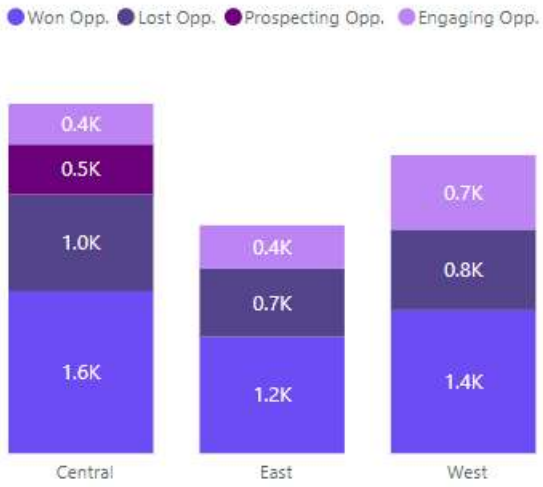
agents without deals
Carl Lin
Carol Thompson
Elizabeth Anderson
Mei-Mei Johns
Natalya Ivanova

Top 3 Managers
Melvin Marxen
$2,251,930.00
Summer Sewald
$1,964,750.00
Rocco Neubert
$1,960,545.00

manager	sales revenue	won deals	contribution revenue agent	contribution revenue manager
Melvin Marxen	$2,251,930.00	882	22.51%	100.00%
Summer Sewald	$1,964,750.00	828	19.64%	100.00%
Rocco Neubert	$1,960,545.00	691	19.59%	100.00%
Celia Rouche	$1,603,897.00	610	16.03%	100.00%
Cara Losch	$1,130,049.00	480	11.29%	100.00%
Dustin Brinkmann	$1,094,363.00	747	10.94%	100.00%
Total	**$10,005,534.00**	**4238**	**100.00%**	**100.00%**

sales agent | manager | regional office





Success Rate vs. Average

Sales Cycle Days vs. Average

SALES PIPELINE ANALYSIS | Market Basket

2017 Q1 | 2017 Q2 | 2017 Q3 | 2017 Q4

Overview
Products
Market Reach
Sales Teams...
Market Basket...

Category | Selected Filters

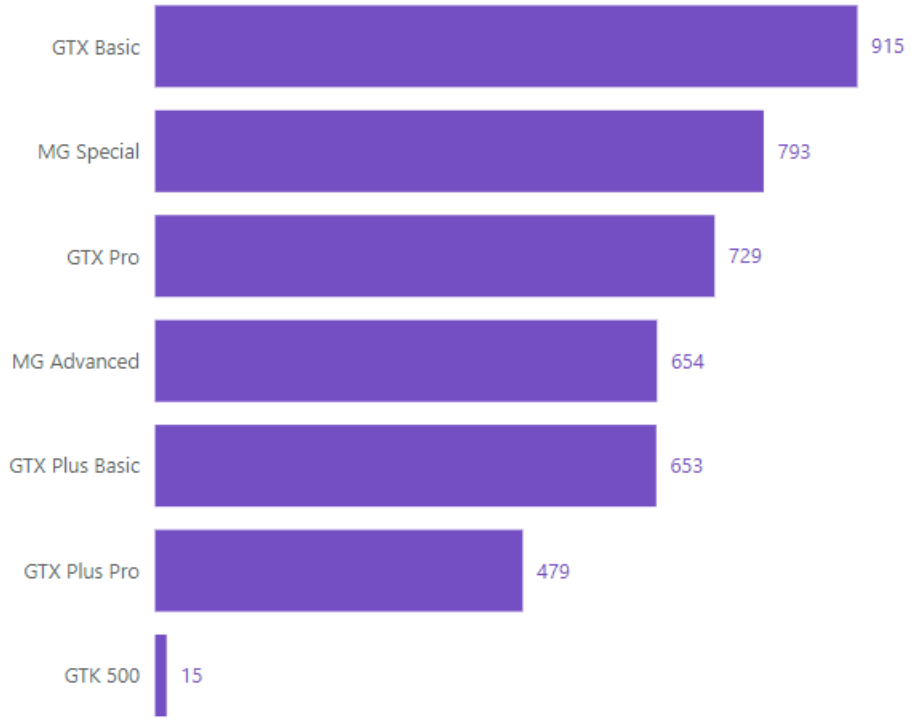
manager	sales_agent	country	account	sector
All	All	All	All	All

Enga... | Lost | Prosp... | Won

manager	sales_agent	regional office	won deals	revenue
Cara Losch	Corliss Cosme	East	150	$421,036.00
Cara Losch	Elizabeth Anderson	East		$0.00
Cara Losch	Garret Kinder	East	75	$197,773.00
Cara Losch	Rosie Papadopoulos	East	78	$230,169.00
Cara Losch	Violet Mclelland	East	122	$123,431.00
Cara Losch	Wilburn Farren	East	55	$157,640.00
Total			**4238**	**$10,005,534.00**

country	sector	account	won deals	revenue
Belgium	retail	Streethex	63	$117,463.00
Brazil	services	Nam-zim	32	$63,103.00
China	technolgy	Zencorporation	33	$86,690.00
Germany	services	Newex	37	$82,622.00
Italy	retail	Genco Pura Olive Oil Company	54	$114,352.00
Japan	retail	Ganjaflex	46	$123,506.00
Jordan	marketing	Mathtouch	52	$163,339.00
Total			**4238**	**$10,005,534.00**

Product Sales



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Recommended Actions

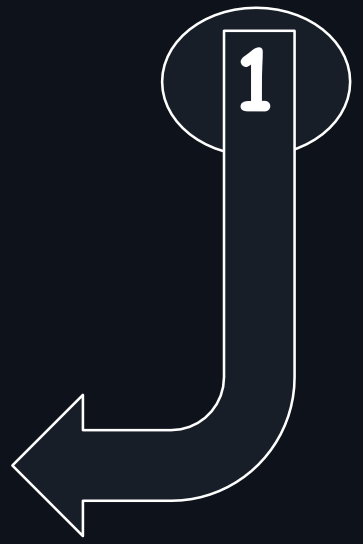
Recommended Actions

➢ Products:

- The top-selling product is the GTX Pro, generating $3.51M in revenue.
- The GTX Plus Pro and MG Advanced products are also significant revenue contributors.
- The product success rates vary, with the MG Special having the highest at 64.84%.

Recommendations:

- Analyze the sales performance of each product in more depth, looking at factors such as market share, growth rates, profit margins, and customer satisfaction.
- Identify the drivers behind the high success rate of the MG Special and explore opportunities to apply those best practices to other product lines.
- Consider conducting a product portfolio analysis to identify opportunities for product line expansion, optimization, or rationalization.



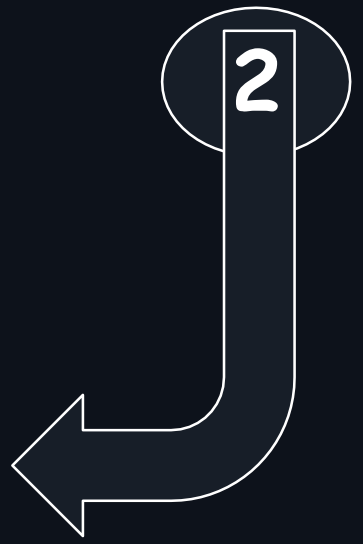
Recommended Actions

➢ Accounts:

- The company has a presence in 15 countries, with the top 3 being the United States, Korea, and Jordan.
- The top 3 sectors are technology, retail, and medical, representing the largest customer segments.
- The top 3 accounts are Konex, Kan-code, and Condax, suggesting these are the company's largest or most strategic customers.

Recommendations:

- Analyze the growth potential and profitability of each country and sector to identify priority markets for expansion or increased investment.
- Investigate the factors contributing to the success of the top accounts, such as customer satisfaction, loyalty, and cross-selling opportunities.
- Consider developing targeted marketing and sales strategies for the high-potential countries, sectors, and accounts.



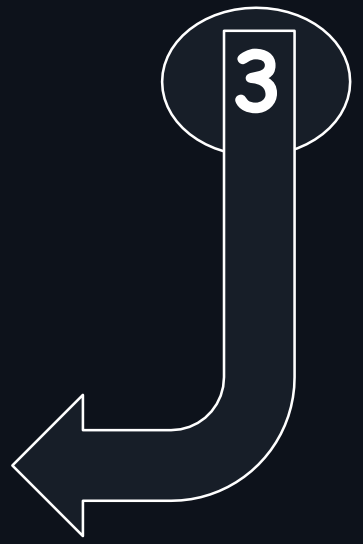
Recommended Actions

➢ Sales Teams:

- The top-performing managers are Melvin Marxen, Summer Sewald, and Rocco Neubert, based on their sales revenue and contribution.
- The success rate and sales cycle duration vary across different regional offices, indicating potential areas for improvement or knowledge sharing.

Recommendations:

- Conduct interviews or focus groups with the top-performing managers to understand their best practices and processes, and explore opportunities to share this knowledge with other sales teams.
- Analyze the factors contributing to the performance differences across regional offices, such as team composition, training, incentives, or customer dynamics.
- Implement a sales team performance management program to set clear goals, provide training and coaching, and foster a culture of continuous improvement.



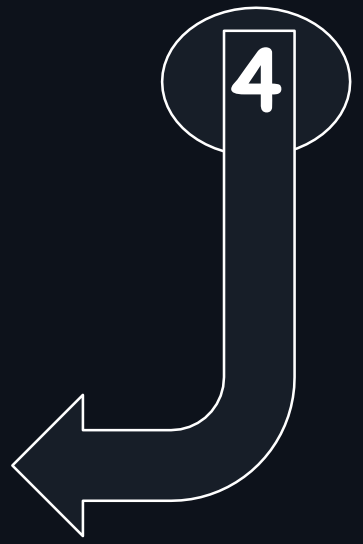
Recommended Actions

➢ Market basket analysis for accounts:

- Analyze the most common product combinations purchased by each account.
- Determine which products are most frequently purchased together.

Recommendations:

- Offer bundled discounts or package deals for the most commonly purchased product combinations.
- Provide targeted cross-sell and upsell recommendations to sales teams based on the account-specific product affinities.
- Incentivize sales teams to focus on promoting the high-volume product bundles through spiffs, quota adjustments, or other compensation structures.



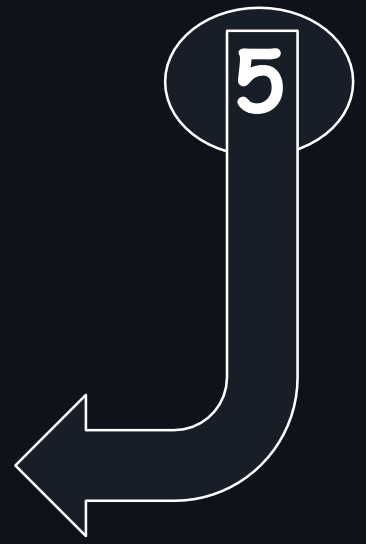
Recommended Actions

➢ Market basket analysis for Sales Team:

- Analyze the sales performance and product knowledge of individual sales reps or teams.
- Identify the sales teams or individuals that excel at selling specific product combinations or bundles.
- Understand the factors that contribute to their success, such as training, account relationships, or product expertise.

Recommendations:

- Assign sales teams or individuals as "product specialists" for the high-volume product combinations.
- Provide specialized training and enablement resources to help these specialists deepen their product knowledge and sales skills.
- Leverage the product specialists to create and deliver targeted sales pitches, demos, and proposals to accounts with a history of purchasing those product bundles.



Conclusion

- By integrating these market basket and sales team specialization insights, the organization can:

- Offer more compelling and personalized product packages to customers.
- Increase average order values and customer loyalty through strategic discounts and cross-selling.
- Empower the sales force to become true product experts and trusted advisors to their accounts.
- Optimize sales team performance and focus on the highest-yield product opportunities.
- Overall, the report provides a comprehensive view of the company's sales pipeline performance, highlighting the strengths and potential areas for optimization across products, sectors, regions, and sales teams. This information can be used to make informed decisions and adjust strategies to drive continued growth and success.

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Thank you