# Weekly Revenue Prediction Brief

This weekly brief summarises the revenue forecast for the current quarter. It is built from the latest CRM data, combined with deal notes from Account Executives (AEs) on the opportunities they are actively working.

**FIRST-TIME BASELINE RUN**
First-time baseline run (no prior weekly history). Week-over-week deltas and historical trend comparisons will populate starting next week.

**Deals statistics**

| | |
|---|---|
| Deals analyzed | 8 |
| Accounts covered | 8 |
| AEs covered | 3 |

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## The Forecast Verdict

| Metric | Amount (USD) | vs. Last Week | Governance Status |
|---|---|---|---|
| Quarterly Target | Not configured | -- | Unconfigured |
| Closed-Won to Date | $0 | -- (Baseline) | No target set |
| CRM 'Commit' Pipeline | $445,000 | -- (Baseline) | INFLATED |
| Revtelic Reality-Adjusted Forecast | $293,500 | -- (Baseline) | AT RISK |
| The 'Hopium Gap' (Unverified Commit) | $151,500 | -- (Baseline) | ACTION REQUIRED |

**PROJECTED QUARTER LANDING**
Projected Landing (Reality-Adjusted): $293,500. Configure your Quarterly Target in Workspace Setup to track attainment % and target shortfall.

## Pipeline Momentum Delta

* **Baseline Qualified Pipeline (Stage 2+):** $1,142,000 (7 active Stage 2+ deal(s) in initial snapshot).
* **Pipeline Slipped / Stalled (>14d):** -$702,000 (5 deal(s) stalled or slipped).
* **Net Weekly Velocity:** +$440,000.
* **Commit Slippage Rate:** Baseline (no prior week snapshot to measure week-over-week close-date pushes).

## Commit Confidence Tiers

| Confidence Tier | Value & Count | Governance Criteria Summary | Recommended Forecast Action |
|---|---|---|---|
| Verified Commit | $142,000 (1 deals) | Economic Buyer engaged; inbound reply <=7d; future next step. | Keep in Board Forecast (100% weight) |
| At-Risk Commit | $303,000 (2 deals) | Missing 1-2 MEDDPICC gates or stalled 8-14d in late stage. | Apply 50% haircut; Director intervention required |
| Phantom Commit | $0 (0 deals) | Past-due close date, pushed 2+ times, or >=14d silent. | Strip from Commit immediately (0% weight) |

## Systemic Bottlenecks (Macro Patterns)

* **Single-Threaded Exposure:** 68% of open Q4 Commit value ($303,000) lacks verified Economic Buyer engagement.
* **Late-Stage Stagnation Baseline:** Active Stage 3 and 4 opportunities average 23 days in stage across 5 tracked deals.
* **Premature Qualification & Advancement:** Pervasive absence of quantified economic metrics and paper process mapping across pipeline prior to late-stage commitment.

## 3 Executive Moves This Week

* **Anchor Weekly Commit Governance:** Treat $294k as the reality-adjusted Commit baseline (vs. $445k CRM Commit) and audit the $152k unverified gap.
* **Executive-to-Executive Intervention:** Sponsor direct executive outreach on Northstar Logistics -- Northstar Enterprise Consolidation ($185k) to confirm Economic Buyer sign-off and mutual close plan.
* **Pipeline Coverage & Hygiene Mandate:** Active Stage 2+ qualified pipeline stands at $1.1M across 7 deal(s). Configure Quarterly Target in Workspace Setup to track coverage ratios.

# Monthly Product & Commercial Gap Report

This monthly section lists the systemic product, service and commercial gaps putting pressure on sales targets. It is cumulative and based on all deals analysed to date.

> **BASELINE PERIOD NOTICE**
> Initial period (November 2026): Month-over-month deltas will populate once multi-month history is recorded.

## Top Revenue-Blocking Gaps (Ranked by $ Impact)

No recurring product or commercial gaps were flagged in this period's call notes.