



Key Metrics

Total Deals

25.7K

↓ -15.9%



Revenue

4.6M

↓ -15.7%



Active Deals

291.0

↑ 19.3%



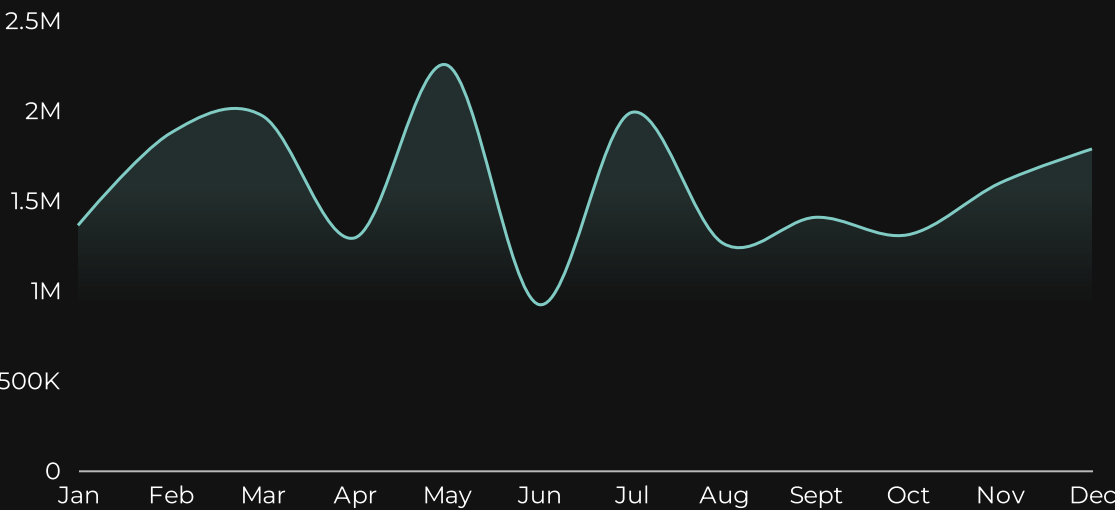
Win Ratio %

23.4%

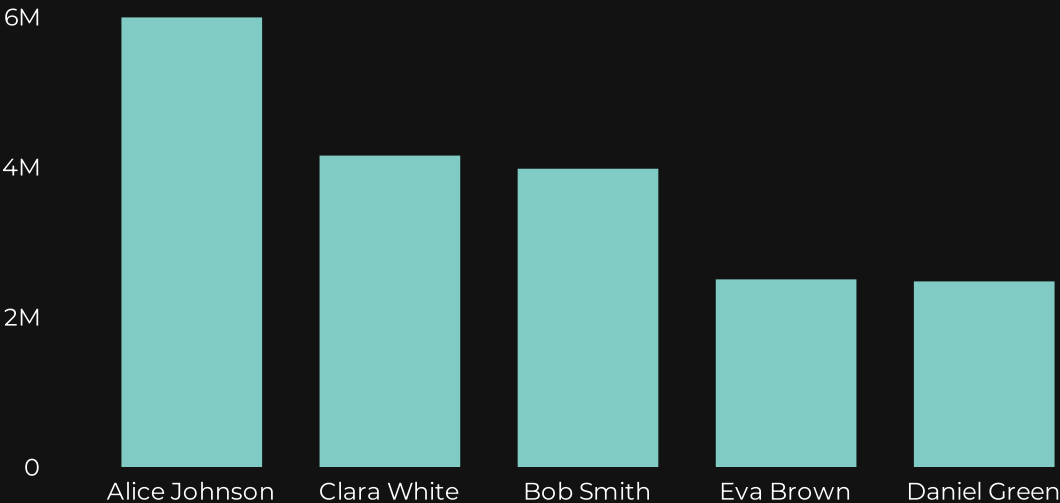
↓ -19.5%



Deals Trend



Top Performers by Deal Owners



Pipeline Performance





Total Contacts

304

0.3%

Companies Represented

307

-3.2%

Job Titles

382

13.0%

Missing Emails

0%

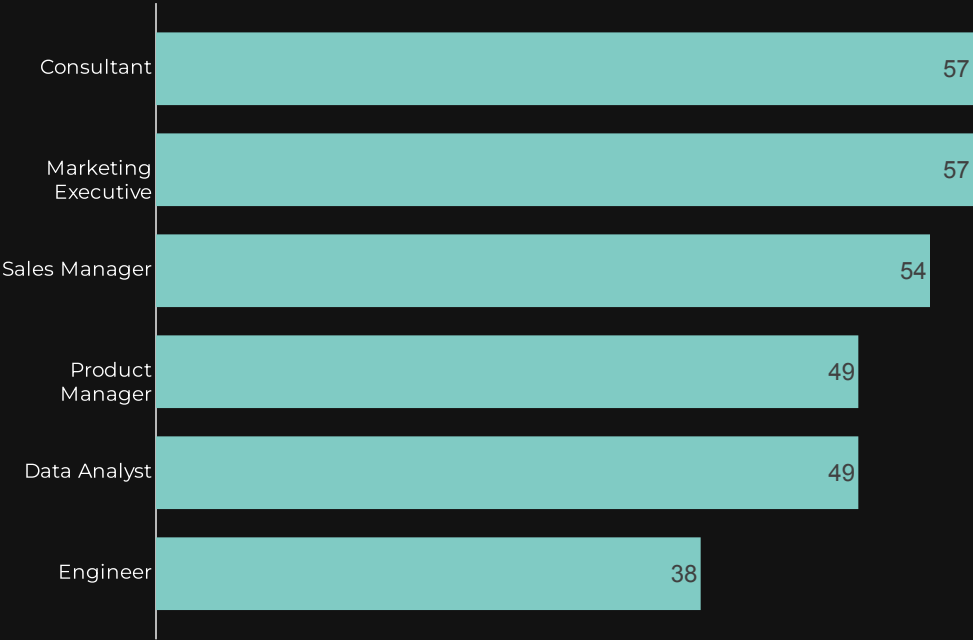
N/A

Lead to Deal Conversion

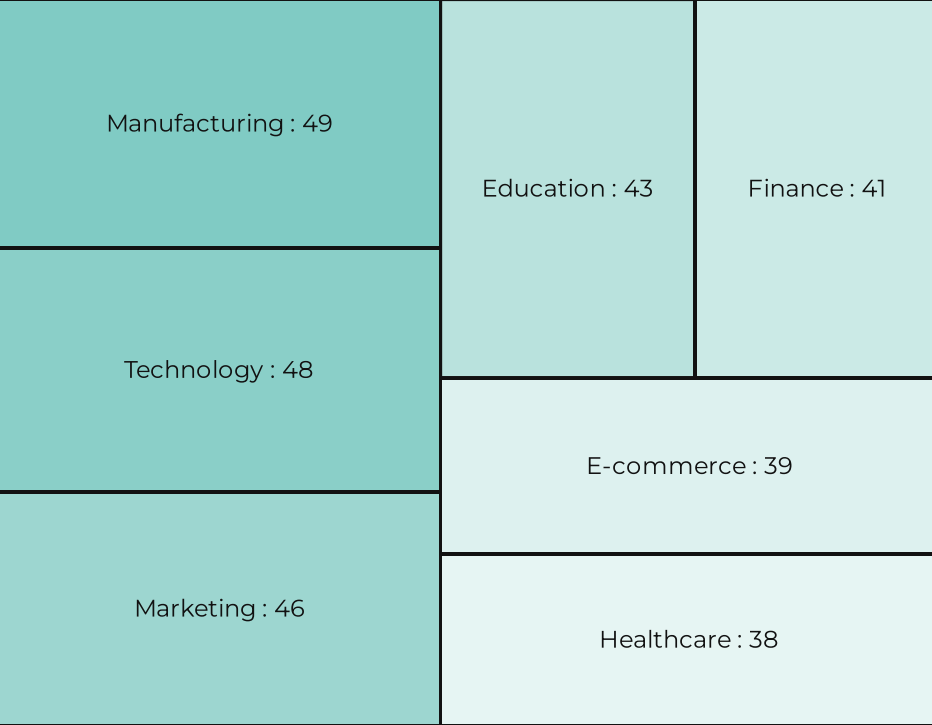
125%

3.8%

Leads by Job Title



Leads by Industry



Leads Table

contact_name	contact_email	contact_job_tit...	company_name	industry	country
John Sanchez	schultzsheri@larsen.org	Marketing Executive	Murray-Smith	Finance	Algeria
Deborah Wright	thompsonamanda@riley.org	Consultant	Jacobs PLC	E-commerce	Myanmar
Helen Owens	ray58@bennett-ball.biz	Engineer	Mclaughlin, Williams and King	Healthcare	Latvia
Michael Jones	adamsyolanda@hotmail.com	Marketing Executive	Richardson LLC	Marketing	Portugal
Anita Schultz	collinhaynes@yahoo.com	Marketing Executive	Brown LLC	Finance	Albania
Sarah Thompson	charles10@marshall-walker.info	Consultant	Flowers PLC	Education	Croatia
Melinda Dickson	piercexavier@thompson.com	Product Manager	Allen Group	Marketing	Dominican Republic
Allen Johnson	butlerzachary@hotmail.com	Consultant	Parker-Campbell	Technology	Japan
Margaret Hoover	knightchristina@fitzpatrick.info	Sales Manager	Miller-Johnson	Marketing	Cook Islands
Jennifer Oshea	simpsonjahn@gmail.com	Engineer	Hopkins Jackson	E-commerce	Paraguay



Revenue
4.6M

↓ -15.7%

Deals Won
120

↓ -14.9%

Lost Deals
102

↑ 2.0%

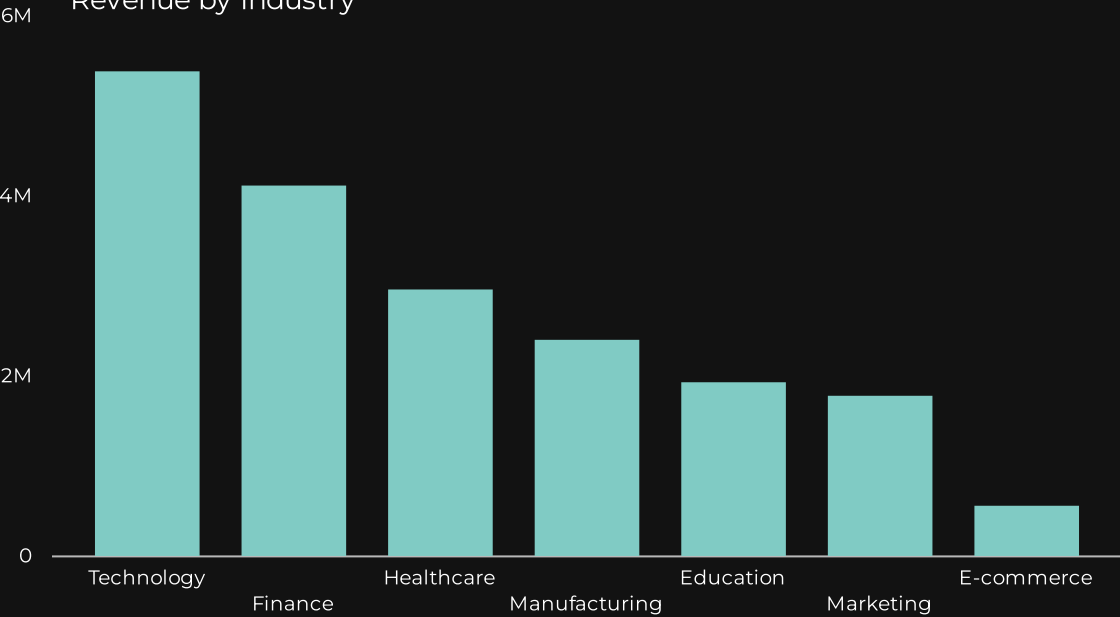
Active Deals
291

↑ 19.3%

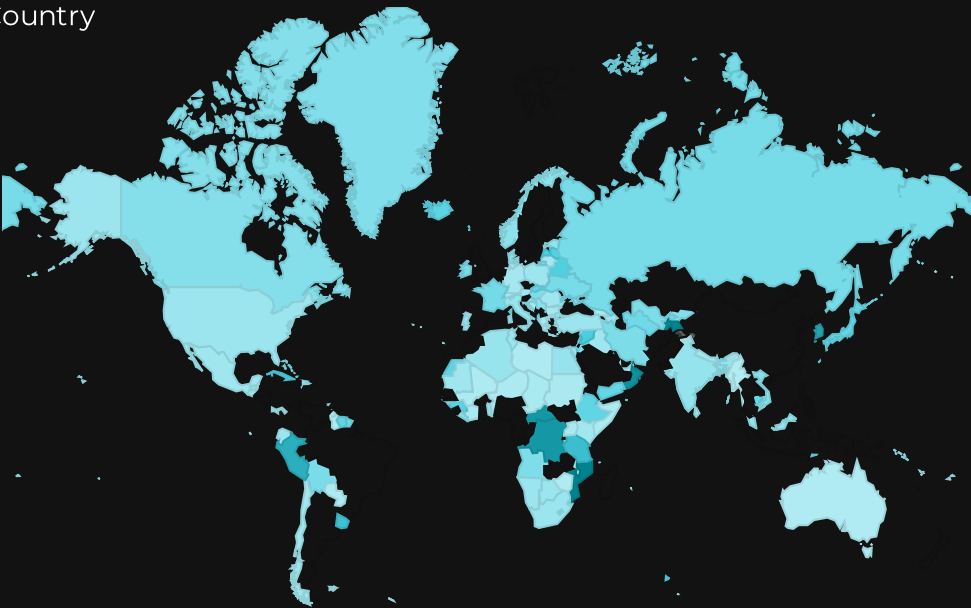
Average Deal Size
37.0K

↓ -0.7%

Revenue by Industry

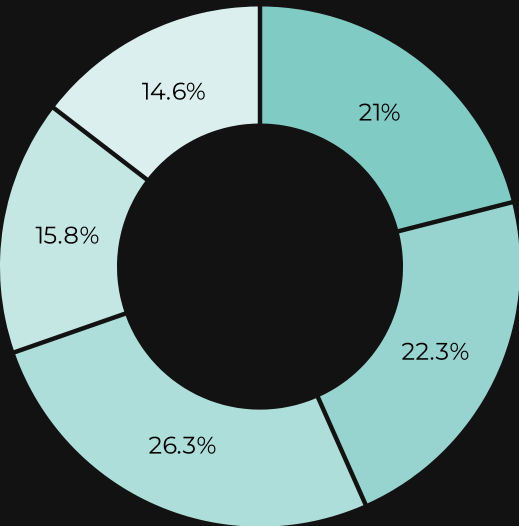


Deals by Country



Top 10 Deals

deal_name	compa...	deal_own...	close_date	amount ▼
Consulting - energy	Hubbard a...	Bob Smith	13 Feb 2024	
Implementation - gr...	Robertson ...	Clara White	30 May 2024	
Implementation - wit...	Frey-Willia...	Alice Johnson	13 Dec 2024	
Upgrade - little	Christian ...	Alice Johnson	6 Sept 2024	
Contract - soldier	Ballard, Sc...	Bob Smith	13 May 2024	
Contract - his	Robertson ...	Bob Smith	27 Dec 2024	
Contract - despite	Knapp-Bis...	Eva Brown	9 Jul 2024	
Subscription - street	Morgan an...	Clara White	11 Mar 2024	



- Alice Johnson
- Bob Smith
- Eva Brown
- Clara White
- Daniel Green