

EXECUTIVE SUMMARY: JANUARY REVENUE ANALYSIS

Sales Performance Review | Prepared for CEO | March 6, 2026

SITUATION

Total revenue declined **\$310,000 (-15.8%)** in January 2025 compared to December 2024. Revenue dropped from \$1.97M to \$1.66M, with the entire decline concentrated in Enterprise sales.

Metric	December 2024	January 2025	Change
Total Revenue	\$1,965,000	\$1,655,000	-\$310K (-15.8%)
Enterprise Revenue	\$1,590,000	\$1,270,000	-\$320K (-20.1%)
Deals Closed	186	183	-3 (-1.6%)

ROOT CAUSE ANALYSIS

The decline was driven by **West Enterprise deal timing and churn**, not systemic market weakness.

Factor	Impact	Details
Deals Pushed to February	-\$325,000	2 Enterprise deals (Mike Torres \$175K, Sarah Chen \$150K)
Renewal Churn	-\$95,000	Enterprise Plus renewal lost (Mike Torres territory)
Deal Volume Decline	-\$90K est.	6 fewer Enterprise deals closed vs December

IMPACT BY REGION & REP

- West Enterprise:** -\$280K (-45%) — Mike Torres and Sarah Chen territories
- Mike Torres:** #1 in Dec (\$365K) → #6 in Jan (\$103K); 21% quota attainment
- Sarah Chen:** #2 in Dec (\$330K) → #4 in Jan (\$208K); 42% quota attainment
- East Enterprise:** -\$60K (-10%) — Jennifer Park; moderate decline
- Positive Note:** Central Region grew +\$27K total; SMB stable across all regions

CONTEXT & MARKET CONDITIONS

Deal Timing: \$325K in committed deals pushed into February due to customer procurement cycles. December 2024 was anomalously strong (3x typical volume) suggesting budget flush activity. **Churn:** One \$95K renewal loss reflects competitive pressure in West Enterprise accounts.

RECOMMENDATIONS

- Monitor February Closely:** Track \$325K in pushed deals; if they close, validates timing theory
- Coach Mike Torres:** 21% quota attainment requires immediate intervention and pipeline review
- Renewal Risk Assessment:** Review all Q1 renewals >\$50K; implement early warning system
- Replicate Central Success:** Analyze David Kim's +\$20K growth model for West deployment

FEBRUARY OUTLOOK

Expected Recovery: \$325K in pushed deals should close, partially offsetting January decline. If pushed deals close + normal pipeline performance, February should return to \$1.9M+ range. **Risk:** If pushed deals slip again or additional churn occurs, Q1 will miss target by >\$400K.