

 Sales Outreach Admin Dashboard hero image

# 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