**Global B2B Sales Pipeline & Deals Analytics**

As we move into 2026, data analysts are expected to go beyond static reporting and uncover deeper, actionable insights that strengthen relationships between customers, sales teams, and leadership. Sales organizations are increasingly complex, global, and data-driven — and managers rely on interactive analytics to stay ahead.  
  
In this challenge, you will work with a realistic, enterprise-grade dataset representing a global B2B SaaS and Professional Services company. The dataset captures thousands of sales deals, customer companies, sales activities, and pipeline stages across multiple regions and industries.  
  
Your task is to build an interactive Power BI report that sales managers, account executives, and business leaders can use as a \*daily decision-making resource\* for tracking deals, monitoring client engagement, and managing pipeline health.

# ***About FP20 Analytics Monthly Challenges***

This monthly challenge is organised by the FP20 Analytics Data Challenge community, led by Federico Pastor. Our [LinkedIn community](https://www.linkedin.com/groups/12751070/) brings together 20k+ passionate data professionals and helps new analysts improve their craft. **It’s a welcoming space** where you can practice, learn, and share your work with others.

The FP20 Analytics Challenge 35 is brought to you in collaboration with ZoomCharts. Thanks to this partnership, we're integrating ZoomCharts exceptional Power BI visuals into this competition. You will gain skills to create PRO reports that help business users explore data faster and more intuitively.

## ***Why participate in the Challenge with ZoomCharts?***

## To participate in the challenge with ZoomCharts, [REGISTER HERE](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/challenges/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march&utm_term=register&utm_content=registration) by selecting the current FP20 Analytics challenge and creating a Power BI report that includes at least two ZoomCharts Drill Down visuals on one report page. Explore benefits:

1. Live Workshops & 1:1 Mentoring  
   Learn directly from experienced data analytics professionals. Enjoy practical workshops on report-building techniques and book a one-on-one mentoring session to receive tailored advice on your submission.
2. Personalized Feedback  
   Every participant receives detailed, constructive feedback on their report. It’s a valuable opportunity to improve your skills with real insights from seasoned analysts.
3. Free ZoomCharts Custom Visuals License  
   All participants receive a ZoomCharts Developer License, giving you full access to the Drill Down PRO visuals library.

### ZoomCharts Prizes

**The best report using ZoomCharts visuals will receive a $300 Amazon Gift Card.**

Additionally, being selected in the Top 5 will grant you +10 free downloads from the Power BI Report Gallery, and each challenge participant with a validated report receives 5 free downloads from the Power BI Report Gallery.

# ***Challenge Introduction***

**Below is your show time. Read me carefully!**

## **Timeline**

* Start: Thursday**, the 12th of February 2026** at 3 PM UK time
* Submission Deadline: Tuesday, **the 10th of March 2026** at 11:59 pm UK time
* Workshop Webinar: Wednesday, **the 18th of February 2026** at 1:00 pm UK time
* Top 5 Webinar:Wednesday, **the 13th of March 2026** at 2:00 pm UK time

## **Access to the LinkedIn Group and Forum**

* **Join FP20 Analytics Challenges Group:** <https://www.linkedin.com/groups/12751070/>
* **Access NovyPro:** <https://www.novypro.com/>
* *Instructions on how to activate your Power BI account with NovyPro:* <https://www.youtube.com/watch?v=jkcAYgFGWUY>

## **Challenge Key Questions to Explore**

1. How do pipeline value and deal volume change over time?
2. Which industries and regions contribute most to pipeline value and revenue?
3. At what specific stages do deals tend to slow down or get stuck?
4. Which sales representatives consistently manage the healthiest pipelines?
5. How does the frequency of client engagement activities impact deal success?
6. Which open deals are currently at high risk due to lack of activity?
7. What are the distinct seasonal patterns in deal closures and value?
8. How does the average sales cycle length compare between SMB and Enterprise deals?
9. What is the current forecast accuracy based on pipeline stage probabilities?
10. Which specific products or services drive the highest win rates?

## ***Technical Requirements***

* **All tools are permitted** for FP20 Analytics Challenge.
* For ZoomCharts Challenge: create a **Power BI report** including at least 2 ZoomCharts Drill Down Visuals in one report page.
* Reports are restricted to a maximum of **three (3)** pages.
* Canvas size is 16:9 (Default Power BI size) or Full HD size = w:1920 - h:1080.

## ***Judging Criteria***

*Each report is evaluated based on three main criteria:****intuitiveness****,****insightfulness****, and****interactivity****. These factors ensure that the reports are not only accurate and functional but also meet the target audience's needs and are ready to be presented to the end-users. We will evaluate:*

**1) Intuitive:** How clear and easy is it to understand the report at a glance? (max 15 points)

* Is the report visually appealing?
* Choice of charts and visual elements
* Does the report tell a story?
* Is it not overwhelming to the user?
* Choice of tooltips, titles, and legends

**2) Interactive:** How engaging and seamless is the report exploration and interaction with data?(max 15 points)

* Clear navigation that allows user to explore the report
* Use of slicers and other interactive elements
* Smooth cross-chart integration
* Is report optimized for touch devices?
* Are tutorials and guiding elements helpful to the user?

**3) Insightful:** How accurate, complete, and meaningful is the data in driving decisions? (max 15 points)

* Depth of analysis
* Data cleaning and preparation
* Does data show up accurately in the report?
* Is report optimized for quicker loading time?
* Does the report provide deeper exploration of data (drill-down)?

You are encouraged to use various techniques at your disposal, such as tooltips, drill-throughs, drilldowns, cross-chart filtering and page navigation features, to enhance your analysis.

# **Resources**

1. **Excel Spreadsheet** with dataset and data dictionary.
2. **Word file** with the Intro and Brief in English.

## Zoomcharts Resources

1. [Use-Case Gallery](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/dashboard-and-report-examples/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march_2024&utm_term=resources&utm_content=use-case_gallery): Try live demos and download reports made by the ZoomCharts team and Power BI Community.
2. [Video tutorials](https://academy.zoomcharts.com/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march_2024&utm_term=resources&utm_content=video_tutorials): Watch video guides on how to set up and use ZoomCharts visuals
3. [Documentation](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/documentation/general/getting-started/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march_2024&utm_term=resources&utm_content=documentation): Technical deep-dive about ZoomCharts visuals
4. [ZoomCharts Blog](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/blog/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march_2024&utm_term=resources&utm_content=blog): Useful tips & tricks for data visualization and report creation
5. [Visuals Gallery](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/gallery/?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march_2024&utm_term=resources&utm_content=visuals_gallery): Explore all the possible customization options for Drill Down Visuals.

# **Submissions of Entries**

**\*IMPORTANT\***

**To submit your report, please follow these steps:**

If you want to be considered for the Zoomcharts prize, follow **step 1;**

Otherwise, follow **step 2** and post your entry in the FP20 Analytics [challenges group](https://www.linkedin.com/groups/12751070/).

### **For ZoomCharts challenge:** [**Submit your entry .pbix file here.**](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/challenges/fp20analytics-march-2024?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_march&utm_term=register&utm_content=registration) Your report will undergo validation to ensure it meets all the technical requirements. If the report is valid, you will receive a 'Publish to Web' link. If it does not meet the requirements, you will receive a rejection reason and will have the opportunity to resubmit your report.

### **Post your submission on LinkedIn:** Post the final version of your report (PDF) on **your LinkedIn profile**.

### **Use the caption** "**I am participating in FP20 Analytics Challenge 35**”, along with PDF or a Screenshot of your report.

### **Use the hashtags** #FP20Analytics, #FP20EnterpriseDataGovernance, #builtwithzoomcharts, tag @Federico Pastor and @Zoomcharts.

### **Obligatory:** Publish your report in [the FP20 Analytics LinkedIn Community Group.](https://www.linkedin.com/groups/12751070/)

\*Any questions about FP20 Analytics challenge, please post them in the **challenges group**; a member of the team will get back to you ASAP. Please do not send challenge questions via private messages to the members of the team; these will not be answered.

\*Any questions about ZoomCharts visuals and license? Reach out to [community@zoomcharts.com](mailto:community@zoomcharts.com)