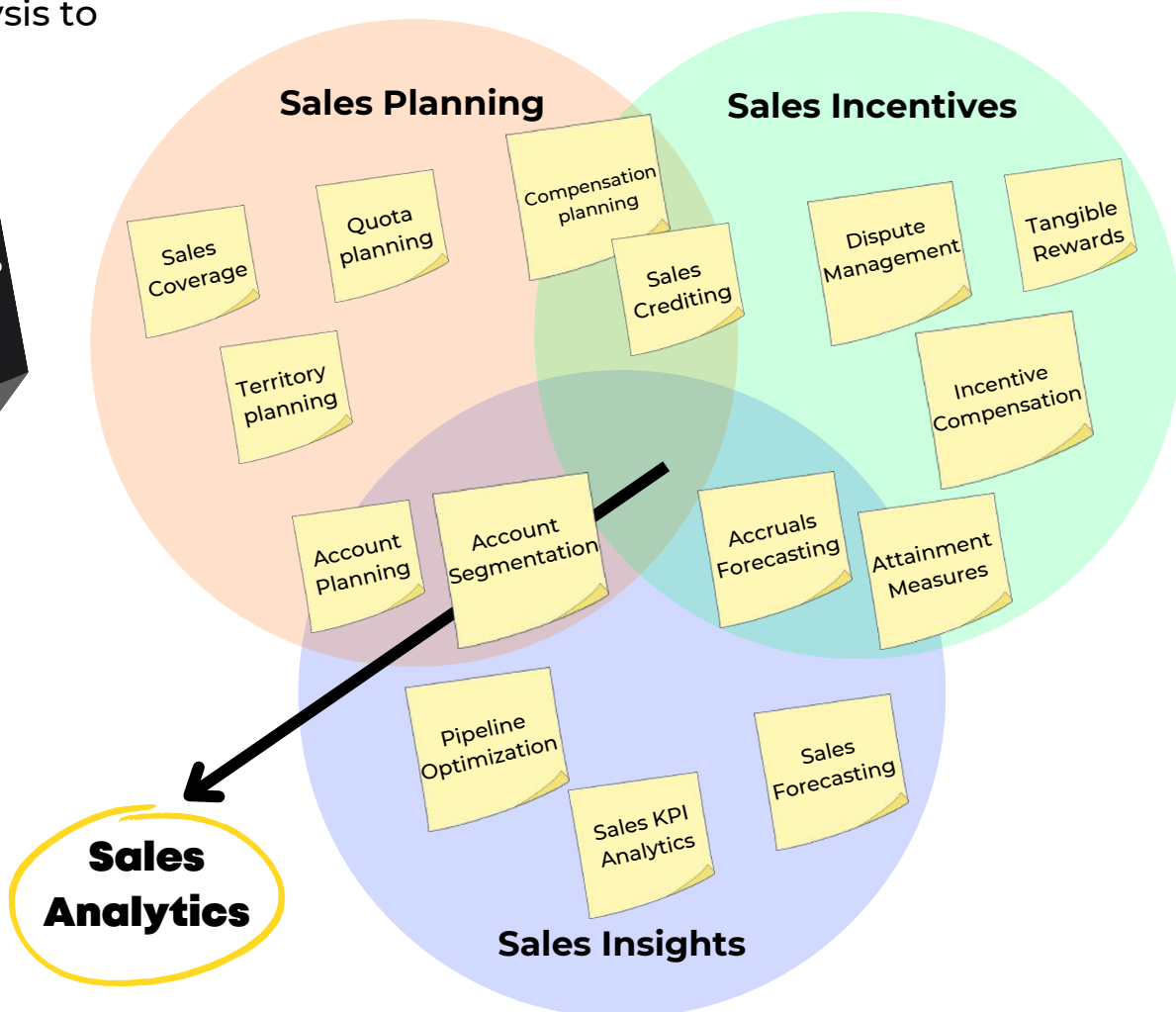POLESTAR

What is Sales Analytics?

Sales analytics is the strategic use of data analysis to enhance sales performance and drive revenue growth.

Sales analytics is used in identifying, modeling, understanding and predicting sales trends and outcomes while aiding sales management in understanding where salespeople can improve.

53% of surveyed organizations attribute poor sales data quality to inaccurate and incomplete data.

Gartner

Big Data — Sales Analytics

Lightening up your Sales Path

Sales Analytics

Sales Planning
- Sales Coverage
- Quota planning
- Compensation planning
- Sales Crediting
- Territory planning
- Account Planning
- Account Segmentation

Sales Incentives
- Dispute Management
- Tangible Rewards
- Incentive Compensation
- Accruals Forecasting
- Attainment Measures

Sales Insights
- Pipeline Optimization
- Sales Forecasting
- Sales KPI Analytics

Sales Analytics Pillars

Data Interrogation
Involving in-depth analysis of sales data to extract insights that inform sales strategies and drive growth.

Well-suited Analysis
Fundamental pillar driving performance improvement through customized examination and interpretation of data.

Flexible data platform
Unified platform, facilitating efficient data management, integration, and analysis to enhance decision-making and drive sales performance.

Predictive Modeling
Utilizing advanced algorithms to anticipate sales patterns and optimize strategies for improved performance.

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Sales Analytics: Types & Metrics

Market Research Analytics

- Targetable customer base
- Region-wise performance
- Competitor performance & market share
- Demand for the product
- Sales performance

Sales Effectiveness Analytics

- Lead to opportunity ratio
- Total revenue generated
- Length of sales cycle
- Turnaround time
- Sales conversion
- Target achievement analytics

Churn Analytics

- Lifetime value (LTV) of a customer
- Churn rate
- User Activity
- Response rate
- Customer & revenue churn
- Customer feedback
- Payment status
- Upsell/cross-sell

Predictive Analytics

- Year-over-year (YOY) growth
- People level analytics
- Lead Scoring
- Sales Cycle length
- Win rate
- Marketing qualified leads (MQL) to sales qualified leads (SQL)

Marketing Analytics

- Customer Acquisition cost (CAC)
- Lead to acquisition ratio
- No. of Market Qualified leads (MQL)
- Search engine result page (SERP)
- ROI from leads

Sales Pipeline

- Conversion rate by sales funnel stage
- Pipeline-to-conversion ratio
- Weighted value of pipeline
- Deal drop-off by stage
- Sales Rep Pipeline performance
- Velocity & Coverage

Checklist

- ☑ Define objectives and goals for sales analytics.
- ☑ Determine the key data sources needed to gather the required metrics
- ☑ Ensure data quality & integrity by cleaning and validating the collected data.
- ☑ Determine key sales metrics and KPIs, such as revenue, sales growth, conversion rates.
- ☑ Set up a centralized data analytics platform for data integration and analysis.
- ☑ Analyze and explore the data using statistical methods, data mining techniques, and machine learning algorithms.
- ☑ Utilize data visualization techniques to present insights clearly and facilitate understanding.
- ☑ Apply insights to optimize sales strategies and processes
- ☑ Continuously monitor sales performance against targets and benchmarks.
- ☑ Iterate on sales analytics initiatives to adapt to changing business needs and market conditions.

Sales Analytics KPIs

Revenue & Gross Margin	Sales Growth & ROI	Conversion Rate	Average order value
Customer Lifetime Value (CLV)	Customer Retention Rate	Sales Team Performance	Customer Acquisition Cost (CAC)

Use Cases

- Lead Generation
- Customer Sentiment Analysis
- Tracking Sales Productivity
- Sales Forecasting
- Increase Income