

County Pipeline Dashboard

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A live, hosted dashboard that replaced spreadsheet tracking for the land mailing pipeline.

Key Features

- Live KPI tracking: records mailed, drop-off %, cost per qualified mail
- Monthly mail-volume and kept-vs-dropped trend charts
- County- and state-level breakdown of response and drop-off
- One dashboard, reading from a single database of record

Efficiency Impact

1

Source of Truth (was scattered spreadsheet tabs)

5

Views in One Place

Live

KPI Refresh vs. Manual Recalculation

0

Manual Chart Rebuilds per Status Check

Built With

Cloudflare Pages

D1 Database

HTML/CSS/JS

CSV-Synced DB



Illustrative demo build — fictional counties & figures, not from any real client engagement.