



CRM & Sales Pipelines - Performance Overview



Total Deal Value

\$8.28M

Total Leads

3000

Closed Deal Value

\$931K

Leads Closed

348

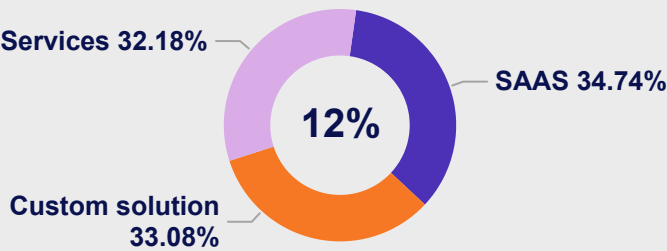
Win Deals

83

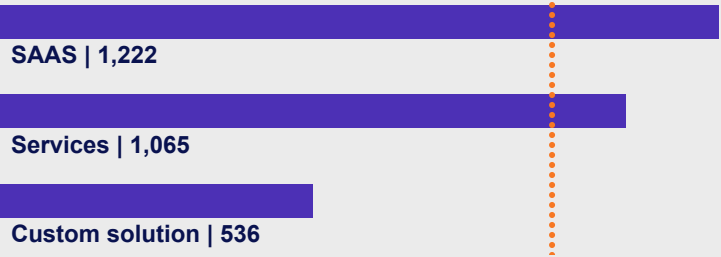
Lost Deals

61

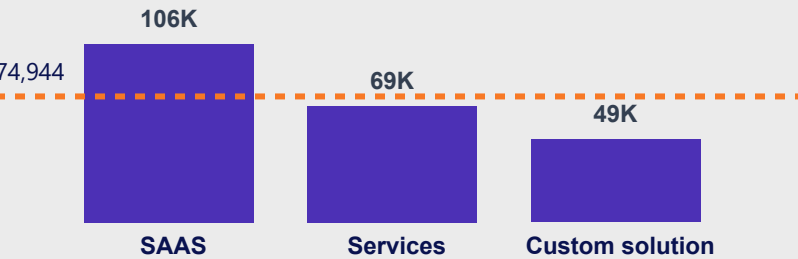
Conversion Rate by Product



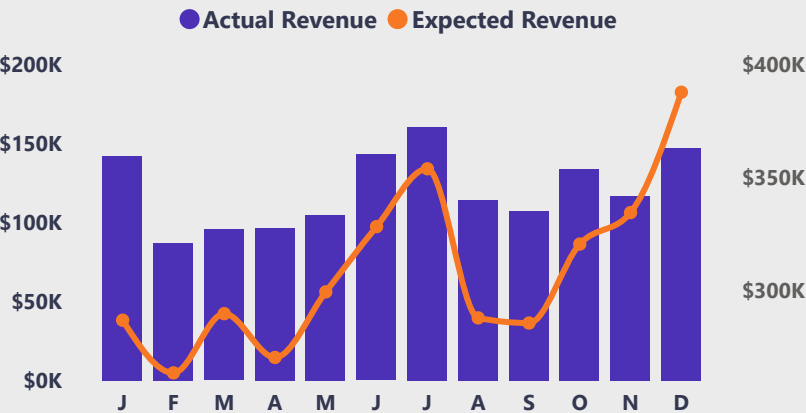
Potential Deals by Product



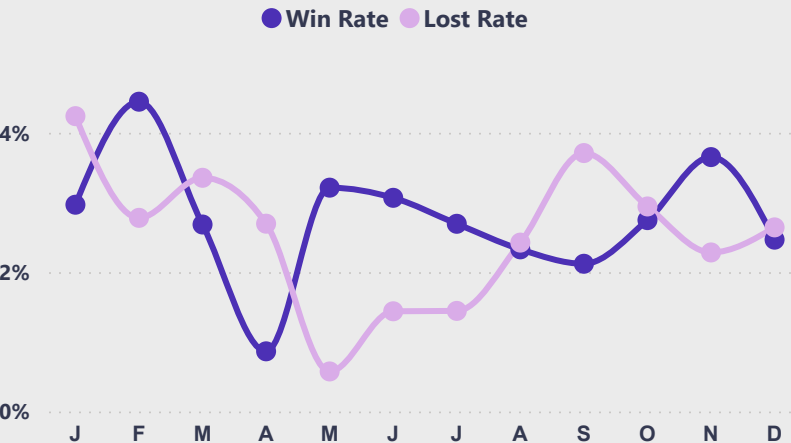
Sales Velocity by Product



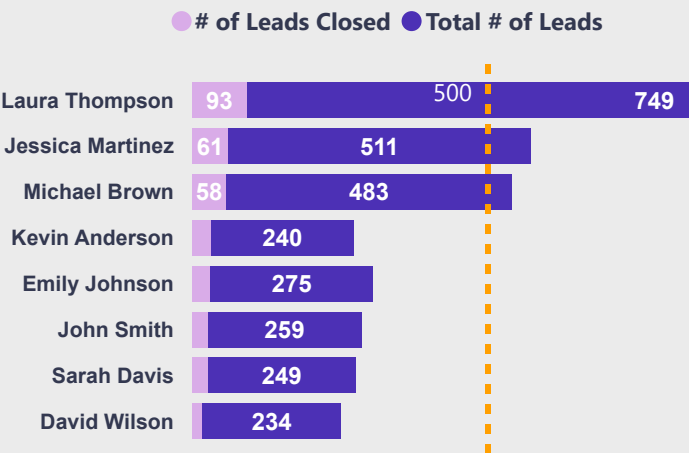
Actual vs Expected Revenue by Month



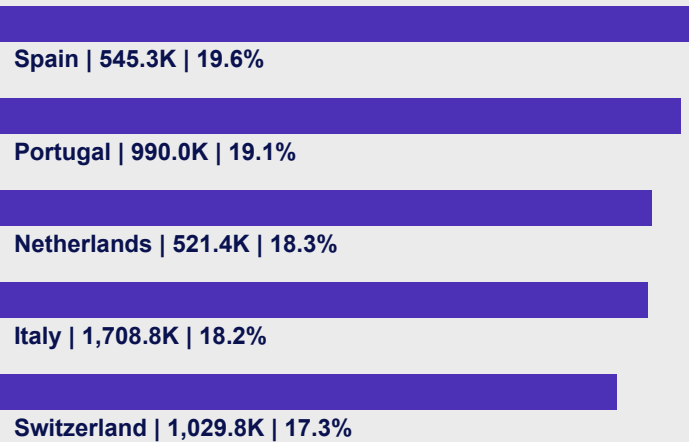
Win & Lost Rate by Month



Closed Leads vs Total Leads by Owner



Lead Conversion Rate by Country

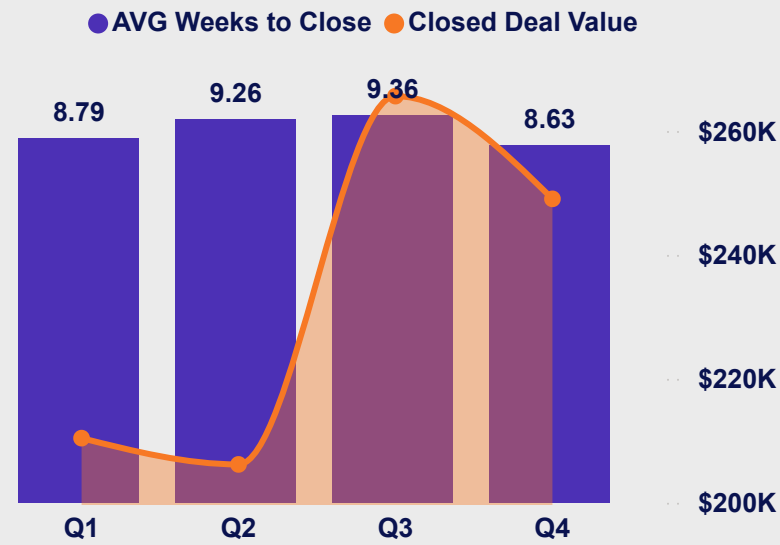




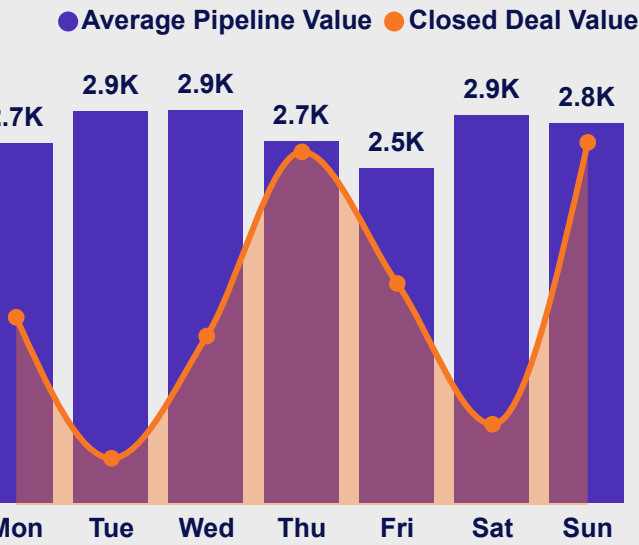
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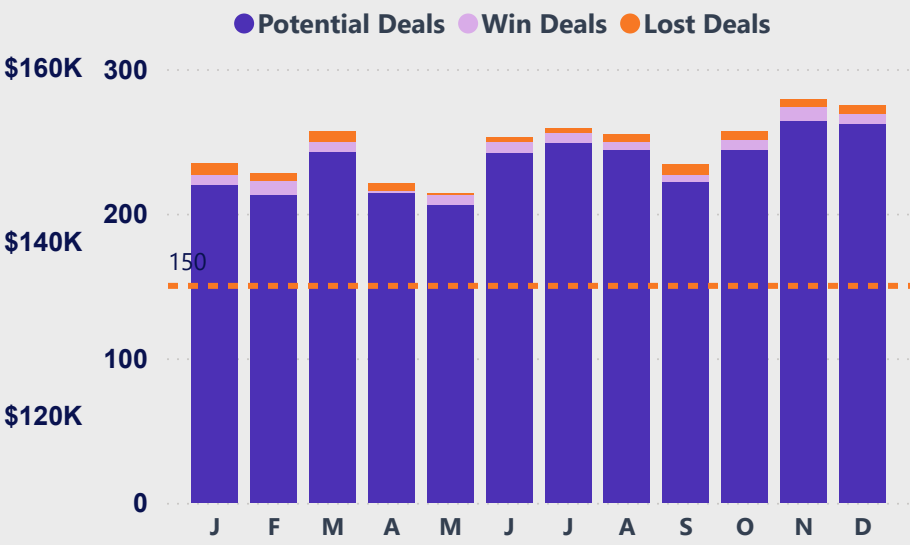
AVG Weeks to Close & Closed Deal Value by Quarter



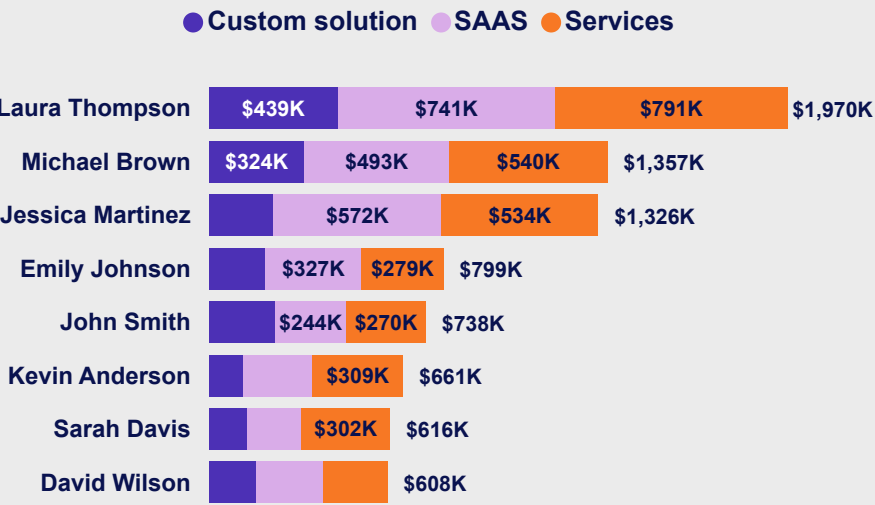
AVG Pipeline Value & Closed Deal Value by Weeks



Potential, Win & Lost by Month



Potential Deal Value by Owner and Product



All								
Owner	Total Leads	Closed Leads	Potential Deal	Closed Deals	Conversion Rate	Win Rate	Lost Rate	
Sarah Davis	249	27	\$616,339	43	10.84%	➔ 3.21%	❌ 1.20%	
Michael Brown	483	58	\$1,357,090	93	12.01%	⬇ 2.69%	⚠ 2.07%	
Laura Thompson	749	93	\$1,969,647	127	12.42%	➔ 2.80%	⚠ 2.14%	
Kevin Anderson	240	33	\$661,200	43	13.75%	⬇ 2.08%	❌ 1.67%	
John Smith	259	27	\$738,135	47	10.42%	⬆ 5.02%	✅ 2.70%	
Jessica Martinez	511	61	\$1,325,753	86	11.94%	⬇ 2.15%	❌ 1.57%	
Emily Johnson	275	31	\$798,695	49	11.27%	➔ 2.91%	⚠ 1.82%	
David Wilson	234	18	\$608,161	37	7.69%	⬇ 1.71%		3.42%
Total	3000	348	\$8,075,020	525	11.60%	2.77%		2.03%