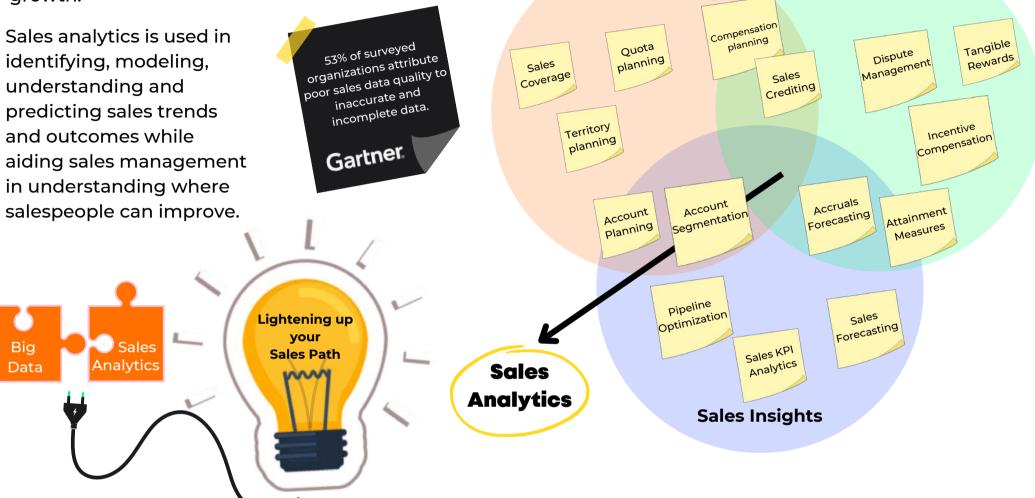
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Sales Incentives

What is Sales Analytics?

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



Sales Analytics Pillars



Data Interrogation

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



Flexible data platform

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



Sales Planning

Well-suited Analysis

Fundamental pillar driving performance improvement through customized examination and interpretation of data.



Predictive Modeling

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

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Checklist

Sales Analytics: Types & Metrics

 cycle Turnaround time Demand for the product Sales conversion Target achievement analytics Predictive Analytics Marketing Analytics Year-over-year (YOY) growth Customer Acquisition cost (CAC) Lead Scoring Sales Cycle Lead to acquisition ratio Sales Cycle Win rate Win rate Win rate Win rate Win rate Win rate Response rate Customer & revenue churn Customer feedback Payment status Upsell/cross-sell Sales Pipeline Conversion rate by sales funnel stage Conversion ratio Sales Cycle Marketing qualified leads (MQL) Search engine result page (SERP) Rol from leads Rol from leads Rol from leads Response rate Customer & revenue churn Customer feedback Conversion rate by sales funnel stage Sales Rep pipeline Sales Rep Pipeline performance Sales Rep Pipeline performance Rol from leads Rol from leads Rol from leads Rol from leads Response rate feedback Conversion rate performance Customer Acquisition ratio Rol from leads Rol from lea				
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Analytics Analytics Pipeline • Year-over-year (YOV) growth • People level analytics • Customer Acquisition cost (CAC) • Conversion rate by sales funnel stage • Utilize data visualization techniques to present insights clearly and facilitate understanding. • Lead Scoring • Sales Cycle length (Weighted leads (MQL) to sales qualified leads (SQL) • No of Market Qualified leads (MQL) to sales qualified leads (SQL) • No of Market Qualified leads (MQL) to sales qualified leads (SQL) • No of Market Qualified leads (MQL) to sales (SQL) • No of Market Qualified leads (MQL) to sales (SQL) • No of Market Qualified leads (MQL) • No of Market Qualified leads (MQL) • No of Market Qualified leads (MQL) • Sales Rep Pipeline performance • Velocity & Coverage • Conversion ratio • Velocity & Coverage • Continuously monitor sales for pipeline performance • Velocity & Coverage • Conversion Performance • Velocity & Coverage • Conversion Performance • Wighted value of pipeline performance • Velocity & Coverage • Conversion Performance Revenue & & Gross Margin Sales Growth & ROI Conversion Rate Average order value • Lead Generation © Customer Performance © Customer Sentiment Analysis Qualified leads (SQL) Customer Rate Sales Team Performance Customer Acquisition Cost (CAC) Sales Forecasting	performance	analytics	le l	platform for data integration and
(YOV) growth • People level analytics • Lead Scoring • Sales Cycle length • Win rate • Win rate gualified leads (MQL) • Search engine result page (MQL) to sales qualified leads (SQL)Acquisition cost caquisition ratio • No. of Marketing qualified leads (MQL) • Search engine result page (SQL)by sales funnel stage • Deal drop-off by stage • Sales Rep performance • Velocity & CoverageUtilize data visualization techniques to present insights clearly and facilitate understanding.• Win rate • Marketing qualified leads (SQL)• No. of Market Qualified leads (SQL)• Weighted value of pipeline Deal drop-off by stage (SQL)• Weighted value of pipeline Deal drop-off by stage • Sales Rep pripeline performance • Velocity & Coverage• Continuously monitor sales performance • Velocity & Coverage• Velocity & Coverage• Velocity & Coverage• Velocity & Coverage• Weighted value of deal value performance • Velocity & Coverage• Weighted value of deal value performance • Velocity & Coverage• Marketing continuously monitor sales to adapt to changing business needs of deal value of deal value order value• Revenue & & Gross MarginSales Conversion RateConversion RateAverage order value• Weighted value coverage• Weighted value coverage• Customer Lifetime Value (CLV) </th <td>Analytics</td> <td>Analytics</td> <td>Pipeline</td> <td>statistical methods, data mining techniques, and machine learning</td>	Analytics	Analytics	Pipeline	statistical methods, data mining techniques, and machine learning
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Revenue & Gross MarginSales Growth & ROIConversion RateAverage order valueCustomer Sentiment AnalysisCustomer Lifetime Value (CLV)Customer Retention RateSales Team PerformanceCustomer Acquisition Cost (CAC)Tracking Sales ProductivityImage: Customer Customer Sentiment AnalysisSales Team PerformanceCustomer Acquisition Cost (CAC)Sales Forecasting	Sa	les Analytics K	Pls	Use Cases
& Gross MarginGrowth & ROIConversion RateAverage order valueCustomer Sentiment AnalysisCustomer Lifetime Value (CLV)Customer Retention RateSales Team PerformanceCustomer Acquisition Cost (CAC)Customer Sentiment AnalysisImage: Customer Customer Customer Customer Customer Cost (CAC)Customer Customer Customer Customer Cost (CAC)Customer Sentiment Analysis	Revenue	Sales		Lead Generation
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