

Ways Data Analytics Can Help You Close More Steel Orders

A Practical Guide for Steel Distribution Leaders

WHAT'S REALLY STOPPING SALES GROWTH?

Steel distribution leaders are no strangers to unpredictability—volatile prices, tight lead times, shifting demand. But one constraint often goes unaddressed:

You have the sales data. You're just not using it.

Thousands of transactions, quotes, customer behaviours, and order trends — hiding in ERPs, spreadsheets, and sales reports.

Buried in that data is a map of what your customers want, when they want it, and how to win more of their business.

Data Analytics turns untapped data to revenue opportunities

It brings patterns into focus. It tells you who to call, what to offer, when to follow up, and where you're leaking revenue — with clarity your gut feel can't match.





WHY DATA ANALYTICS MATTERS NOW MORE THAN EVER

Today's steel customer expects speed, transparency, and precision. Your competitors are modernizing. Your margins are under pressure. Manual guesswork is no longer enough. Here's what data analytics makes possible:



Find Your Best Customers—Before They Go Quiet

Use transaction patterns to surface which accounts are at risk of churn, which ones are growing, and which ones have untapped potential.



Sell Smarter — Not Just More

Surface product pairings, common reorder intervals, and underutilized SKUs. Help your sales team cross-sell and upsell with confidence.



Price with Precision

Historical pricing, volume, frequency, and customer behavior — all come together to reveal where you can adjust pricing to win deals and protect margin.



React Faster, Quote Faster

Analytics can show which quotes convert quickly, which get delayed, and why. That means tighter cycles, better forecasting, and faster closures.

HOW TO TURN DATA INTO SALES POWER

You don't need a data scientist. You don't need a massive system overhaul. You need clarity — and a better way to ask the right questions of the data you already have. Start here:

1

Map the Buyer Journey

Where do customers drop off? What's the average reorder time? What's being missed?



2

Segment Strategically

Group customers not just by size, but by potential, loyalty, and behaviour.



3

Monitor Product Patterns

Which SKUs are declining? Which bundles lead to larger orders?



4

Track Quote Performance

What factors make a quote convert? How long does it take to close?



5

Align Sales & Inventory

What's sitting in stock while reps pitch what's unavailable?



Every steel distributor has these answers — in raw form. Analytics just brings them to light.



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THINK ABOUT THIS...

1



What if every rep knew exactly which customer to call tomorrow — and what to offer?

2



What if your quotes closed 30% faster?

3



What if your margins improved without changing your pricing strategy?

FINAL THOUGHT

You don't need more sales reps. You need better sales intelligence.

Data analytics delivers that — not in theory, but in practice, every day.

About This Guide

This guide was created to help steel distribution leaders take the first step toward data-driven selling. For teams working in ERP systems, QuickBooks, spreadsheets, and more, the insights are already there. It's time to put them to work.

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