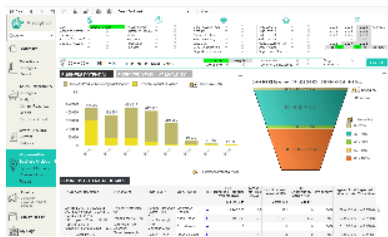


# Opportunities



Owner  
CRM Team

## General Description

The Opportunities section in Analytics allows users and managers to focus on opportunities by providing easy trending and analysis data on the opportunities generated in Salesforce.com. There are 4 different sections: [Business Analysis](#), [Pipeline Efficiency](#), [Pipeline Monitor](#), and [Report](#). Each section is outlined in the documentation wiki under the appropriate header.

| Sources           | Direct Sources and Info:                                                                                                              |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| CRM Salesforce    | CRM Salesforce                                                                                                                        |
| Refresh frequency | Daily                                                                                                                                 |
| Filters           | Excludes: Recurrent Sales Opportunities, CONFIDENTIAL Opportunities, Business Potential/Forecast Year (used for Top period selection) |

| Specific Dimensions: | Indicators: | Details: |
|----------------------|-------------|----------|
|----------------------|-------------|----------|

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                         |                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Business Potential Year</li> <li>• Targeted First Delivery Date</li> <li>• Targeted First Delivery Month</li> <li>• Created Date</li> <li>• Expected Close Date</li> <li>• GBU</li> <li>• Group of Activity</li> <li>• Sub Activity</li> <li>• BU</li> <li>• Market</li> <li>• Segment</li> <li>• Application</li> <li>• End Use</li> <li>• Market Share</li> <li>• Region (account)</li> <li>• Country (account)</li> <li>• Customer Classification</li> <li>• Corp Account Group</li> <li>• Account</li> <li>• Account Type</li> <li>• Product Level 1</li> <li>• Product Level 2</li> <li>• Product Level 3</li> <li>• Product Level 4</li> <li>• Product Level 5</li> <li>• GBU Classification</li> <li>• GBU Segmentation 1</li> <li>• GBU Segmentation 2</li> <li>• GBU Segmentation 3</li> <li>• Manufacturing Plant Name</li> <li>• Manufacturing Plant Code</li> <li>• Shipping Plant</li> <li>• Stage</li> <li>• Lost Reason</li> <li>• Priority</li> <li>• Priority Project</li> <li>• Opp Owner</li> <li>• Team Member</li> <li>• Record Type</li> <li>• Opportunity Name</li> <li>• Opportunity ID + Link</li> <li>• Probability</li> <li>• Opportunity Source</li> <li>• Commercial Roadmap</li> <li>• New Market</li> <li>• Strategic Segment</li> <li>• Cannibalization</li> <li>• WEGO ID</li> </ul> | <ul style="list-style-type: none"> <li>• Expected Yearly at Maturity</li> <li>• Weighted Yearly at Maturity</li> <li>• Expected Business Potential</li> <li>• Weighted Business Potential</li> <li>• Number of Opportunities</li> </ul> | <ul style="list-style-type: none"> <li>• Revenue</li> <li>• Volume</li> <li>• Contribution Margin %</li> <li>• Contribution Margin (EUR/USD)</li> <li>• Margin per Unit</li> <li>• Target Unit Price (EUR/USD)</li> </ul> |
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