

Sales Analytics 101

Getting Comfortable with Data-Driven Decision-Making





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Let's get started!

- Setting the stage
- Four step process for data-driven decisions
- Workshops
- Telling a data-rich story



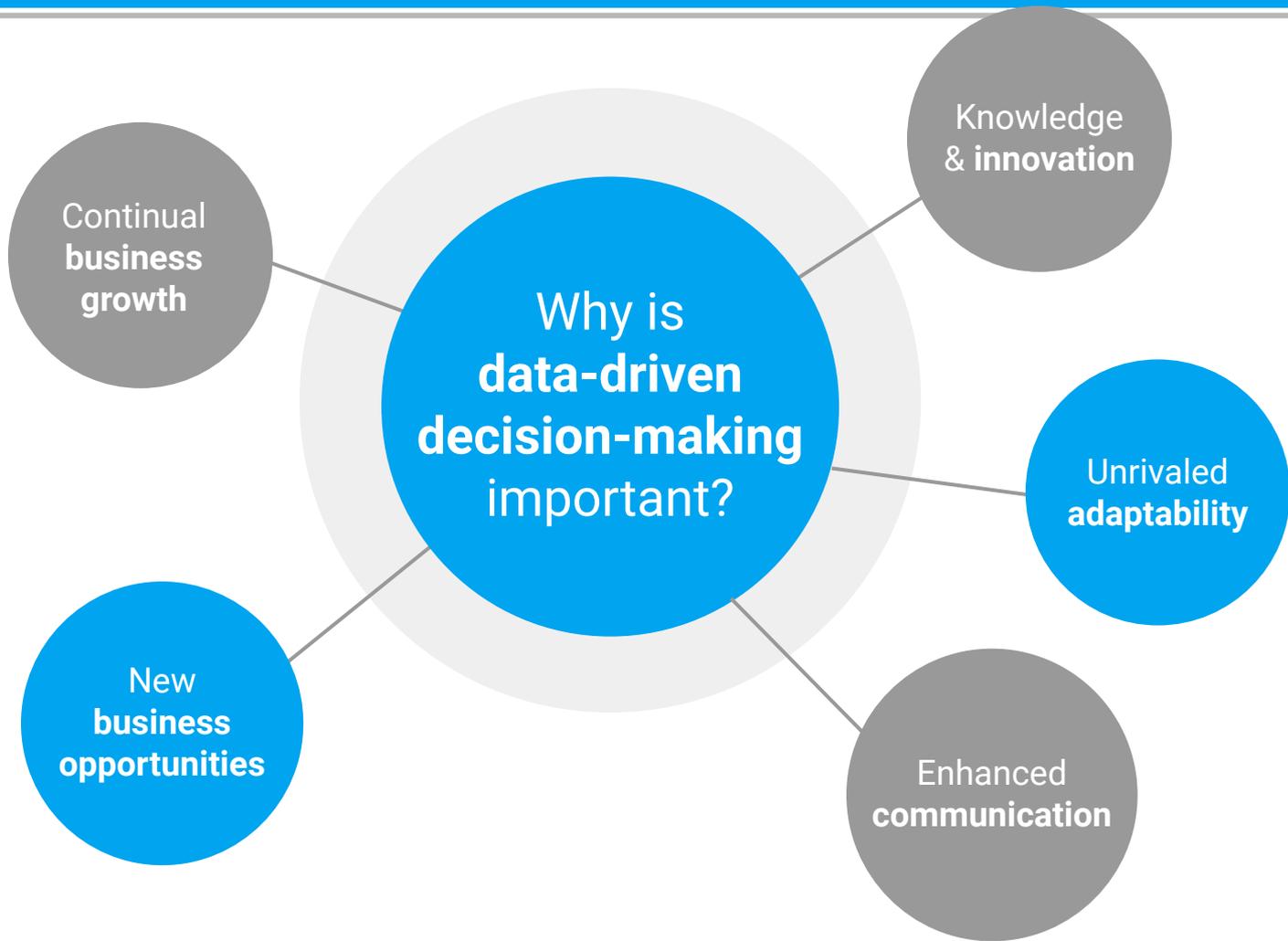
What's your
Data story?





Being data-driven means not just **collecting** data, but **analyzing** it and putting your **insights** into **action**.





Data provides
Credibility



Types of **Data Analysis**

- **Qualitative analysis** focuses on data that isn't defined by numbers or metrics such as interviews, videos, and anecdotes.
- **Quantitative analysis** focuses on numbers and statistics.



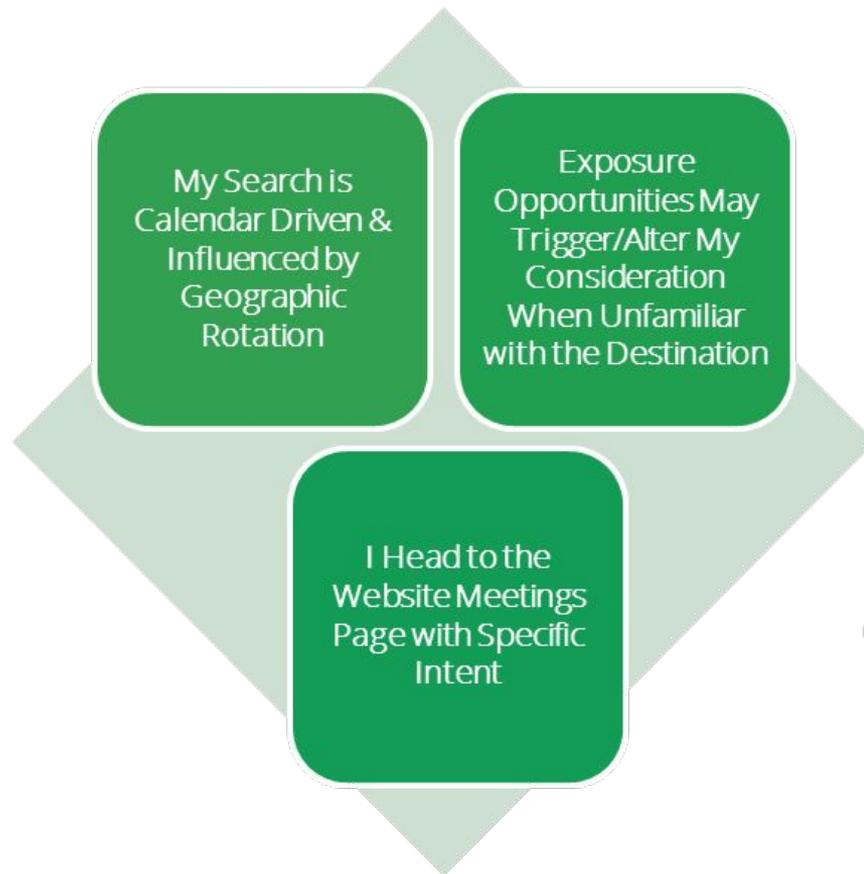
Qualitative data is based on **observation**.

Quantitative data is **measurable**.

Buyers Insights

Priority initiative insights:

What triggers the planner's search for a meeting destination?





2 synergize

A Simpleview Consulting Company

Simpleview Sales Quarterly - July | 2022

TRENDS & INSIGHTS FOR DESTINATIONS

Welcome to the first edition of the
Simpleview Sales Quarterly - July | 2022

terly?

prehensive review of
mance. It
oking patterns for
ed and evolved
mark of 2019.

understand the
VID-19
e also take a
O's critical

**Our goal is to provide DMOs
with the information needed
to support their sales
strategy.**

Report **highlights**



PROGRESS

Bookings for the first half of 2022 still lag 2019 bookings by

30%



June 2022 had

3%

MORE LEADS
than June 2019



PIPELINE HEALTH

Leads for the first half of 2022 are within

6%
of 2019

Event cycles have shortened by

3

months



The #1 market is

SPORTS

& it has more leads

in the 2022 pipeline than 2019 had for both hotel meetings and convention center events.

There are over

2,300

more hotel leads in the pipeline for July to December 2022 arrivals than for the same period in 2019.

Download the **Report**



5 Ways Data Science *Should* Transform Sales



IMPACT

The team is having on the destination



FUTURE OUTLOOK

Booking pace



SELLERS PERFORMANCE

Compare to the goal and incentives



TEAM ACTIVITIES

Account management activities



DATA QUALITY

Data health

Friendly **Reminders**

- Keep your data **clean**.
- Be **curious**.



What does good data look like?

Short-term goal

Issues:

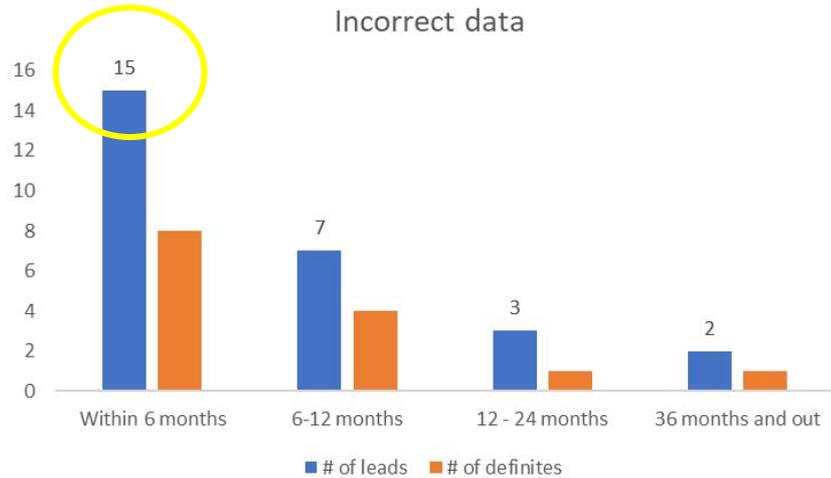
- Not inputting the correct lead date or definite date

Pacing problems

- Puts an incorrect emphasis on short-term business
 - Could affect goals

Stakeholders and community leaders look at your reports. If it is incorrectly inputted, they may have different expectations of what you're able to produce.

Short-term goal



Creating a Data-Driven Sales Strategy

- **What ways can you use data-driven decision-making in your role?**
 - New sales staff
 - Market segment changes
 - New hotel openings
 - Sales incentives



Making the case for a new piece of business

- **What data might you use?**
 - Comp set?
 - Current leads/bookings?
 - What else?

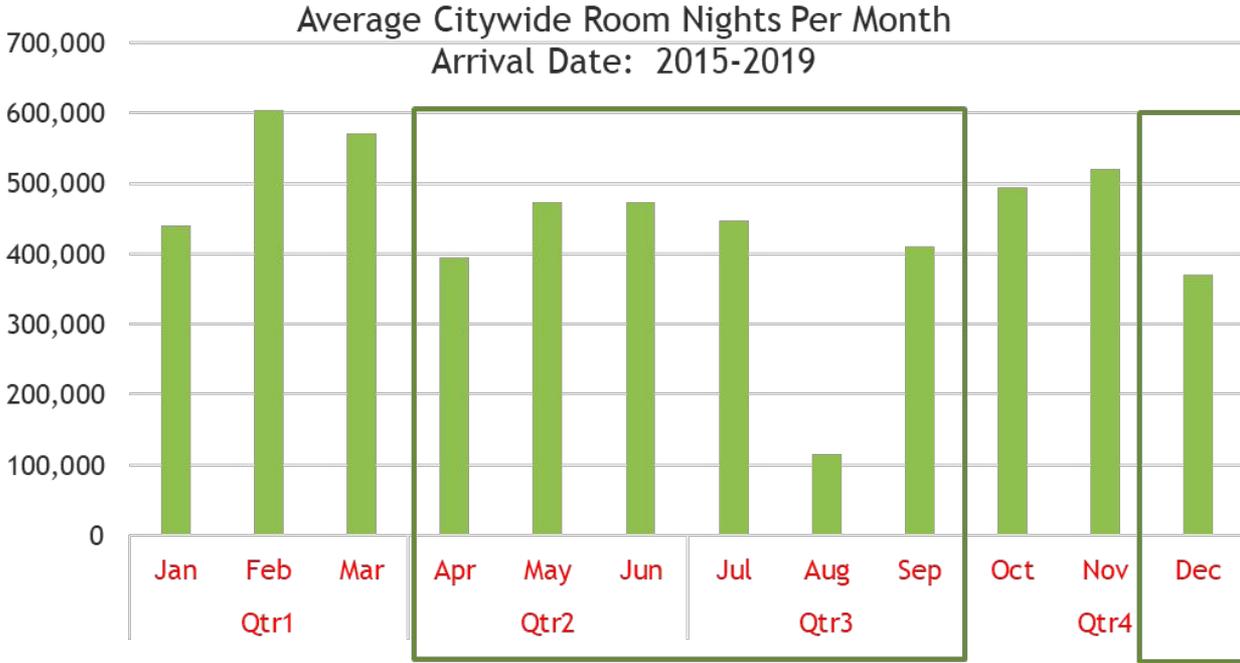


Heat map

Room Nights: Monthly Pace Target Variances



Average business per month



Let's apply these concepts.

Discovery

Insights

Actions

Outcomes

Measure and **present success**

Let's apply these concepts.

Discovery

Let's apply these concepts.

Insights

Let's apply these concepts.

Actions

Let's apply these concepts.

Outcomes

Workshop

First Workshop

Four-step process	Discovery	Insights	Actions	Outcomes
<p>Problem #1</p> <p>Goal setting. How do you determine the appropriate goal for next year?</p> <p>It's been proposed you should have a 10% increase in number of leads, you think it should be 5%. What do you do?</p>				

Second **Workshop**

Four-step process	Discovery	Insights	Actions	Outcomes
Problem #2 A data-driven strategy for maximizing the value of existing customers				

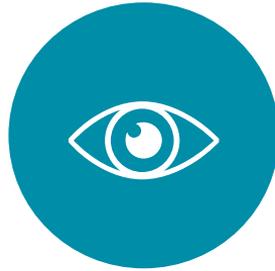
Third **Workshop**

Four-step process	Discovery	Insights	Actions	Outcomes

Three Tips for Presenting Your **Data Insights to Stakeholders**



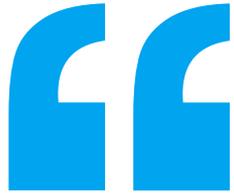
#1
Audience



#2
Visual Display



#3
Insights



Designing a presentation without an **audience** in mind is like writing a love letter and addressing it 'To Whom it May Concern'



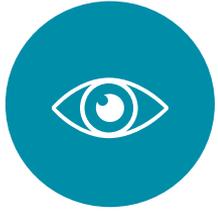
– KEN HAEMER



Tip #1: Know Your Audience

- Peers
- Members/Partners
- Sales Committee
- Executive Committee
- Board of Directors





Tip #2: Incorporate **Visual Display** Practices

Why do we need **data viz?**





Clutter and confusion are failures of **design**,
not attributes of **information**.



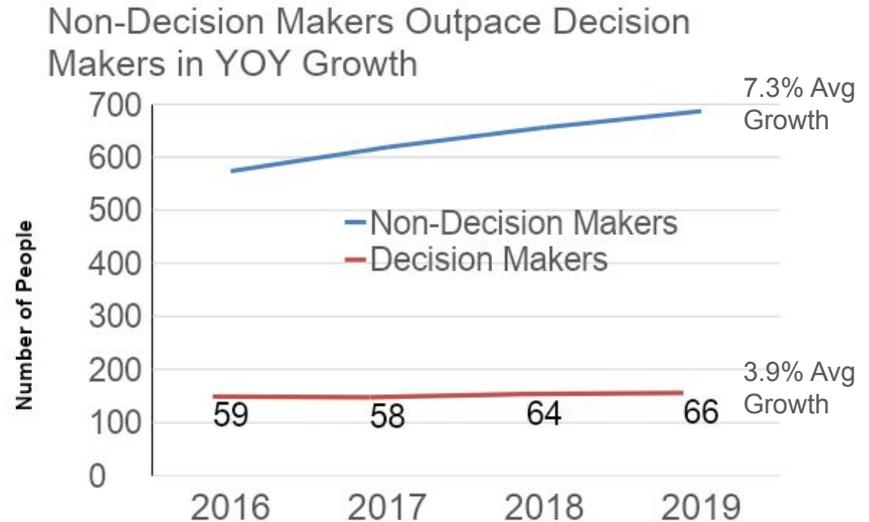
– EDWARD R. TUFTE



Data Visualization **Tips**

Less is **more**.

- Show the data but eliminate everything else you don't need.

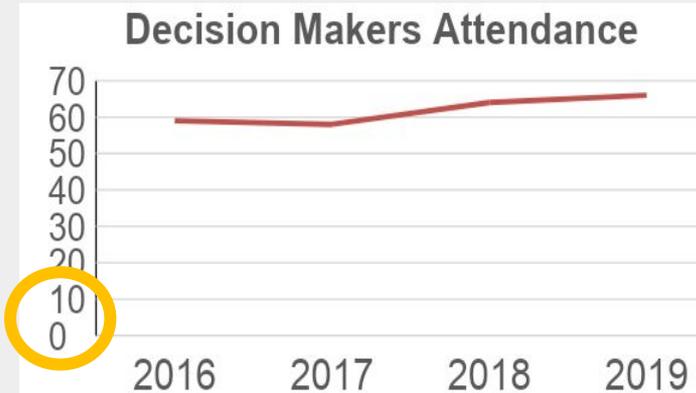
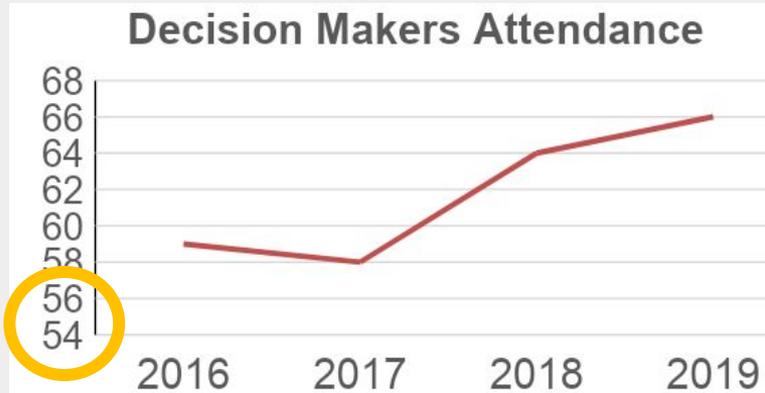




Data Visualization **Tips**

Watch the **scales**.

- Everything needs to be proportional to avoid the “lie factor.”



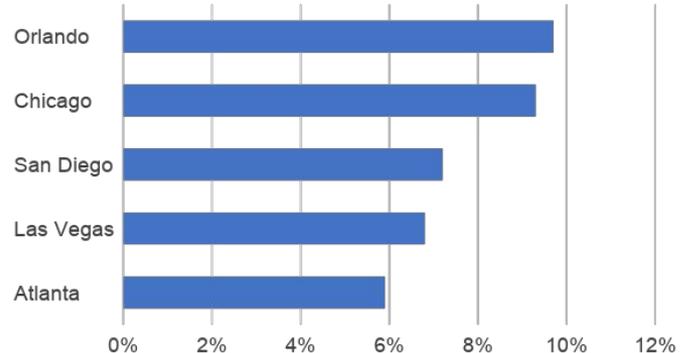


Data Visualization **Tips**

There are times when a **table** is better.

- When the reader has a good understanding of the data
- Illustrating ranks
- Combining quantitative and qualitative data

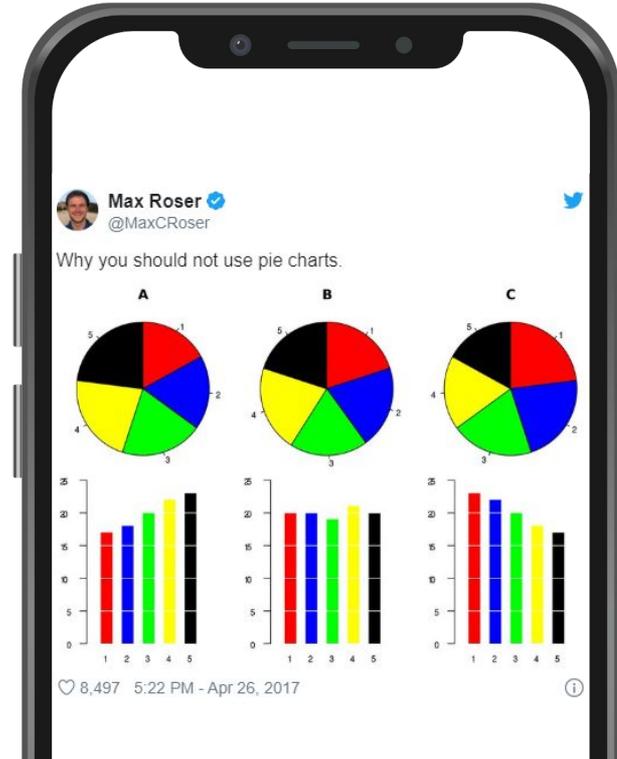
Rank	Cities	2022
1	Orlando	9.7%
2	Chicago	9.3%
3	San Diego	7.2%
4	Las Vegas	6.8%
5	Atlanta	5.9%





Data Visualization **Tips**

Pie charts are **useless.**

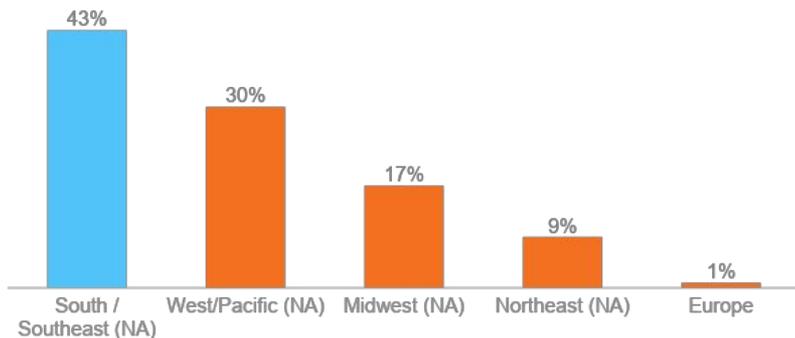




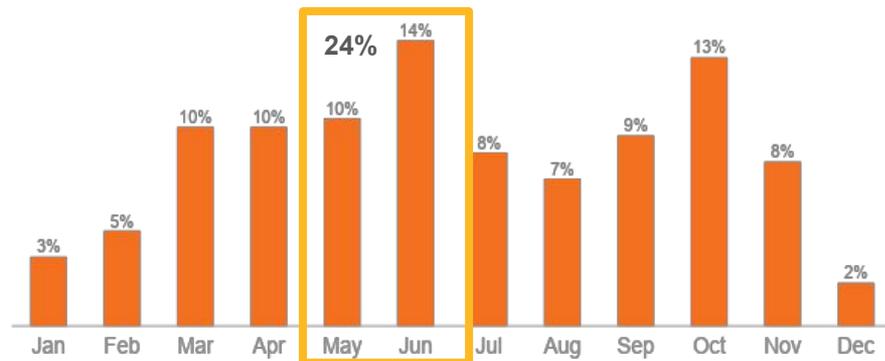
Tip #3: Emphasize Key **Insights**

- Make it easier to **visualize**.
- Use color to **create emphasis**.

The South/Southeast Region will host 43% of the Top 250 conventions in 2022, followed by the West/Pacific



In 2022, over a third of the Top 250 conventions are scheduled to meet in Q2, followed by 23% in Q4



A pair of glasses with a silver frame and green lenses is resting on a wooden desk. A white semi-transparent rectangular box is overlaid on the center of the image, containing the text "Questions?". The background is a warm, golden-yellow color with a blurred green light source. A blue vertical bar is on the right side of the image.

Questions?