

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.