**BI Reports by Category**

**Customers**

* New customers
* Customer retention
  + Total Customer Value

**Sales**

* Sales
  + YTD
  + YOY
  + Monthly
* Sales Territories
* New Customers
* Customer retention
  + Total Customer Value
* Sales Agents
  + Top 10

**Marketing**

* Digital marketing
  + Brand Awareness
  + Returning Visit
  + First Visit
  + ROI Marketing Campaign
  + Incremental Sales
  + Web Traffic Sources
  + Purchase Funnel
  + Sign up metrics
  + Keyword Performance
  + Cost Per Lead
* SEO Metrics
  + Keyword Click Thru Rate
  + SEO Traffic
  + Organic Search Traffic
  + Domain Authority
  + Landing Page Performance Optimization
* Social Media Metrics
  + Social Followers
  + Social Interactions
  + Social Traffic Conversions
* EMAIL Marketing Metrics
  + Email Marketing Statistics
  + Email Subscribers Metrics