



KEMIT GROUP LLC
GLOBALLY CONNECTED – LOCALLY DIRECTED

IN-DEPTH CRM ANALYTICS TO HELP YOU MAKE SMARTER BUSINESS DECISIONS

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IN-DEPTH CRM ANALYTICS TO HELP YOU MAKE SMARTER BUSINESS DECISIONS

From lead analytics to deal insights, activity stats, and email analytics, Zoho CRM's advanced analytics help you monitor every aspect of your sales cycle. Create customized dashboards with analytical widgets for sales, such as charts, target meters, KPIs, and funnels. Make data-driven decisions with customizable reports, and boost your sales success with actionable data intelligence.

WHY ANALYTICS? - Get Visual Answers From Your Data

Actionable Insights For Everyone

Zoho CRM Analytics empowers everyone in your organization to make data-driven decisions. This includes your C-level employees, management, and sales representatives.

Filter Reports

Powerful filtering options help you sift through your data. Filter your data using criteria based on modules, for example - if you are analyzing deals module, you can drill down based on deal type, deal stage, sales cycle duration and so on.

Templates For Easy Analysis

Choose which chart type works best for visualizing your data from a list of predefined templates.

Multi-Dimensional Reports

Blend your CRM data in multiple ways to understand the underlying trends. Bring together CRM data from leads, contacts, campaigns, tasks, vendors, quotes, and much more.

Share And Export

Export your reports as Excel, CSV, or pdf files. Share your Dashboards with people who need access to them. Embed them into your website or share them on your Slack Channel.

CUSTOMIZABLE REPORTS - Drill Deep Into Your Sales Data With Customizable Reports

Real-time reporting gives you insight into a variety of metrics such as sales trends, marketing campaigns, activity reports, and team performance.

Standard Reports

Choose from a wide variety of pre-built reports to get a quick look at your sales health. This includes lead reports filtered by source, status, and ownership—deal reports filtered by stage and status—as well as activity reports, forecasts reports, and much more.

1. Module Information

Select Module

Deals

Select Related Modules

- ☒ Accounts
- ☐ Contacts
- ☐ Contact Roles
- ☒ Stage History
- ☐ Campaigns
- ☐ Products

2. Report Type

☒ Tabular Report

Tabular reports provide you the way to list your data in a simpler form.

☐ Summary Report

Summary Reports allow you to view your data along with subtotals, groupings, and other summary information.

☐ Matrix Report

Matrix Reports use a grid layout to summarize your data.

Continue

Cancel

Custom Reports

Create multiple reports, such as matrix, summary, and tabular reports across multiple modules. Apply advanced filters to drill down into your data and get the information you need.

Pipeline by Stage

STAGE	ACCOUNT NAME	CLOSING DATE	PROBABILITY (%)	AMOUNT
Qualification (4)	New Widgets 300 units	03/20/2021	10	\$100.00
	Alcoa Fastening Systems	06/29/2021	10	\$14,000.00
	THK & Bridge Pvt Ltd.	03/21/2021	10	\$ 500,000.00
	Benengg Corp.	06/29/2021	10	\$14,000.00
				\$ 500,000.00
Needs Analysis (10)	Grant Industries Ltd	03/25/2021	10	\$ 650,000.00
	Chanay	06/29/2021	10	\$ 700,000.00
	MVK Automotive	06/29/2021	10	\$ 250,000.00
	Initech	03/21/2021	10	\$40,500.00
	Stenword	06/29/2021	10	\$ 250,000.00
	THK & Bridges Inc.	06/29/2021	10	\$ 144,000.00
	Talane	03/31/2021	10	\$40,000.00
	Rhybox	04/11/2021	10	\$ 226,000.00
	Jabberstorm	06/29/2021	10	\$4,300.00
	Pyramid Constructions	03/16/2021	10	\$250,000.00
				\$ 2,554,800.00

CHARTS - Tell Persuasive Stories With Powerful Charts

Important numbers

[Custom](#)

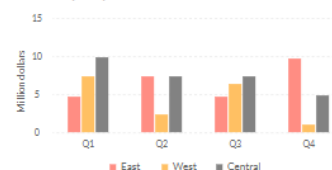
Dashboard containing the key business metrics

[Reorder](#)
[+ Add Widget](#)

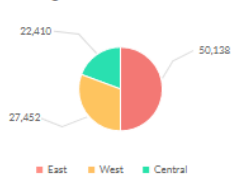
Recent lead generation - By source

Trade Show	72	22	21	22	28	50	11	18	41	0
Partner	67	48	52	16	115	120	96	30	84	25
Online Store	24	117	64	19	117	6	98	32	64	50
Facebook	8	78	123	114	8	12	88	82	123	75
Referral	19	58	15	132	5	22	44	1	97	
Advertisement	10	92	35	72	38	88	13	31	85	
	Jan 12	Jan 13	Jan 14	Jan 15	Jan 16	Jan 17	Jan 18	Jan 19	Jan 20	1/1

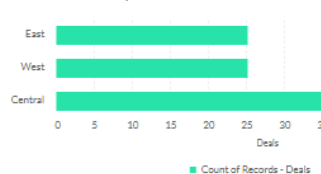
Revenue per quarter



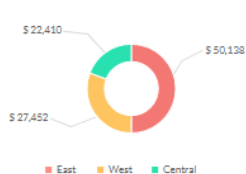
Leads generated



Deals closed daily



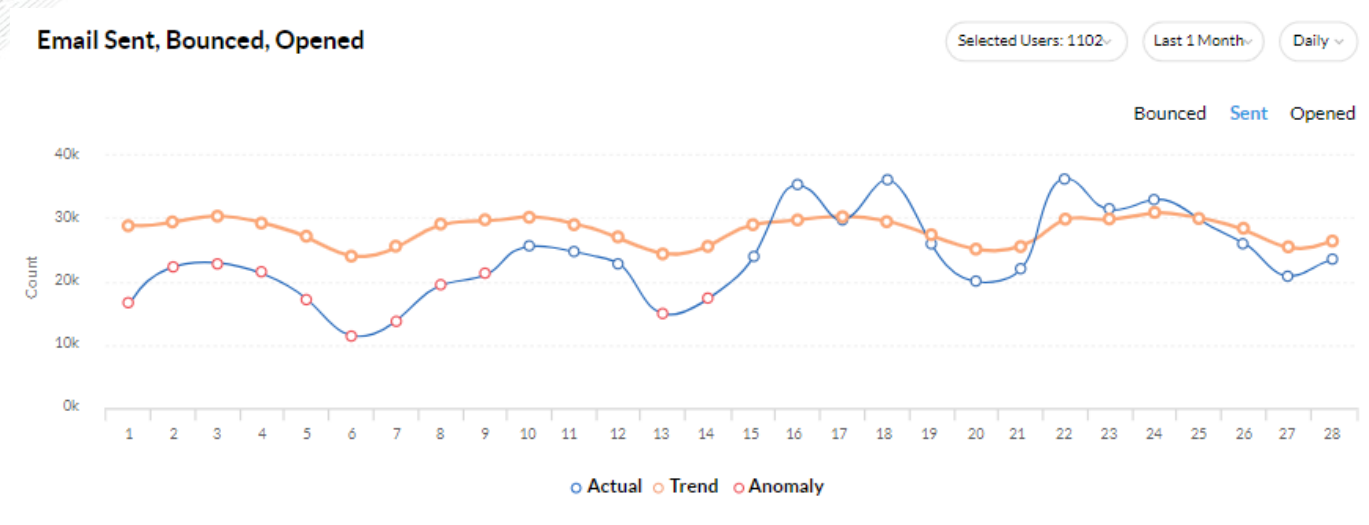
Revenue share



From pie charts to heat maps, start seeing your everyday sales metrics in the most visually engaging way. Bypass the hassle of analyzing huge volumes of data with a simple, visual representation of your CRM data. With a range of chart styles to choose from, you can create a chart from an existing report, or create one instantly without the need to select a report.

ANOMALY DETECTOR - Know Where Your Business Stands

You shouldn't have to manually track individual sales parameters, such as the number of leads created per month and the number of deals closed daily. Our AI-powered Anomaly Detector widget compares your actual sales performance with the predicted trend, and lets you know where there were any deviations from the projected sales pattern.



COHORTS - Analyze Your Time-Based Sales Metrics With Cohorts

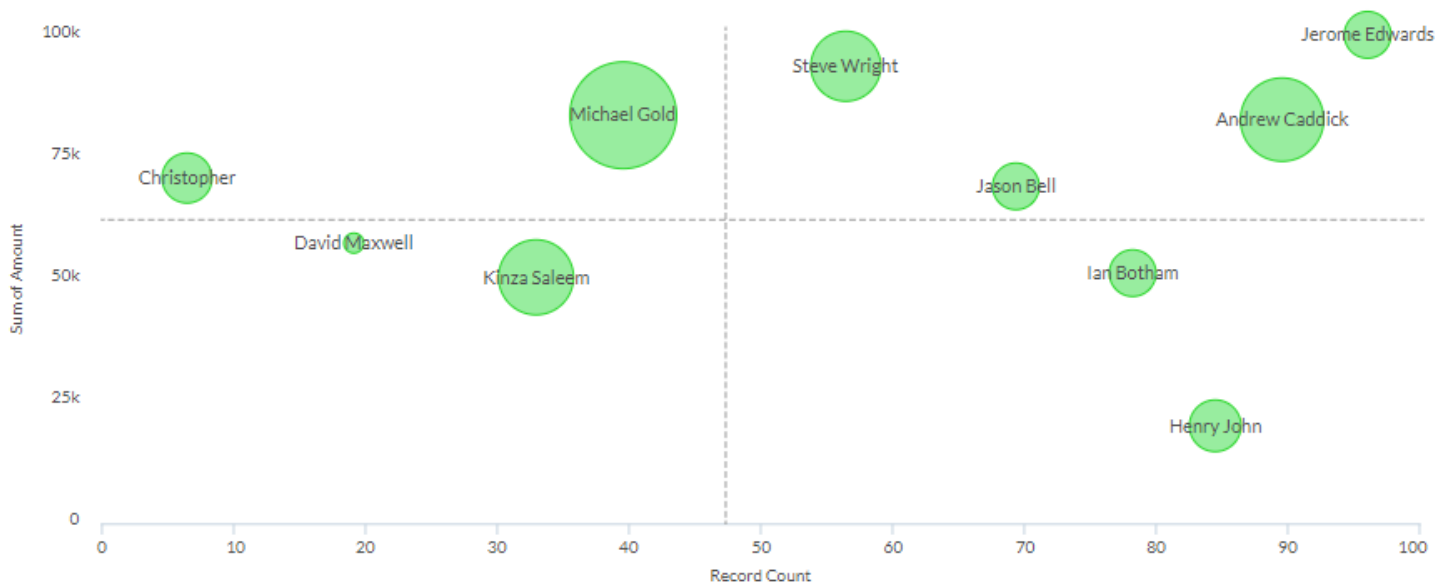
Created Time	Record Count	Last Activity Time from Created Time in Weeks										Average R...
		1	2	3	4	5	6	7	8	9	10	
June 2021	447	15	12	23	43	99	88	67	45	33	22	\$225,000.00
July 2021	476	32	65	21	87	56	43	22	98	12	40	\$556,500.00
August 2021	419	23	25	55	34	12	65	23	67	66	49	\$876,050.00
September 2021	438	32	22	11	34	66	43	29	76	81	44	\$435,550.00
November 2021	523	43	22	16	78	62	90	87	33	71	21	\$555,600.00
Total	2303	145	146	126	276	295	329	228	319	263	176	\$2,648,700.00

Break down different aspects of your business into cohorts and analyze their behavior over a set duration of time. Does the lead source of a customer affect their retention period? Who are your best performing sales reps based on the lifetime value of their customers? Cohort analysis groups your sales data and gives answers to all these questions and more.

QUADRANTS - Determine Correlations Between Different Metrics With Quadrant Analysis

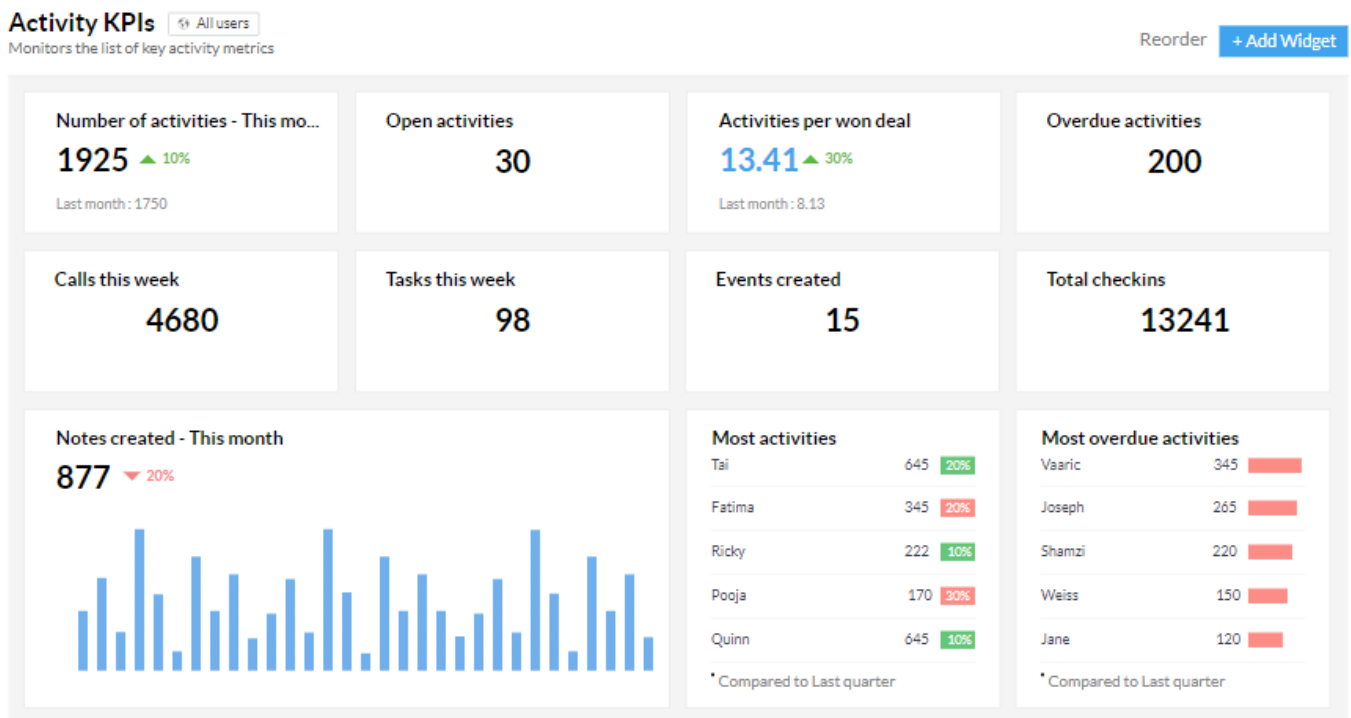
Effortlessly compare and correlate your different metrics, like the number of deals closed vs the revenue of each deal, and identify your best sales reps with quadrant analysis. Compare the sales of different products with the costs they incur to identify which ones bring you the most profit. You can compare and connect different variables in your sales data to identify which areas of your business are doing great and which ones need more focus.

REVENUE GENERATED (VS) DEALS BY SALES PERSONS



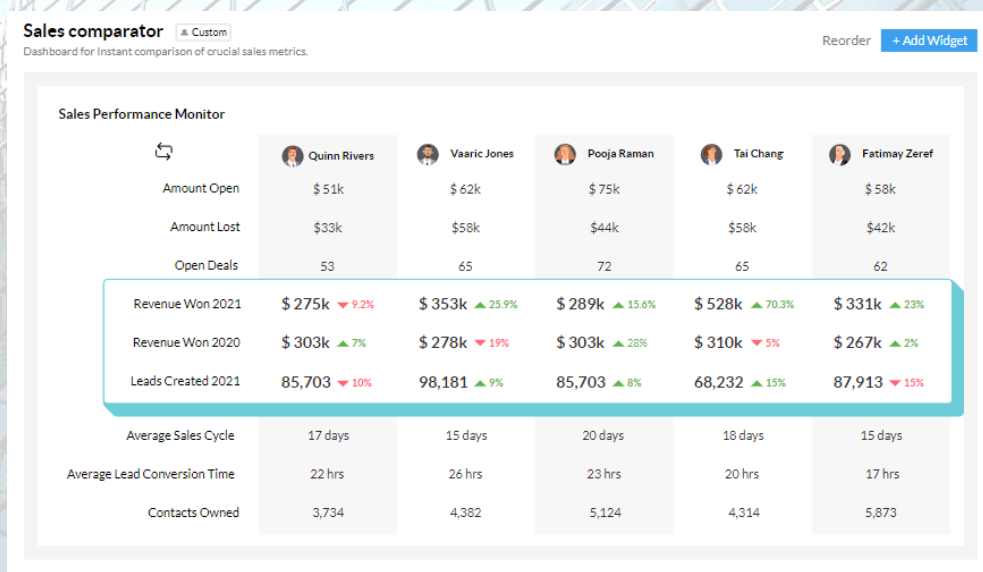
Zoho Analytics KPIs - Don't Ignore Your KPIs

From a scorecard that follows top deals to a dashboard that monitors current growth indices, Zoho CRM's KPIs give you a complete picture of the essential sales figures so that your team can identify and concentrate on the areas that need improvement.



COMPARATOR - Compare And Contrast

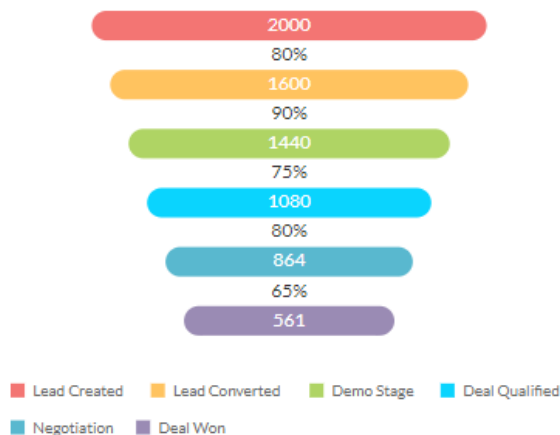
Compare a variety of metrics across multiple modules, such as users, teams, roles, and territories. Create a comparison table, weigh in on a range of parameters, and track how your metrics fare against each other.



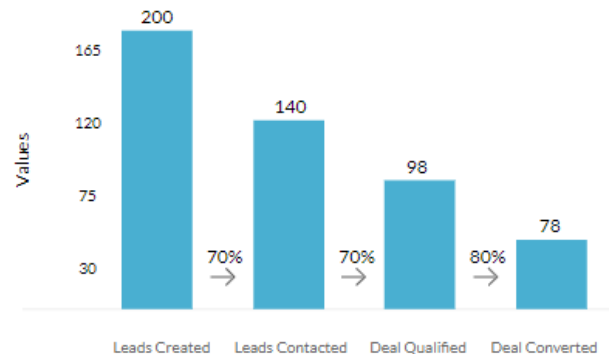
FUNNELS - Identify Bottlenecks In Your Sales Process With Funnels

From capturing a lead to conversion and beyond, Zoho CRM's sales funnels let you visualize your entire sales process and measure its efficiency by checking the overall conversion rate. See the drop in conversion rates from one stage to another to identify where your potentials churn the most, and assign resources to fix leaks.

Sales Pipeline tracking

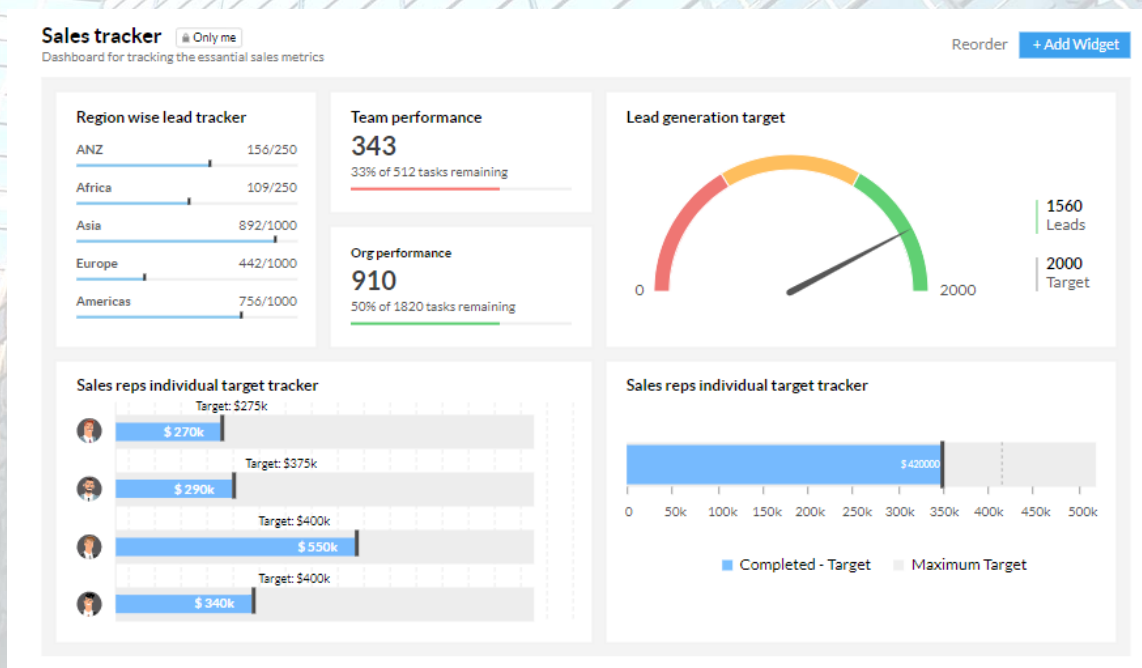


Lead conversion tracking



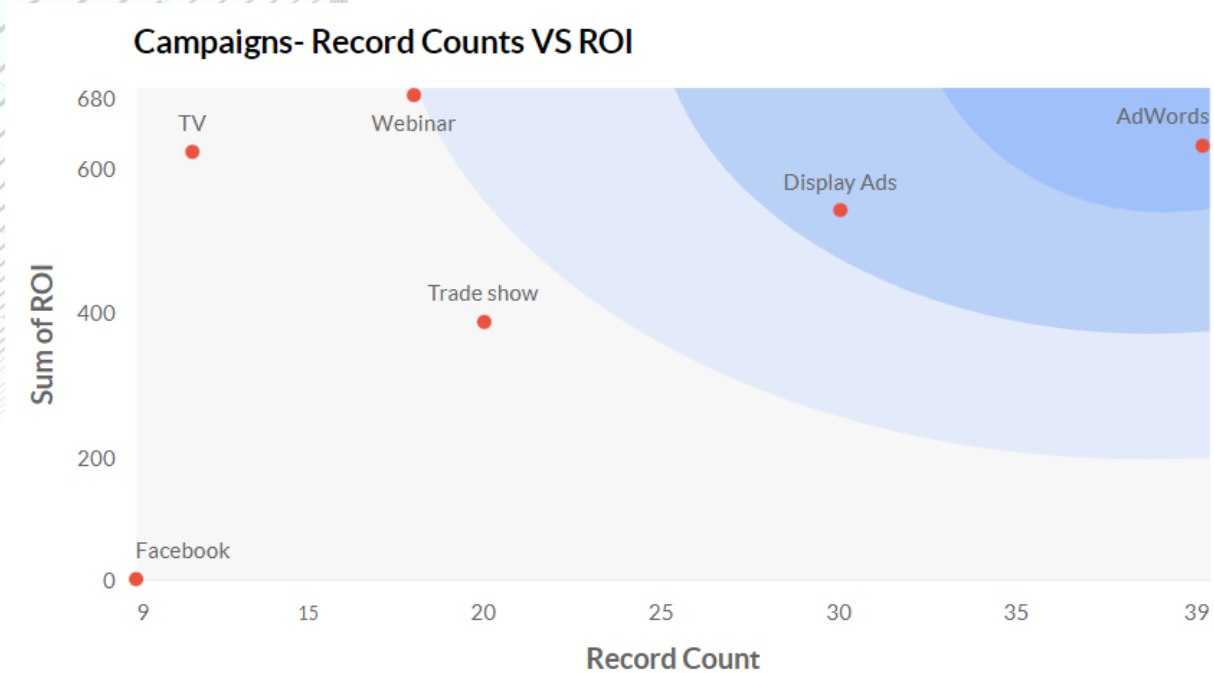
TARGET METER - Break Sales Records Without Breaking A Sweat

Turn your organization's objectives into achievable targets. Assign and monitor targets to know where you stand. Customize your target meter the way you you want it to be: a dial gauge, a bar chart, a watch list, and much more.



ZONE MAPS - Zones Help You Focus On What Matters.

Plot your sales data across various Zones and get a complete picture of where your business stands. Zones help you identify where you excel and where you need to pay more attention.



CAPABILITIES - What Can You Do With Crm Analytics?

You need to identify sales growth in different regions. Or see the impact of a marketing campaign on your sales. Maybe you just want to optimize your sales funnel. Whatever the challenge, Zoho CRM Analytics can do it and more. See the different ways how Zoho CRM Analytics provides you with insights that can improve your bottom line.

