## **Country** Month **CRM & Sales Pipeline Analysis** All 3000 184K **Deals Won** Industries ChurnRate **Total Leads Deal Value** WonDealValues **Organisation vs Leads Deal Value Over Time Product vs Organisations Product vs Deal Value Product vs Leads** Enterprise (... 0.07K **Custom solution Custom solution Custom solution** Services 3M **SAAS 1295** 0.56K 558 Small (11-200) 0.1M <sub>0.08M</sub> 0.95K 0.07M 0.06M<sub>0.06M</sub> 0.06MSAAS 1.3K 0.05M 0.04M $0.04\mathrm{M}^{\,0.05\mathrm{M}}$ 0.04M 0.03M Medium (201-... 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 1.27K SAAS 3M Services 1147 Services 1.15K Micro (1-10) 0.65K — **Global Lead Distribution** Deal Value vs Industry, Product, Stage Deal Value, Leads vs Industry and Status Construction & Engineering 3.59% ? iii Lin ? **Energy & Utilities 3.98%** IRELAND NETHERLAND 100.00 200.00 300.00 400.00 500.00 600.00 Entertainment & Media & **Transportation & Logistics** POLAND Hospitality 4.31% 17.46% London **Transportation & Logistics Education & Science** CZECHIA 4.51% SLOVAKIA IT & IT Services **Retail & Distribution** HUNGARY 4.60% IT & IT Services **Banking and Finance** Manufacturing & 13.39% **Production 4.66%** of Sarajevo • SERBIA Agriculture & Mining **Government Administration Healthcare** 4.67% **Recreation & Sports Banking and Finance Professional Services & Consulting** 4.75% **Telecommunications 5.81%** PORTUGAL **Government Administration Telecommunications Professional Services &** Healthcare 8.66% Valletta Consulting 6.80% Algiers TUNISIA **Recreation & Sports** Organizations won by owners Rabat MOROCCO Organization size Agriculture & Mining Tripoli \overline{\cdots} Lin ? **Manufacturing & Production** ALGERIA © 2024 Tom Tom, © 2024 Microsoft Corporation, © OpenStreetMap **Laura Thompson** 500K 1M **Leads by Status** Jessica Martinez 100% **Probability of Deal Closure Michael Brown** Sum of Deal Value's 1.49K **Opportunity** 867 **Emily Johnson** Sum of Deal Value, \$ 1.00 We will be a second of the sec 1.61M Qualified 567 1.49M Sales Accepted 528 **John Smith** 1.13M New 513 Sarah Davis 0.76M Churned Custom... 177 0.44M Disqualified **Kevin Anderson** 177 0.36M 0.33M Customer 171 **David Wilson** 0.0M 20 **60** 40 19.7% 200 400 600 800 Probability, %