

Sales Performance KPI Dashboard

Reporting Period: January 2024

Prepared by: Sales Operations Team

Key Performance Indicators

120

Total Deals Closed

\$250K

Revenue Generated

15%

Monthly Growth

30

New Customers

60%

Win Rate

35

Active Opportunities

Team Member Performance

| Sales Rep | Deals Closed | Revenue | Win Rate |
|---------------|--------------|----------|----------|
| Alice Johnson | 32 | \$80,000 | 70% |
| Bob Lee | 28 | \$65,000 | 55% |

| | | | |
|-------------|----|----------|-----|
| Clara Smith | 22 | \$50,000 | 60% |
| David Kim | 18 | \$35,000 | 53% |
| Eva Brown | 20 | \$20,000 | 50% |

Summary

The sales team achieved strong performance in January, exceeding targets for revenue and new customer acquisition. Continued focus on lead qualification and opportunity management is recommended to maintain momentum.

Important Notes

- KPIs should be aligned with business objectives and regularly reviewed.
- Data accuracy is critical; ensure sources are validated.
- Use trends over time for deeper performance insights.
- Combine quantitative metrics with qualitative feedback for context.
- Consider segmenting KPIs by region, product, or other relevant dimensions.