# USER STORIES

1. **Evaluating Conversion Performance:** In my role as the Head of Outreach Initiatives, I aim to assess the effectiveness of our campaigns by understanding the transformation rate from potential customers to actual sales.
2. **Channel Effectiveness Analysis:** In my capacity as the Head of Outreach Initiatives, I seek to determine which channels or campaigns exhibit the highest conversion rates, enabling us to allocate resources more efficiently.
3. **Identification of Areas for Enhancement:** As the Head of Outreach Initiatives, my goal is to pinpoint areas with lower conversion rates to formulate strategies for improving our success rate.
4. **Visual Representation for Team Communication:** As the Head of Outreach Initiatives, I desire a visual breakdown of our conversion performance across various channels and campaigns to facilitate easy sharing and discussions with the team.
5. **Insights into the Lead-to-Sale Journey:** As the Head of Outreach Initiatives, I am interested in gaining insights into the process from lead generation to final sale, allowing us to identify any bottlenecks or inefficiencies in our workflow.

# SELECTED KPI

**Sales Conversion Rate:**

Quantifies the Percentage of Prospective Customers who Successfully Make a Purchase.

Example: During the month of March, 1,500 individuals displayed interest in our product, yet only 250 of them completed their purchases, resulting in a sales conversion rate of 16.67%.

**Utilization:**

The assessment of the sales conversion rate provides valuable insights into the effectiveness of our sales presentations and tactics. It serves to illuminate specific areas where improvements may be necessary, aiding in the enhancement of both our marketing strategies and sales processes to achieve more favourable results.