

# CRM And Sales Pipeline Overview

3000

Total Leads

171

Total Customer

5.7%

Conversion Rate

1.36

WinLossRatio

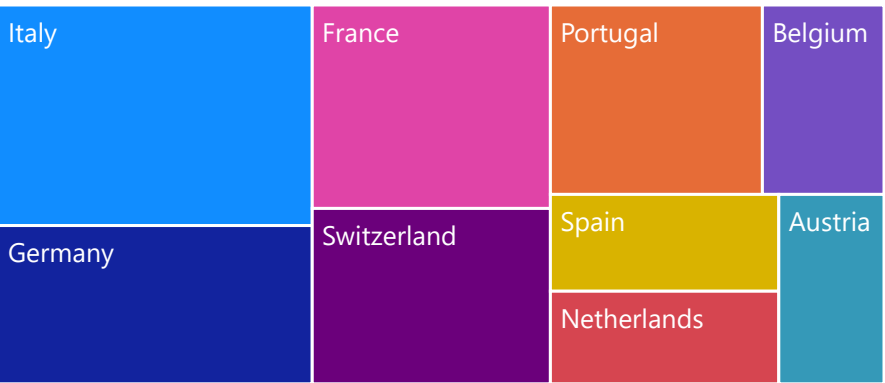
177

Churned Customer

57.64%

Deal Closure Rate

Deal Value by Country



Lead acquisition date

02-01-2024



31-05-2024



Expected close date

26-01-2024



27-05-2025



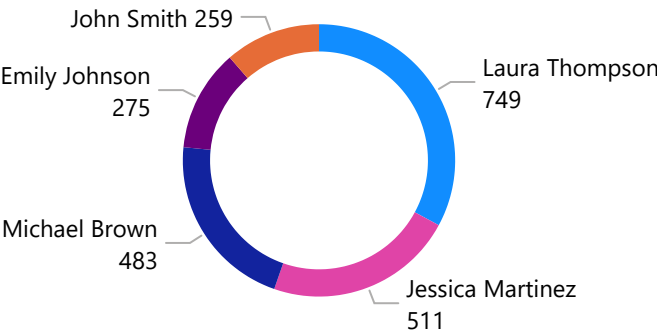
Sales Performance

Monthly Pipeline Health

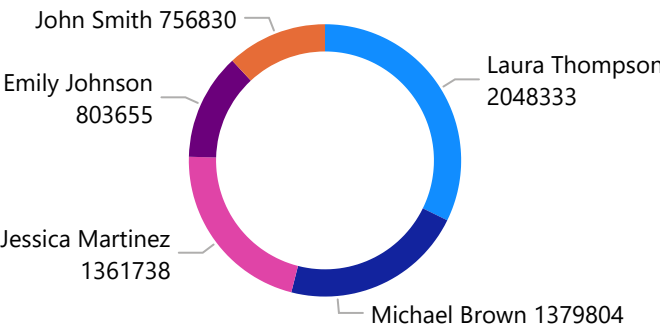
Performance analysis

Lost Deal Analysis

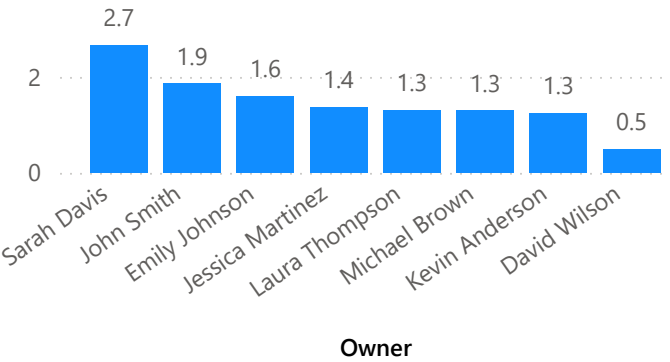
Top 5 Sale Person based on Lead



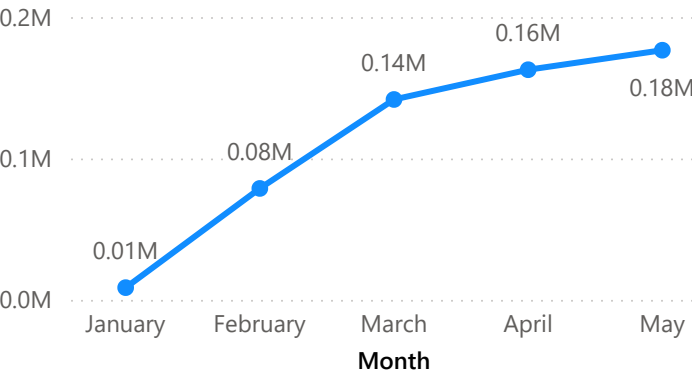
Top 5 Sale Person based on Deal value



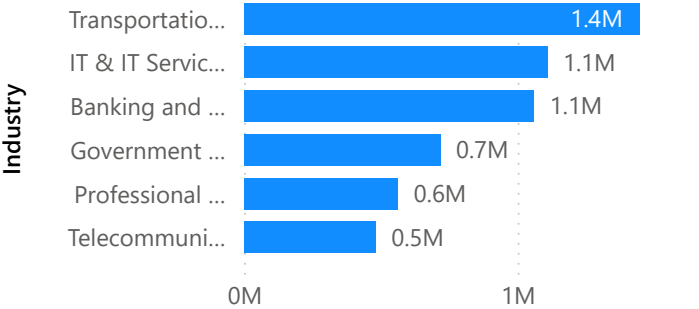
Win-Loss Ratio by SalesPerson



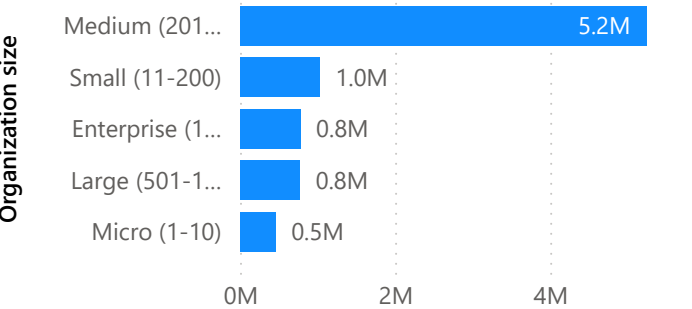
Avg Deal Value by Month



Deal Value by Industry



Deal Value by Organization size



# CRM And Sales Pipeline Overview

Sales Performance

Monthly Pipeline Health

Performance analysis

Lost Deal Analysis

Owner

All

Industry

All

Month

All

Country

☐ Austria

☐ Belgium

☐ France

☐ Germany

☐ Italy

☐ Netherlands

☐ Portugal

☐ Spain

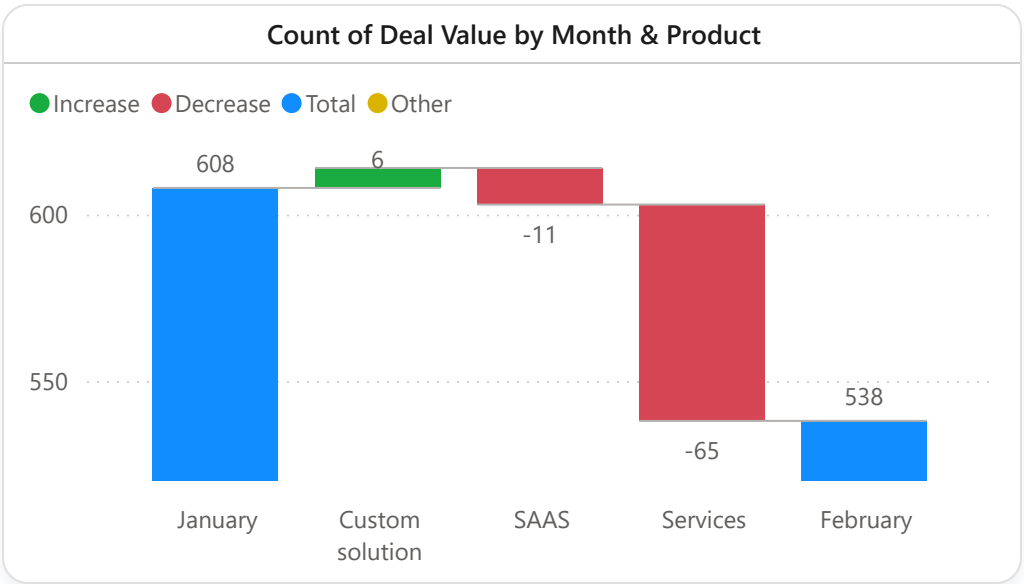
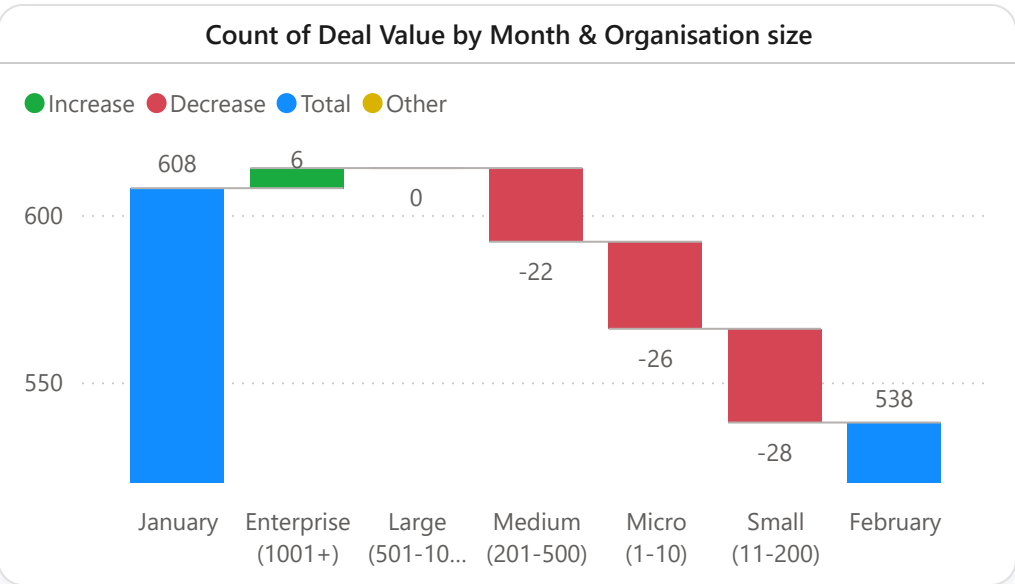
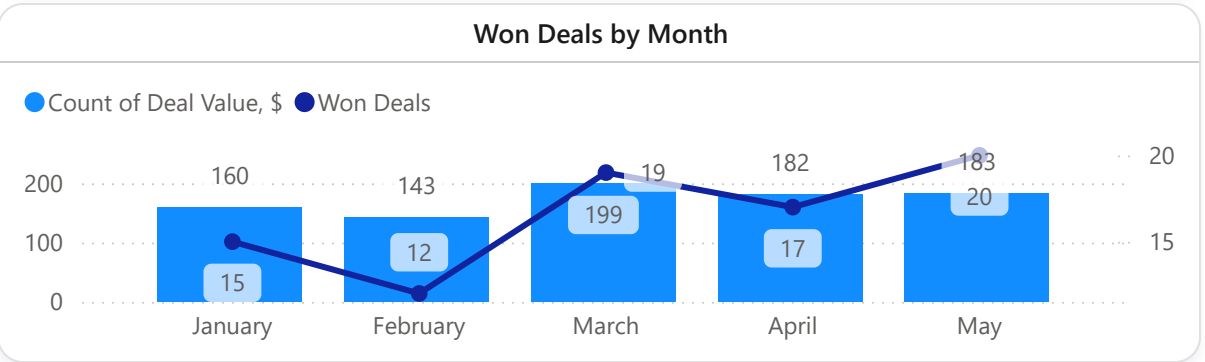
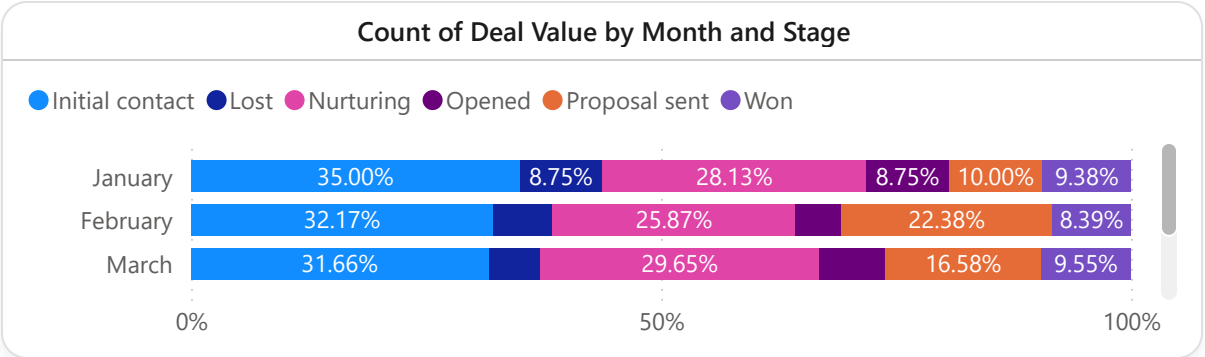
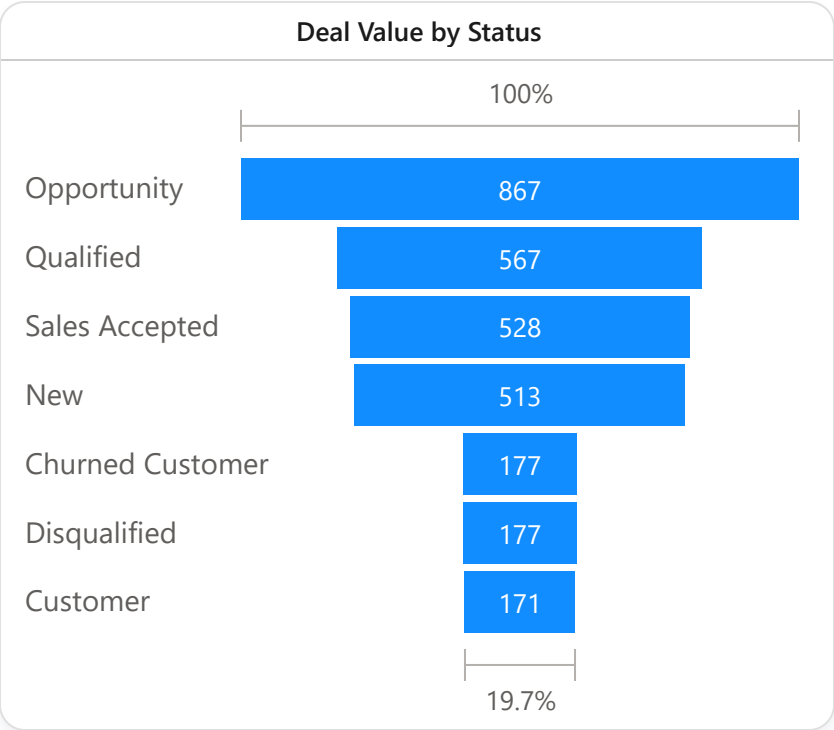
☐ Switzerland

Product

☐ Custom solution

☐ SAAS

☐ Services



# CRM And Sales Pipeline Overview

Sales Perfomance

Monthly Pipeline Health

Perfomance analysis

Lost Deal Analysis

Country

All

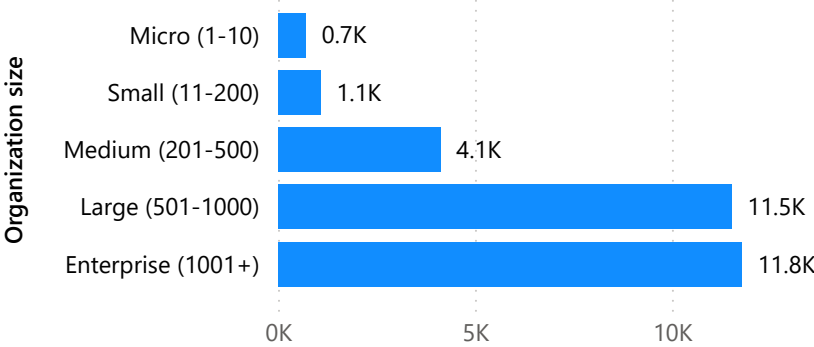
Industry

All

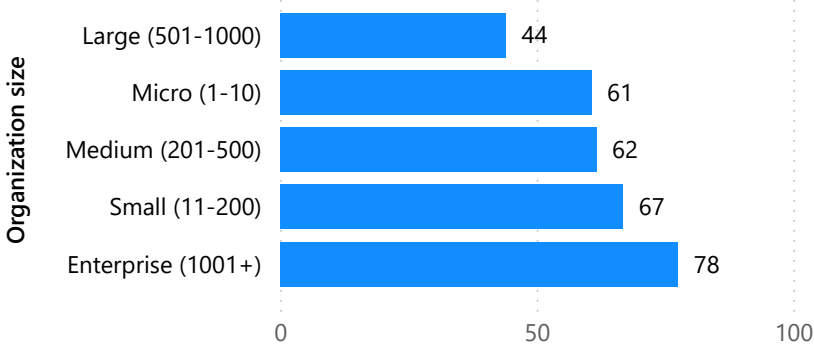
Owner

All

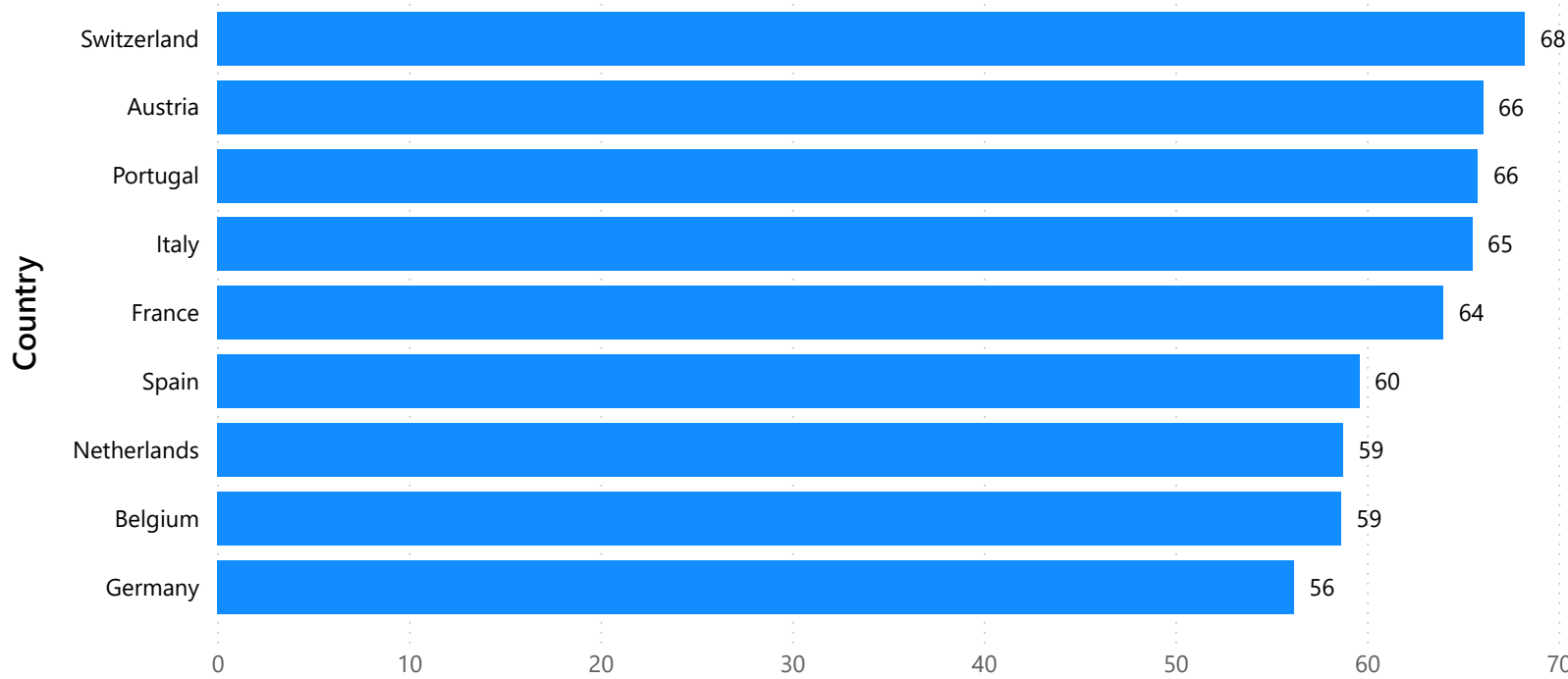
Average of Deal Value, \$ by Organization size



SaleCycleDuration by Organization size

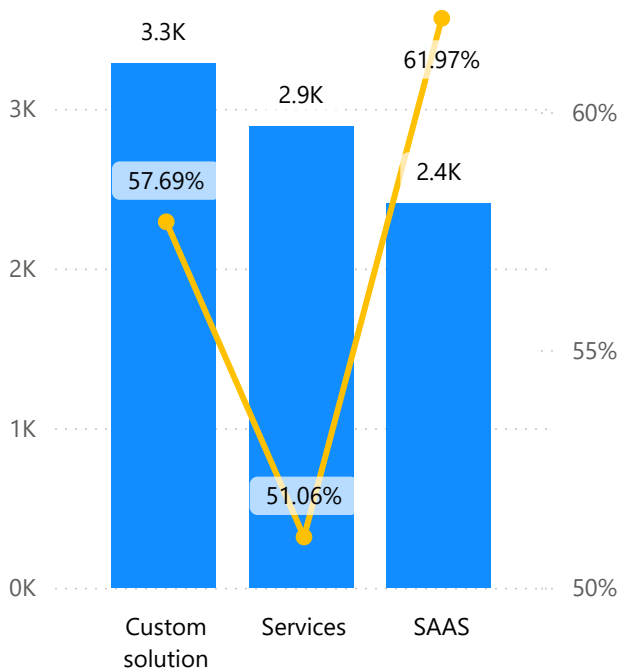


SaleCycleDuration by Country



Country Industry Owner

Average Deal Value & Deal Closure Rate by Product



# CRM And Sales Pipeline Overview

Sales Performance

Monthly Pipeline Health

Performance analysis

Lost Deal Analysis

867

Opportunity

61

Lost Deals

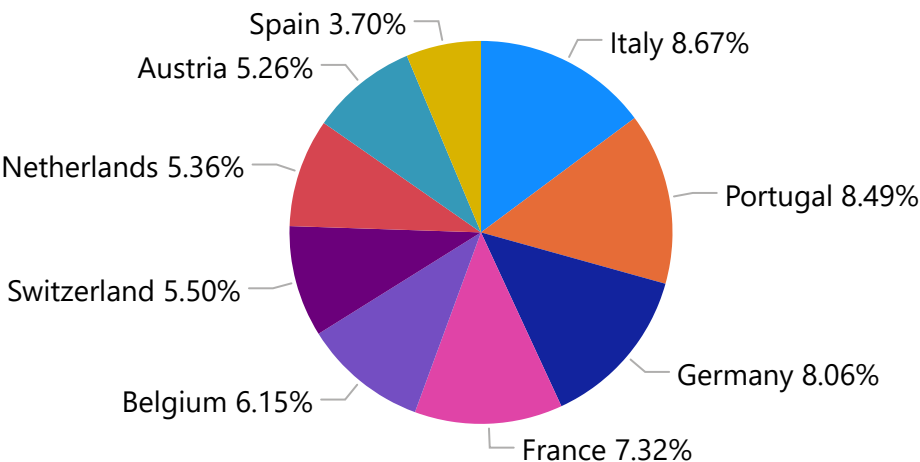
7.04%

Lost rate

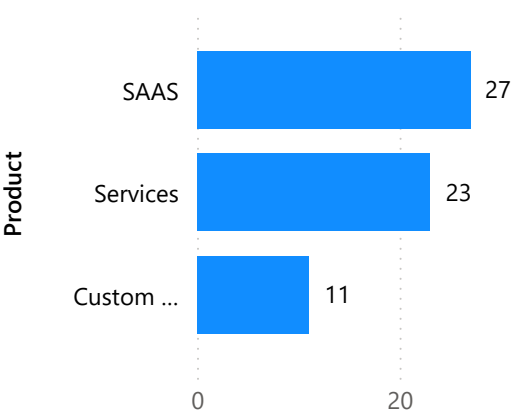
63.17

Avg Days to Close

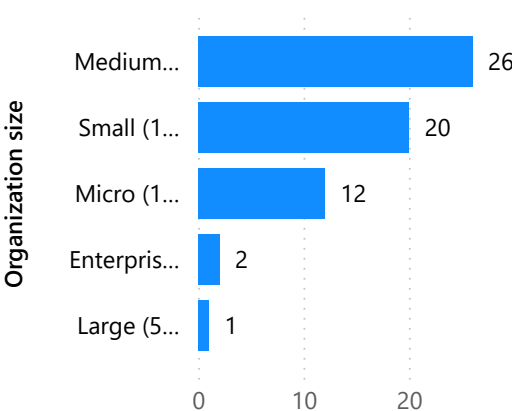
Lost Rate by Country



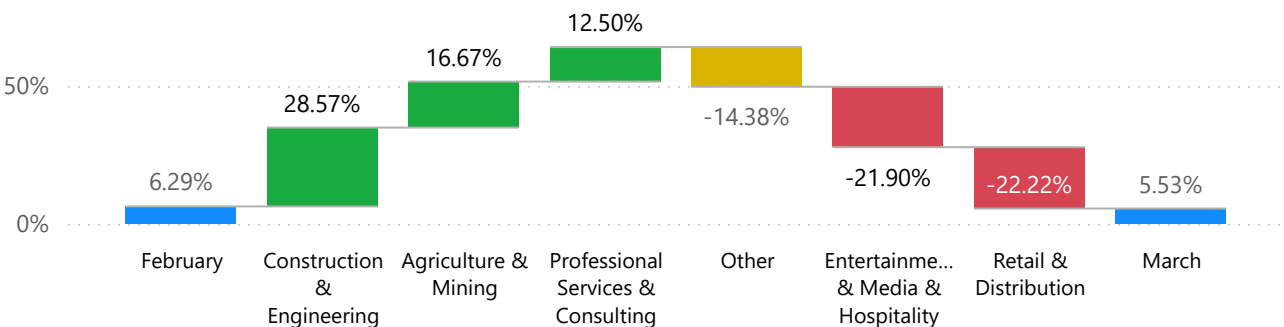
Lost Deals by Product



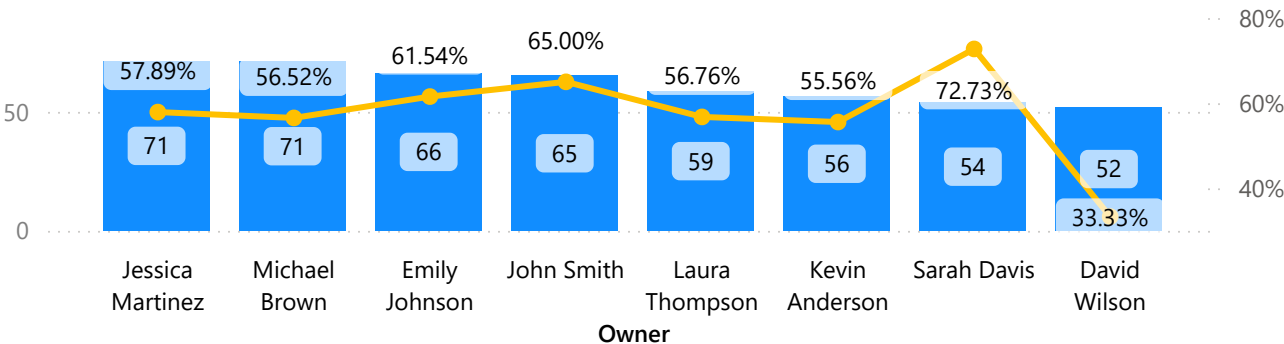
Lost Deals by Organisation size



Lost Deals by Industry



Avg Days taken to close the deals and Deal Closure Rate by Sales person



Avg Days Taken to close the deal by Industry

