Your Pipedrive reporting guide

Pipedrive · Built with Datapipe

Start with the overview. Then review deals won and lost, and finish with the open pipeline.

Explore the report

01 Overview
Won amount, win rate and the open pipeline by stage.

02 Won & lost
Deals won and lost by week and pipeline, with deal details.

03 Open pipeline
Open deals by stage, weighted amount and past-due deals.

Use your own data

1 Add Pipedrive as a data source in Datapipe.
Choose your project and connect your Pipedrive account.

2 Create this dashboard.
Authorize Google Sheets separately when prompted.

3 Save your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Won deals use their won time and lost deals their lost time, in UTC. Amounts stay in each deal's currency.

Win rate is won deals divided by won and lost deals in the selected dates.

Open pipeline is your current pipeline when the data was read. Weighted amount uses the deal's probability, or its stage probability.

Sample data

Sales overview

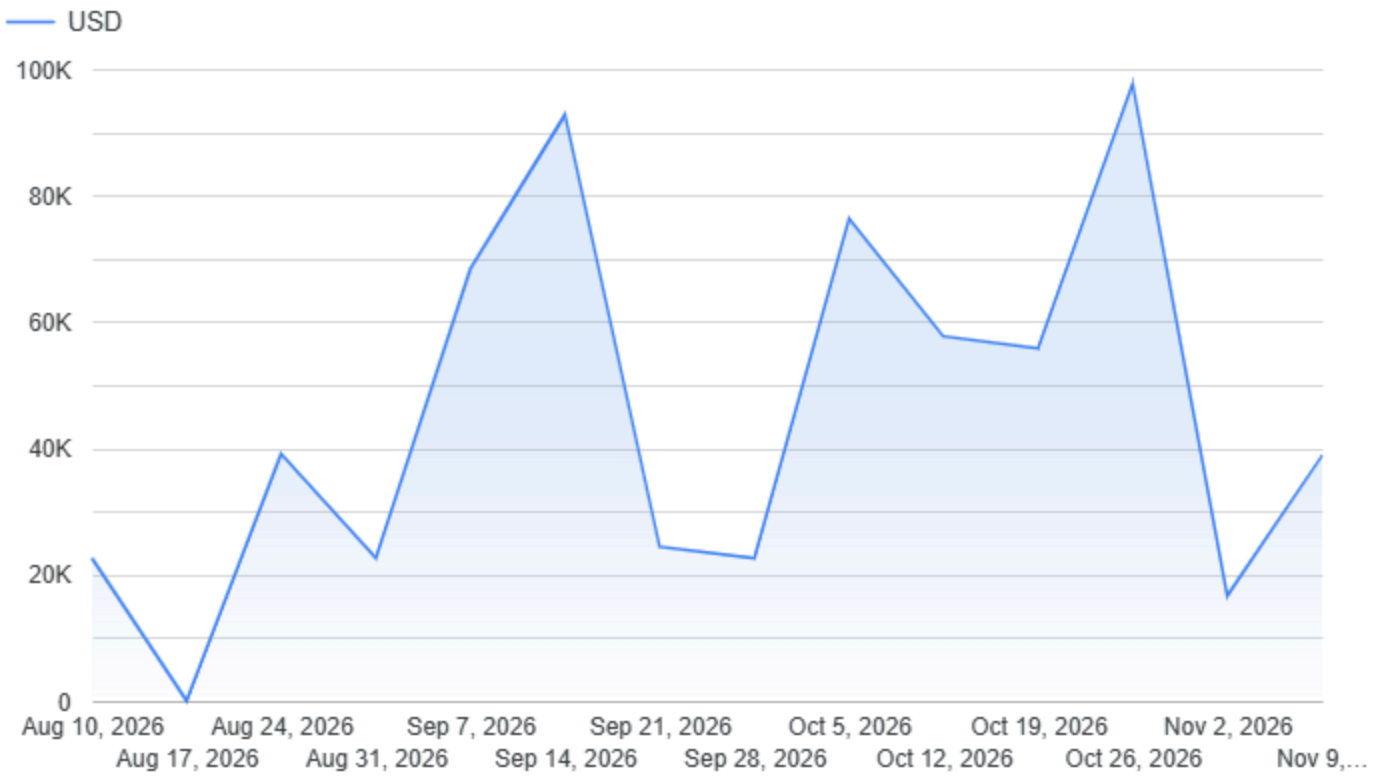
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Currency: USD (1)

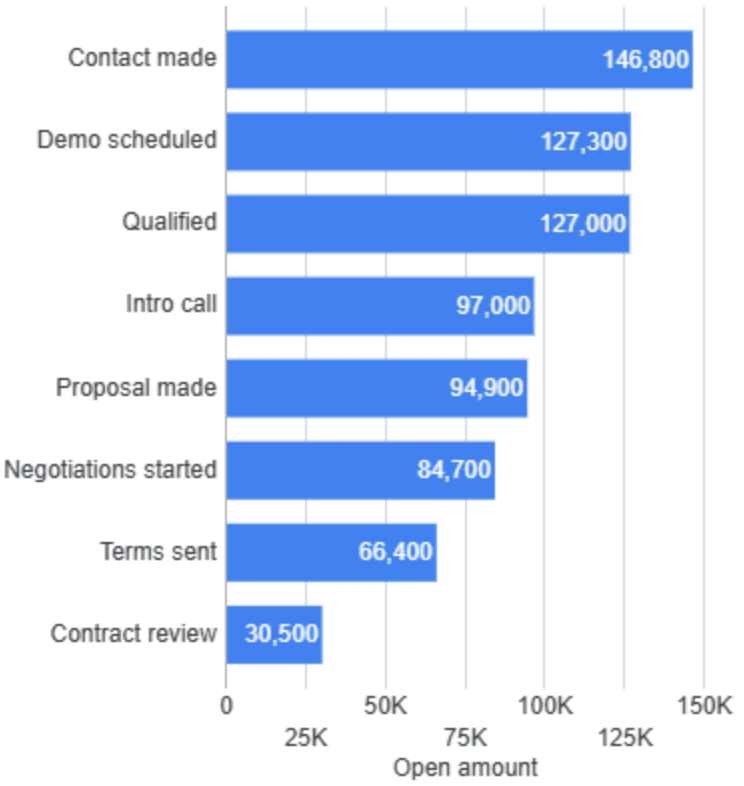
Aug 16, 2026 - Nov 13, 202

Won amount	Win rate	Open pipeline	Weighted pipeline
635,300	32.05%	774,600	314,100

Won amount by close week



Open pipeline by stage



Closed deals by pipeline

	Pipeline	Closed deals	Won	Lost	Win rate	Won amount
1.	Sales pipeline	132	35	97	26.52%	409,200
2.	Partnerships	24	15	9	62.5%	226,100

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Won amount and win rate use deals closed in the selected dates (UTC). Open pipeline is your current pipeline; weighted amount uses the deal or stage probability.

Won and lost deals

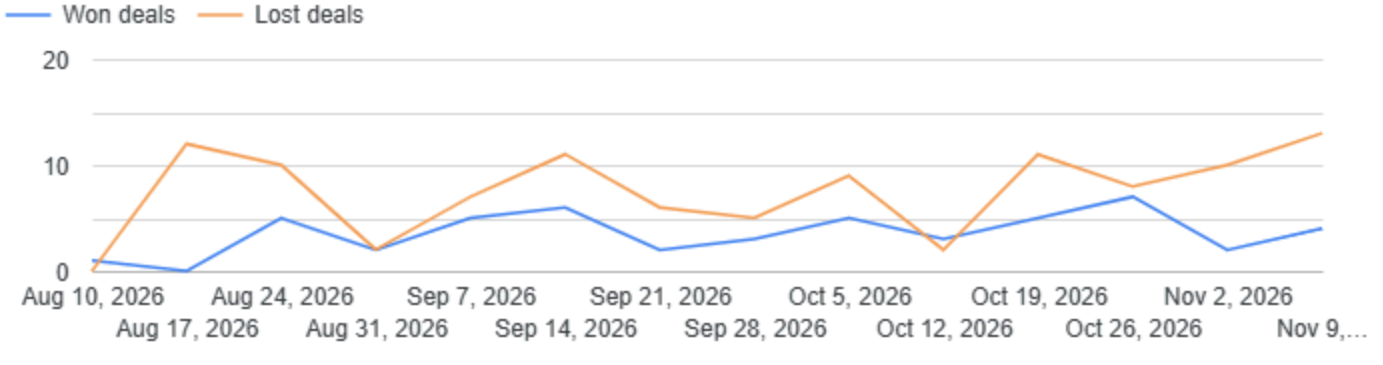
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Currency: USD (1)

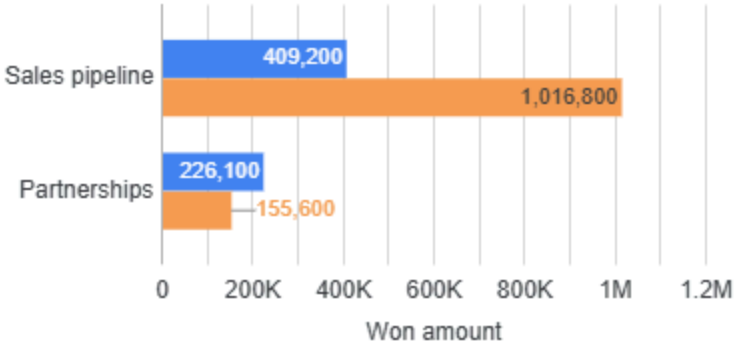
Aug 16, 2026 - Nov 13, 20:

Won deals	Average won deal	Lost deals	Average days to close (won)
50	12,706	106	45

Won and lost deals by close week



Won and lost amount by pipeline



Closed deal details

	Deal	Pipeline	Outcome	Close date (UTC)	Deal ID	Amount	Days to close
1.	Kinross Dental – Brand refresh	Sales pipeline	Lost	Nov 13, 2026	4178	2,500	12
2.	Zenith Coworking – Analytics setup	Sales pipeline	Lost	Nov 12, 2026	4484	4,700	82
3.	Bramble Analytics – Paid media management	Sales pipeline	Lost	Nov 12, 2026	4442	5,900	65
4.	Hartwell Schools – SEO retainer	Sales pipeline	Lost	Nov 12, 2026	4166	19,300	69
5.	Wexford Insurance – SEO retainer	Sales pipeline	Won	Nov 11, 2026	4151	2,500	48
6.	Inkwell Publishing – Referral partnership	Partnerships	Won	Nov 11, 2026	4520	6,400	44
7.	Bramble Analytics – Paid media management	Sales pipeline	Lost	Nov 11, 2026	4292	20,600	18
8.	Foxglove Legal – Brand refresh	Sales pipeline	Lost	Nov 10, 2026	4133	12,100	34
9.	Pemberton Hotels – Brand refresh	Sales pipeline	Lost	Nov 10, 2026	4148	3,400	44
10.	Inkwell Publishing – Website redesign	Sales pipeline	Lost	Nov 10, 2026	4295	4,800	69

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Deals closed in the selected dates (UTC), won or lost. Days to close runs from the deal's create date to its won or lost time. Amounts stay in each deal's currency.

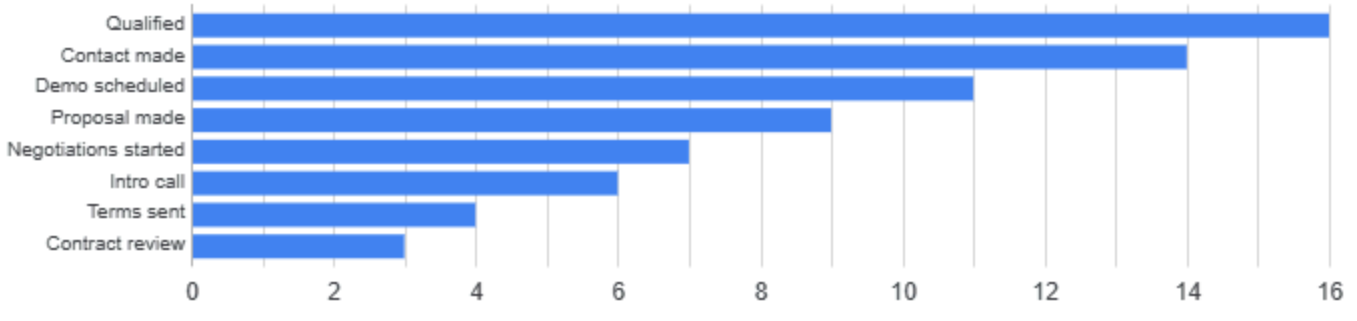
Open pipeline

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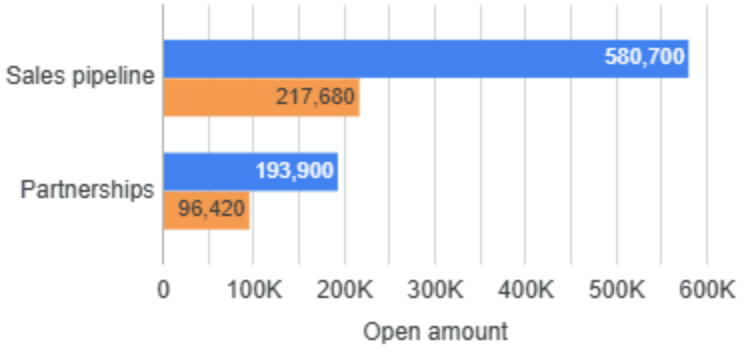
Currency: USD (1)

Open deals	Open amount	Weighted amount	Past-due deals
70	774,600	314,100	10

Open deals by stage



Open amount by pipeline



Open deal details

	Deal	Pipeline	Stage	Expected close	Deal ID	Amount ▾	Weighted amount	Age (days)
1.	Everly Outdoor – Referral partnership	Partnerships	Intro call	-	4754	32,200	6,440	25
2.	Thornbury Wines – Referral partnership	Partnerships	Intro call	Jan 13, 2027	4739	30,900	9,270	42
3.	Ashgrove Studio – Referral partnership	Partnerships	Terms sent	Nov 30, 2026	4763	28,500	25,650	42
4.	Jasper Fitness – Analytics setup	Sales pipeline	Negotiations started	Jan 23, 2027	4724	24,600	19,680	41
5.	Foxglove Legal – Brand refresh	Sales pipeline	Demo scheduled	Dec 3, 2026	4658	23,500	9,400	29
6.	Meridian Solar – SEO retainer	Sales pipeline	Demo scheduled	Dec 16, 2026	4661	23,400	9,360	27
7.	Pemberton Hotels – Brand refresh	Sales pipeline	Qualified	Dec 21, 2026	4598	23,400	2,340	13
8.	Zenith Coworking – Analytics setup	Sales pipeline	Contact made	-	4634	23,100	4,620	10
9.	Inkwell Publishing – Website redesign	Sales pipeline	Qualified	Nov 5, 2026	4595	22,700	2,270	20
10.	Greyline Logistics – Paid media management	Sales pipeline	Proposal made	Dec 1, 2026	4712	22,000	13,200	48

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Your current open pipeline when the data was read. Weighted amount is the amount times the stage probability, or the deal's own where the pipeline allows it. Past due means the expected close date has passed.