

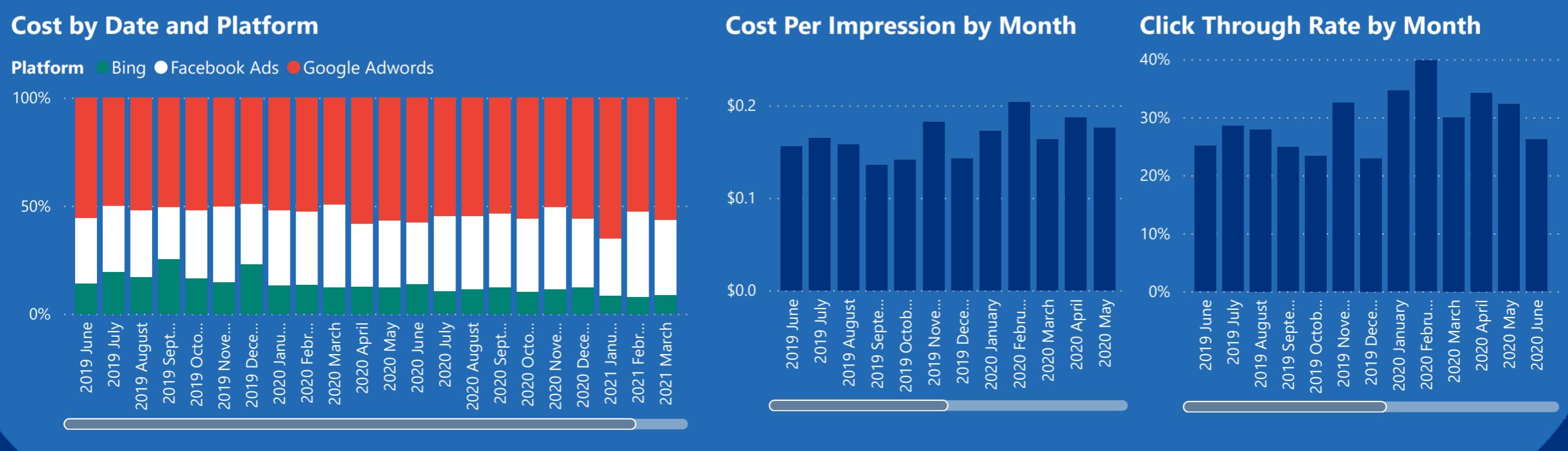
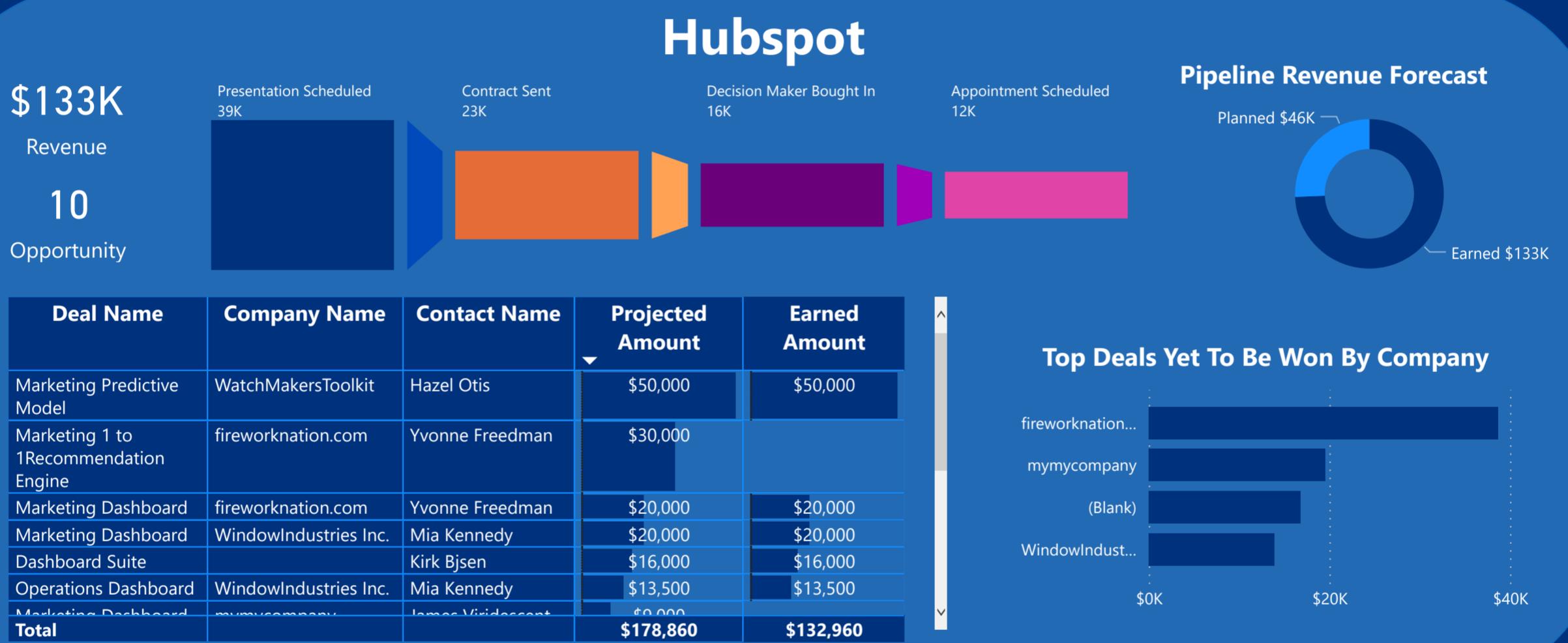
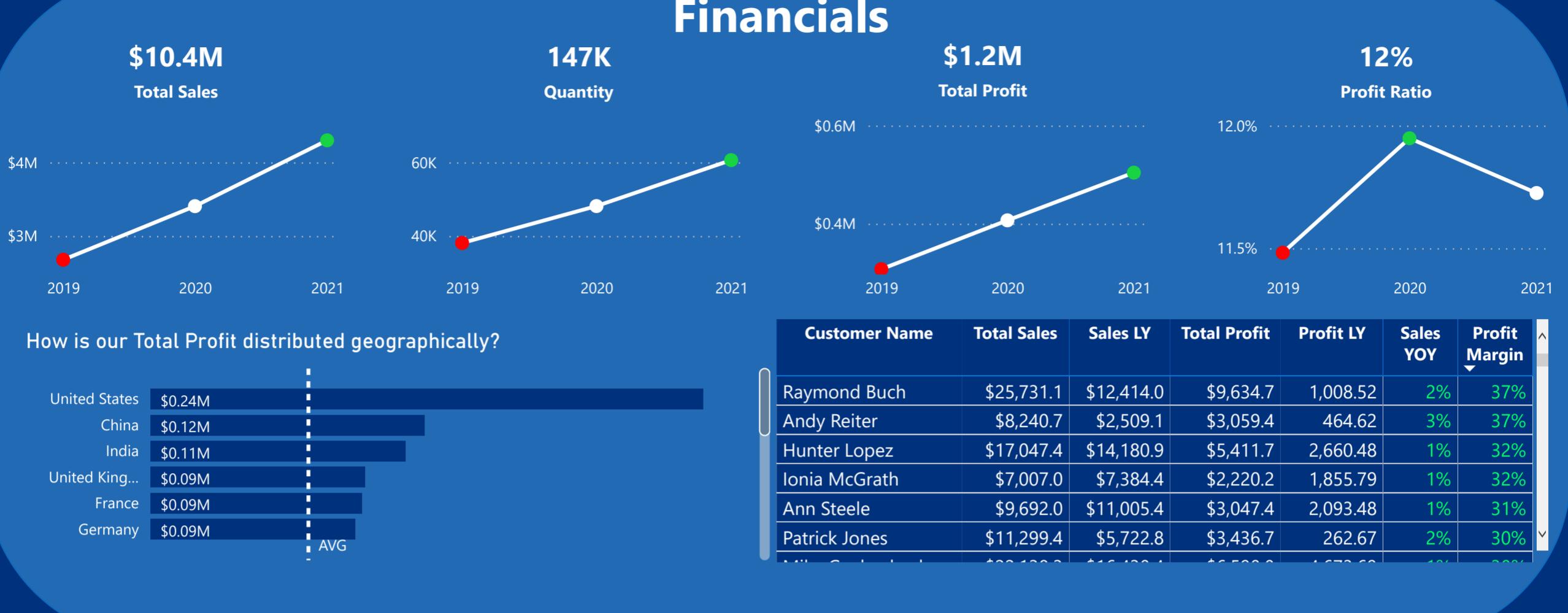
# Executive Summary

Year

Multiple selections

Month

All



# Executive Summary

Year

All

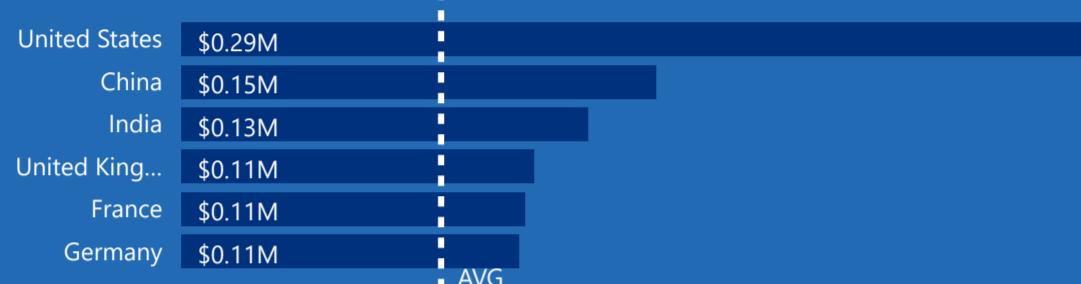
Month

All

## Financials



How is our Total Profit distributed geographically?



Customer Name	Total Sales	Sales LY	Total Profit	Profit LY	Sales YOY	Profit Margin
Andy Reiter	\$8,545.6	\$2,509.1	\$3,139.1	464.62	3%	37%
Sanjit Chand	\$26,521.1	\$24,061.4	\$8,205.4	7,267.91	1%	31%
Raymond Buch	\$29,602.1	\$12,414.0	\$8,453.0	1,008.52	2%	29%
Patrick Jones	\$14,440.9	\$5,722.8	\$4,019.1	262.67	3%	28%
Mike Gockenbach	\$23,377.1	\$16,430.4	\$6,458.7	4,673.69	1%	28%
George Zrebassa	\$15,292.1	\$8,339.1	\$4,105.6	2,183.42	2%	27%

## Hubspot

**\$133K**

Revenue

**10**

Opportunity



Presentation Scheduled 39K

Contract Sent 23K

Decision Maker Bought In 16K

Appointment Scheduled 12K

### Pipeline Revenue Forecast



Deal Name	Company Name	Contact Name	Projected Amount	Earned Amount
Marketing Predictive Model	WatchMakersToolkit	Hazel Otis	\$50,000	\$50,000
Marketing 1 to 1 Recommendation Engine	fireworknation.com	Yvonne Freedman	\$30,000	
Marketing Dashboard	fireworknation.com	Yvonne Freedman	\$20,000	\$20,000
Marketing Dashboard	WindowIndustries Inc.	Mia Kennedy	\$20,000	\$20,000
Dashboard Suite		Kirk Bjsen	\$16,000	\$16,000
Operations Dashboard	WindowIndustries Inc.	Mia Kennedy	\$13,500	\$13,500
Marketing Dashboard	mymycompany	Lamont Viridovant	\$8,000	
<b>Total</b>			<b>\$178,860</b>	<b>\$132,960</b>

## Top Deals Yet To Be Won By Company



## Advertising

**Bing ads**

**569** **24.5%** **\$370** **24.6%**

Ad Clicks

Ad Cost



**3293** **53.3%** **\$1,743** **51.0%**

Ad Clicks

Ad Cost



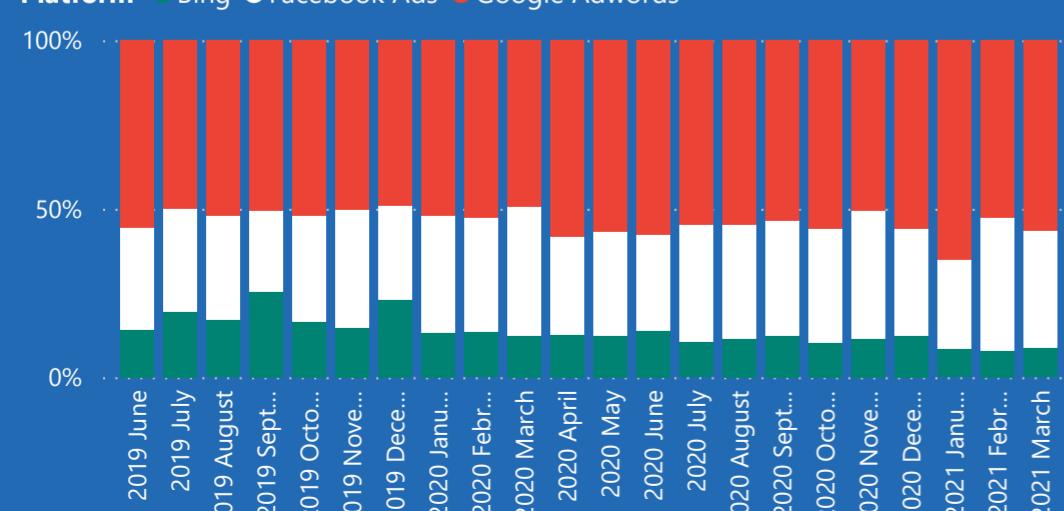
**1960** **51.1%** **\$1,047** **49.1%**

Ad Clicks

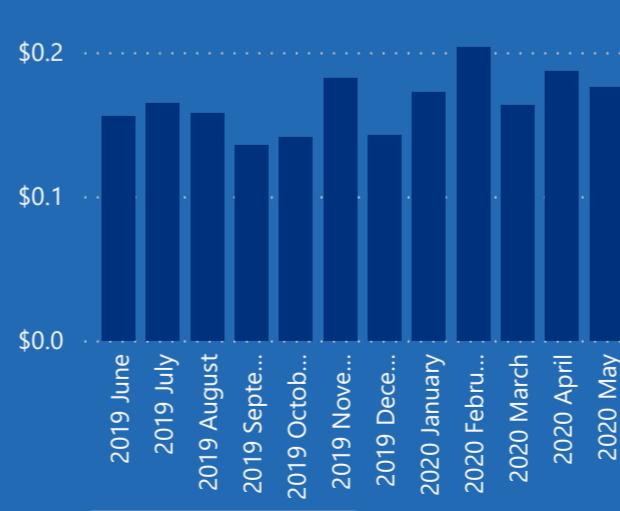
Ad Cost

### Cost by Date and Platform

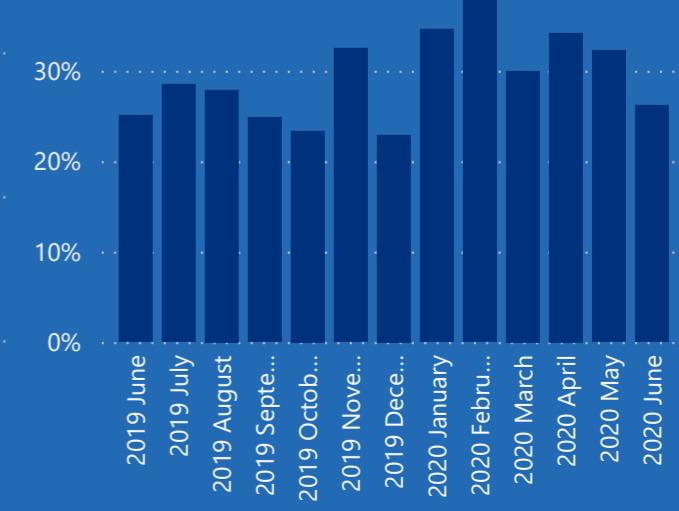
Platform ● Bing ● Facebook Ads ● Google Adwords



### Cost Per Impression by Month



### Click Through Rate by Month



# Executive Summary

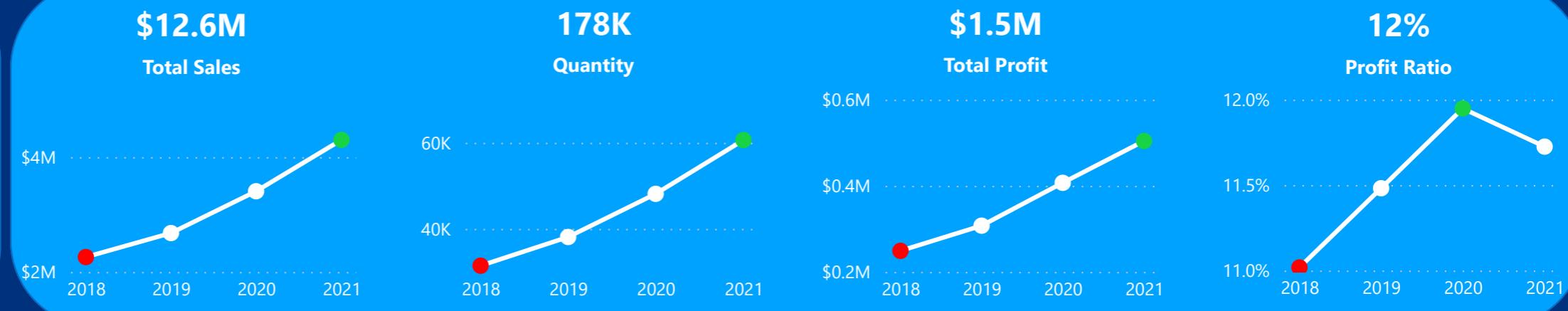
Year

All

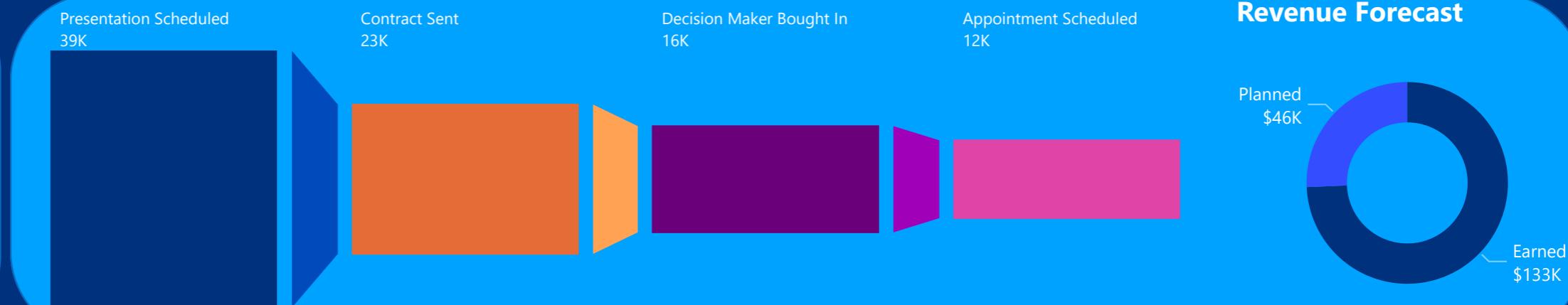
Month

All

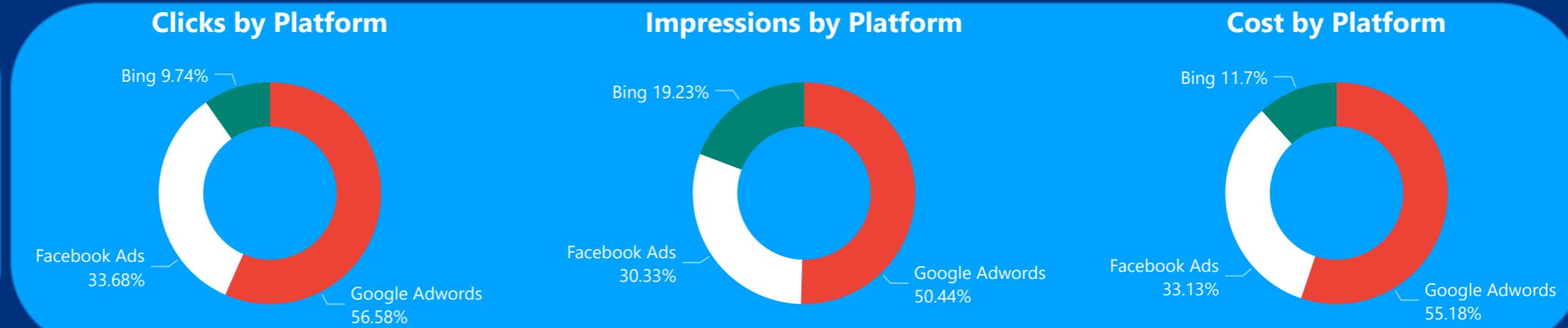
## Financials



## Hubspot



## Advertising



## Customer Segmentation Detail Dashboard

As of Date: 12/31/2019 12:00:00 AM

2019

2020

2021

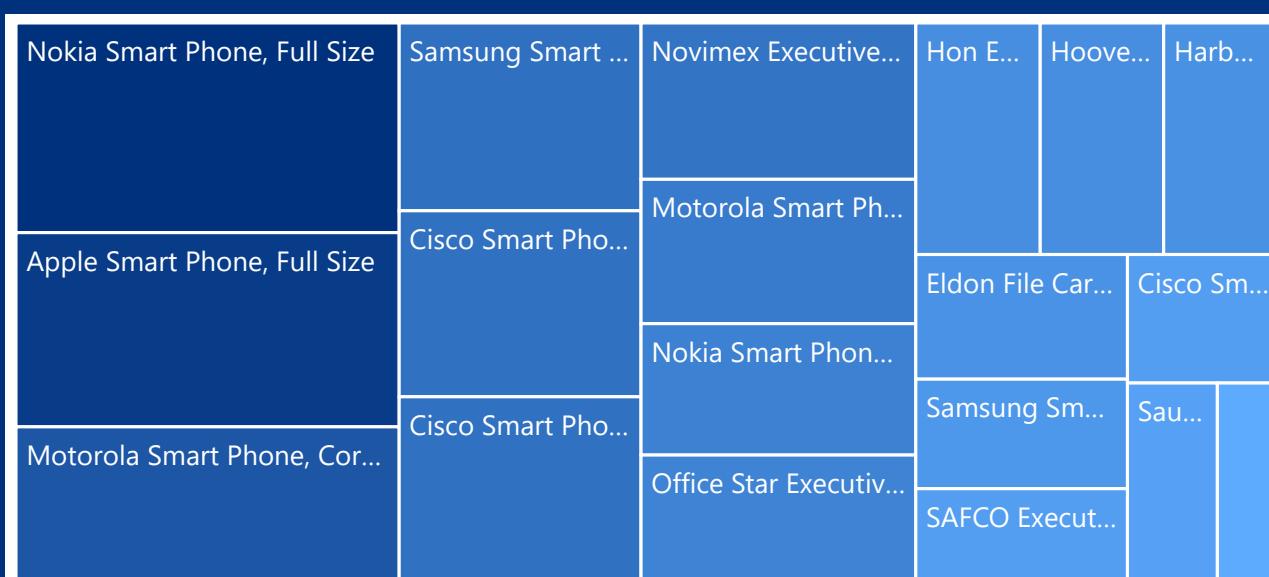
Clear



### Region-Wise Sales Analysis By Month



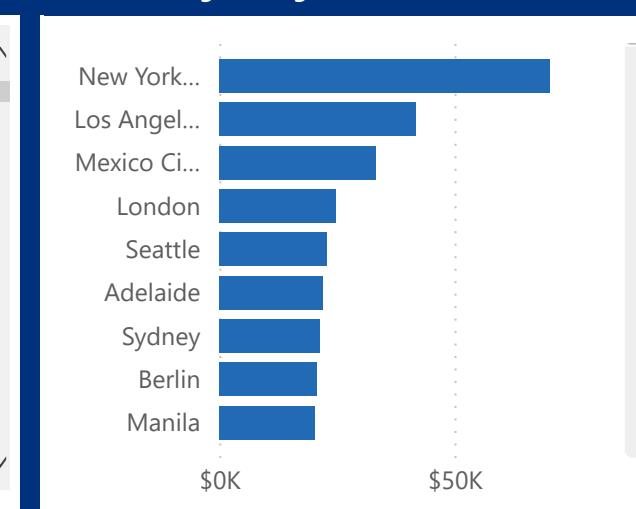
### Product-Wise Sales Analysis



### Customer Specific Growth & Profit Statistic

Customer Name	Total Sales	Sales LY	Total Profit	Profit LY	Sales YOY	Profit Margin
Cyra Reiten	\$3,039.4	\$699.0	\$1,374.7	228.52	4%	45%
Shirley Daniels	\$6,197.3	\$3,296.8	\$2,765.4	-119.84	2%	45%
Allen Rosenblatt	\$239.7	\$3,192.8	\$105.5	-565.70	0%	44%
Christopher Martinez	\$7,373.1	\$6,918.0	\$3,201.8	-279.99	1%	43%
Laurel Workman	\$903.7	\$2,163.3	\$369.5	464.66	0%	41%
Frank Carlisle	\$1,101.1	\$2,324.2	\$449.4	-79.97	0%	41%
Dean percer	\$3,055.1	\$6,993.0	\$1,242.2	1,920.34	0%	41%
Cynthia Voltz	\$1,218.8	\$6,342.4	\$489.2	985.92	0%	40%
Karen Ferguson	\$925.1	\$771.7	\$371.1	145.86	1%	40%

### Sales By City



### Shipment Type Sales & Profit



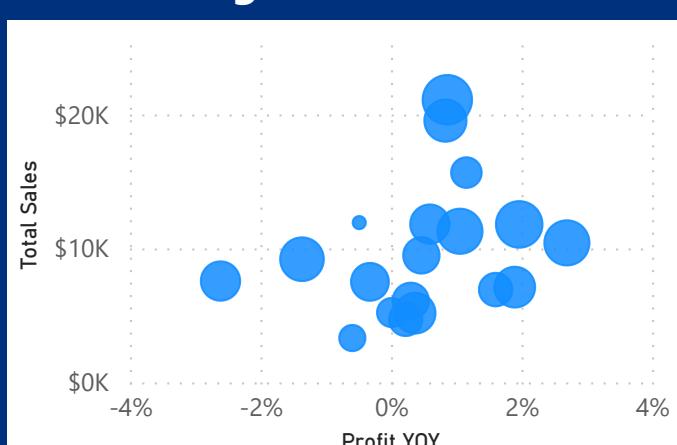
### Top 50 Cities By Profit



### City-Wise Performance

City	Total Sales	Sales LY	Total Profit	Profit LY	Profit YOY
New York City	\$70,243.4	\$44,361.1	\$17,080.5	10,196.17	1.68%
Los Angeles	\$41,694.2	\$28,882.7	\$7,169.3	4,096.55	1.75%
Seattle	\$22,859.2	\$23,532.0	\$5,241.9	5,074.84	1.03%
Mexico City	\$33,353.2	\$11,804.9	\$4,577.2	1,896.72	2.41%
London	\$24,764.0	\$21,055.8	\$4,563.5	4,905.98	0.93%
Sydney	\$21,470.9	\$13,767.5	\$4,493.0	1,101.82	4.08%
São Paulo	\$14,421.7	\$3,121.0	\$3,934.7	638.77	6.16%
Hamburg	\$13,042.1	\$11,760.0	\$3,905.0	2,398.70	1.63%
Vienna	\$16,314.4	\$16,997.3	\$3,545.4	4,072.56	0.87%
Melbourne	\$16,282.2	\$7,545.8	\$3,500.9	860.69	4.07%
Newcastle	\$15,493.1	\$4,961.4	\$3,302.2	950.17	3.48%
Springfield	\$11,723.6	\$7,812.5	\$3,139.3	1,552.76	2.02%
Singapore	\$13,839.0	\$8,311.9	\$2,889.1	1,949.94	1.48%
Managua	\$17,413.4	\$18,388.0	\$2,859.9	4,708.64	0.61%
Paris	\$12,756.4	\$8,249.2	\$2,826.8	1,121.00	2.52%

### Profit Margin VS Total Sales



### Product Performance Analysis



Year

Multiple selections

Category

All

Order Priority

All

Shipment Mode

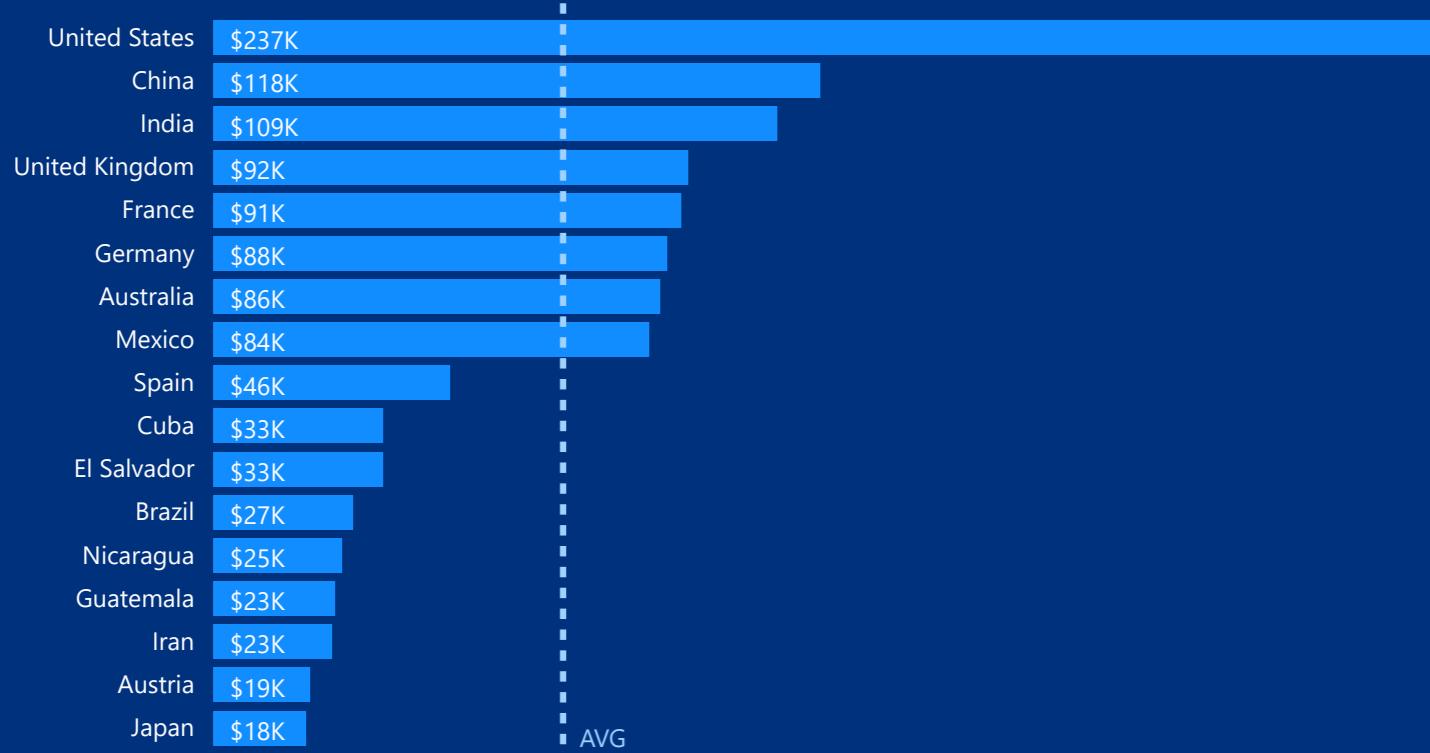
All



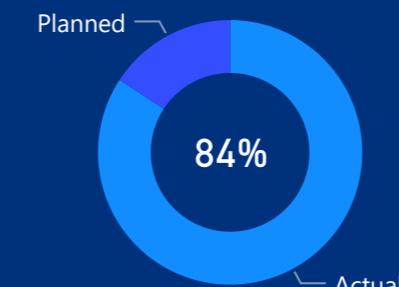
What is our YOY% change in Total Profit?



How is our Total Profit distributed geographically?



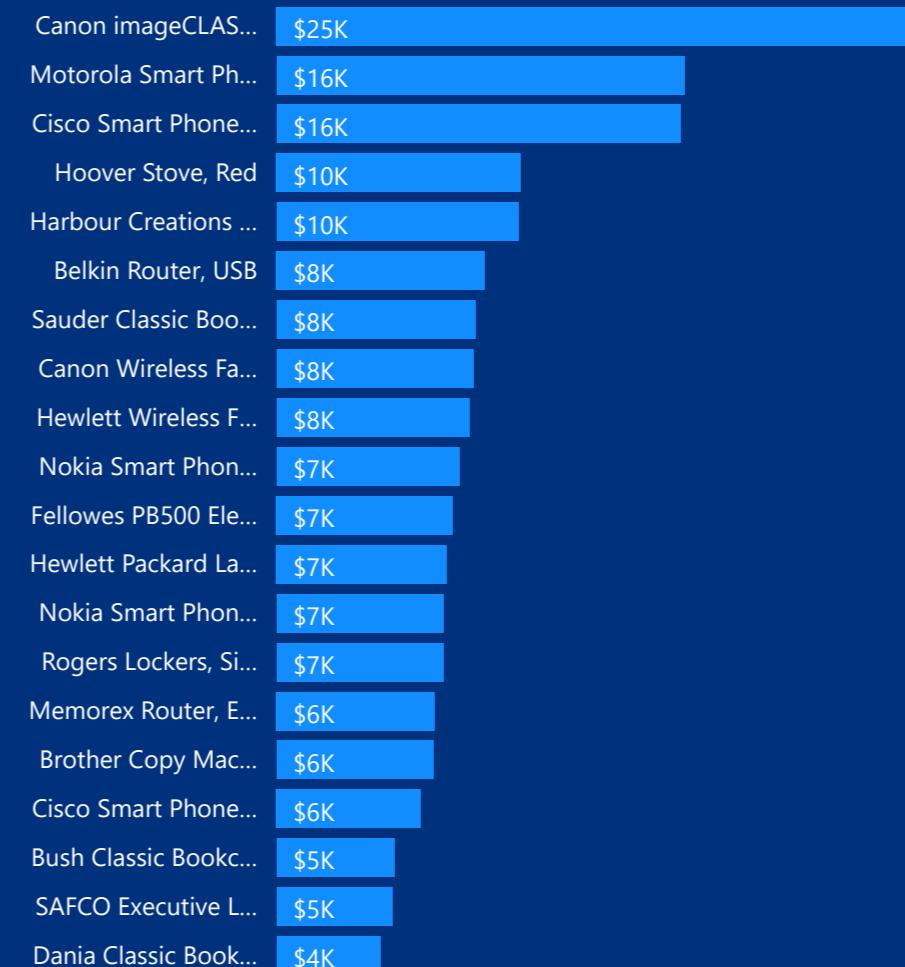
How close are we to our planned Total Profit?



What is my Running Total by Total Profit?



What are my Top Products by Total Profit?



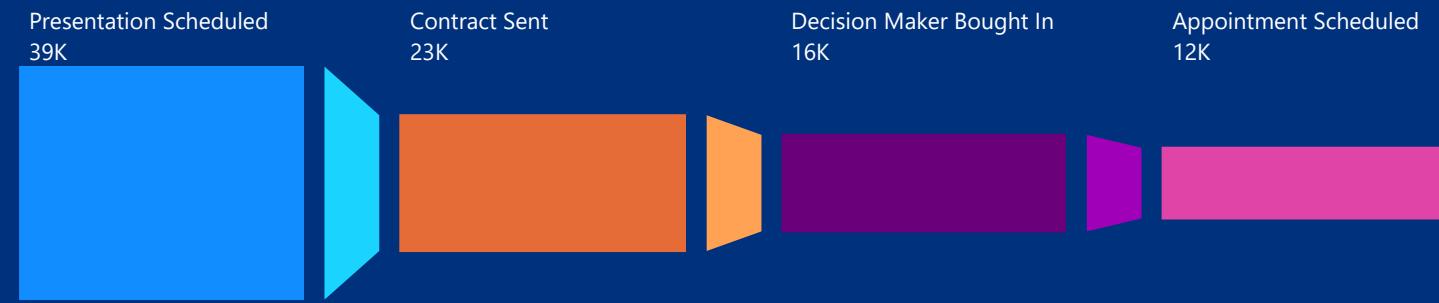
**How much is my revenue open?**

**\$133K**

Revenue

**10**

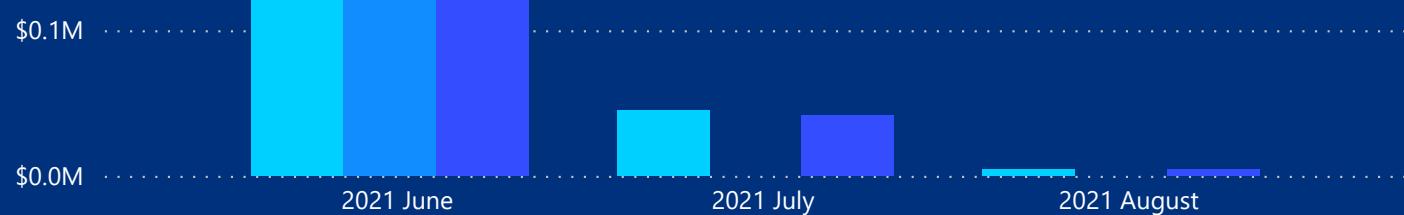
Opportunity


**Pipeline Revenue Forecast**

**What are the top valued deals yet to be won?**

**What's my revenue forecast and how does it compare with targets/quotas?**

● Target Amount ● Earned Amount ● Projected Amount



Contact Name	Deal Name	Company Name	Projected Amount	Earned Amount	Close Date	Days To Close	Priority	Deal Status	Deal Type
Hazel Otis	Marketing Predictive Model	WatchMakersToolkit	\$50,000	\$50,000	2021-06-02	0	Low	Closed Won	New Business
Yvonne Freedman	Marketing 1 to 1 Recommendation Engine	fireworknation.com	\$30,000		2021-07-09	31	High	Presentation Scheduled	blank
Mia Kennedy	Marketing Dashboard	WindowIndustries Inc.	\$20,000	\$20,000	2021-06-04	0	blank	Closed Won	blank
Yvonne Freedman	Marketing Dashboard	fireworknation.com	\$20,000	\$20,000	2021-06-08	0	High	Closed Won	blank
Kirk Bjsen	Dashboard Suite		\$16,000	\$16,000	2021-06-25	17	Medium	Decision Maker Bought In	blank
Mia Kennedy	Operations Dashboard	WindowIndustries Inc.	\$13,500	\$13,500	2021-06-16	8	Medium	Contract Sent	Existing Business
James Viridescent	Marketing Dashboard	mymycompany	\$9,000		2021-07-30	52	High	Contract Sent	blank
<b>Total</b>			<b>\$178,860</b>	<b>\$132,960</b>		<b>310</b>			

# Hubspot Management

Year

All

Company Name

All

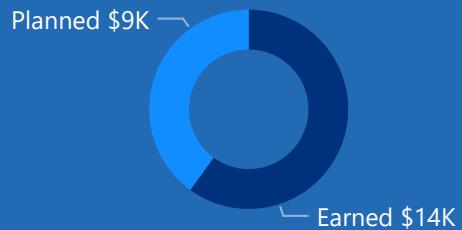
Deal Status

All

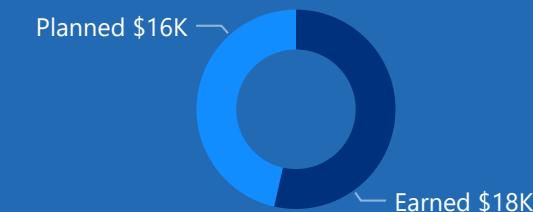
Priority

All

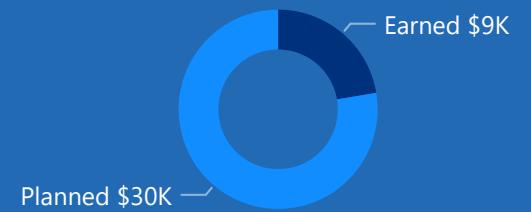
## Pipeline Revenue Contract Sent



## Pipeline Revenue App Sched



## Pipeline Revenue Pres Sched



**Earned Value**

\$133K

**Projected Value**

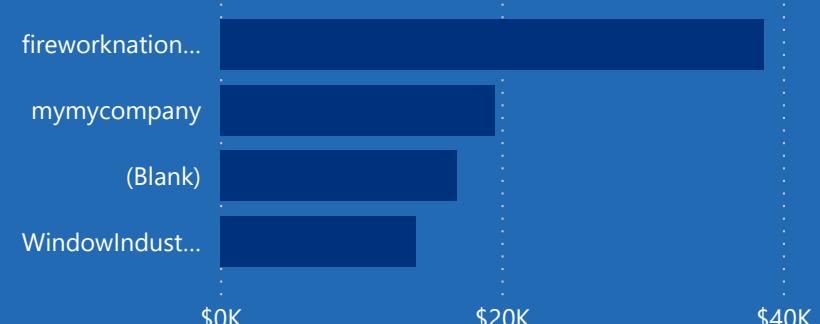
\$179K

**Targeted Value**

\$185K

Deal Name	Company Name	Contact Name	Projected Amount	Earned Amount
Marketing Predictive Model	WatchMakersToolkit	Hazel Otis	\$50,000	\$50,000
Marketing 1 to 1 Recommendation Engine	fireworknation.com	Yvonne Freedman	\$30,000	
Marketing Dashboard	fireworknation.com	Yvonne Freedman	\$20,000	\$20,000
Marketing Dashboard	WindowIndustries Inc.	Mia Kennedy	\$20,000	\$20,000
Dashboard Suite		Kirk Bjsen	\$16,000	\$16,000
Operations Dashboard	WindowIndustries Inc.	Mia Kennedy	\$13,500	\$13,500
Marketing Dashboard	mymycompany	James Viridescent	\$9,000	
<b>Total</b>			<b>\$178,860</b>	<b>\$132,960</b>

## Top Deals Yet To Be Won By Company



## Top Deals Yet To Be Won By Deal Status





Year

2021

Month

Multiple selections

Platform

All



112    -14.5%    \$73    -11.1%  
**Ad Clicks**      **Ad Cost**



1145    71.7%    \$588    70.6%  
**Ad Clicks**      **Ad Cost**



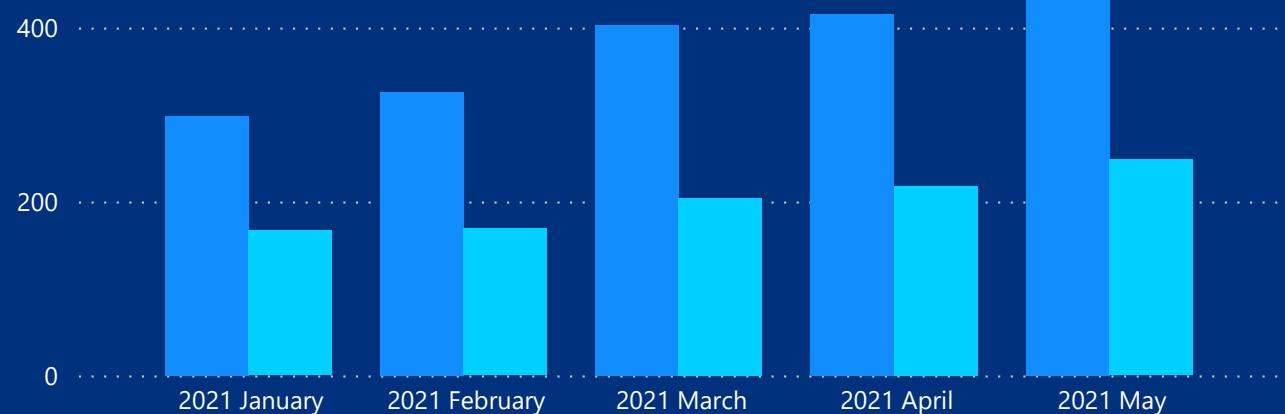
663    60.5%    \$344    61.4%  
**Ad Clicks**      **Ad Cost**

**Ad Clicks VS Target**



**Clicks and Cost By Month**

● Clicks ● Cost



**Ad Cost VS Target**



Platform	Impressions	Clicks	Cost	CTR	CPI	CPC
Google Adwords	2,802	1,145	\$588	40.86%	\$0.21	\$0.51
Facebook Ads	1,652	663	\$344	40.13%	\$0.21	\$0.52
Bing	891	112	\$73	12.57%	\$0.08	\$0.65
<b>Total</b>	<b>5,345</b>	<b>1,920</b>	<b>\$1,006</b>	<b>35.92%</b>	<b>\$0.19</b>	<b>\$0.52</b>

**Cost Per Click By Month**

● Bing ● Facebook Ads ● Google Adwords



## Advertising Campaign Analysis

29/12/2020 | 28/04/2021



1,441  
Total Clicks

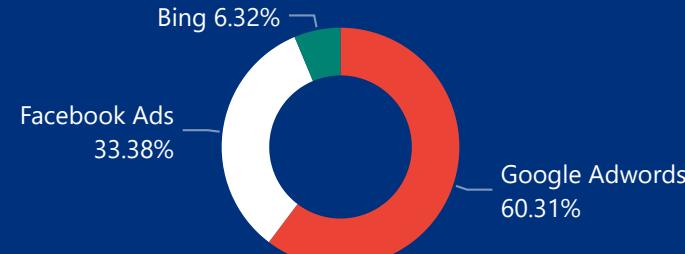
4,062  
Total Impressions

\$762  
Total Cost

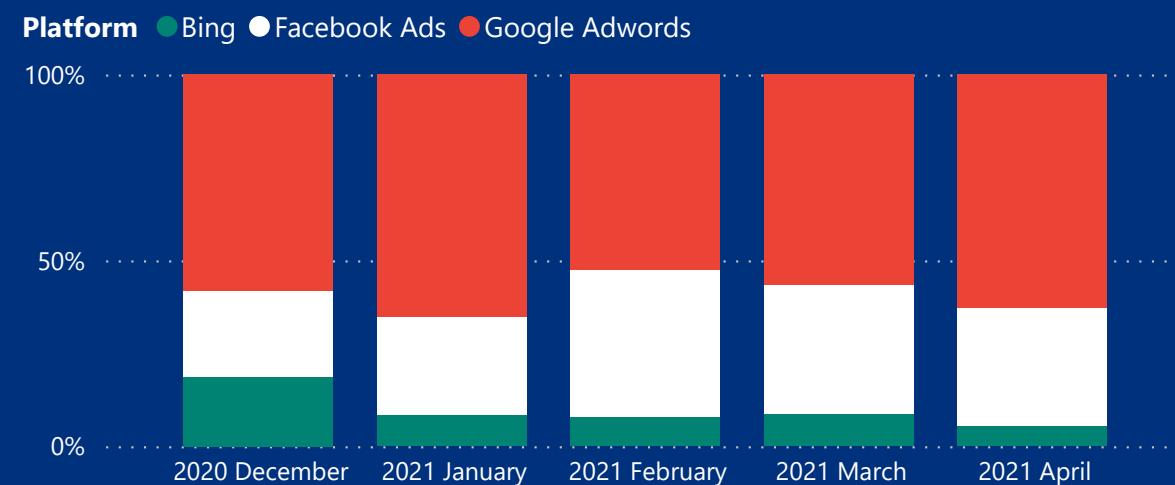
Bing ads



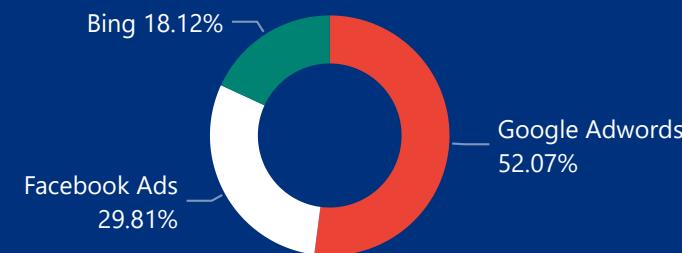
### Clicks by Platform



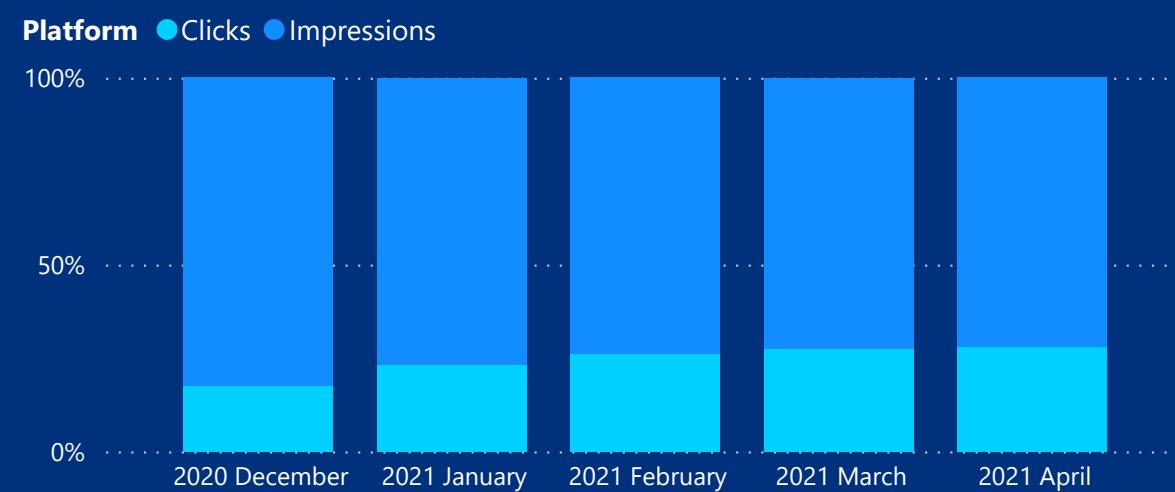
### Cost by Date and Platform



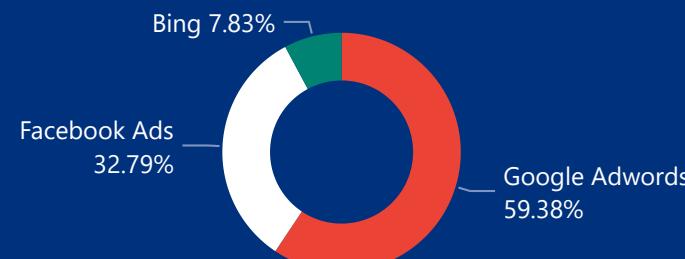
### Impressions by Platform



### Clicks VS Impressions by Date



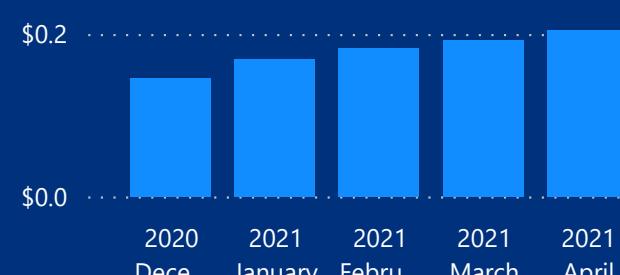
### Cost by Platform



### Cost Per Click by Month



### Cost Per Impression by Month



### Click Through Rate by Month

