

### Marketing Dashboard

campaign	start date	costs	targetgroup n	leads	opportunities	lost order n	won order n	won order €
cross sell customers	01-01-15	35000	2300	120	50	6	20	€ 500.000,00
new business segm A	15-03-15	100000	10000	600	200	30	150	€ 1.400.000,00
new business segm B	15-03-15	100000	12000	400	230	32	160	€ 2.900.000,00
		235.000	24.300	1.120	480	68	330	€ 4.800.000,00

### Sales Dashboard

accountmanager	leads	open	converted	rejected	opportunities	lost order n	won order n	won order €
Menno Jansen	210	39	168	3	84	10	70	€ 850.000,00
Piet Verveer	260	130	130	0	71	16	55	€ 1.500.000,00
Rafaella Boekhuis	300	72	226	2	140	22	95	€ 1.200.000,00
Ellen Vermaas	350	35	315	0	185	20	110	€ 1.250.000,00
	1120	276	839	5	480	68	330	€ 4.800.000,00

100%      14%      69%

