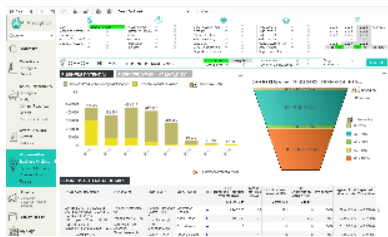


Opportunities



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:
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• Business Potential Year • Targeted First Delivery Date • Targeted First Delivery Month • Created Date • Expected Close Date • GBU • Group of Activity • Sub Activity • BU • Market • Segment • Application • End Use • Market Share • Region (account) • Country (account) • Customer Classification • Corp Account Group • Account • Account Type • Product Level 1 • Product Level 2 • Product Level 3 • Product Level 4 • Product Level 5 • GBU Classification • GBU Segmentation 1 • GBU Segmentation 2 • GBU Segmentation 3 • Manufacturing Plant Name • Manufacturing Plant Code • Shipping Plant • Stage • Lost Reason • Priority • Priority Project • Opp Owner • Team Member • Record Type • Opportunity Name • Opportunity ID + Link • Probability • Opportunity Source • Commercial Roadmap • New Market • Strategic Segment • Cannibalization • WEGO ID	• Expected Yearly at Maturity • Weighted Yearly at Maturity • Expected Business Potential • Weighted Business Potential • Number of Opportunities	• Revenue • Volume • Contribution Margin % • Contribution Margin (EUR/USD) • Margin per Unit • Target Unit Price (EUR/USD)
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