

Follow-Up Leads Expected = 0.67 * Unique Invoiced Customers for the day Leads Capture Efficiency (LCE) = Follow-Up Leads / Follow-Up Leads Expected; Leads Conversion Rate (LCR) = (Follow-Up Leads Won) / (Follow-Up Leads)

Follow-Up Lead Capture Efficency (LCE)
Low <= 50%
Average 50-60%
High 60+

Follow-Up Lead Converion Rate (LCR)									
Low <= 30% Average 30 to 50 % High 50%+									
LL- Week Funnel	LA-Good sales, but no follow-up	LH-Strong seller, no database							
AL-Missed Sales and leads	AA-Balanced Funnel	AH-High potential, improve lead capturing							
HL -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue							

	From Date: 01-Oct-2025 To Date: 03-Oct-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	1,185	125	112	10.55%	89.60%	LH				
CHENNAI-02	1,034	105	86	10.16%	81.90%	LH				
KL-SOUTH	48	6	6	12.44%	100.00%	LH				
NORTH ARCOT	844	113	95	13.40%	84.07%	LH				
SOUTH ARCOT	668	49	44	7.34%	89.80%	LH				
SOUTH-01	1,443	268	241	18.58%	89.93%	LH				
SOUTH-03	1,051	110	108	10.47%	98.18%	LH				
TIRUPATI-01	1,264	231	224	18.27%	96.97%	LH				
TRICHY-01	1,048	132	127	12.60%	96.21%	LH				
VIJAYAWADA-01	1,666	410	397	24.61%	96.83%	LH				
WEST-01	744	118	114	15.87%	96.61%	LH				
WEST-02	992	130	122	13.11%	93.85%	LH				
Total	11,986	1,797	1,676	14.99%	93.27%	LH				

Region			CHENNAI-01	MTD LC	E 10.55%	LCR 89.609	% LH	
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1
7 x 90	3 x 100	0 x NaN	11 x 100	0 x NaN	0 x NaN	21 x 82	3 x 100	7 x 100
LH	LH	LL	LH	LL	LL	LH	LH	LH
CH05	AVD1	CH05	CH14	CH26	00	CH30	CH35	CH37
13 x 94	21 x 100	16 x 100	13 x 80	16 x 10		3 x 100	0 x NaN	29 x 100
LH	LH	LH	LH	LH		LH	LL	LH
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42
9 x 91	19 x 87	16 x 100	3 x 67	6 x 100	0 x NaN	8 x 100	0 x NaN	9 x 100
LH	LH	LH	LH	LH	LL	LH	LL	LH
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09
14 x 84	0 x NaN	21 x 62	31 x 88	3 x 0	9 x 100	21 x 100	0 x NaN	11 x 100
LH	LL	LH	LH	LL	LH	LH	LL	LH

LH	LL	LH	LH	LL	LH	LH	LL	LH	
Region			CHENNAI-0	2 MTD Lo	CE 10.16%	LCR 81.90%	LH		
CH01 10 x 93 LH	CH03 5 x 100 LH	CH06 7 x 33 LA	1	H12 1 x 100 H	CH23 31 x 100 LH	CH24 18 x 100 LH		MC06 0 x NaN LL	
CH04 13 x 71 LH	CH21 12 x 71 LH	CH34 10 x 60 LH	CH44 17 x 43 LA	GPD1 34 x 91 LH	MC05 7 x 100 LH	MJR1 14 x 83 LH	PON1 14 x 50 LA	UKI1 O x NaN LL	
CH07 10 x 83 LH	CH01 299 x 100 HH	CH15 12 x 85 LH	CH17 17 x 100 LH	CH18 12 x 67 LH	CH27 0 x NaN LL	CH32 0 x NaN LL	CH36 0 x NaN LL	CH43 4 x 100 LH	
CH09 5 x 90 LH	CH09 0 x NaN LL	CH20 18 x 83 LH		H31 x NaN L	CH33 8 x 100 LH	CH41 0 x NaN LL		CH46 4 x 100 LH	
Region			KL-SOUTH	MTD LCE	E 12.44% L	.CR 100.00%	LH		

12 x 100 LH	O x NaN LL			7 x 100 H		18 x 100 LH)		
Region			NORTH ARC	TC MTD I	CE 13.40%	LCR 84.07	% LH		
NA01 21 x 94 LH	AKM1 65 x 95 HH	ANI1 0 x NaN LL	ARC2 0 x NaN LL	CYR1 0 x NaN LL	KPM1 3 x 100 LH	KPM2 39 x 91 LH	WJD1 22 x 100 LH	WJP1 0 x NaN LL	

LH	НН	LL	LL	LL	L	LH	LH	LH	LL	
NA02 8 x 43 LA	ABR1 9 x 67 LH	CGM1 0 x NaN LL	GDM1 25 x 0 LL	PLR1 5 x 100 LH	00 2	2 x 100	VEL1 19 x 80 LH		VNB1 0 x NaN LL	
NA03 10 x 96 LH		PT1 PTU x NaN 0 x - LL		5BR1 D x NaN LL	SLG1 9 x 100 LH	TRL1 17 x 100 LH	TRT1 16 x 100 LH	UGI1 8 x 50 LA	VSI1 27 x 100 LH	
ъ .		C		OT N47	TD L LCE	7 240/	D 00 000/ I	111		

Region SOUTH ARCOT MTD | LCE 7.34% | LCR 89.80% | LH



Follow-Up Lead Capturing Effectiveness as on 10/3/2025 10:00:40 AM

Follow-Up Leads Expected = 0.67 * Unique Invoiced Customers for the day

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A01 x 84 H	CUD1 12 x 70 LH		KLM1 3 x 100 LH	MKI 0 x I LL	M1 NaN		POY1 9 x 100 LH		POY2 8 x 100 LH	
A02 x 94 H	CDM1 34 x 100 LH	KKI2 7 x 67 LH	KML1 4 x 100 LH	NVL2 4 x 100 LH		PRT1 6 x 100 LH	STP1 0 x NaN LL	ULP1 3 x 100 LH		M1 NaN
403 x 92	SJI1 NaN x NaN LL	TDM1 5 x 100 LH	TRK1 15 x 8 LH	6	TVM1 0 x NaN LL		TVM2 0 x NaN LL	VPM1 21 x 100 LH	VPM2 0 x Nal LL	N
Region			SOUTH-	01 MTD	LCE 18	.58%	LCR 89.9	3% LH		
XVT1 .3 x 100 H	KVT1 11 x 100 LH	KYR1 O x NaN LL	PKD1 38 x 100 LH	RND1 29 x 100 LH		SKD1 3 x 100 LH	SNL1 9 x 100 LH	STU2 6 x 100 LH	VK 7 x LH	100
GR1 3 x 75 H	COL1 0 x NaN LL	KGL1 6 x 100 LH	KSM1 19 x 5 LA		MAR1 7 x 100 LH		MMT1 16 x 25 LL	NGR1 21 x 86 LH	TKY1 3 x 100 LH)
KS1 2 x 100 H	PDI1 4 x 100 LH	RPM1 6 x 10 LH		SDI1 32 x 100 LH		SGT1 8 x 100 LH	9	FKS1 9 x 100 .H	TKS2 60 x 100 HH	
UT1 7 x 82 H	ERL1 NaN x NaN LL	ERL2 23 x 67 LH	TCN1 22 x 6 LH		TUT1 15 x 85 LH		TUT2 6 x 67 LH	TYI1 24 x 100 LH	UDN1 29 x 10 LH	00
VL1 2 x 95 H	ARM1 10 x 50 LA		ASM1 62 x 100 HH	TVL 35 x LH			TVL2 47 x 100 LH		VLY1 8 x 100 LH	
/NR1 .5 x 73 .H	APK1 20 x 83 LH		APK2 8 x 33 LA	SVK 2 x : LH			VNR1 46 x 78 LH		VNR2 16 x 71 LH	
Region				03 MTD		.47%				
GL1 x 100 H	DGL1 2 x 100 LH	DGL2 0 x NaN LL	MDU1 7 x 10 LH		MDU5 11 x 100 LH		MPA1 O x NaN LL	NTM1 5 x 100 LH	PNI1 25 x 10 LH	00
KD2 x 67 H	ATG1 0 x NaN LL	DKI1 0 x NaN LL	KKD2 KKI 0 x NaN 0 x LL LL		NaN	PNV1 0 x NaN LL	PVI1 8 x 50 LA	SGP1 0 x NaN LL	TDI1 O x NaN LL	TPT1 4 x 100 LH
RR1 x 100 H	KRR1 O x NaN LL					ODM1 5 x 100 LH				
1DU2 1 x 100 H	ADP1 O x NaN LL	7 x 100	CBM1 CM 4 x 100 24 LH LH	x 100 9 x 3		MDU3 0 x NaN LL	MDU4 9 x 100 LH	MDU6 217 x 100 HH	TEN1 3 x 100 LH	TEN2 3 x 100 LH
VG1 3 x 96 H	BTU1 65 x 100 HH	KPT1 O x NaN LL	KYK1 O x NaN LL	MLR1 0 x NaN LL	NKI1 4 x 100 LH		x 90		x 100	USL1 5 x 100 LH
Region				I-01 MTD						
TP1 1 x 97 H	ADI1 20 x 78 LH	ATP1 1 x 100 LH	DHN1 6 x 100 LH	GTL1 0 x NaN LL		KNL1 54 x 100 AH	KNL2 9 x 100 LH	NDL1 10 x 100 LH	TPI 87 HH	x 100
DA1 × 100 H	BVL1 2 x 100 LH	KDA1 0 x NaN LL	KOU1 0 x NaN LL	MPL1 5 x 100 LH		PDT1 0 x NaN LL	PIL1 O x NaN LL	RCY1 0 x NaN LL	RJF 9 x LH	100
PY1 7 x 97 H	CTO1 0 x NaN LL	KHT1 KVL1 33 x 100 17 x 8 LH LH			19 x 100	PMR1 34 x 100 LH		DPE1 TPY1 L5 x 100 52 x 90 LH AH	TPY2 38 x 100 LH	VKI1 68 x 100 HH
Region				-01 MTD						
UM1 × 100 H	KIK1 3 x 100 LH	KUM1 12 x 100 LH	NCK1 6 x 10 LH	0	NGT1 0 x NaN LL		TTP1 13 x 100 LH	TVR1 0 x NaN LL	TVR2 0 x Nal LL	N
BR1 x 96 H	AYR1 39 x 100 LH	JKM1 O x NaN LL	MSI1 4 x 10 LH		MVM1 8 x 83 LH		PBR1 6 x 100 LH	PBR2 10 x 100 LH	TYR1 O x Nal LL	N
NJ1 5 x 91 H	APM1 19 x 67 LH	MDI1 52 x 100 AH	NMM 20 x 8 LH		ORU1 4 x 100 LH		PTK1 O x NaN LL	TNJ1 11 x 100 LH	TNJ2 13 x 78 LH	3



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	Leads Captu	ure Efficiency (L	_CE) = Folio	w-Up Leads /	Follow-Up L	_eads Expect/	.ed ; Leads Co	nversion	Rate (LCR)	= (Follow-Up	Leads won)	/ / (Follow-t	Jp Leads)
TRY1 21 x 100 LH	KRN1 12 x 100 LH		PDK1 133 : HH	3 x 100		TRY1 8 x 100 LH			TRY2 53 x 100 AH		TRY3 3 x 10 LH		
Region			V	/IJAYAWA	ADA-01	MTD	LCE 24.	.61%	I LCR 9	96.83%	LH		
BVR1 43 x 100 LH	AMP1 42 x 100 LH		DPE1 0 x NaN LL	ELU1 37 x 97	JGG1 29 x 100 LH	KND1 7 x 100 LH	NPR1 O x NaN	PAP1 76 x 100 HH	PPM1 45 x 100 LH	RMV1 16 x 100 LH	TDD1 20 x 100 LH	TNI1 0 x NaN LL	TNK1 0 x NaN LL
GNT1 13 x 92 LH	BPP1 O x NaN LL	CKT1 67 x 95 HH	CRL1 3 x 50 LA	GNT1 2 x 100 LH	GNT2 0 x NaN LL	KDR1 6 x 100 LH	NRT1 0 x NaN LL		4 x 100	47 x 60	PRL1 3 x 100 LH	RAL1 9 x 100 LH	VKN1 O x NaN LL
VJW1 16 x 93 LH	GDV1 0 x NaN LL	GVM1 26 x 89 LH	JPT1 45 x 87 LH	MTM1 13 x 100 LH	TEL1 18 x 88 LH	TVU1 42 x 100 LH	VJW1 1 x 100 LH		x NaN	6 x 100	VJW4 33 x 100 LH	VJW5 16 x 83 LH	VUY1 4 x 100 LH
Region				WEST	-01 MT	D LCI	E 15.87%		CR 96.6	1% Lt	Н		
CBE1 17 x 100 LH	CBE1 6 x 100 LH	CBE2 13 x 100 LH	00	CBE3 O x NaN LL	CBE4 15 x 100 LH	CE	CBE5 17 x 100	CBE6 18 x 100 LH	00	KMR1 33 x 100 LH	SNR1 0 x NaN LL	2	SUL1 28 x 100 LH
PLI1 10 x 100 LH	DPM2 0 x NaN LL		KGM 10 x LH	x 100		PDM1 10 x 100 LH			PLI1 26 x 100 LH		UMP: 5 x 10 LH		
TPR1 17 x 100 LH	TPR1 19 x 100 LH				TPR2 4 x 100 LH					TPR3 43 x 100 LH			
TPR4 31 x 88 LH	ANR1 30 x 100 LH		AVI1 4 x 100 LH		GBM1 96 x 83 HH		PPI1 32 x 83 LH			SYM2 12 x 100 LH		TPR4 18 x 100 LH	
UAM1 4 x 100 LH	CNR1 0 x NaN LL		GDR1 0 x NaN LL		KGI1 0 x NaN LL		KMD1 0 x NaN LL			MPM1 16 x 100 LH		UAM1 0 x NaN LL	
Region				WEST	-02 MT	D LCF	E 13.11%	6 LC	CR 93.8	5% Lh	 Н		
ERD1 30 x 96 LH	CMI1 23 x 100 LH	ERD1 33 x 94 LH	ERD2 36 x LH)2 K x 100 1	KMM1 11 x 100 LH	NKL2 14 x 67 LH	PDR1 14 x 10 LH	00	RSP1 4 x 100 LH	SGG1 47 x 100 LH	TCG1		VKL1 156 x 100 HH
HSR1 7 x 88 LH	HSR1 7 x 100 LH		HSR2 11 x 75 LH	KRI1 6 x 1 LH	100	KVP1 0 x Na LL		PLC1 0 x N		PMP1 17 x 10 LH		SGI1 0 x NaN LL	ı
MTR1 4 x 89 LH	BMD1 4 x 100 LH	DPR1 0 x Na LL		DPR2 17 x 50 LA	C	HRR1 0 x NaN LL	MCR1 3 x 100 LH		MTR1 0 x NaN LL	N	OML1 6 x 100 LH	TRN 6 x 1 LH	100
SLM1 10 x 93	APN1 11 x 100 LH	ATU1 5 x 10 LH	100	EDP1 14 x 100 LH	4	EPI1 4 x 100 LH	SLM1 7 x 100 LH		SLM2 14 x 83 LH		SLM3 27 x 100 LH	VPD 13 x LH	x 75