

What Reporting And Analytics  
Features Are Available In Nifty CRM?

**NIFTY CRM**



# OPENING

**Nifty CRM** offers reporting and analytics features that help businesses monitor customer interactions, track sales performance, and evaluate team productivity. Its dashboards provide real-time visibility into key metrics, enabling organizations to identify trends, improve efficiency, and strengthen customer relationship management for business growth.



# CORE REPORTING AND ANALYTICS FEATURES



## 1. Custom Performance Dashboards

Visualise sales, customer activity, and business metrics through customisable real-time reporting dashboards.

## 2. Sales Pipeline Analytics

Track lead progression, conversion rates, and revenue opportunities across multiple sales stages.



## 3. Team Productivity Reports

Measure task completion, response times, and **Nifty CRM** performance using detailed analytics.



# SUMMARY

Nifty CRM's reporting and analytics capabilities help organizations gain actionable insights from customer and sales data. With customizable dashboards, pipeline tracking, and productivity reporting, businesses can improve decision-making, enhance operational performance, and build stronger customer relationships. These features support greater efficiency, improved collaboration, and long-term business growth in competitive markets.