

Sales Performance Analysis:

Regional Trends & Decision-Maker Conversion Patterns

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This report identifies where the business is winning, where opportunities may be scalable, and where resources could be better allocated—using a blend of statistical testing and visual analytics across global sales data. North America leads across all sales metrics, while Asia, Africa, and South America demonstrate notable internal efficiency despite lower absolute performance.

The findings are grounded in non-parametric statistical testing, including Kruskal-Wallis tests for group differences and Dunn's post-hoc tests for pairwise comparisons, and visual analytics, highlighting actionable insights and strategic opportunities. I have identified where it might be beneficial to prioritize investment, streamline operations, or explore alternative sales strategies. A separate analysis of roles and domains shows enterprise-focused sales roles are driving the majority of closed deals. Strategic recommendations follow for each geographic and functional segment, supported by linked visualizations.

Executive Summary

*** North America is the strongest market: high deal value, fast sales cycle, and strong conversion.**

*** Asia, Africa, and South America are lean but efficient: lower volume, but strong internal performance suggests scalable opportunity.**

*** Marketing and Finance contacts outperform others in deal conversion—especially mid-level VPs and Managers.**

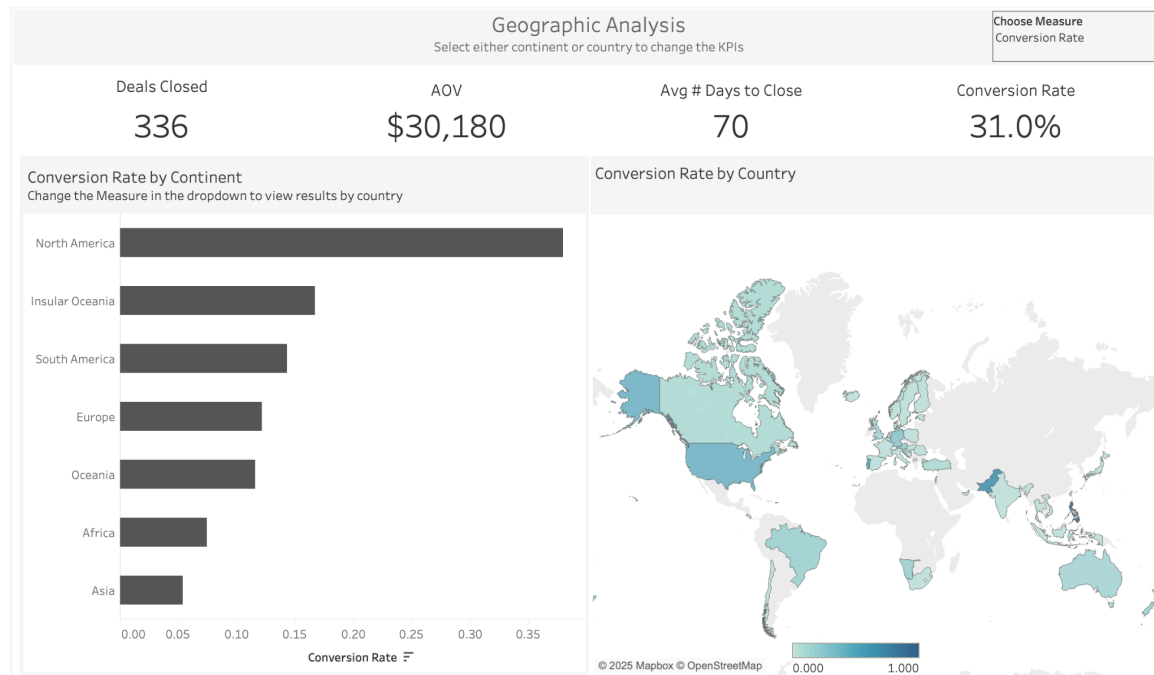
*** Sales and technical roles show lower conversion, indicating limited influence in closing.**

Geographic Sales Performance

The dashboard below shows absolute performance in AOV, average number of days to close, and conversion rate. To validate whether regional performance differences were meaningful—not just due to chance—I used statistical tests suited for non-normal business data (Kruskal-Wallis and Dunn's tests). These confirmed significant differences in deal size, conversion rates, and time to close across continents.

The interactive dashboard below provides a high-level comparison of deal value, average time to close, and conversion rate across regions.

Click the image below for an interactive version to explore absolute performance:



North America consistently leads in all key sales metrics:

- Highest average deal value
- Fastest time to close
- Highest conversion rate and deal count

Other regions show mixed performance:

- **Asia underperforms significantly** compared to North America in deal value, conversion rate, and sales cycle speed.
- **Europe exhibits the longest time to close**, suggesting potential inefficiencies or other blockers in the sales process. It may also reflect Europe's more conservative approach to business and investment.
- **Insular Oceania* and Oceania lag in value and efficiency**, with lower ROI potential.
- **Africa and South America show moderate efficiency**, with standardized metrics suggesting a balance between deal value and close speed, though not statistically significant.

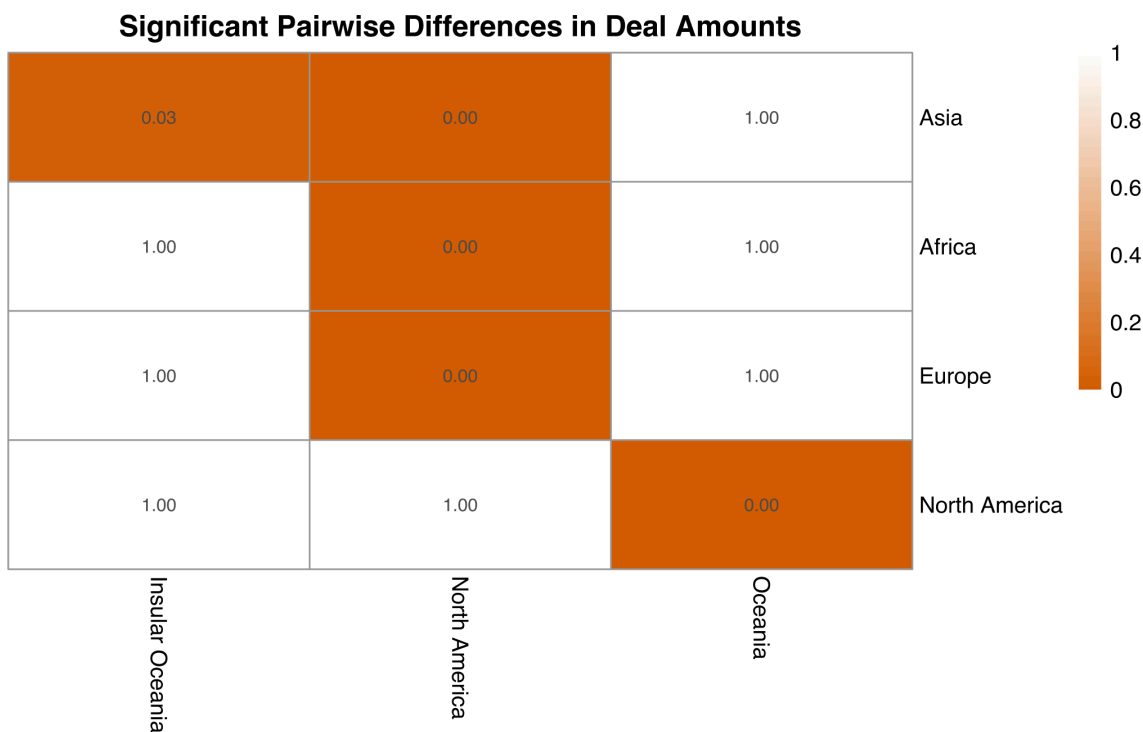
Recommendations: Prioritize resources in North America, audit sales practices in Asia, and consider strategic reassessment or automation for lower-performing regions.

1. **Invest + expand:** North America
2. **Test agile models:** Asia, Africa, South America
3. **Streamline or pause:** Europe, Oceania, Insular Oceania

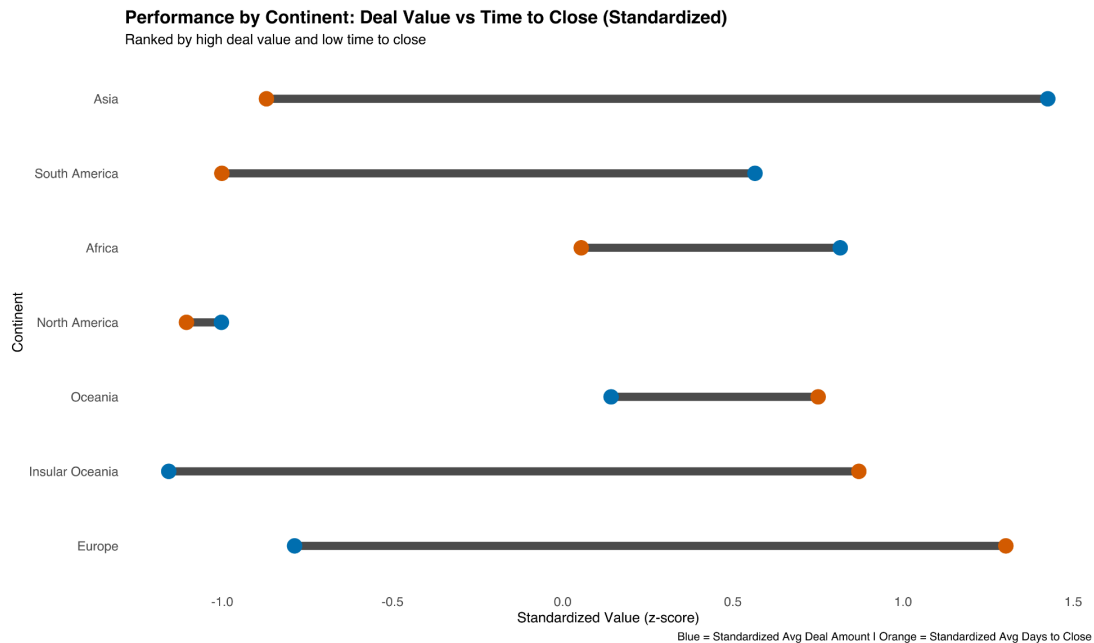
* In this analysis, **Oceania** refers primarily to Australia and New Zealand, while **Insular Oceania** includes smaller island nations such as Fiji, Papua New Guinea, Samoa, and others. These were separated to reflect meaningful differences in economic structure, sales cycle dynamics, and deal characteristics across the subregions.

Given the significant correlations, I ran post-hoc pairwise comparisons to identify which specific regions differed meaningfully to shed light on actions that the business could take to improve each metric. A Kruskal-Wallis test confirmed the influence of geography, with the geographic region explaining ~23% of the variance in deal value ($\eta^2 = 0.23$) and ~20% of the variance in time to close ($\eta^2 = 0.196$), indicating a strong effect. Cliff's Delta pairwise comparisons confirmed that North America consistently outperforms other regions in both deal value and speed to close, with medium to large effect sizes, providing strong support for the geographic investment recommendations outlined below.

The first graph highlights statistically significant differences in average deal value:



This following dumbbell chart shows how each region balances deal size and sales cycle speed relative to its *own* average. North America stands out with high deal values and fast closes, while other regions, like Asia and Africa, demonstrate internal efficiency despite lower volumes. *Click the image below to view a larger version.*



Detailed insights and actionable guidance from the absolute performance, statistical, and standardized comparative analyses follow in the table below.

| Finding | Why it matters | Recommendation |
|--|---|---|
| North America leads in deal value, conversion rate, and speed | Statistically better across all absolute sales metrics | Prioritize high-touch strategies and continued investment |
| Asia, Africa & South America show strong internal efficiency | While absolute performance is lower, standardized ratios show higher efficiency | Investigate scalable strategies —consider automation or tailored enablement |
| Europe slowest time to close | Suggests process inefficiencies or complex buying environments | Assess sales workflow, qualification criteria, and potential friction points in the pipeline |
| Insular Oceania lowest deal value | Lower ROI potential may challenge sustainability | Consider shifting to low-touch, self-serve models or reevaluate market priority |
| Oceania lags in conversions and speed to close | Points to both lower efficiency and effectiveness | Review targeting strategy, lead quality, and resource allocation |

Geographic Sales Performance KPIs to Track

Here are a few KPIs to monitor the impact of these recommendations:

For North America (Expand investment):

- Revenue growth rate in the region
- Average deal value/Average order value over time (should remain high or increase)
- Sales velocity (e.g., average days to close — aim for stability or slight improvement)
- Pipeline coverage ratio (a region with a high ratio and high close rates = growth opportunity)

For Asia, Africa, South America (Test agile models):

- Conversion rate trends (look for improvement after piloting new approaches)
- Time to close reductions (especially in Asia) - I'll provide a baseline time-to-close analysis in my next report.
- Lead qualification rate (to monitor efficiency gains)

For Europe, Oceania, Insular Oceania (Streamline or pause):

- Cost per acquisition (CPA) or sales cost per region
- ROI per region (deals closed relative to investment)
- Lead drop-off rates (early exits from the pipeline)

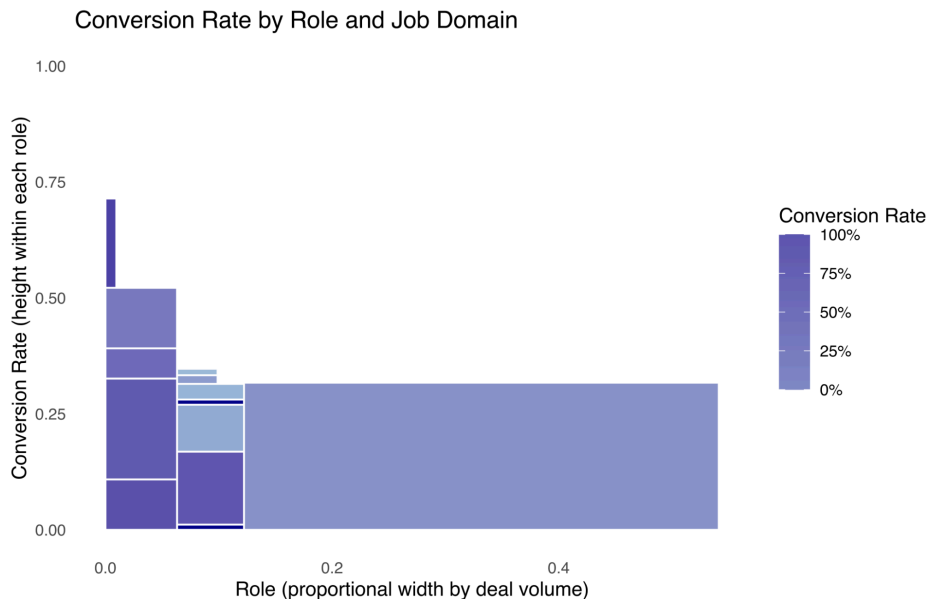
Conversion Rate Analysis by Role and Domain

To better understand how different contacts contribute to sales outcomes, I conducted an analysis of conversion rates by **job role** (e.g., CEO, Manager) and **domain** (e.g., Marketing, Engineering). The results are visualized in an [interactive mosaic plot](#) (a static image follows). How to read the chart:

- **Width:** total number of contacts by job role
- **Height:** conversion rate within each role
- **Color blocks** are segmented by domain to show how performance varies across functional areas

This visualization helps identify which roles and departments are most likely to convert, revealing patterns in decision-making influence across client organizations.

Key takeaway: *Mid-level contacts in marketing and finance roles show the highest conversion rates, while executive and sales contacts are more variable but account for more deal closures in absolute terms.*



Initial analysis reveals:

| Finding | Why It Matters | Recommendation |
|---|--|--|
| Vice Presidents and Managers in Marketing convert at high rates (59–61%) | Mid-level marketing leaders appear to be effective influencers or decision-makers in driving closed deals. | Prioritize VP- and Manager-level Marketing contacts |
| CFOs show strong conversion performance (60%) | Finance contacts may be highly qualified and involved late in the sales process, contributing to high success rates. | Engage CFOs in financial or ROI-driven conversations |
| Directors of Engineering and Marketing also perform well (37–39%) | Indicates value in technical and strategic stakeholders, not just executive titles. | Continue to include Directors in outreach—especially in Engineering and Marketing |
| CEOs (along with owners and presidents) are frequently involved but less efficient (32%) | High deal volume, but lower conversion than mid-level leaders suggests CEOs may delegate or require deeper buy-in. | Use CEO and executive outreach strategically |
| Sales-aligned roles (CRO, Sales Directors/Managers) show lower conversion (14–25%) | These roles may be less involved in final decisions or more resistant to outreach from outside providers. | De-prioritize outreach to Sales contacts as primary targets |

Contact-Level / Role-Based KPIs to Watch

High-performing roles (e.g., Marketing Managers, CFOs):

- Close rate per contact role
- Deal size per contact role
- Engagement-to-close rate (are these roles staying engaged throughout the sales cycle?)
 - I'll examine engagement-to-close rates more closely in my next report

Lower-performing roles (e.g., CROs, Sales Managers, Leads):

- Response rate to outreach
- Qualification rates (to assess whether these contacts should remain targeted)

Cross-Cutting KPIs for Strategy Alignment

- Win rate by region + role
- Time in stage by region and contact role (for sales cycle efficiency)
- Revenue contribution by contact role (to track strategic targeting outcomes)

Next Steps in Analysis

- Conduct a time-to-event analysis to understand what accelerates movement through the sales funnel
- Engagement rate analysis
- Prospect and deal scoring
- Predictive forecasting

Feedback Requested

- Do you prefer **static** visuals, an **interactive dashboard** (e.g., Shiny, Tableau with embedded HTML)?
- Are there any **regions or segments** you'd like me to explore further?