

Task 2: Automated Google Sheet Dashboard & Follow-up Tracker

This Google Sheet dashboard provides a structured, automated system to track and analyse email campaign performance for 50 prospects. Each row captures critical details: **Client Name**, **Email Address**, **Email Status** (Sent/Opened/Replied), and **Funnel Stage** (L1/L2/L3). The **color-coded summary section** at the top leverages COUNTIF formulas to dynamically calculate key metrics—total emails sent, opens, replies, and prospects in each funnel stage—ensuring real-time visibility into campaign health.

By **highlighting L2 prospects** (e.g., Jane Smith, Emily Johnson) in light yellow via conditional formatting, the sheet instantly flags contacts who've opened emails but haven't replied, streamlining follow-up prioritization. For example, 3/10 prospects in L2 can be targeted with tailored nudges to boost conversions.

The funnel stage column tracks progress, enabling data-driven personalization:

- **L1 prospects** receive educational content to build awareness.
- **L3 prospects** get demo scheduling prompts.

The dashboard's automation reduces manual effort—formulas auto-update metrics as statuses change, while the visual layout ensures clarity. For instance, a 75% open rate (3/4 emails) signals strong subject lines, while a 30% reply rate (3/10) highlights messaging gaps.

Overall, this tool enhances efficiency, prevents lead stagnation, and fosters actionable insights, making it indispensable for optimizing campaign outcomes and nurturing high-value relationships.

Link for the Dashboard:

<https://docs.google.com/spreadsheets/d/1lka4UYgZR777egPOvvQ6zIYoa252F3HMx7bJfMbJV7Y/edit?usp=sharing>