

Sales Conversion Dashboard

2022

2023

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer Segment

All

Lead Source

All

Product Category

All

Region

All

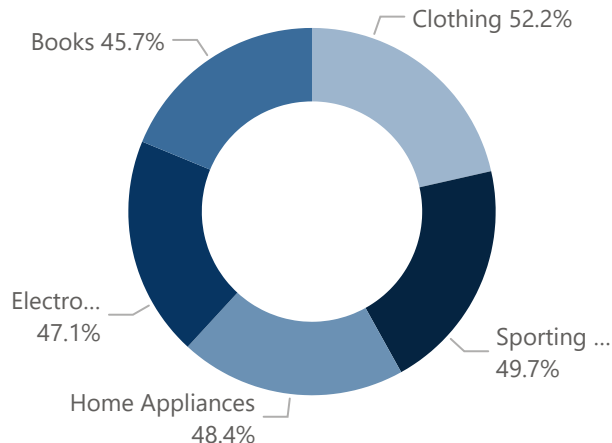
1,000

Number of Leads

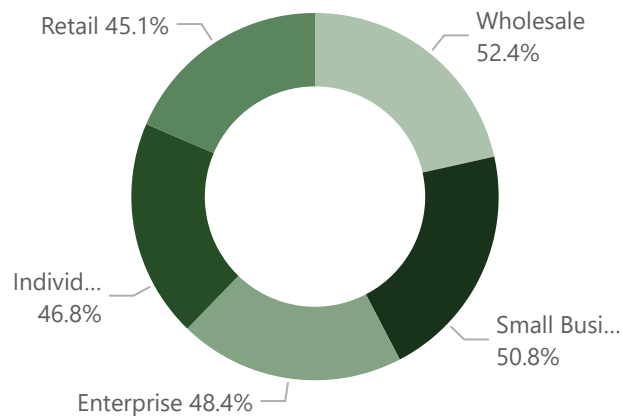
48.6%

Sales Conversion
Rate (%)

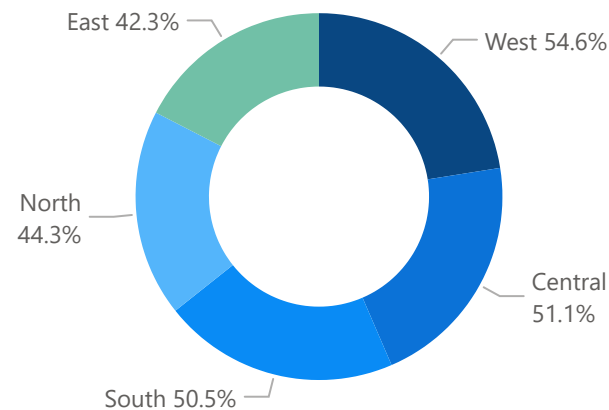
Sales Conversion Rate (%) by Product Category



Sales Conversion Rate (%) by Customer Segment

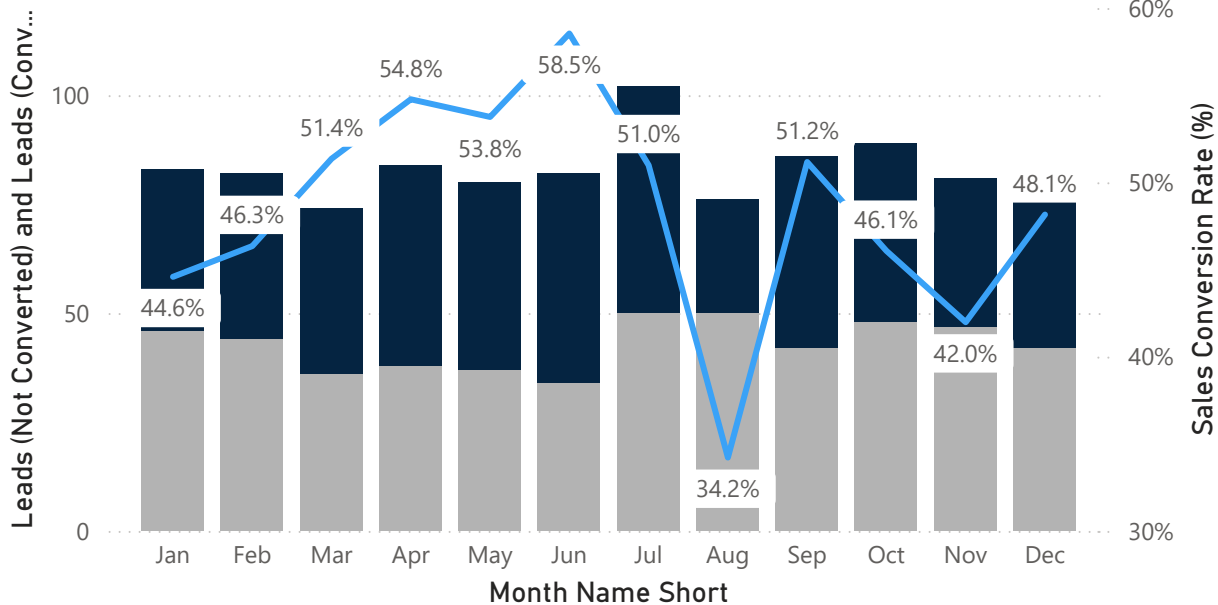


Sales Conversion Rate (%) by Region



Leads (Not Converted), Leads (Converted) and Sales Conversion Rate (%) by Month Name Short

● Leads (Not Converted) ● Leads (Converted) ● Sales Conversion Rate (%)



Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
West	52.2%	40.0%	55.6%	54.5%	69.2%	70.6%	61.1%	35.0%	70.0%	40.0%	50.0%	60.0%	54.6%
South	47.1%	61.1%	71.4%	45.0%	23.5%	64.3%	70.0%	26.7%	22.2%	76.2%	47.1%	46.7%	50.5%
North	28.6%	45.5%	36.4%	55.0%	47.1%	52.9%	52.0%	37.5%	61.1%	29.4%	35.7%	45.5%	44.3%
East	50.0%	30.8%	47.1%	57.9%	68.8%	50.0%	41.2%	33.3%	50.0%	26.7%	15.4%	29.4%	42.3%
Central	50.0%	47.4%	58.3%	64.3%	64.7%	55.6%	31.8%	40.0%	50.0%	50.0%	53.8%	55.6%	51.1%
Total	44.6%	46.3%	51.4%	54.8%	53.8%	58.5%	51.0%	34.2%	51.2%	46.1%	42.0%	48.1%	48.6%