



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 Converion Rate (LCR)		
Follow-Up Lead Capture Efficency (LCE)		Low <= 30%	Average 30 to 50 %	High 50%+
Low <= 50%		LL- Week Funnel	LA-Good sales, but no follow-up	LH-Strong seller, no database
Average 50-60%		AL-Missed Sales and leads	AA-Balanced Funnel	AH-High potential, improve lead capturing
High 60+		HL-Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue

	From Date: 01-Aug-2025 To Date : 08-Aug-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	2,569	1,526	294	59.41%	19.27%	AL
CHENNAI-02	2,285	1,446	374	63.27%	25.86%	HL
KL-SOUTH	142	84	18	59.14%	21.43%	AL
NORTH ARCOT	1,912	1,435	283	75.05%	19.72%	HL
SOUTH ARCOT	1,549	907	193	58.55%	21.28%	AL
SOUTH-01	3,706	2,171	441	58.58%	20.31%	AL
SOUTH-03	2,813	1,164	297	41.37%	25.52%	LL
TIRUPATI-01	1,343	1,389	632	103.45%	45.50%	HA
TRICHY-01	2,636	1,669	779	63.32%	46.67%	HA
VIJAYAWADA-01	1,309	2,000	1,218	152.85%	60.90%	HH
WEST-01	2,088	1,064	399	50.95%	37.50%	AA
WEST-02	2,346	1,838	581	78.33%	31.61%	HA
Total	24,698	16,693	5,509	67.59%	33.00%	HA

RegionCHENNAI-01 MTD LCE 59.41% LCR 19.27% AL								
CH03 62 x 22 HL	CGL1 98 x 34 HA	CH45 38 x 12 LL	GUD1 75 x 16 HL	GUD2 36 x 35 LA	MC10 60 x 12 AL	MRM1 86 x 21 HL	SKL1 17 x 0 LL	TKM1 90 x 22 HL
CH05 78 x 15 HL	AVD1 53 x 17 AL	CH05 55 x 15 AL	CH14 126 x 16 HL	CH26 9 x 33 LA	CH30 65 x 13 HL	CH35 107 x 15 HL	CH37 47 x 5 LL	
CH06 54 x 25 AL	CH08 107 x 13 HL	CH11 24 x 62 LH	CH16 39 x 49 LA	CH19 38 x 45 LA	CH29 26 x 11 LL	CH39 139 x 17 HL	CH40 26 x 25 LL	CH42 26 x 3 LL
CH08 45 x 13 LL	CH07 45 x 20 LL	CH22 88 x 10 HL	CH28 79 x 12 HL	CH38 26 x 25 LL	CH48 0 x NaN LL	KNR1 42 x 8 LL	MC02 0 x NaN LL	MC09 77 x 5 HL

RegionCHENNAI-02 MTD LCE 63.27% LCR 25.86% HL								
CH01 47 x 29 LL	CH03 7 x 74 LH	CH12 95 x 20 HL	CH23 38 x 21 LL	CH24 85 x 26 HL	CH41 106 x 33 HA	MC06 34 x 22 LL	MC08 0 x NaN LL	
CH04 84 x 32 HA	CH21 103 x 28 HL	CH34 72 x 19 HL	CH44 101 x 23 HL	GPD1 88 x 37 HA	MC05 119 x 15 HL	MJR1 56 x 38 AA	PON1 109 x 53 HH	UKI1 59 x 53 AH
CH07 66 x 19 HL	CH01 90 x 100 HH	CH15 91 x 14 HL	CH17 22 x 88 LH	CH18 71 x 16 HL	CH27 3 x 100 LH	CH32 15 x 100 LH	CH36 8 x 67 LH	CH43 81 x 22 HL
CH09 48 x 17 LL	CH06 58 x 6 AL	CH09 19 x 8 LL	CH20 93 x 15 HL	CH31 10 x 75 LH	CH33 4 x 100 LH	CH46 91 x 30 HL		

RegionKL-SOUTH MTD LCE 59.14% LCR 21.43% AL	
TVP1 59 x 21 AL	PAS1 93 x 24 HL
	TVP1 48 x 20 LL

RegionNORTH ARCOT MTD LCE 75.05% LCR 19.72% HL									
NA01 101 x 16 HL	AKM1 107 x 7 HL	ANI1 76 x 16 HL	ARC2 14 x 43 LA	CYR1 69 x 24 HL	KPM1 116 x 21 HL	KPM2 102 x 28 HL	WJD1 109 x 7 HL	WJP1 163 x 10 HL	
NA02 57 x 24 AL	ABR1 33 x 19 LL	CGM1 29 x 27 LL	GDM1 48 x 19 LL	PLR1 63 x 33 HA	TRR1 18 x 14 LL	VEL1 81 x 54 HH	VEL2 105 x 11 HL	VNB1 88 x 15 HL	
NA03 69 x 21 HL	BGR1 86 x 18 HL	CPT1 91 x 8 HL	PTU1 66 x 54 HH	SBR1 33 x 32 LA	SLG1 75 x 10 HL	TRL1 23 x 40 LA	TRT1 138 x 14 HL	UGI1 127 x 23 HL	VSI1 51 x 27 AL

RegionSOUTH ARCOT MTD LCE 58.55% LCR 21.28% AL
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SA01 80 x 21 HL	CUD1 105 x 16 HL		KLM1 100 x 16 HL		MKM1 75 x 4 HL		POY1 39 x 40 LA		POY2 73 x 38 HA	
SA02 39 x 20 LL	CDM1 62 x 24 HL	KKI2 106 x 20 HL	KML1 8 x 25 LL	NVL2 20 x 21 LL	PRT1 4 x 50 LA	STP1 10 x 20 LL	ULP1 11 x 8 LL	VCM1 23 x 8 LL		
SA03 61 x 23 HL	SJI1 41 x 7 LL	TDM1 84 x 30 HL	TRK1 95 x 34 HA	TVM1 47 x 18 LL	TVM2 51 x 15 AL	VPM1 87 x 0 HL	VPM2 13 x 9 LL			

SOUTH-01 MTD | LCE 58.58% | LCR 20.31% | AL

KVT1 61 x 11 HL	KVT1 37 x 9 LL	KYR1 18 x 6 LL	PKD1 91 x 11 HL	RND1 90 x 18 HL	SNL1 74 x 8 HL	STU2 65 x 8 HL	VKM1 94 x 6 HL	
NGR1 20 x 18 LL	COL1 38 x 0 LL	KGL1 52 x 4 AL	KSM1 30 x 9 LL	MAR1 20 x 35 LA	MMT1 36 x 11 LL	NGR1 4 x 71 LH	TKY1 17 x 18 LL	
TKS1 48 x 19 LL	PDI1 35 x 10 LL	RPM1 8 x 17 LL	SDI1 76 x 33 HA	SGT1 137 x 4 HL	TKS1 80 x 17 HL	TKS2 29 x 32 LA		
TUT1 73 x 19 HL	ERL1 114 x 41 HA	TCN1 85 x 9 HL	TUT1 82 x 15 HL	TUT2 30 x 11 LL	TYI1 36 x 24 LL	UDN1 124 x 39 HA		
TVL1 46 x 35 LA	ARM1 65 x 33 HA	ASM1 41 x 48 LA	TVL1 43 x 38 LA	TVL2 30 x 0 LL	VLY1 53 x 25 AL			
VNR1 98 x 24 HL	APK1 66 x 18 HL	SVK1 94 x 13 HL	VNR1 129 x 21 HL	VNR2 110 x 35 HA				

SOUTH-03 MTD | LCE 41.37% | LCR 25.52% | LL

DGL1 15 x 47 LA	DGL1 2 x 100 LH		DGL2 2 x 100 LH		MDU1 5 x 100 LH		MDU5 28 x 46 LA		MPA1 0 x NaN LL		NTM1 58 x 44 AA		PNI1 99 x 29 HL							
KKD2 26 x 14 LL	ATG1 7 x 40 LA		DKI1 86 x 9 HL		KKD2 1 x 100 LH		MNM1 14 x 50 LA		PNV1 38 x 13 LL		PVI1 67 x 6 HL		SGP1 3 x 100 LH		TDI1 4 x 0 LL		TPT1 4 x 67 LH			
KRR1 8 x 100 LH	KRR1 14 x 100 LH								ODM1 2 x 100 LH											
MDU2 57 x 23 AL	ADP1 73 x 18 HL		BNR1 133 x 11 HL		CBM1 45 x 9 LL		CMR1 109 x 84 HH		MDU2 38 x 23 LL		MDU3 2 x 100 LH		MDU4 41 x 39 LA		MDU6 62 x 14 HL		TEN1 52 x 33 AA		TEN2 60 x 0 AL	
SVG1 80 x 25 HL	BTU1 140 x 28 HL		KPT1 23 x 13 LL		MLR1 9 x 33 LA		NKI1 82 x 18 HL		PKM1 70 x 33 HA		SVG1 52 x 9 AL		TMM1 108 x 24 HL		USL1 130 x 38 HA					

TIRUPATI-01 MTD | LCE 103.45% | LCR 45.50% | HA

ATP1 97 x 59 HH	ADI1 102 x 11 HL	ATP1 24 x 49 LA	DHN1 170 x 71 HH	GTL1 210 x 87 HH	KNL1 147 x 59 HH	KNL2 118 x 87 HH	NDL1 115 x 11 HL	TPI1 311 x 73 HH			
KDA1 69 x 38 HA	BVL1 42 x 12 LL	KDA1 69 x 42 HA	KOU1 51 x 14 AL	MPL1 31 x 50 LA	PDT1 94 x 50 HA	PIL1 68 x 58 HH	RCY1 96 x 31 HA	RJP1 118 x 39 HA			
TPY1 127 x 39 HA	CTO1 100 x 30 HA	KHT1 182 x 42 HA	NLR1 219 x 58 HH	NYP1 146 x 62 HH	PGR1 137 x 43 HA	PMR1 115 x 40 HA	PUT1 80 x 17 HL	SPE1 183 x 51 HH	TPY1 118 x 30 HA	TPY2 109 x 23 HL	VKI1 156 x 43 HA

TRICHY-01 MTD | LCE 63.32% | LCR 46.67% | HA

KUM1 89 x 43 HA	JKM1 43 x 98 LH	KUM1 135 x 30 HL	MVM1 157 x 32 HA	NCK1 62 x 94 HH	TVR1 23 x 86 LH	TVR2 15 x 88 LH	
PTK1 51 x 32 AA	APM1 116 x 22 HL	MDI1 20 x 100 LH	NGT1 41 x 14 LL	NMM1 118 x 26 HL	PTK1 5 x 100 LH	TTP1 48 x 30 LL	
TNJ1 50 x 81 LH	AYR1 42 x 100 LH	KIK1 29 x 62 LH	KRN1 33 x 90 LH	ORU1 31 x 91 LH	PDK1 219 x 65 HH	TNJ1 27 x 96 LH	TNJ2 44 x 92 LH



Follow-Up Lead Capturing Effectiveness as on 8/8/2025 10:00:55 AM

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TRY1 62 x 35 HA	MSI1 20 x 93 LH	PBR1 11 x 50 LA	PBR2 111 x 24 HL	TRY1 51 x 43 AA	TRY2 144 x 24 HL	TRY3 55 x 82 AH	TYR1 51 x 14 AL	
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Region VIJAYAWADA-01 MTD | LCE 152.85% | LCR 60.90% | HH

BVR1 176 x 59 HH	AMP1 172 x 48 HA	BVR1 145 x 41 HA	DPE1 137 x 72 HH	ELU1 175 x 47 HA	JGG1 267 x 73 HH	KND1 139 x 88 HH	PAP1 181 x 65 HH	PPM1 191 x 55 HH	RMV1 265 x 82 HH	TDD1 152 x 55 HH	TNK1 163 x 47 HA	
GNT1 147 x 63 HH	BPP1 118 x 50 HA	CKT1 205 x 82 HH	CRL1 139 x 80 HH	GNT1 109 x 63 HH	GNT2 179 x 79 HH	KDR1 239 x 74 HH	NRT1 79 x 45 HA	OGL1 275 x 81 HH	PNR1 121 x 19 HL	PRL1 136 x 56 HH	RAL1 118 x 2 HL	VKN1 86 x 26 HL
VJW1 136 x 61 HH	GDV1 205 x 71 HH	GVM1 153 x 67 HH	JPT1 95 x 58 HH	MTM1 158 x 47 HA	TEL1 132 x 56 HH	TVU1 139 x 43 HA	VJW1 78 x 84 HH	VJW2 118 x 55 HH	VJW3 174 x 43 HA	VJW4 99 x 57 HH	VJW5 149 x 88 HH	VUY1 169 x 72 HH

Region WEST-01 MTD | LCE 50.95% | LCR 37.50% | AA

CBE1 31 x 61 LH	CBE1 97 x 50 HA	CBE2 8 x 100 LH	CBE3 8 x 100 LH	CBE4 30 x 88 LH	CBE6 56 x 80 AH	KMR1 23 x 79 LH	SNR1 32 x 39 LA	SUL1 72 x 15 HL		
PLI1 32 x 13 LL	DPM2 31 x 9 LL		KGM1 54 x 4 AL		PDM1 49 x 5 LL		PLI1 15 x 23 LL		UMP1 28 x 38 LA	
TPR1 75 x 35 HA	TPR1 130 x 8 HL			TPR2 7 x 50 LA			TPR3 103 x 79 HH			
TPR4 113 x 38 HA	ANR1 84 x 22 HL		AVI1 112 x 83 HH		GBM1 131 x 25 HL		PPI1 151 x 29 HL		SYM2 115 x 13 HL	TPR4 53 x 50 AA
UAM1 48 x 14 LL	CNR1 14 x 33 LA		GDR1 26 x 8 LL		KGI1 83 x 0 HL		KMD1 0 x NaN LL		MPM1 115 x 16 HL	UAM1 35 x 25 LL

Region WEST-02 MTD | LCE 78.33% | LCR 31.61% | HA

ERD1 99 x 32 HA	CMI1 75 x 16 HL	ERD1 143 x 42 HA	ERD2 33 x 59 LH	KMM1 82 x 30 HA	NKL2 101 x 21 HL	PDR1 107 x 24 HL	RSP1 82 x 19 HL	SGG1 125 x 28 HL	TCG1 118 x 34 HA	VKL1 173 x 45 HA						
HSR1 51 x 22 AL	HSR1 57 x 37 AA		HSR2 90 x 13 HL		KRI1 42 x 48 LA		KVP1 0 x NaN LL		PLC1 33 x 15 LL		PMP1 32 x 38 LA		SGI1 71 x 2 HL			
MTR1 72 x 25 HL	BMD1 26 x 6 LL		DPR1 9 x 40 LA		DPR2 135 x 33 HA		HRR1 105 x 73 HH		MCR1 97 x 8 HL		MTR1 45 x 11 LL		OML1 92 x 8 HL		TRM1 70 x 11 HL	
SLM1 86 x 40 HA	APN1 111 x 35 HA		ATU1 126 x 19 HL		EDP1 18 x 12 LL		EPI1 27 x 18 LL		SLM1 117 x 78 HH		SLM2 57 x 49 AA		SLM3 62 x 9 HL		VPD1 104 x 28 HL	