

Dashboard: Marketing Executive Dashboard-Overall Metrics

Total Lead Conversion Summary-This CQ

Total # of Leads Created-This CQ: **22K**
Current CQ

of Opportunities Created-This CQ: **58**
Current CQ

Opportunity Amount Created-This CQ: **\$4.7M**
Current CQ

Opportunities Won -This CQ: **8**
Current CQ

Opportunity Won Amount-This CQ: **\$1.2M**
Current CQ

Total Lead Conversion Summary-Previous CQ

Total # of Leads Created-Previous CQ: **98K**
Previous CQ

of Opportunities Created-Previous CQ: **92**
Previous CQ

Opportunity Amount Created-Previous CQ: **\$6.7M**
Previous CQ

Opportunities Won- Previous CQ: **9**
Previous CQ

Opportunity Won Amount- Previous CQ: **\$988K**
Previous CQ

Total Lead Conversion Summary-This Year

Total # of Leads Created-This Year: **178K**
This Year

of Opportunities Created-This Year: **327**
This Year

Opportunity Amount Created-This Year: **\$26.5M**
This Year

Opportunities Won- This Year: **33**
This Year

Opportunity Won Amount-This Year: **\$4.5M**
This Year

Section: "Total Lead Conversion Summary-This CQ"

It describes the overall leads conversion cycle summarized for the Current Calendar Quarter.

- **Total #of Leads Created-This CQ:** The number of leads that have been created in the Current Calendar Quarter.
- **#of opportunities created-This CQ:** The number of opportunities created in the Current Calendar Quarter.
- **Opportunity Amount Created-This CQ:** Total Amount created through Opportunity creation in the Current Calendar Quarter.
- **# Opportunities Won-This CQ:** The number of opportunities won in Current Calendar Quarter.
- **Opportunity Won Amount-This CQ:** Total Amount closed in Current Calendar Quarter.

Section: "Total Lead Conversion Summary-Previous CQ"

It describes the overall leads conversion cycle summarized for the Previous Calendar Quarter.

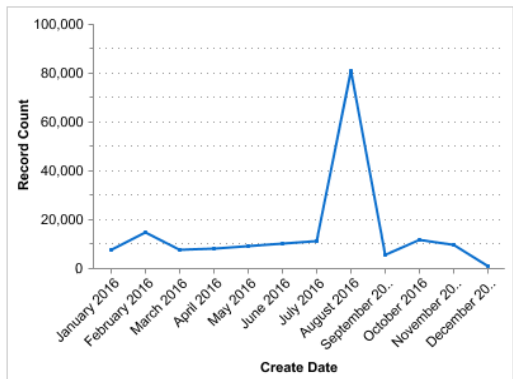
All the sub-sections are showing the similar information as that of the "Total Lead Conversion Summary-This CQ" but for the Previous Calendar Quarter.

Section: "Total Lead Conversion Summary-This Year"

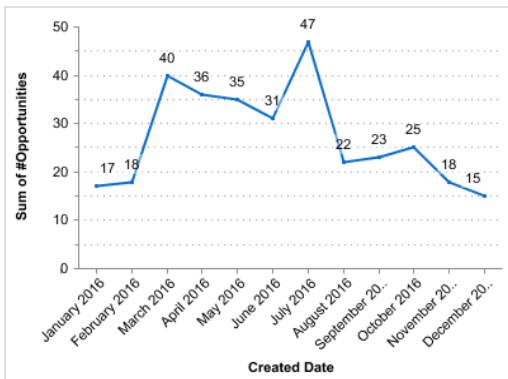
It describes the total lead conversion cycle summarized for the Current Calendar Year.

All the sub-sections are showing the similar information as that of the "Total Lead Conversion Summary-This CQ" and "Total Lead Conversion Summary-Previous CQ" but for the Current Calendar Year.

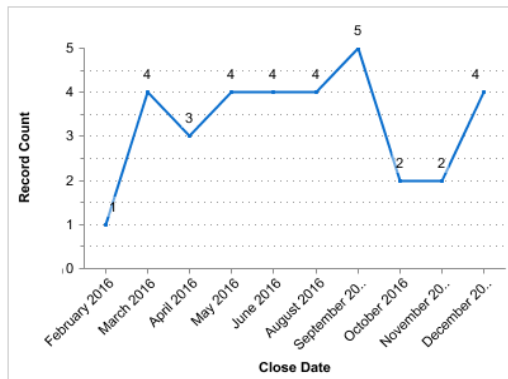
Leads creation trend (This Year)



Total # of Opportunity Created trend (This Year)



Total # of Won Opportunity trend (This Year)



Section: Leads creation Trend (This Year)

This section shows the information of Number of Leads created monthly in the Current Calendar Year.

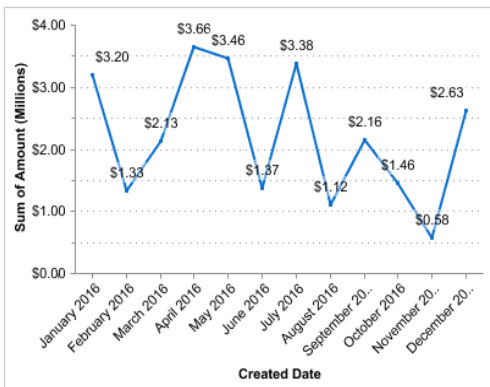
Section: Total # of Opportunity created Trend (This Year)

This section provides the total number of opportunities created monthly in the current Calendar Year.

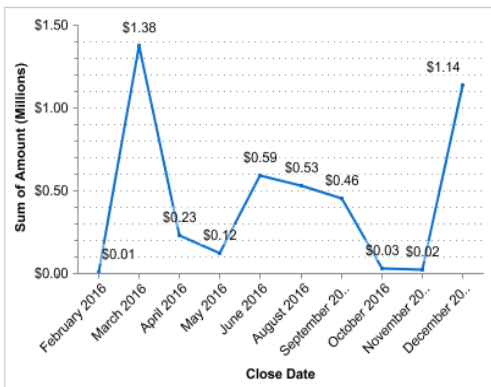
Section: Total # of Won Opportunity Trend (This Year)

This trend shown describes the Total number of Opportunities Won monthly in the current Calendar Year.

Total Amount of Opportunity Created trend (This Year)



Total Amount of Won Opportunity trend (This Year)



Section: Total Amount of Opportunity Created Trend (This Year)

This trend provides the information of the Amount that has been created monthly and by Opportunity of this Current Calendar Year.

Section: Total Amount of Won Opportunity Trend (This Year)

This trend shows the total amount closed monthly of won opportunities of this Current Calendar Year.