MAWA EVENTS

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DATA ANALYSIS AND DATA VISUALIZATION FOR SALES PROFESSIONALS

“Turning Sales Data into Strategic Action and Revenue Growth”

Schedule

Date	Venue	Fees (Face-to-Face)
16 – 20 Nov 2026	London, UK	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today\'s competitive sales environment, professionals must rely on more than intuition—they need data to drive strategy, performance, and results. Sales teams that harness analytics can identify high-value opportunities, optimize pipelines, and close more deals efficiently.

This hands-on course equips sales professionals with the skills to analyze data, build compelling dashboards, and communicate sales insights using tools like Excel and Power BI. From forecasting revenue to visualizing customer behavior, participants will learn to make data-driven decisions that accelerate growth.

Objectives

By the end of this course, participants will be able to:

- Organize and analyze sales data to identify trends and performance gaps
- Develop dashboards for sales KPIs such as pipeline, conversions, and customer value
- Use Excel and Power BI to visualize sales performance and targets
- Forecast sales using historical trends and predictive techniques
- Present data-driven insights to sales teams and senior management

Why Attend

- Unlock insights from customer, pipeline, and transaction data
- Streamline sales reporting with impactful visual dashboards
- Enhance decision-making with real-time sales analytics
- Identify high-value clients, regions, and product lines
- Support quota planning, lead scoring, and territory optimization

Target Audience

This program is designed for:

- Sales managers and regional heads
- Business development professionals
- CRM analysts and sales operations staff
- Account managers and channel partners
- Marketing and commercial strategy professionals involved in sales reporting

Individual Benefits

Key competencies that will be developed include:

- Sales data interpretation and pipeline analysis
- Excel and Power BI dashboarding for sales insights
- Lead conversion, win-rate, and revenue forecasting
- Customer segmentation and performance benchmarking
- Strategic sales communication through visual reports

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved sales performance tracking and analysis
- More accurate sales forecasting and territory planning
- Faster response to sales trends and customer behavior
- Evidence-based targeting and decision-making
- Efficient reporting workflows across sales and marketing

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Sales analytics concepts, KPIs, and CRM data structures
- Case Studies – Success stories of data-driven sales teams
- Workshops – Real-world dashboarding using Excel and Power BI
- Peer Exchange – Discussion on analytics challenges and tools across teams
- Tools – Templates for lead analysis, sales funnel visualization, and forecasting

Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Sales Data Foundations and Strategic KPIs

- Module 1: Understanding Sales Metrics (07:30 – 09:30) • Key sales KPIs: pipeline value, win-rate, average deal size, cycle time • Revenue vs. volume metrics and segmentation • Data quality issues in CRM and reporting
- Module 2: Structuring Sales Data (09:45 – 11:15) • Organizing leads, accounts, opportunities, and conversions • Excel techniques for filtering, sorting, and merging datasets
- Module 3: Workshop – Sales Funnel Data Prep (11:30 – 01:00) • Cleaning and structuring sales pipeline data in Excel
- Module 4: Peer Exchange – Common Reporting Challenges (02:00 – 03:30) • Team discussion on tools, goals, and data frustrations

Day 2: Excel for Sales Analytics and Reporting

- Module 5: Excel Dashboards for Sales (07:30 – 09:30) • Charts, conditional formatting, KPIs, and interactive views • Tracking sales performance by region, rep, or product line
- Module 6: Lead Conversion and Funnel Analysis (09:45 – 11:15) • Visualizing lead stages, drop-off, and conversion metrics • Analyzing lead sources and qualification scores
- Module 7: Workshop – Building a Sales Scorecard in Excel (11:30 – 01:00) • Create a live dashboard for weekly team performance
- Module 8: Case Study – Analyzing Pipeline Bottlenecks (02:00 – 03:30) • Explore real data to identify lost deal causes

Day 3: Power BI for Sales Visualization

- Module 9: Getting Started with Power BI (07:30 – 09:30) • Connecting to Excel or CRM sales data • Data modeling and relationships
- Module 10: Creating Interactive Sales Dashboards (09:45 – 11:15) • Visuals: bar, map, funnel, trendline, donut charts • Drill-throughs and slicers for sales territories
- Module 11: Workshop – Building a Sales Region Dashboard (11:30 – 01:00) • Dashboard for performance by rep and geography
- Module 12: Peer Review – Sales Dashboards in Action (02:00 – 03:30) • Group feedback on clarity, design, and insights

Day 4: Forecasting and Customer Insights

- Module 13: Sales Forecasting Techniques (07:30 – 09:30) • Using past trends to predict revenue • Pipeline velocity and conversion likelihood scoring
- Module 14: Customer Segmentation and Value Analysis (09:45 – 11:15) • Analyzing customer lifetime value and churn risk • Segmentation by industry, behavior, or region
- Module 15: Workshop – Forecasting Quarterly Sales (11:30 – 01:00) • Apply forecasting models in Excel and Power BI
- Module 16: Peer Exchange – Forecasting Pitfalls (02:00 – 03:30) • Sharing risks and gaps in forecasting methods

Day 5: Executive Reporting and Sales Storytelling

- Module 17: Communicating Sales Insights (07:30 – 09:30) • Designing reports for leadership vs. field sales • Framing insights with visuals and narrative
- Module 18: Automation and Reporting Templates (09:45 – 11:15) • Using templates to streamline monthly and quarterly sales reports
- Module 19: Final Group Presentation – Sales Dashboard Showcase (11:30 – 01:00) • Present a dashboard with real business impact insights
- Module 20: Course Wrap-Up and Certification (02:00 – 03:30) • Trainer debrief, feedback, and key takeaways

Certification

Participants will receive a Certificate of Completion in Data Analysis and Visualization for Sales Professionals, confirming their ability to analyze, visualize, and communicate sales data to improve forecasting, performance, and strategic decision-making.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training	TEL:	EMAIL:
Interested in running this course for your team? Please contact us:	**+601116373203**	**info@mawaevents.net**