

## Insights Lost Opportunities

```
USE newchip;

WITH cte
    AS (SELECT [industry sector:],
               Avg(revenuegenerated)
               DealsRevenueGenerated,
               Avg(revenueestnextyear)
               DealsRevenueEstNextYear,
               Avg([burn rate])
               Dea
lsBurnRate,
               Avg([number of months of runway (estimate)]) Dea
lsRunway
    FROM   deals_converted
    WHERE  [sales(y/n)?] = 'YES'
           AND [revenue(y/n)?] = 'YES'
           AND revenuegenerated <> 0
    GROUP BY [industry sector:]-- order by 1
)
SELECT apps.id,
       apps.[industry sector:],
       apps.revenuegenerated,
       dealsrevenuegenerated,
       apps.revenueestnextyear,
       dealsrevenueestnextyear,
       apps.[burn rate],
       cte.dealsburnrate,
       apps.[number of months of runway (estimate)],
       cte.dealsrunway
FROM   cte
JOIN   apps
      ON apps.[industry sector:] = cte.[industry sector:]
WHERE  cte.dealsrevenuegenerated < apps.revenuegenerated
      AND cte.dealsrevenueestnextyear < apps.revenueestnextyear

      AND cte.dealsburnrate > apps.[burn rate]
      AND cte.dealsrunway < apps.[number of months of runway (e
stimate)]
      AND revenueestnextyear > revenueestthisyear
```

### Insights Potential Loss

[illegible]

## Insights Potential Conversion

```
USE newchip;

;
WITH cte
    AS (SELECT Max(revenuegenerated)           Rev
    enueGenerated,
           Max(revenueestnextyear)           Rev
    enueEstNextYear,
           Min([burn rate])                  [Bu
    rn Rate],
           Max([number of months of runway (estimate)]) Run
    way,
           id
    FROM apps
    GROUP BY id)
SELECT a.[industry sector:],
       b.revenuegenerated,
       b.revenueestnextyear,
       b.[burn rate],
       b.runway,
       a.*,
       b.*
FROM   potentialclients2 A
       JOIN cte B
       ON a.id = b.id
ORDER BY a.revenuegenerated DESC,
         a.[burn rate],
         a.[number of months of runway (estimate)] DESC
```