

# Sales Performance & Business Development KPI Dashboard

Total Leads

683

Converted Leads

272

Conversion Rate

39.82

Total Revenue

6.74M

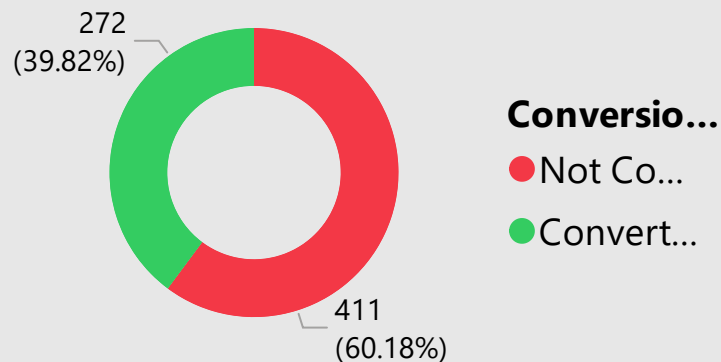
Customer Aquisition Cost

6.51K

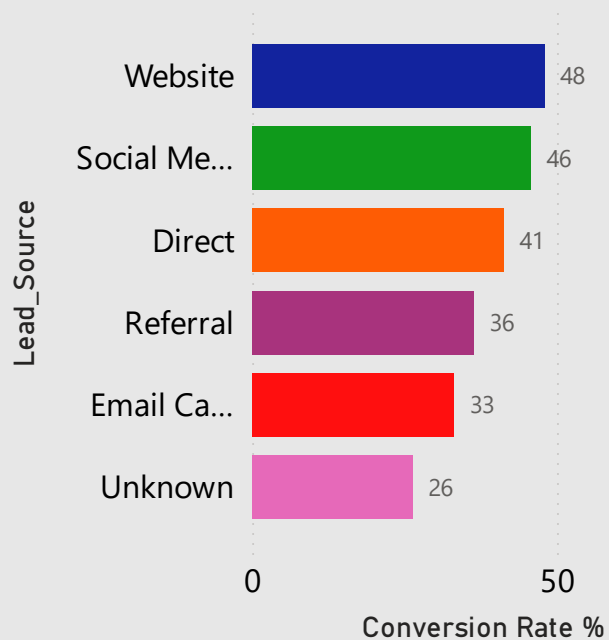
Revenue per Client

24.79K

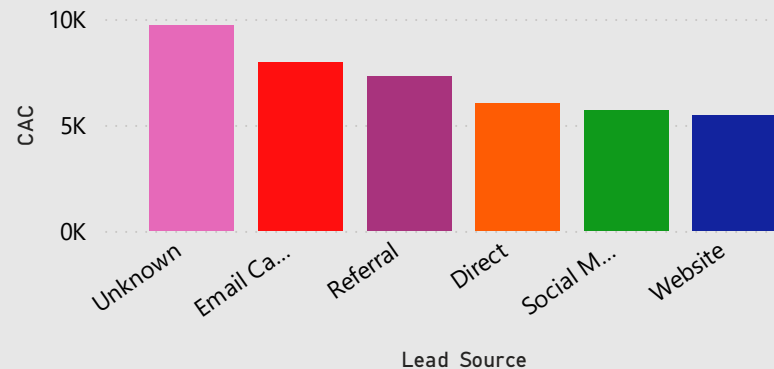
Overall Conversion Split



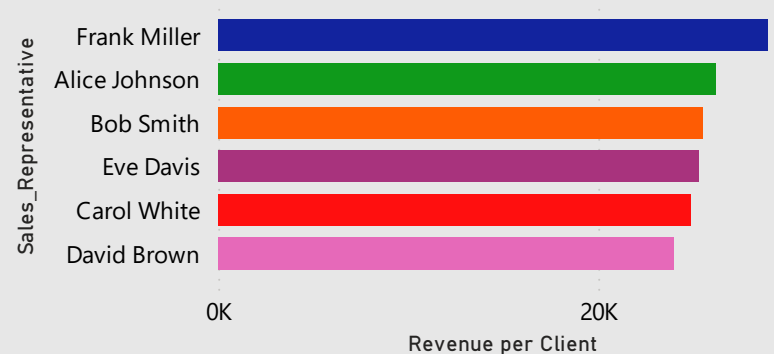
Conversion Rate % by Lead\_Source



Customer Acquisition Cost by Lead Source



Revenue per Client by Sales Rep



Lead Date

1/2/2023

12/6/2024

Region

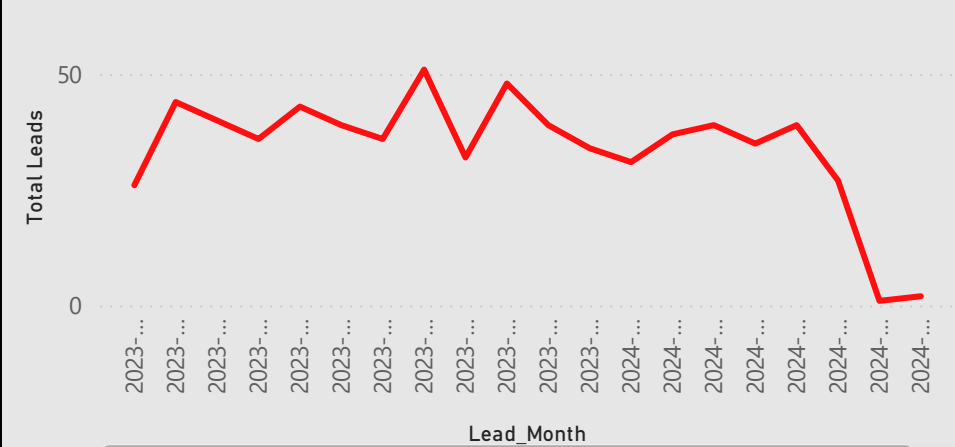
All

Lead\_Source

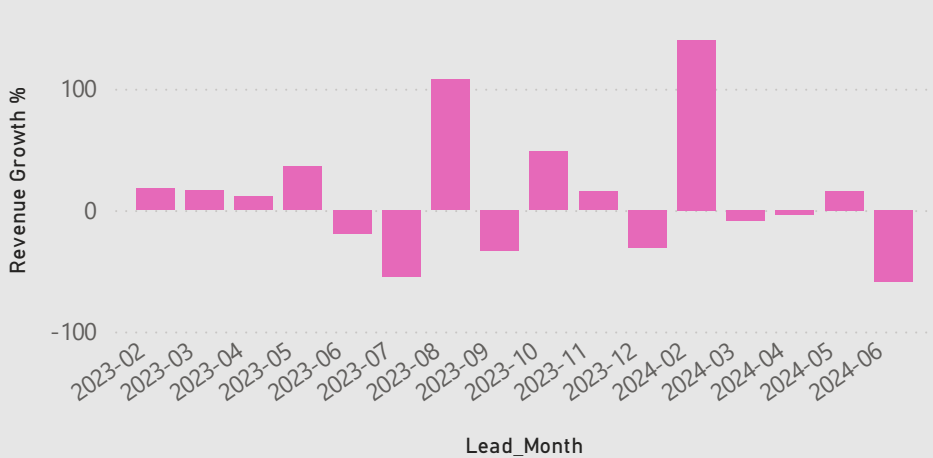
All

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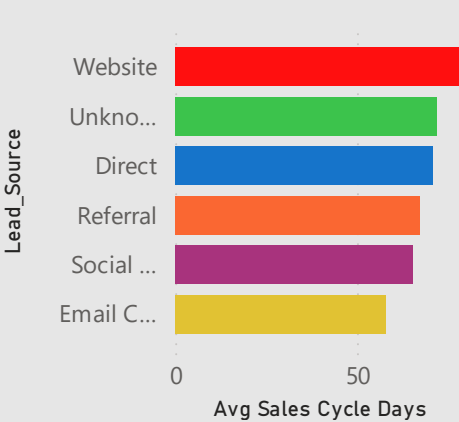
Monthly Lead Volume Trend



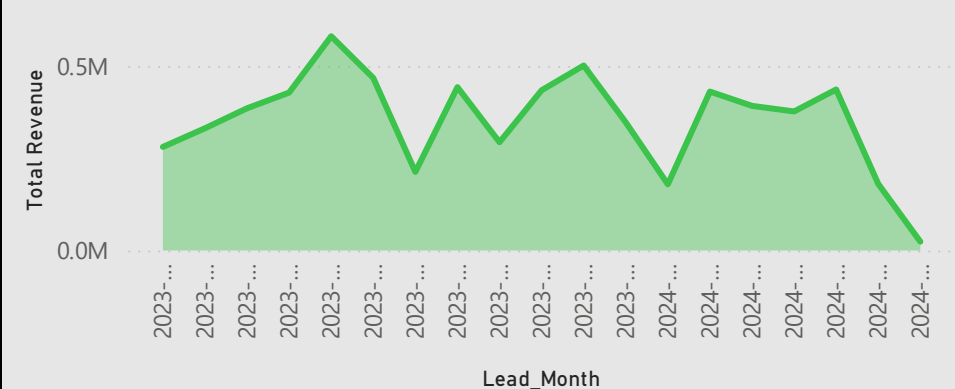
Month-over-Month Revenue Growth %



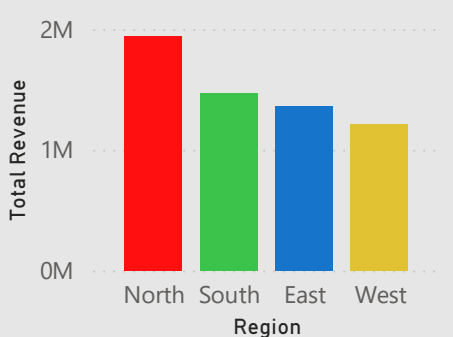
Avg Sales Cycle Duration by Source



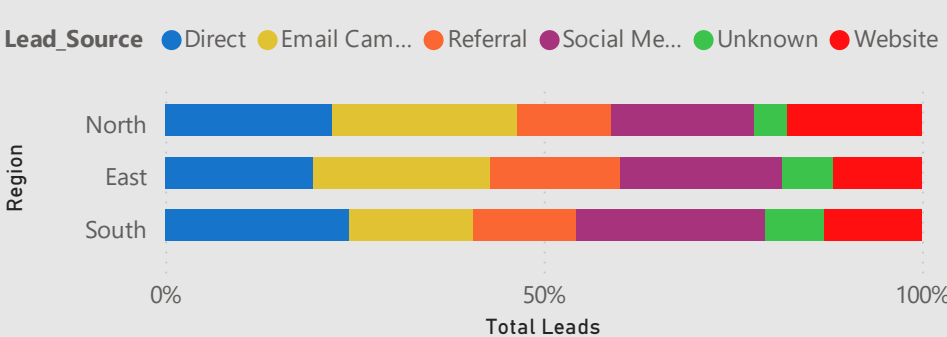
Monthly Revenue Trend



Revenue by Region



Lead Distribution by Region and Source



Lead Date

1/2/2023



12/6/2024



Lead\_S...



All



Region



All



Lead Source Performance Summary

Lead_Source	Total Leads	Converted Leads	Total Revenue	CAC	Total ROI
Direct	143	59	1,432,839.45	6,005.24	304
Total	683	272	6,743,080.52	6,506.17	281