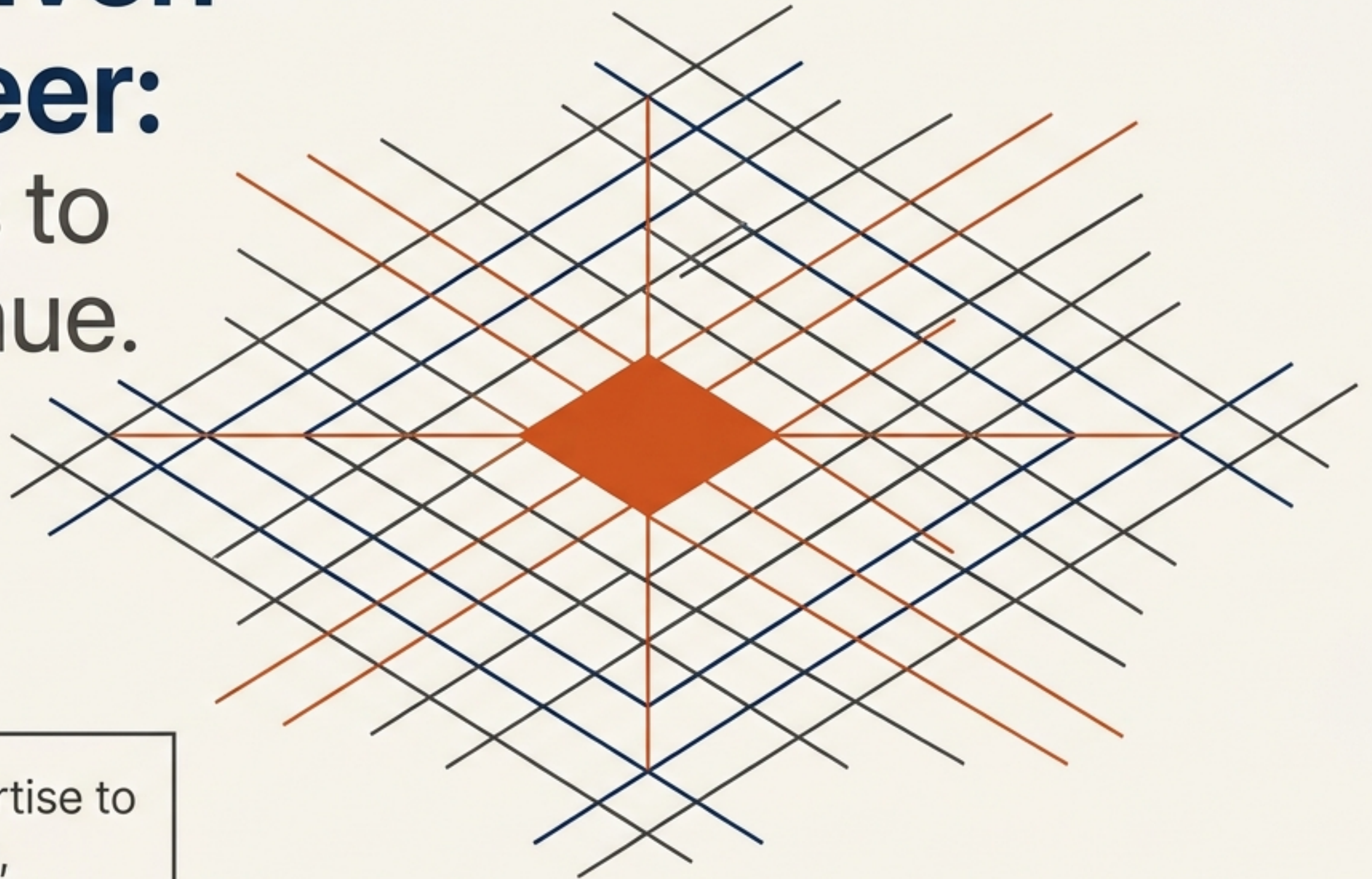


The Data-Driven Sales Engineer:

Using Analytics to Engineer Revenue.



Moving beyond technical expertise to master the intersection of data, strategy, and sales execution.

Based on insights by
Mayuresh Shilotri

The New Dual Mandate of Sales Engineering

Strategic SE Analytics

Utilizing complex data sets to uncover strategic initiatives, optimize resource allocation, and maximize customer satisfaction.

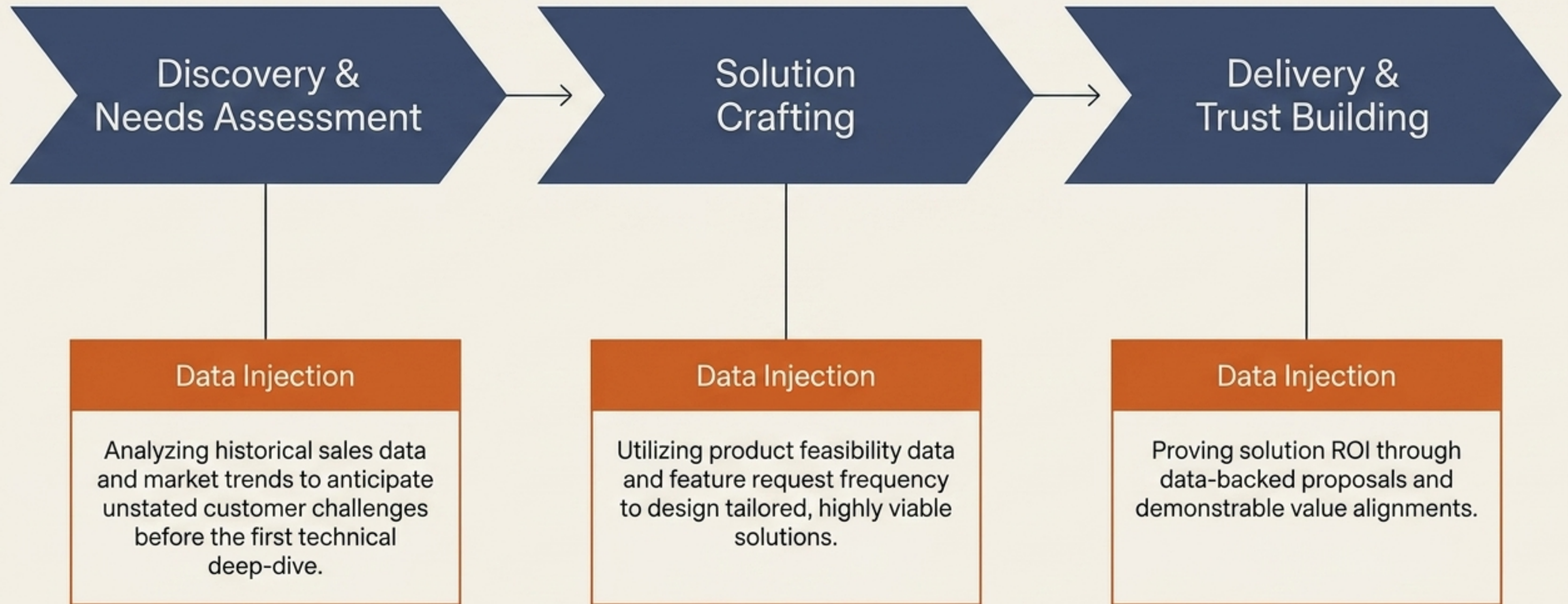
Technical Architecture

- Deep product knowledge
- Translating needs into specs
- Collaborating with product teams

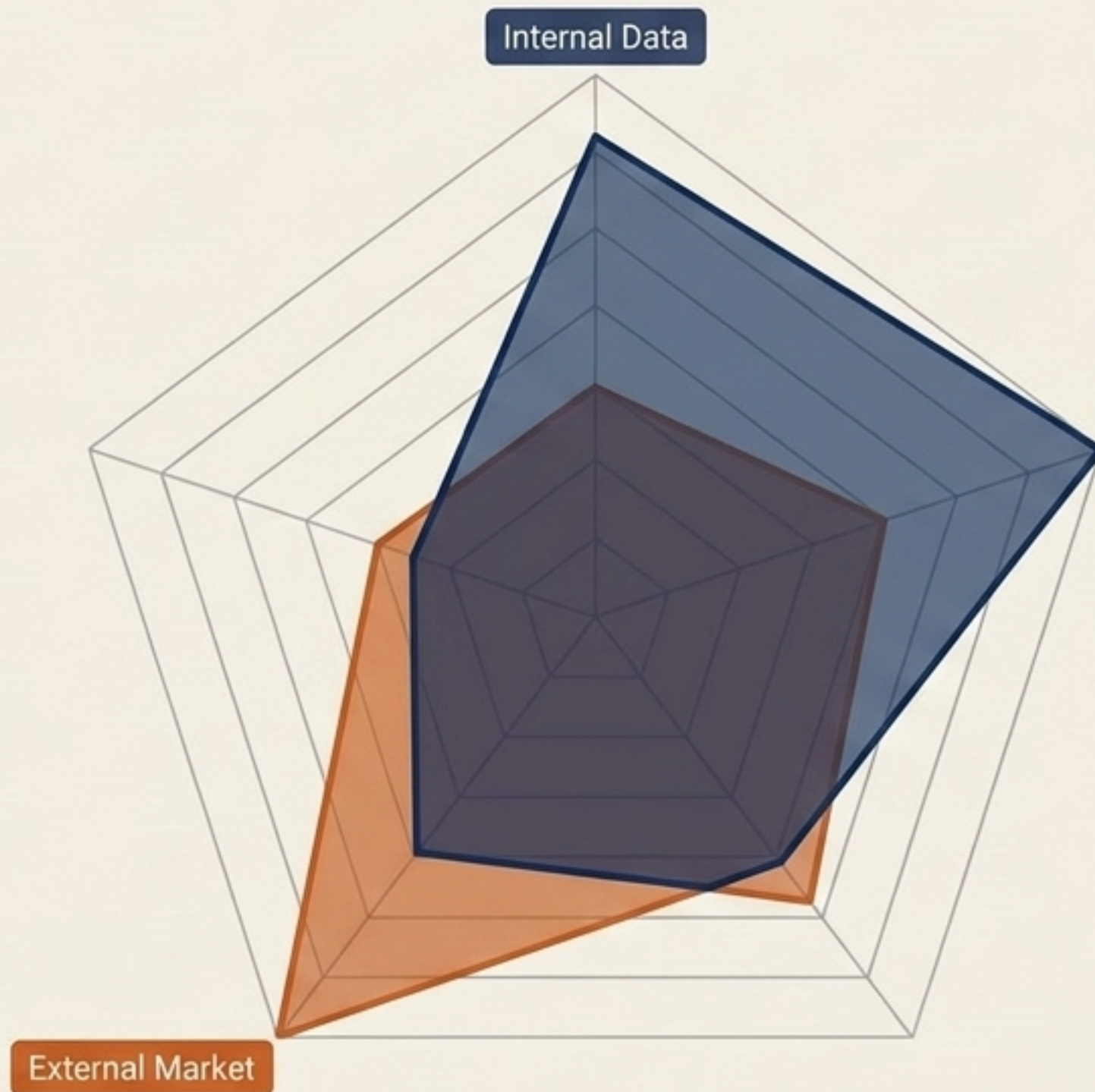
Sales Acumen

- Driving revenue
- Building client trust
- Closing deals

Injecting Telemetry into the SE Lifecycle



Mapping the Market: The Opportunity Radar



Internal Axis: Historical Demand

Tracking which products are most frequently requested and which features hold the highest customer value.

External Axis: Competitive Intelligence

Analyzing competitor performance metrics and market positioning.

Strategic Synthesis

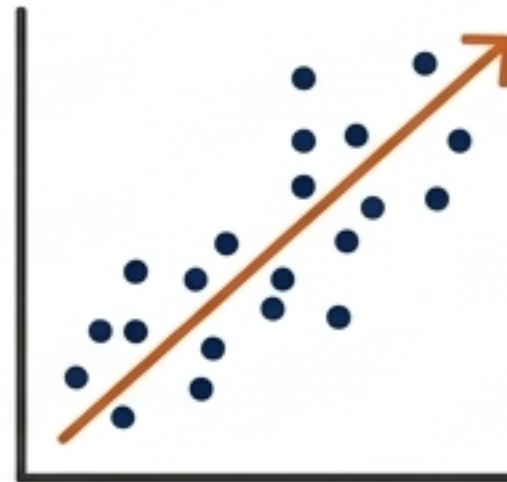
Synthesizing historical demand with competitive intelligence reveals exploitable market gaps, allowing SEs to craft differentiated value propositions.

The Strategy Optimization Toolkit



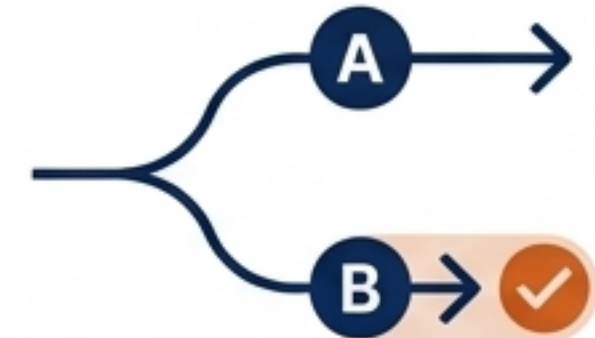
Targeting & Forecasting

Utilizing predictive analytics to forecast which leads are most likely to convert based on historical behavior and preferences.



Pricing Models

Analyzing price sensitivity across customer segments and tracking market trends to maximize profitability while remaining competitive.



A/B Tactics

Deploying A/B testing to evaluate sales pitches, enabling real-time, agile refinement based on immediate client feedback.

Performance Measurement & The Continuous Learning Loop

Conversion Rates

68%



Time-to-Close

14 Days



Average Deal Size

\$120k



CSAT & Retention

92%



The Post-Mortem Loop

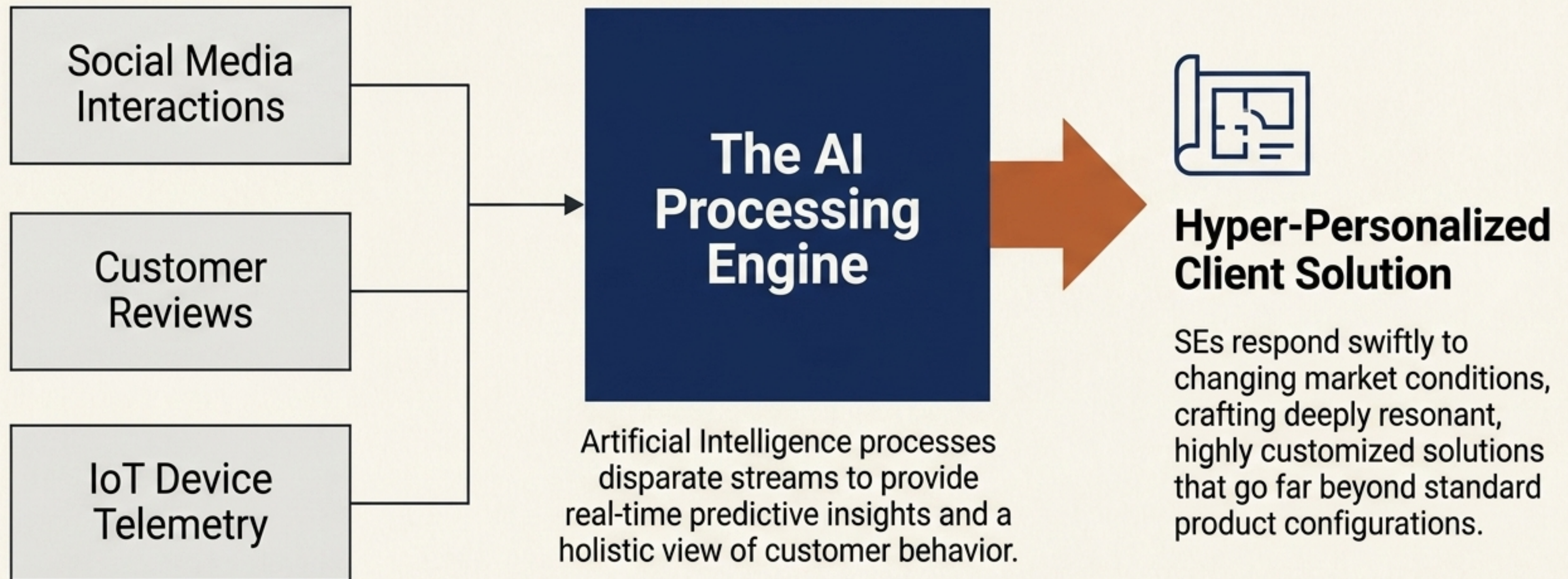
Analyzing lost deals and unsuccessful pitches to systematically identify common operational and technical pitfalls.

Systematizing failure analysis builds resilience, adaptability, and continuous skill refinement within the SE team.

The Analytics Maturity Shift: Descriptive vs. Predictive

	Descriptive (Traditional)	Predictive (Advanced)
Core Focus	Looks backward at 'What happened' using historical reporting.	Uses machine learning and statistical models to forecast 'What will happen'.
Lead Qualification	Relies on gut feel, basic demographics, and inbound scoring.	Assesses lead quality via complex engagement history and purchasing behavior patterns.
Resource Allocation	Reactive treatment of all inbound requests equally.	Proactive focus on high-potential industries and clients most likely to adopt new technology.

The Future State: Big Data & AI-Driven Personalization



Synthesis: The SE Analytics Flywheel



The integration of analytics is not a temporary trend; it is a fundamental shift. Mastering this flywheel positions the Sales Engineer as an irreplaceable strategic advisor.