

Executive Overview

Overview

Pipeline

Performance

Marketing

734

Total Accounts

528

Won Accounts

135

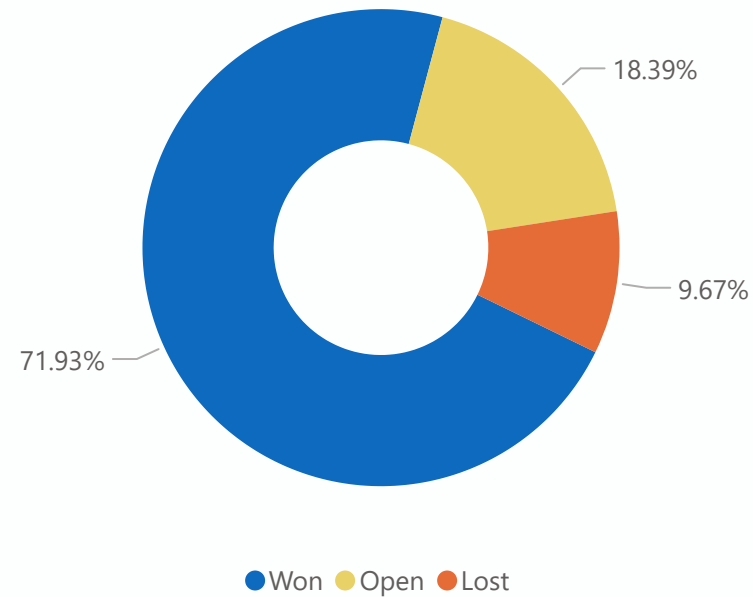
Open Accounts

71

Lost Accounts

71.9

Overall Win Rate



Healthy sales performance with 72% win rate and most accounts already closed.

Sales Funnel & Pipeline Health

Overview

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734

Total Leads

135

Open Accounts

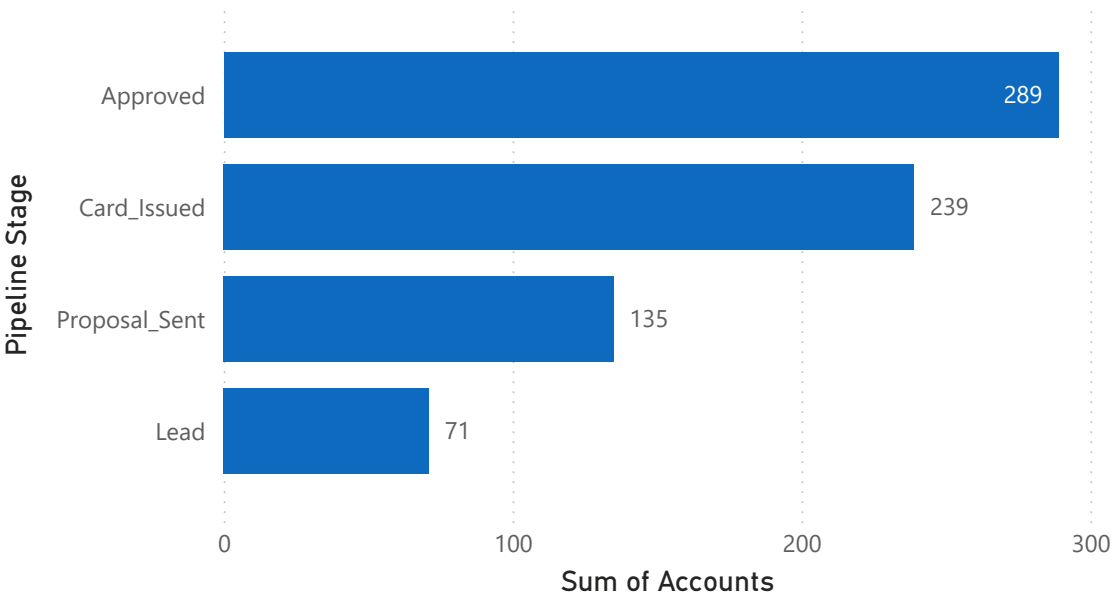
34M

Open Pipeline Revenue

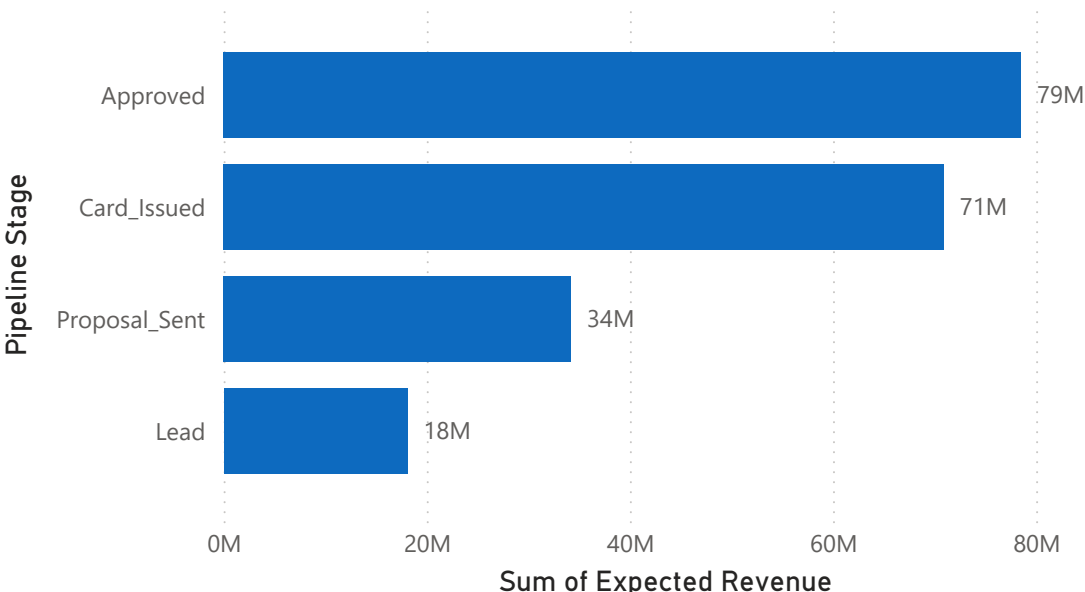
71.9

Overall Win Rate

Pipeline Distribution by Deal Stage



Revenue Potential Across Pipeline Stages



Pipeline value is concentrated in late stages, indicating high revenue visibility but weaker early-stage lead buildup.

Industry and Sales Channel Performance

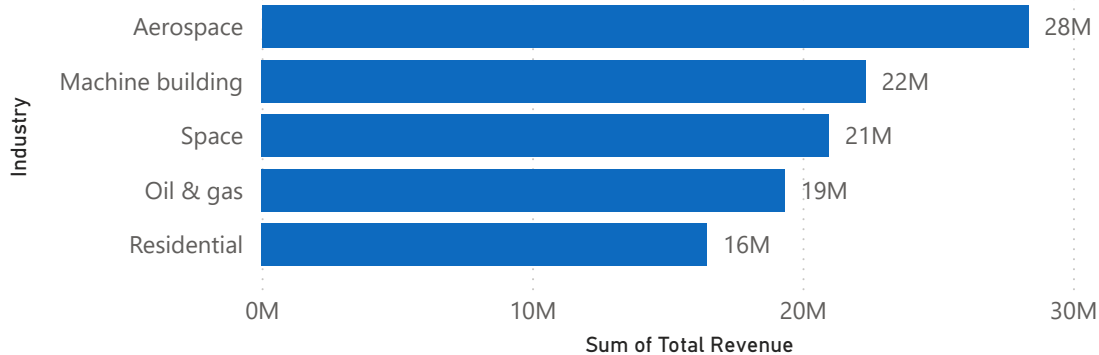
Overview

Pipeline

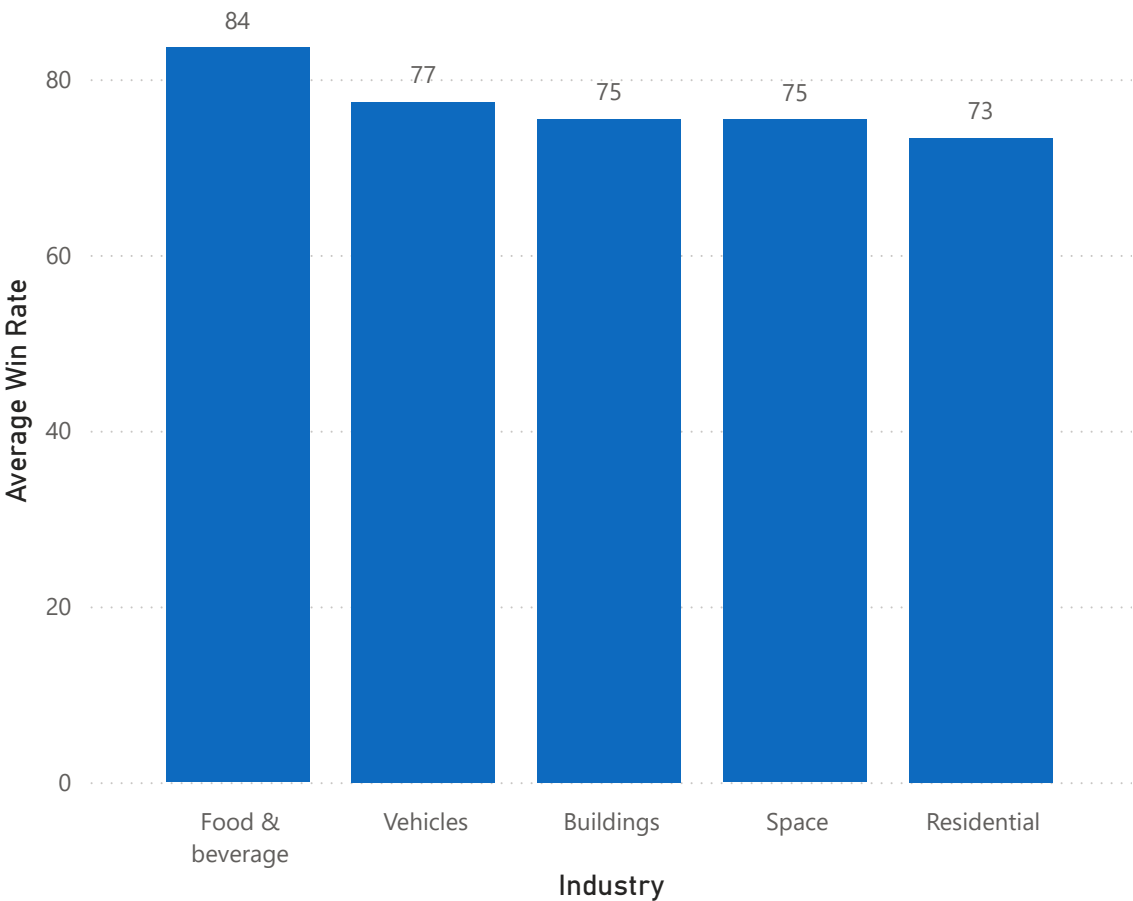
Performance

Marketing

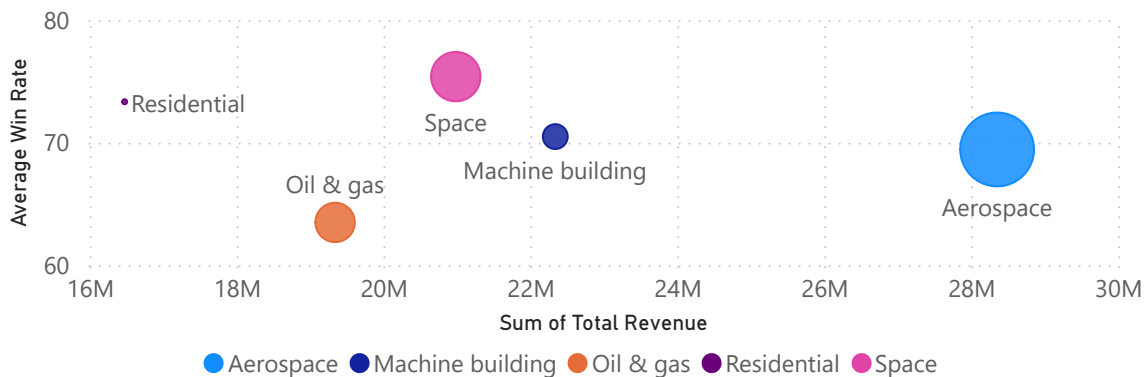
Top Revenue-Driving Industries



Industries with Highest Win Rates



Revenue vs Win Rate Trade-off (Top Industries)



Aerospace drives the highest revenue, while select industries achieve stronger conversion efficiency.

Marketing ROI and Channel Effectiveness

Overview

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734

Total Leads Generated

202M

Revenue Attributed to Marketing

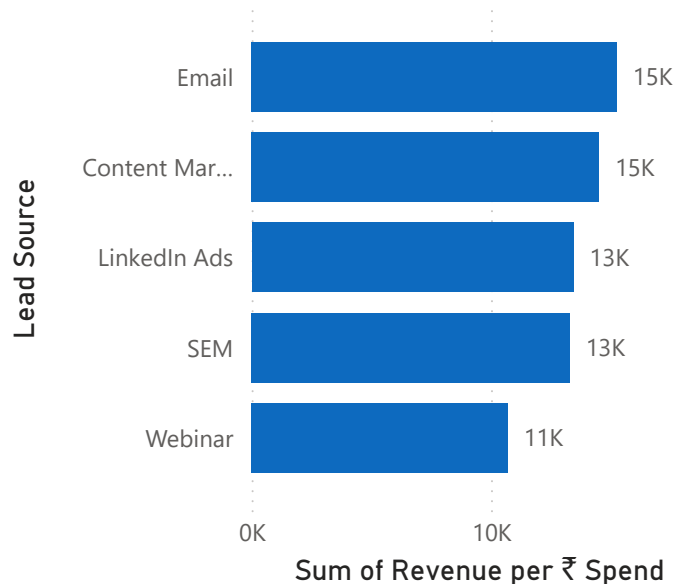
74.8

Average Win Rate

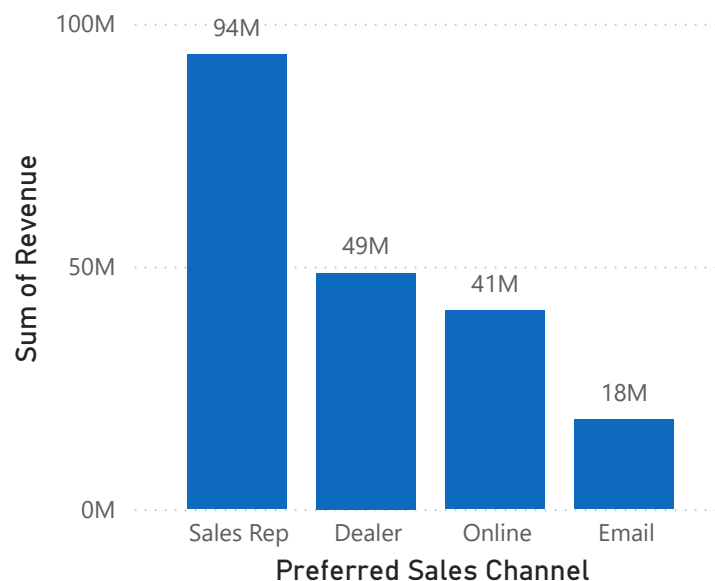
15.3K

Best ROI Channel (₹ / ₹ Spent)

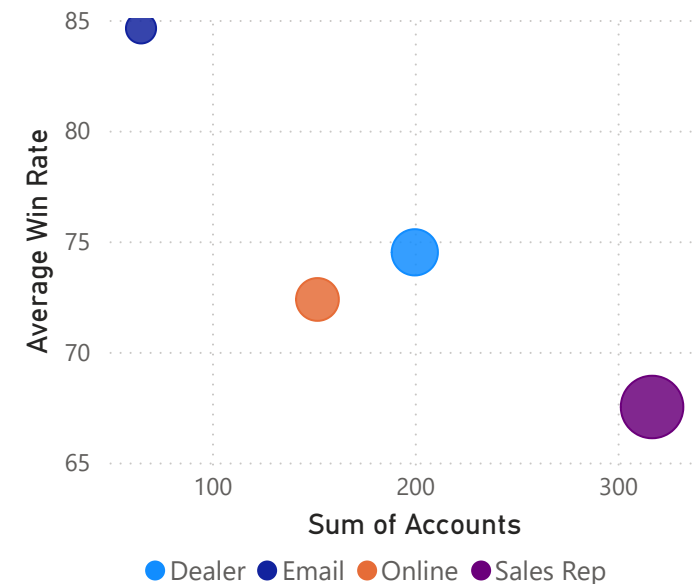
Marketing ROI by Channel (₹ Revenue per ₹ Spent)



Revenue & Win Rate by Sales Channel



Lead Volume vs Conversion Quality by Channel



Email and content marketing generate the best revenue efficiency per ₹ spent, while sales-led channels drive volume.