Business Development Dashboard Summary

1. **Data Cleaning & Preparation**

The dataset contained over 900 business opportunities across multiple regions and industries. Data cleaning steps included:

* Filled missing BD\_Representative and Lead\_Source with 'Unknown'.
* Filled missing Lead\_Score and Expected\_Deal\_Size with median values.
* Left Deal\_Closed\_Date missing where deals are ongoing.
* Standardized inconsistent spellings and capitalization for Region, Client\_Name, and BD\_Representative.
* Corrected data types for dates, integers, and numeric values.
* Removed empty 'Notes' column.

1. **Key Insights from Dashboard**

* Total Opportunities: 900
* Win Rate: 52%
* Total Actual Revenue: 4.15M
* Average Lead Score: 60.46
* Average Deal Size: 53.72K
* Pipeline Value: 40.28M
* Largest drop-off occurs between Prospecting (276) and Qualified (216).
* Top BD Representative by revenue: Samir Gupta.
* Top Region by revenue: Latin America, followed closely by North America.
* Email Campaign is the most common lead source, followed by Referral and Social Media.
* Revenue trend shows fluctuations, with spikes in April 2024 and July 2025.

1. **Recommended Actions**

* Focus on improving conversion between Prospecting and Qualified stages through better lead qualification.
* Leverage top-performing BD reps (e.g., Samir Gupta) for mentorship and training.
* Invest more marketing resources in Latin America and North America, where revenue is highest.
* Continue leveraging Email Campaigns but also explore scaling Referral and Social Media channels for higher-quality leads.
* Monitor seasonal revenue spikes to optimize campaign timings.