

REVENUE PIPELINE

Conversion Rate Performance Analysis

Reporting Period: Q3 2023

Generated: Oct 24, 2023

FUNNEL STAGE	VOLUME (UNITS)	VALUE (EST. USD)	STAGE CONVERSION
Lead Generation	1,240	\$620,000	100% Entry
Marketing Qualified (MQL)	450	\$410,000	36.2% Rate
Sales Qualified (SQL)	185	\$285,000	41.1% Rate
Proposal/Negotiation	62	\$142,000	33.5% Rate
Closed Won	24	\$78,500	38.7% Rate

Total Pipeline Efficiency **1.93% Lead-to-Close**

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