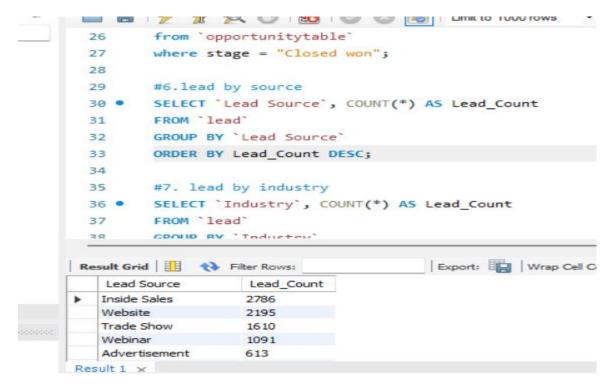
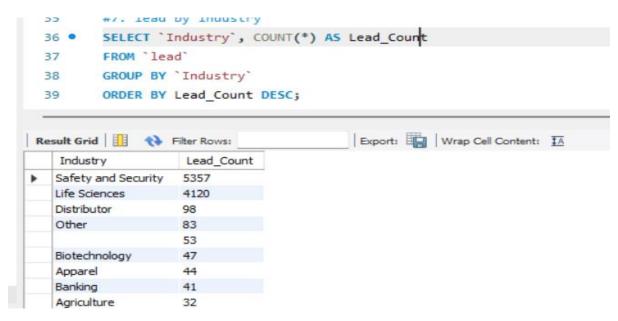
LEAD DASHBOARD

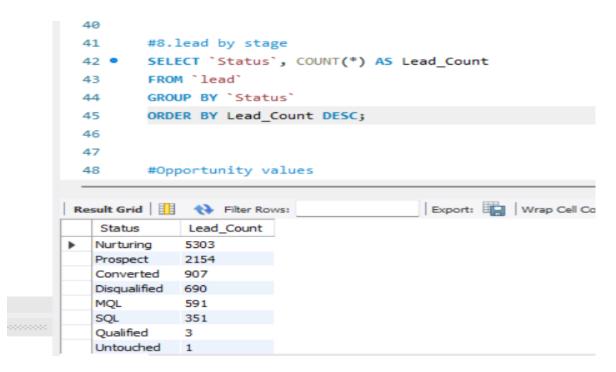
6.LEAD BY SOURCE



7. LEAD BY INDUSTRY

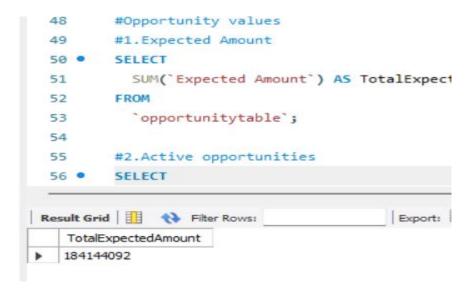


8.LEAD BY STAGE



OPPORTUNITY DASHBOARD

1.EXPECTED AMOUNT



```
54
55
        #2.Active opportunities
        SELECT
 56
 57
         COUNT(*) AS ActiveOpportunities
58
          `opportunitytable`
 59
       WHERE
60
         'Stage' NOT IN ('Closed Won', 'Closed Lost');
 61
62
       #3.Conversion rate
 63
Export: Wrap Cell C
  ActiveOpportunities
 1115
```

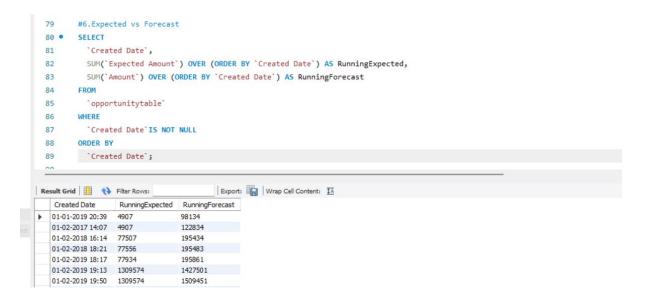
2.

3.CONVERSION RATE

4.WIN RATE

5.LOSS RATE

6.EXPECTED VS FORECAST



7.ACTIVE VS TOTAL OPPORTUNITY

```
91
       #7.Active vs Total Opportunities
92 .
      SELECT
93
         COUNT(*) AS TotalOpportunities,
         SUM(CASE
94
               WHEN 'Stage' NOT IN ('Closed Won', 'Closed Lost') THEN 1
95
               ELSE 0
96
97
             END) AS ActiveOpportunities
98
        FROM
        `opportunitytable`;
99
100
101
       #8.Closed won vs Total Opportunities
102 •
       SELECT
         COUNT/#1 AC T-4-10---4---141--
                                      Export: Wrap Cell Content: 1A
TotalOpportunities ActiveOpportunities
 4489
                1115
```

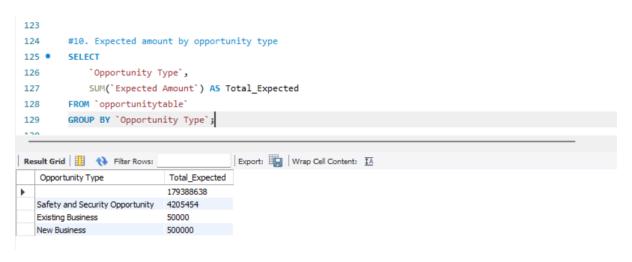
8.CLOSED VS TOTAL OPPORTUNITIES

```
#8.Closed won vs Total Opportunities
        COUNT(*) AS TotalOpportunities,
 104 ⊝ SUM(CASE
            WHEN 'Stage' = 'Closed Won' THEN 1
 105
             ELSE 0
 106
            END) AS ClosedWon
 107
 108
        `opportunitytable`;
 109
                                  Export: Wrap Cell Content: IA
TotalOpportunities ClosedWon
▶ 4489
                1443
```

9.TOTAL WON VS CLOSED WON

```
#9total won vs closed won
112 • SELECT
113 ⊝ SUM(CASE
         WHEN `Stage` IN ('Closed Won', 'Closed Lost') THEN 1
114
115
            ELSE 0
          END) AS TotalClosed,
116
117 ⊝ SUM(CASE
          WHEN 'Stage' = 'Closed Won' THEN 1
118
119
            ELSE 0
     END) AS ClosedWon
120
121
     FROM
     `opportunitytable`;
122
Export: Wrap Cell Content: IA
  TotalClosed ClosedWon
▶ 3374
```

10.EXPECTED AMOUNT BY OPPORTUNITY TYPE



11.OPPORTUNITY BY INDUSTRY

