# Evaluate Lead Flow And Pipeline Effectiveness

There are several Sales Reports (**CRM** > **Reports** > **Sales**) that will help you evaluate the flow of incoming leads and their movement through your sales pipeline. You can use these reports to work with marketing to manage and improve lead flow as well as improve pipeline efficiency by adding, removing, or modifying stages and stage triggers.

## Opportunity Created Detail

The opportunity created detail report provides a sum of opportunities created. You can filter this report by date created, user who created the opportunity, sales rep that owns the opportunity, or sales team. This is a very basic report, but you can add detail to the results by grouping the created opportunities by user, lead source and time frame (i.e. day, week, month). Note: These additional criteria are found under the columns tab of the search criteria screen. You may need to create a custom opportunity search to see more custom information.

## Sales Pipeline Summary

The sales pipeline summary report is a very basic report that shows the number of opportunities moved into and out of each stage within a specific date range. You can filter this report by date range and sales team. You may need to create a custom opportunity search to see more custom information.

## Sales Pipeline Detail

The sales pipeline detail report shows stage movement details within a specific date range. You can filter this report by date range, from / to stages, and sales team. The results can include rep name, from / to stages, current stage, and move date.