Product Management Document: KPI Dashboard

# Objective

Provide visibility into sales performance with two key metrics:  
1. Lead to Opportunity Conversion Ratio  
2. Revenue Generated from Opportunities Closed as Won

# Dashboard Features

- KPI Cards to display each metric clearly.  
- Time filter allowing users to select a period: Last Week, Last Month, Last 3 Months.  
- Metrics update dynamically based on selected period.  
- Trends (up, down, flat) displayed on KPI cards.  
- Accessible labels for screen readers.

# KPIs Defined

1. Lead to Opportunity Conversion Ratio: Percentage of leads converted into opportunities.  
2. Revenue from Opportunities Closed as Won: Total revenue generated from deals marked as won.

# Time Periods

Allowed filters:  
- Last Week  
- Last Month  
- Last 3 Months

# Expected Outcomes

- Sales leadership can track conversion efficiency.  
- Finance and management can view revenue trends.  
- Overall dashboard provides actionable insights quickly.