



# CRM & Sales Pipelines - Performance Overview



Total Deal Value

\$8.28M

Total Leads

3000

Closed Deal Value

\$931K

Leads Closed

348

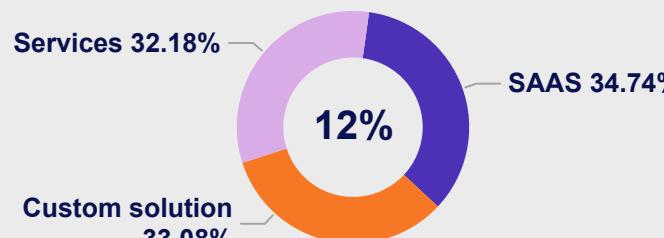
Win Deals

83

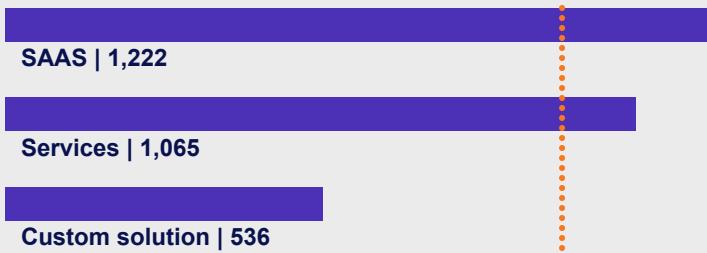
Lost Deals

61

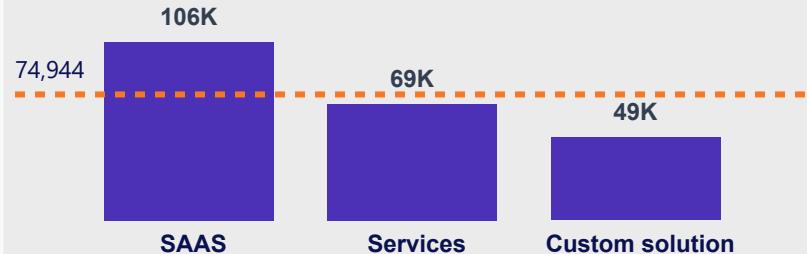
## Conversion Rate by Product



## Potential Deals by Product



## Sales Velocity by Product



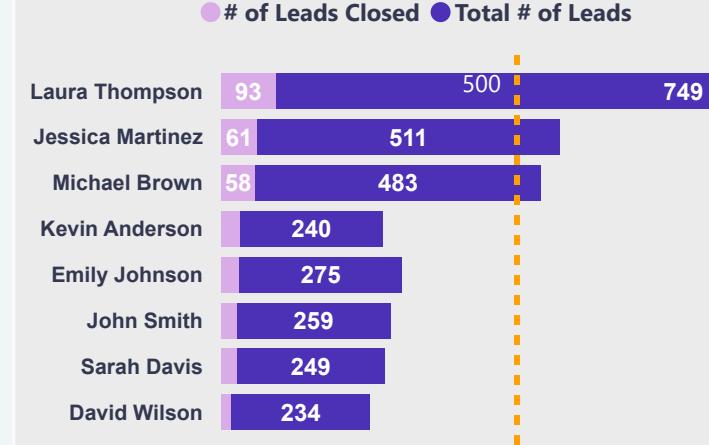
## Actual vs Expected Revenue by Month



## Win & Lost Rate by Month



## Closed Leads vs Total Leads by Owner



## Lead Conversion Rate by Country



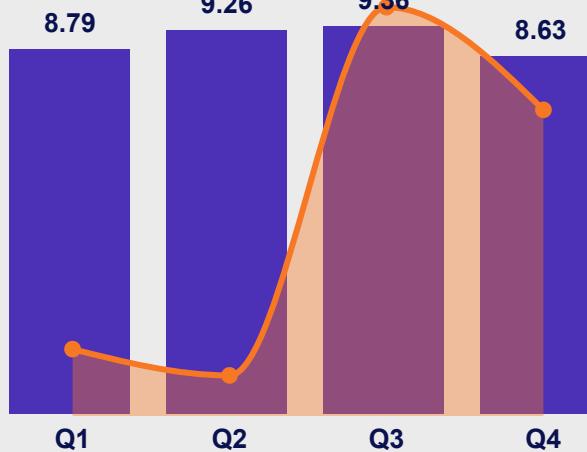


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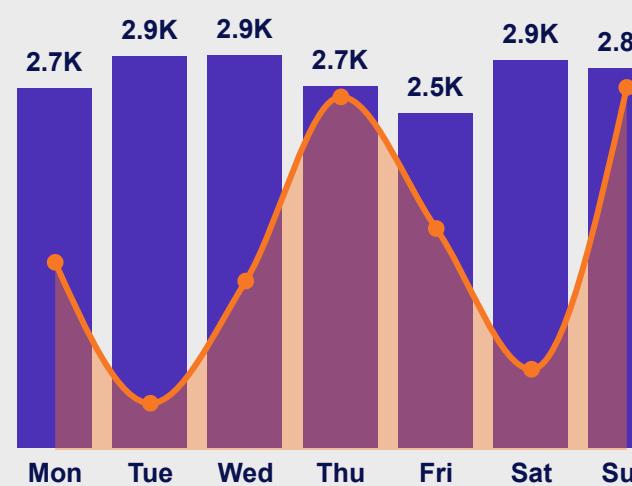
## AVG Weeks to Close & Closed Deal Value by Quarter

● AVG Weeks to Close ● Closed Deal Value



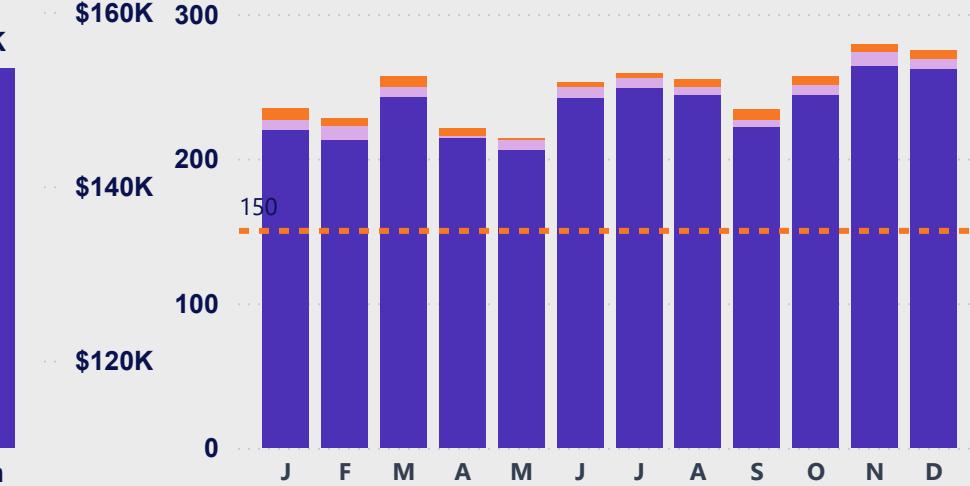
## AVG Pipeline Value & Closed Deal Value by Weeks

● Average Pipeline Value ● Closed Deal Value



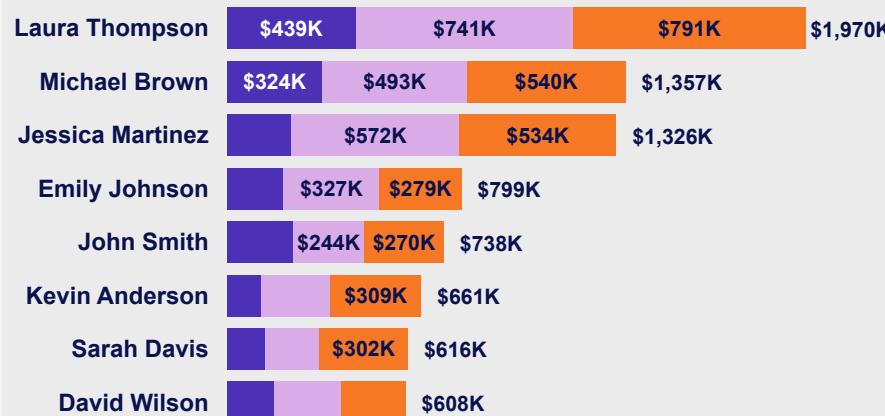
## Potential, Win & Lost by Month

● Potential Deals ● Win Deals ● Lost Deals



## Potential Deal Value by Owner and Product

● Custom solution ● SAAS ● Services



Owner	Total Leads	Closed Leads	Potential Deal	Closed Deals	All		
					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%