

# Sales Analytics 101

Here are some pointers to be aware of whether you're looking to expand your marketing analytics dashboards or set up a stack for the first time.

## Common Metrics

Metric	Description	Why it matters
Revenue	The amount of money that your business is generating.	A good revenue:costs ratio indicates a healthy company and additional funds to reinvest into company growth.
Time to Sale	The time from when a customer begins evaluating a purchase to when they place an order.	In addition to spend analysis, you can use this to understand your prospects' buying journey.
Average Sales Price	The average order amount per customer, per transaction. This can be split by session (e.g. in e-commerce) or type (e.g. new business).	Tracking ASP along with volume of customers allows you to forecast revenue growth.

## Core Data Sources

### Marketing Sources

This can be as simple as tracking early stage leads to help your team identify expected revenue.

### Billing

An online payments and invoicing system helps to track revenue where recurring subscriptions are involved.

### Product/Website

Tracking customer activities on both can indicate the likelihood that a user will convert to a customer - and can be used for sales outreach.

### CRM

Understand your revenue bookings as well as manage status of accounts (e.g. sales stage).

## Common Challenges

- **CRM hygiene:** Custom fields representing metrics that your business cares about are frequently added and updated. Those changes may not always be communicated to the data team, making it even more important to track schema changes.
- **System integrations outside of the warehouse :** As CRMs are often used as a hub for revenue supporting software, when an integration breaks upstream, the ripples are felt downstream, making it important to track pipeline metrics such as freshness and volume.

