



Sales Outreach Admin Dashboard

Comprehensive sales outreach admin dashboard with real-time analytics, campaign management, and team performance tracking

Full-Stack Developer

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Project Overview

Technologies Used

React

TypeScript

Material-UI

Recharts

Axios

React Router

sales

dashboard

react

analytics

campaigns

mui

The Challenge

Building a comprehensive sales dashboard that provides real-time insights into outreach campaigns, team performance metrics, and campaign effectiveness while maintaining excellent user experience and data visualization.

The Solution

Developed a responsive React dashboard using TypeScript and Material-UI for the interface. Implemented real-time data visualization with Recharts, created campaign management workflows, and built comprehensive analytics features with React Router for navigation. Used Axios for API communication and date-fns for date handling.

Key Metrics

+65%

Campaign Efficiency

Improvement in outreach campaign performance

28%

Response Rate

Average email response rate across campaigns

+40%

Team Productivity

Increase in daily outreach activities

Screenshots



Main dashboard showing campaign analytics and metrics

Real-time dashboard displaying campaign performance and team metrics



Campaign management interface

Comprehensive campaign creation and management interface

Links

Generated case study for Sales Outreach Admin Dashboard