CRM Dashboard

OVERVIEW | CLOSED DEALS

Country: All | Industry: All | Organization size: All

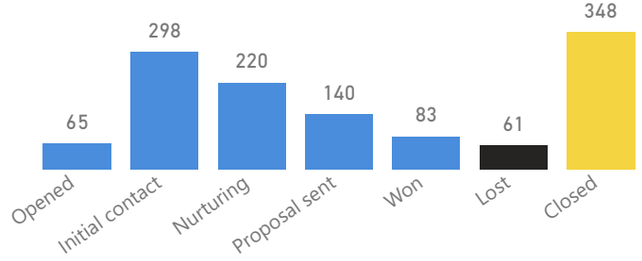
Leads analysis

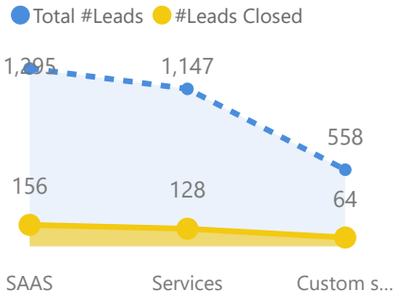
Total #Leads

3K

#Leads Closed 348

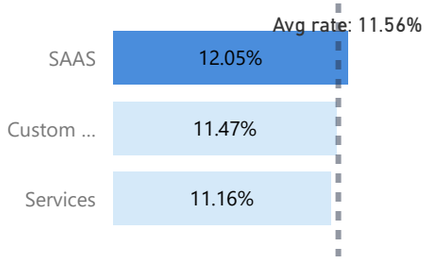
#Leads potential 806



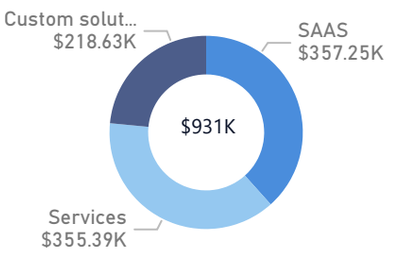


Product analysis

Conversion rate



Closed deal value



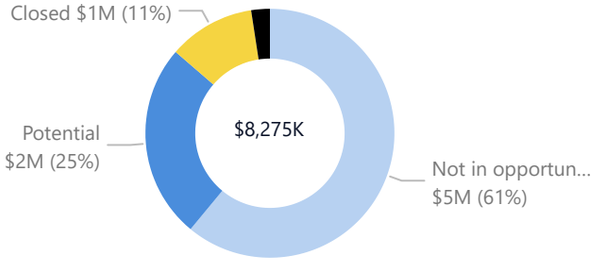
Leads analysis

Total Deal Value

$8,275K

Closed deal value $931K

Potential deal value $2,096K

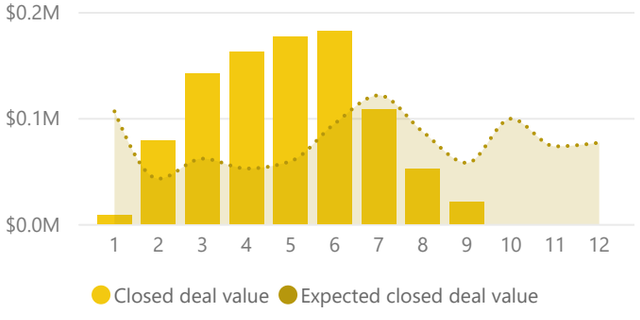


Closed deal value

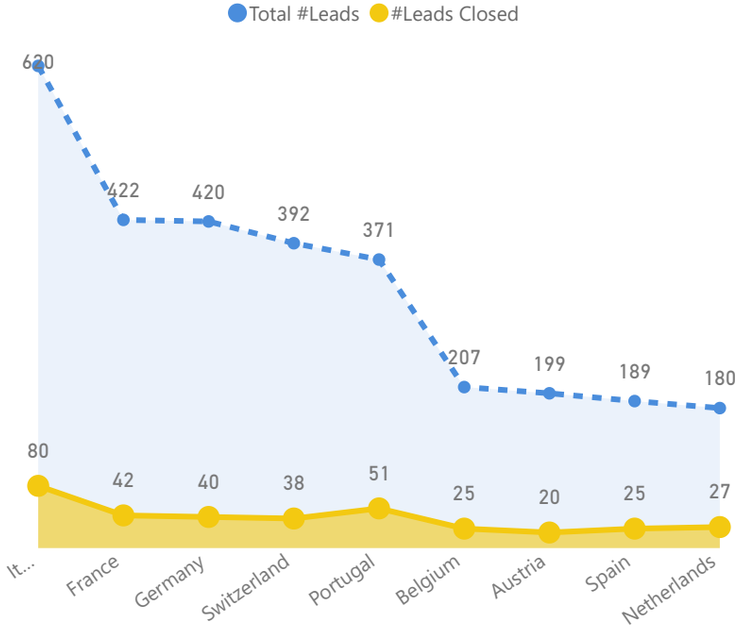
$931K

Avg value 2.68K

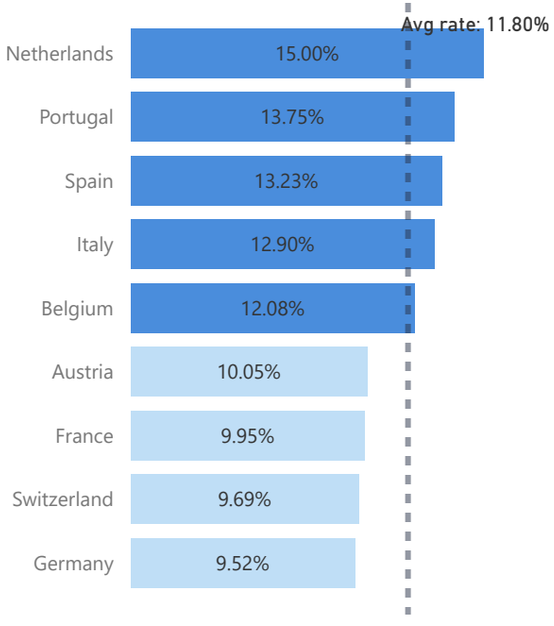
Conversion rate 11.60%



Country analysis



Conversion rate



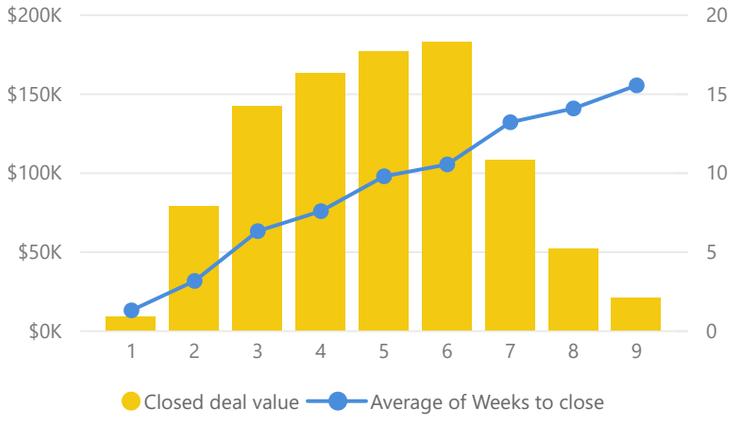
CRM Dashboard

OVERVIEW | CLOSED DEALS

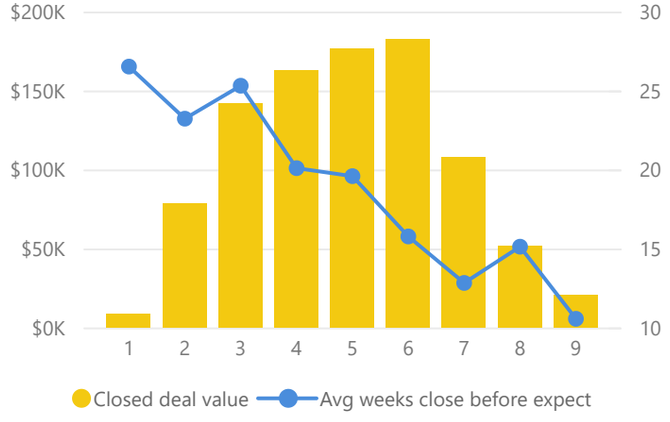
Country: All | Industry: All | Organization size: All

Time analysis

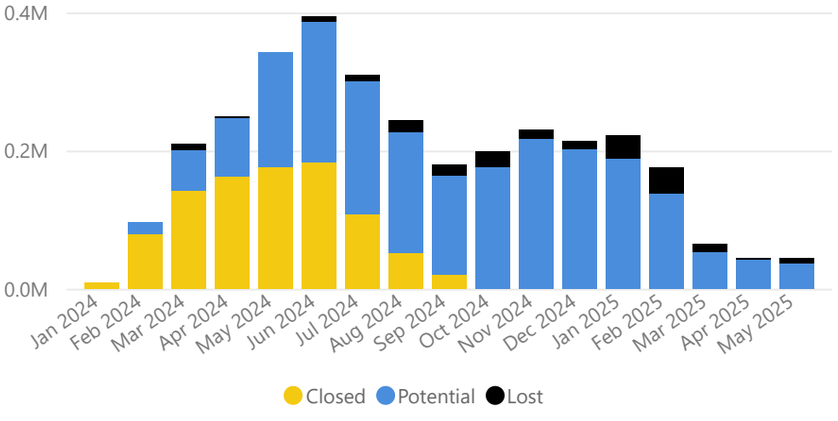
Closed Deal Value vs. Time to Close by Month



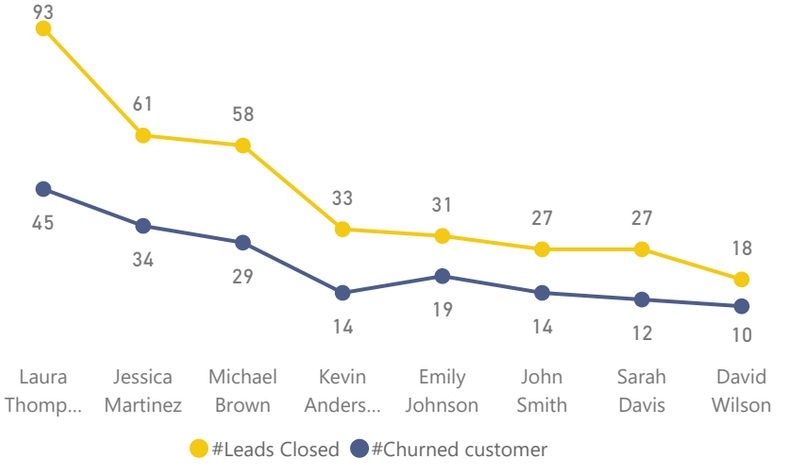
Closed Deal Value vs. Forecast Accuracy by Month



Potential, Closed and Lost deal value



Performance By

Sales Agent | Country | Industry | Org size

Sales Agent	#Leads Closed	#Leads closed over month	Avg weeks to close	Closed deal value	Potential deal value	Lost deal value	#Churned customer	Churned rate
Laura Thompson	93		8.51	$218,624	$507,878	$78,686	45	48.39%
Michael Brown	58		10.30	$177,109	$270,550	$22,714	29	50.00%
Jessica Martinez	61		10.34	$145,299	$409,201	$35,985	34	55.74%
Emily Johnson	31		9.62	$115,032	$141,241	$4,960	19	61.29%
Kevin Anderson	33		8.19	$80,248	$194,091	$15,811	14	42.42%
John Smith	27		9.45	$75,652	$205,197	$18,695	14	51.85%
Sarah Davis	27		7.84	$73,028	$166,256	$5,855	12	44.44%
David Wilson	18		7.56	$46,283	$201,330	$17,409	10	55.56%