Microsoft | Power BI

# Marketing & Sales

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Piyush Singh

# Marketing & Sales

Overview | Sales Rep | Details

**$ 2,28,16,821.38**
**Revenue won**

**14.84%**
**YOY Growth**

**140.51%**
**ROI**

**$2.41**
**Revenue Efficiency**

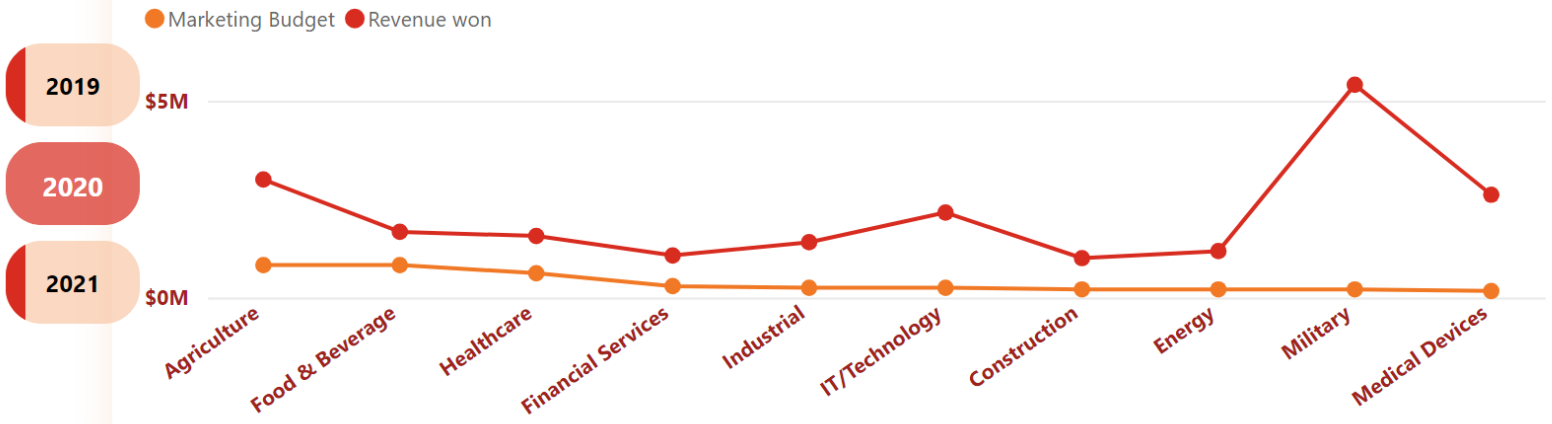
**47.61**
**Avg. dealclosed in days**

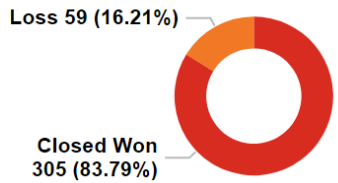
**83.79%**
**Conversion Rate**

**$95,34,671.00**
**AnnualMBudget**

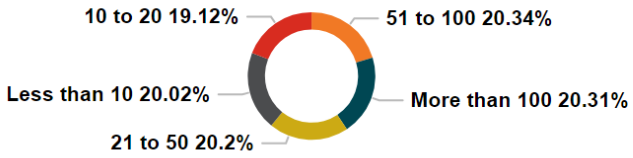
**$844.97**
**CAC**

## Revenue by Top-10 Industries

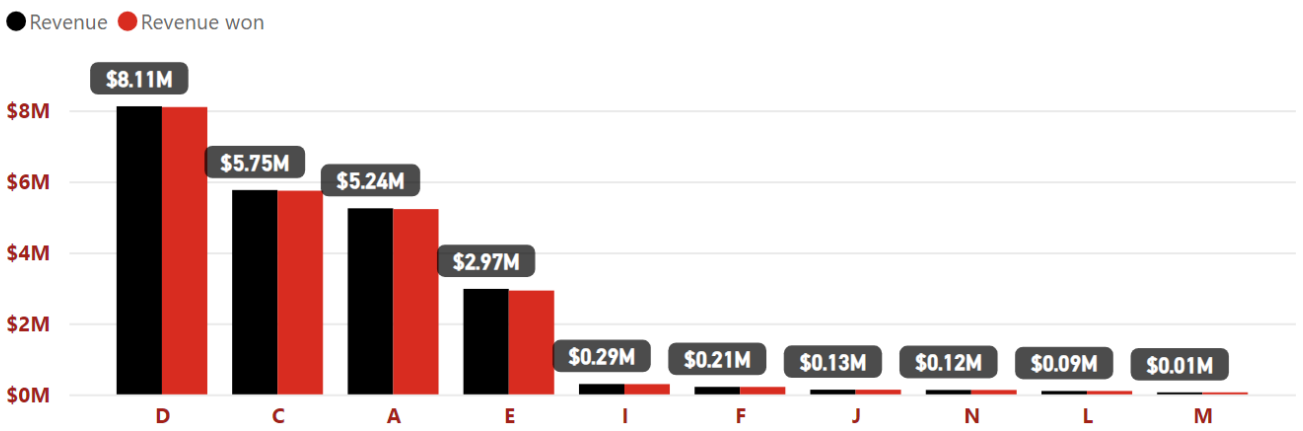


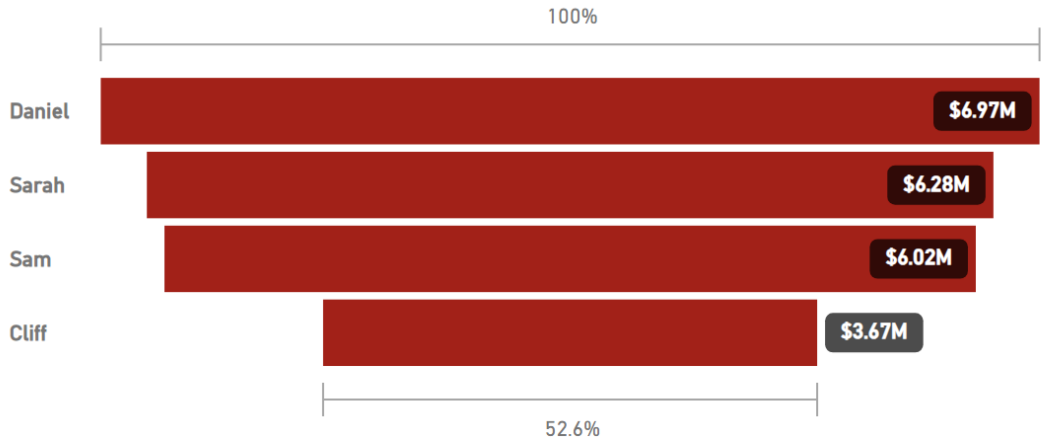

## Revenue by Team Size




## Revenue by Lead Source




## Revenue by Sales Representative



Overview | Sales Rep | Details

**308** Accounts

**88.31%** Conversion Rate

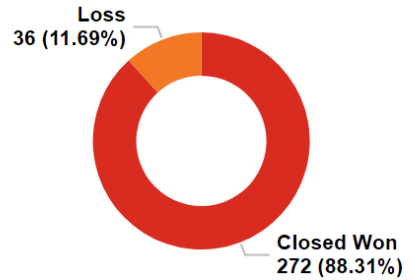
**$1,88,03,213.55** Revenue

**99.69%** Revenue Closedwon

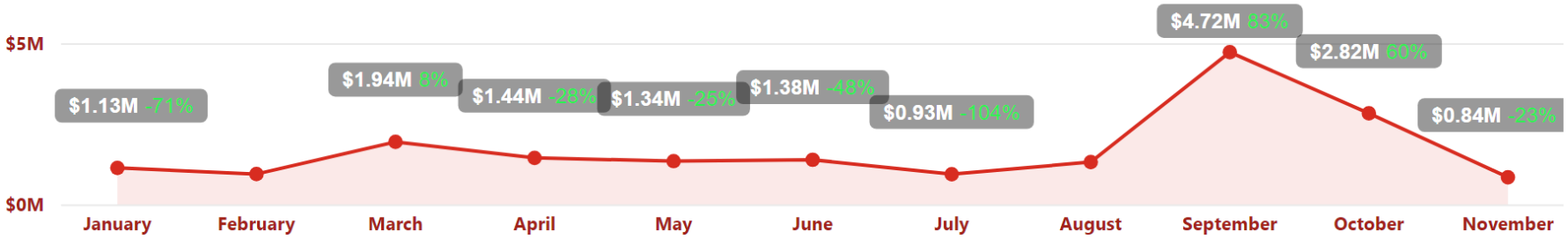
2019 | 2020 | 2021

Cliff | Daniel | Sam | Sarah

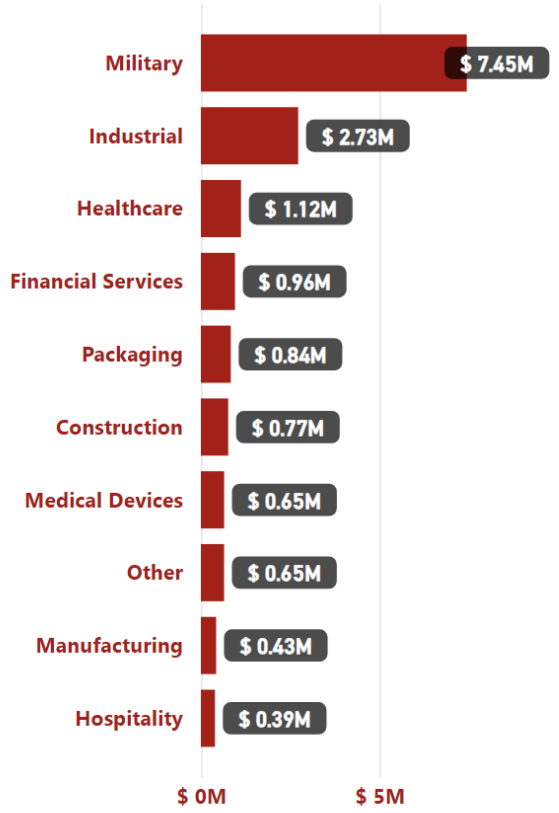
## Count of Account Number by Stage



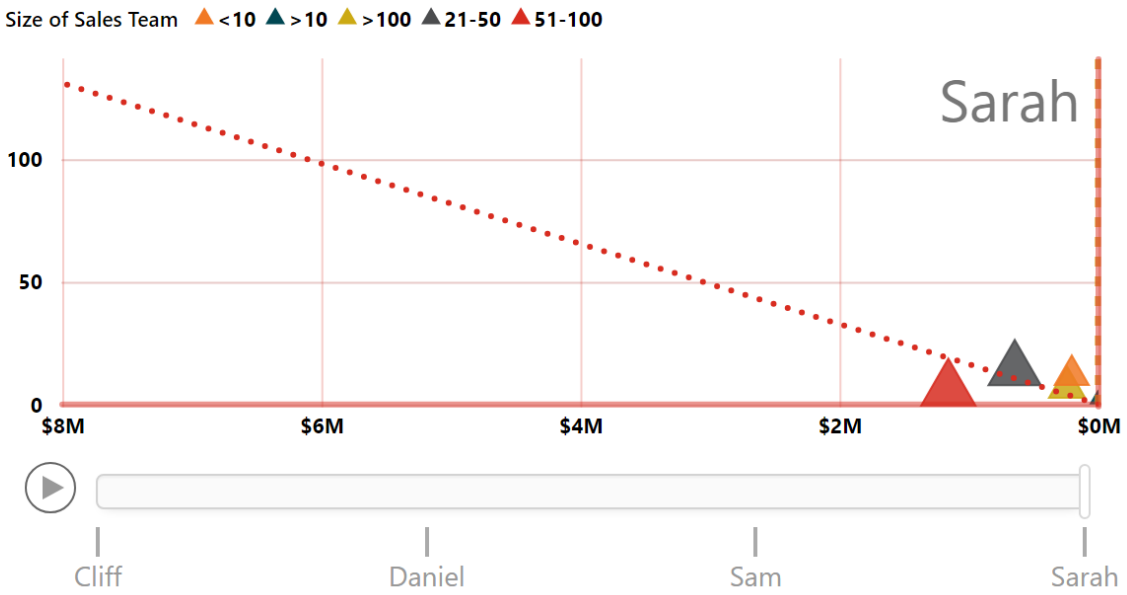

## Revenue by Month & PY



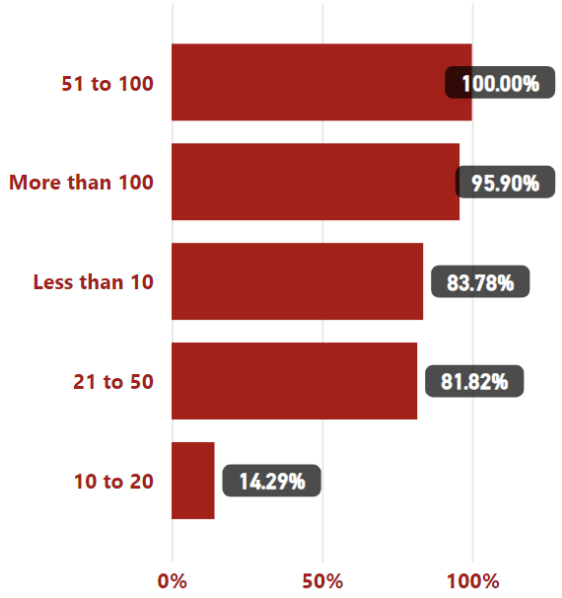

## Top 10 Industries Revenue won




## Correlation Revenue (Team size & Count Account




## Deal Closed won Conversion Rate



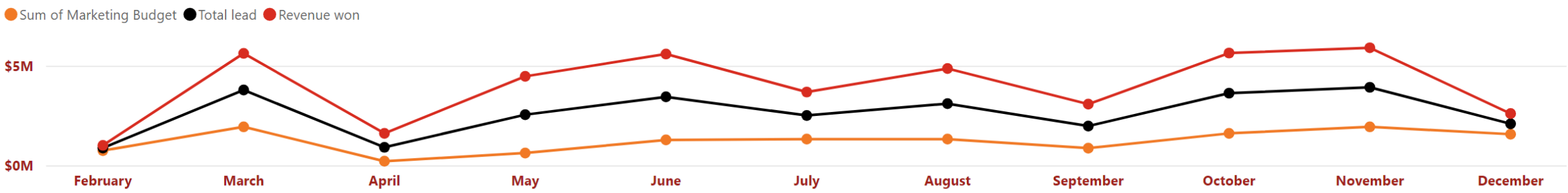
Overview | Sales Rep | **Details**

**Sales Representative**: All

**Deal Stage**: All

**Year**: 2019

## Revenue by Top-10 Industries




| Account Number | Amount | Sales Rep | Lead Source | Industry | Created Date | Close Date | Age | Type | Stage | Marketing Budget | Conversion Rate | Re_won | Revenue won |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1001 | 50,433.75 | Cliff | Web | Utilities | 01-01-2019 | 18-05-2019 | 137 | New Business | Closed Won | $8,21,954.00 | 100.00% | 100.00% | $ 50,433.75 |
| 1002 | 450.00 | Daniel | ISA Conference | Manufacturing | 02-01-2019 | 22-03-2019 | 79 | New Business | Loss | $4,10,977.00 | | | |
| 1003 | 46,485.00 | Sarah | Other | Manufacturing | 04-01-2019 | 11-03-2019 | 66 | New Business | Closed Won | $4,10,977.00 | 100.00% | 100.00% | $ 46,485 |
| 1003 | 51,750.00 | Sarah | Other | Manufacturing | 06-01-2019 | 28-03-2019 | 81 | Existing Business | Closed Won | $4,10,977.00 | 100.00% | 100.00% | $ 51,750 |
| 1003 | 89,100.00 | Sarah | Other | Manufacturing | 05-01-2019 | 30-03-2019 | 84 | New Business | Closed Won | $4,10,977.00 | 100.00% | 100.00% | $ 89,100 |
| 1003 | 1,26,978.75 | Sarah | Self-Generated | Manufacturing | 03-01-2019 | 10-03-2019 | 66 | New Business | Closed Won | $4,10,977.00 | 100.00% | 100.00% | $ 1,26,978.75 |
| 1004 | 27,000.00 | Sam | Self-Generated | Other | 09-01-2019 | 17-03-2019 | 67 | Existing Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 27,000 |
| 1004 | 90,000.00 | Sam | Web | Other | 08-01-2019 | 19-03-2019 | 70 | Existing Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 90,000 |
| 1004 | 72,000.00 | Sam | Web | Other | 07-01-2019 | 24-03-2019 | 76 | New Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 72,000 |
| 1005 | 5,03,831.25 | Cliff | Other | Consulting Services | 10-01-2019 | 26-03-2019 | 75 | New Business | Closed Won | $2,05,489.00 | 100.00% | 100.00% | $ 5,03,831.25 |
| 1006 | 24,705.00 | Daniel | Self-Generated | Heavy Duty Trucking | 11-01-2019 | 23-02-2019 | 43 | Existing Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 24,705 |
| 1007 | 36,787.50 | Daniel | Other | Industrial | 13-01-2019 | 24-02-2019 | 42 | Existing Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 36,787.5 |
| 1007 | 3,72,836.25 | Daniel | Referral | Industrial | 12-01-2019 | 03-03-2019 | 50 | Existing Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 3,72,836.25 |
| 1008 | 2,860.31 | Daniel | Call In | Financial Services | 14-01-2019 | 11-03-2019 | 56 | New Business | Loss | $2,87,684.00 | | | |
| 1009 | 69,682.50 | Cliff | Web | Transportation/Logistics | 15-01-2019 | 26-02-2019 | 42 | New Business | Closed Won | $2,46,586.00 | 100.00% | 100.00% | $ 69,682.5 |
| 1010 | 4,495.50 | Daniel | Other | Agriculture | 16-01-2019 | 04-03-2019 | 47 | New Business | Closed Won | $8,21,954.00 | 100.00% | 100.00% | $ 4,495.5 |
| 1011 | 2,812.50 | Sarah | Referral | Construction | 17-01-2019 | 03-03-2019 | 45 | New Business | Loss | $2,05,489.00 | | | |
| 1012 | 15,468.75 | Sam | Other | Healthcare | 19-01-2019 | 10-03-2019 | 50 | Existing Business | Closed Won | $6,16,466.00 | 100.00% | 100.00% | $ 15,468.75 |
| Total | 1,95,28,741.53 | | | | | | | | | | 84.38% | 99.54% | $ 1,94,39,672.47 |