

| Lead ID | Date Received | Sales Rep | Client Company Name | Industry | Deal Stage | Deal Value | Deal Status | Close Date |
|---------|---------------|--------------|--------------------------|-------------|----------------------|------------|-------------|------------|
| L001 | 01/17/2025 | Ugochukwu U. | SwiftHire HR Services | Freelancing | Contacted | \$3,127.00 | Open | |
| L002 | 01/11/2025 | Stanley J. | NovaTech Solutions | Tech | Proposal sent | \$2,364.00 | Open | |
| L003 | 01/09/2025 | Cynthia F. | SkyLine Solutions | AirLine | New Lead | \$1,651.00 | Open | |
| L004 | 01/06/2025 | Cosmos D. | Apex Digital Agency | Tech | Awaiting Response | \$4,849.00 | Open | |
| L005 | 01/17/2025 | Cynthia F. | PrimeCare Health | Health | Won | \$2,857.00 | Closed | 02/14/2025 |
| L006 | 01/10/2025 | Ugochukwu U. | Retail Hub | Retail | Follow-Up Email Sent | \$2,020.00 | Open | |
| L007 | 01/20/2025 | Cynthia F. | PrimeEdge Systems | Tech | Negotiation | \$1,400.00 | Open | |
| L008 | 01/22/2025 | Cynthia F. | Apex Digital Agency | Tech | Lost | \$2,824.00 | Closed | 02/11/2025 |
| L009 | 01/27/2025 | Stanley J. | SwiftHire HR Services | Freelancing | Won | \$4,400.00 | Closed | 02/10/2025 |
| L010 | 01/14/2025 | Cosmos D. | SwiftHire HR Services | Freelancing | Awaiting Response | \$3,816.00 | Open | |
| L011 | 01/11/2025 | Cynthia F. | SkyLine Solutions | AirLine | Follow-Up Email Sent | \$1,477.00 | Open | |
| L012 | 01/08/2025 | Cynthia F. | NovaTech Solutions | Tech | Contacted | \$4,027.00 | Open | |
| L013 | 01/22/2025 | Stanley J. | BrightPath Consulting | NGO | Proposal sent | \$1,738.00 | Open | |
| L014 | 01/17/2025 | Cynthia F. | Apex Digital Agency | Tech | New Lead | \$2,820.00 | Open | |
| L016 | 01/18/2025 | Kelechi A. | PrimeCare Health | Health | Contacted | \$3,319.00 | Open | |
| L017 | 01/11/2025 | Cosmos D. | PrimeCare Health | Health | Follow-Up Email Sent | \$2,189.00 | Open | |
| L018 | 01/28/2025 | Kelechi A. | NovaTech Solutions | Tech | Negotiation | \$882.00 | Open | |
| L019 | 01/21/2025 | Stanley J. | Apex Digital Agency | Tech | Awaiting Response | \$3,238.00 | Open | |
| L020 | 01/15/2025 | Ugochukwu U. | PrimeEdge Systems | Tech | Proposal sent | \$1,719.00 | Open | |
| L021 | 01/09/2025 | Cynthia F. | PrimeEdge Systems | Tech | Contacted | \$3,272.00 | Open | |
| L022 | 01/25/2025 | Cosmos D. | PrimeEdge Systems | Tech | Contacted | \$3,742.00 | Open | |
| L023 | 01/07/2025 | Kelechi A. | BrightPath Consulting | NGO | Follow-Up Email Sent | \$4,822.00 | Open | |
| L024 | 01/10/2025 | Stanley J. | Greenfield Manufacturing | Retail | Proposal sent | \$911.00 | Open | |
| L025 | 01/07/2025 | Kelechi A. | Retail Hub | Retail | Proposal sent | \$4,491.00 | Open | |
| L026 | 01/19/2025 | Cynthia F. | Evans Logistics Ltd | Finance | Proposal sent | \$2,934.00 | Open | |
| L027 | 01/19/2025 | Cynthia F. | Evans Logistics Ltd | Finance | Negotiation | \$3,623.00 | Open | |
| L028 | 01/24/2025 | Cosmos D. | BrightPath Consulting | NGO | Lost | \$669.00 | Closed | 02/06/2025 |
| L029 | 01/22/2025 | Stanley J. | SwiftHire HR Services | Freelancing | Awaiting Response | \$3,697.00 | Open | |
| L030 | 01/18/2025 | Stanley J. | BrightPath Consulting | NGO | Awaiting Response | \$1,523.00 | Open | |
| L031 | 01/06/2025 | Cosmos D. | Evans Logistics Ltd | Finance | Won | \$4,218.00 | Closed | 01/18/2025 |
| L033 | 01/12/2025 | Cosmos D. | Evans Logistics Ltd | Finance | Won | \$1,626.00 | Closed | 02/11/2025 |
| L034 | 01/19/2025 | Cosmos D. | Evans Logistics Ltd | Finance | Contacted | \$3,763.00 | Open | |
| L035 | 01/25/2025 | Kelechi A. | Greenfield Manufacturing | Retail | Proposal sent | \$3,679.00 | Open | |
| L036 | 01/17/2025 | Ugochukwu U. | Greenfield Manufacturing | Retail | New Lead | \$1,044.00 | Open | |
| L037 | 01/29/2025 | Kelechi A. | SwiftHire HR Services | Freelancing | Awaiting Response | \$2,640.00 | Open | |
| L038 | 01/13/2025 | Stanley J. | Greenfield Manufacturing | Retail | Won | \$1,458.00 | Closed | 01/19/2025 |
| L039 | 01/24/2025 | Cosmos D. | Apex Digital Agency | Tech | Negotiation | \$3,147.00 | Open | |
| L040 | 01/30/2025 | Stanley J. | Apex Digital Agency | Tech | Follow-Up Email Sent | \$3,797.00 | Open | |
| L041 | 01/11/2025 | Kelechi A. | BrightPath Consulting | NGO | Awaiting Response | \$3,038.00 | Open | |
| L042 | 01/12/2025 | Stanley J. | Apex Digital Agency | Tech | Won | \$3,051.00 | Closed | 01/30/2025 |

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| L043 | 01/31/2025 | Stanley J. | SwiftHire HR Services | Freelancing | Contacted | \$3,132.00 | Open | |
| L044 | 01/22/2025 | Kelechi A. | PrimeCare Health | Health | Follow-Up Email Sent | \$3,969.00 | Open | |
| L045 | 01/23/2025 | Ugochukwu U. | PrimeCare Health | Health | New Lead | \$640.00 | Open | |
| L046 | 01/16/2025 | Stanley J. | PrimeEdge Systems | Tech | Contacted | \$2,246.00 | Open | |
| L047 | 01/24/2025 | Ugochukwu U. | BrightPath Consulting | NGO | Contacted | \$1,652.00 | Open | |
| L048 | 01/08/2025 | Ugochukwu U. | NovaTech Solutions | Tech | Proposal sent | \$4,715.00 | Open | |
| L049 | 01/06/2025 | Cynthia F. | Greenfield Manufacturing | Retail | Follow-Up Email Sent | \$1,110.00 | Open | |
| L050 | 01/26/2025 | Kelechi A. | PrimeEdge Systems | Tech | Follow-Up Email Sent | \$2,417.00 | Open | |
| L051 | 01/29/2025 | Ugochukwu U. | PrimeCare Health | Health | New Lead | \$4,266.00 | Open | |
| L052 | 01/09/2025 | Kelechi A. | Apex Digital Agency | Tech | Awaiting Response | \$4,413.00 | Open | |
| L053 | 01/18/2025 | Stanley J. | SkyLine Solutions | AirLine | Proposal sent | \$4,176.00 | Open | |
| L054 | 01/17/2025 | Cosmos D. | Apex Digital Agency | Tech | Proposal sent | \$4,490.00 | Open | |
| L055 | 01/10/2025 | Ugochukwu U. | Apex Digital Agency | Tech | Won | \$670.00 | Closed | 02/01/2025 |

B2B Sales Performance Dashboard - Q1 2025 (Demo Data)

This dashboard analyzes 55 sales leads to evaluate revenue performance, win rate, and sales rep effectiveness

Sales RepAll

Deal StageAll

Close DateAll

Key Performance Metrics

| KPI Name | Values |
|---------------|--------------|
| Total Leads | 55 |
| Total Revenue | \$153,999.00 |
| Deals Won | 7 |
| Win Rate | 12.73% |

