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:]
      cte.dealsrevenuegenerated < apps.revenuegenerated</pre>
       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

```
WITH cte
     AS (SELECT Avg (revenueestthisyear) AS Avgrevenue,
                [industry sector:]
         FROM deals converted
         WHERE [sales(y/n)?] = 'YES'
                AND [revenue(y/n)?] = 'YES'
                AND companyfoundedyear IN (2017, 2018, 2016, 20
19, 2020)
                AND revenueestthisyear <> 0
         GROUP BY [industry sector:]
        --order by 1 desc
SELECT a avgrevenue AS Avgrevenue,
       B.[industry sector:],
       companyfoundedyear,
      b . *
FROM
      cte a
       JOIN deals converted b
         ON a.[industry sector:] = b.[industry sector:]
WHERE avgrevenue > revenueestnextyear
      AND revenuegenerated <> 0
       AND [company stage] NOT IN ( 'Idea Stage (Not Launched)',
                                    'MVP/Beta Stage (Building)'
)
```

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
```