

DataHug Pipeline Visibility

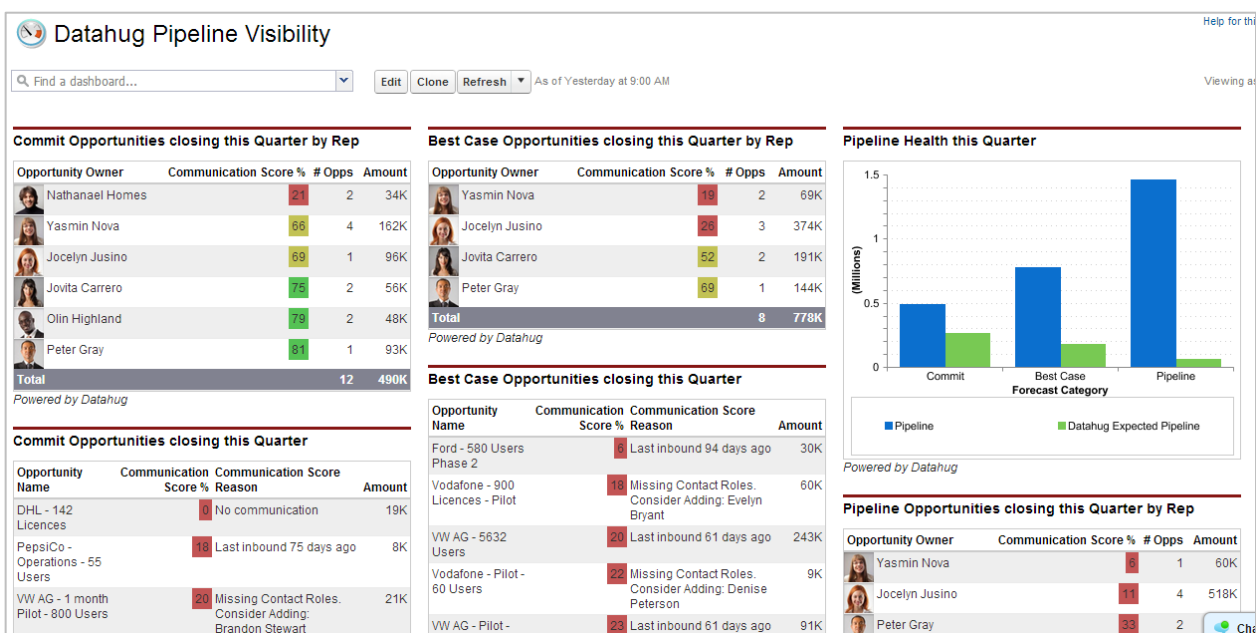
The DataHug Pipeline Dashboard is a data-driven dashboard that gives us complete visibility across our sales pipeline. It is used to highlight the deals where we have poor engagement due to a lack of communication.

This helps us to accelerate deals that might otherwise slip and hit our number at Quarter End.

Let's Get Started

Go to Dashboards and select DataHug Pipeline Visibility from the list.

The dashboard is defaulted to show you data from the current Quarter. It is broken down by Opportunities in Commit (90%), Best Case (75%) and Pipeline (<75%) statuses.



Note that the design, layout and filters on the dashboard can be customized easily to suit your particular way of viewing the world.

Commit Opportunities

The DataHug Communication Scores for all the Opportunities that have been committed this Quarter are displayed by Sales Rep and also by Opportunity Name.

In this case we can see that Nathanael has 2 deals committed totalling \$34K but the average communication score is only 21%.

Commit Opportunities closing this Quarter by Rep

Opportunity Owner	Communication Score %	# Opps	Amount
Nathanael Homes	21	2	34K
Yasmin Nova	66	4	162K
Jocelyn Jusino	69	1	96K
Jovita Carrero	75	2	56K
Olin Highland	79	2	48K
Peter Gray	81	1	93K
Total		12	490K

Powered by DataHug

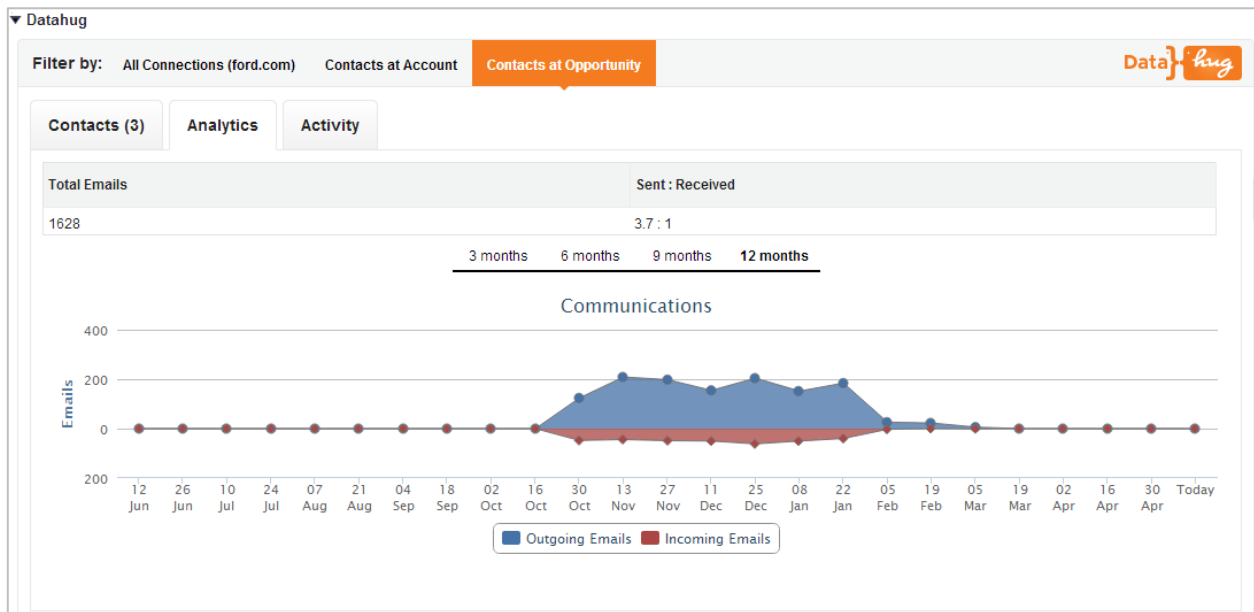
You can drill into the report to get some further details on the underlying Opps

GE - Production Dpt - \$18k	GE	62%	Last inbound 19 days ago	\$18,000.00	4/19/2014 11:00 PM	sammy.russell@ge.com	4/20/2014 12:00 AM	peter.gray@ourcompany.demo	10/19/2013 6:53 PM	Send proposal on Friday	Per And
Mastercard Licences - \$20	Mastercard	81%	Healthy	\$38,120.00	4/19/2014 11:00 PM	herbert.mann@mastercard.com	4/20/2014 12:00 AM	ruby.butler@ourcompany.demo	-	Agree Value Add with Sponsor	Per And
<input type="checkbox"/> Opportunity Owner: Nathanael Homes (2 records)											
VW AG - 1 month Pilot - 800 Users	Volkswagen AG	20%	Missing Contact Roles. Consider Adding: Brandon Stewart	\$21,200.00	-	-	2/21/2014 4:00 PM	sharon.harris@ourcompany.demo	-	Send final pricing	Pro Qu
Ford - 542 Licences - Pilot	Ford Motor Company	22%	Last inbound 77 days ago	\$13,048.00	2/20/2014 9:00 PM	jerry.king@ford.com	2/21/2014 6:00 PM	jack.flores@ourcompany.demo	-	Send proposal on Friday	Per And
<input type="checkbox"/> Opportunity Owner: Olin Highland (2 records)											
Amex - 600 Users Phase 2	American Express	76%	Healthy	\$18,400.00	4/19/2014 8:00 PM	jeremy.bennett@americanexpress.com	4/20/2014 12:00 AM	peter.gray@ourcompany.demo	-	Get meeting in diary	Ne
Target - 2040 Licences	Target Stores	82%	Healthy	\$29,760.00	4/19/2014 11:00 PM	shelia.watson@target.com	4/20/2014 12:00 AM	peter.gray@ourcompany.demo	-	Get to Decision Makers	Pro Qu
<input type="checkbox"/> Opportunity Owner: Peter Gray (1 record)											
PepsiCo - Finance Dpt	Pepsi Company	81%	Healthy	\$92,800.00	4/19/2014 4:00 PM	juan.chavez@pepsico.com	4/20/2014 12:00 AM	ruby.butler@ourcompany.demo	-	Agree Value	Ne

The report shows us the two deals and looking at this Ford pilot we can see that the primary reason for the low communications score is the fact that the last time we got an email from any of the Contacts on the Opportunity was 77 days ago.

Ford - 542 Licences - Pilot	Ford Motor Company	22%	Last inbound 77 days ago	\$13,048.00	2/20/2014 9:00 PM	jerry.king@ford.com
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You can visualize this by looking at the DataHug Analytics tab on the Opportunity.



Dashboard Charts

- **Pipeline Health this Quarter**
Graphical representation of the Datahug Expected Pipeline in each status.
- **Commit Opportunities closing this Quarter by Rep**
Shows the average communication score for all deals in Commit status for each rep.
- **Commit Opportunities closing this Quarter**
Shows the communication score, reason and value for each Opportunity in Commit status.
- **Best Case Opportunities closing this Quarter by Rep**
Shows the average communication score for all deals in Best Case status for each rep.
- **Best Case Opportunities closing this Quarter**
Shows the communication score, reason and value for each Opportunity in Best Case status.
- **Pipeline Opportunities closing this Quarter by Rep**
Shows the average communication score for all deals in Pipeline status for each rep.
- **Pipeline Opportunities closing this Quarter**
Shows the communication score, reason and value for each Opportunity in Pipeline status.