# Follow-Up Lead Capturing Effectiveness as on 8/13/2025 10:00:09 AM

**SATHYA** *SPREADING HAPPINESS*

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) | Follow-Up Lead Converion Rate (LCR) | | |
|---|---|---|---|
| | 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 : 13-Aug-2025

| Sales Zone | Expected | Leads | Won | LCE % | LCR % | Category |
|---|---|---|---|---|---|---|
| CHENNAI-01 | 5,069 | 1,773 | 458 | 34.98% | 25.83% | LL |
| CHENNAI-02 | 4,559 | 1,695 | 483 | 37.18% | 28.50% | LL |
| KL-SOUTH | 302 | 104 | 33 | 34.49% | 31.73% | LA |
| NORTH ARCOT | 3,825 | 1,702 | 386 | 44.50% | 22.68% | LL |
| SOUTH ARCOT | 3,345 | 1,126 | 306 | 33.67% | 27.18% | LL |
| SOUTH-01 | 7,025 | 2,585 | 747 | 36.80% | 28.90% | LL |
| SOUTH-03 | 5,427 | 1,418 | 429 | 26.13% | 30.25% | LA |
| TIRUPATI-01 | 2,382 | 1,980 | 1,103 | 83.13% | 55.71% | HH |
| TRICHY-01 | 5,500 | 2,072 | 1,055 | 37.67% | 50.92% | LH |
| VIJAYAWADA-01 | 2,448 | 2,697 | 1,859 | 110.16% | 68.93% | HH |
| WEST-01 | 3,853 | 1,329 | 613 | 34.50% | 46.12% | LA |
| WEST-02 | 4,642 | 2,151 | 813 | 46.33% | 37.80% | LA |
| Total | 48,377 | 20,632 | 8,285 | 42.65% | 40.16% | LA |

## CHENNAI-01 MTD | LCE 34.98% | LCR 25.83% | LL

| Region | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| CH03 36 x 27 LL | CGL1 64 x 42 HA | CH45 24 x 32 LA | GUD1 36 x 30 LA | GUD2 17 x 35 LA | MC10 39 x 27 LL | MRM1 45 x 14 LL | SKL1 10 x 0 LL | TKM1 52 x 20 AL |
| CH05 48 x 25 LL | AVD1 29 x 23 LL | CH05 34 x 28 LL | CH14 80 x 21 HL | CH26 5 x 50 LA | CH30 56 x 39 AA | CH35 54 x 21 AL | CH37 26 x 14 LL | |
| CH06 31 x 29 LL | CH08 59 x 13 AL | CH11 19 x 72 LH | CH16 23 x 54 LH | CH19 21 x 51 LH | CH29 14 x 11 LL | CH39 74 x 17 HL | CH40 16 x 23 LL | CH42 16 x 18 LL |
| CH08 26 x 21 LL | CH07 27 x 32 LA | CH22 49 x 14 LL | CH28 41 x 20 LL | CH38 15 x 35 LA | CH48 0 x NaN LL | KNR1 27 x 23 LL | MC02 0 x NaN LL | MC09 48 x 5 LL |

## CHENNAI-02 MTD | LCE 37.18% | LCR 28.50% | LL

| Region | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| CH01 29 x 31 LA | CH03 5 x 72 LH | CH12 50 x 25 AL | CH23 23 x 31 LA | CH24 49 x 29 LL | CH41 60 x 33 HA | MC06 21 x 22 LL | MC08 0 x NaN LL | |
| CH04 47 x 31 LA | CH21 54 x 26 AL | CH34 49 x 26 LL | CH44 50 x 20 AL | GPD1 50 x 33 LA | MC05 61 x 12 HL | MJR1 29 x 30 LL | PON1 57 x 51 AH | UKI1 35 x 55 LH |
| CH07 39 x 24 LL | CH01 90 x 100 HH | CH15 53 x 18 AL | CH17 15 x 92 LH | CH18 43 x 18 LL | CH27 8 x 100 LH | CH32 18 x 100 LH | CH36 7 x 80 LH | CH43 44 x 20 LL |
| CH09 29 x 26 LL | CH06 38 x 13 LL | CH09 13 x 39 LA | CH20 52 x 22 AL | CH31 8 x 83 LH | CH33 3 x 100 LH | CH46 55 x 33 AA | | |

## KL-SOUTH MTD | LCE 34.49% | LCR 31.73% | LA

| Region | | |
|---|---|---|
| TVP1 34 x 32 LA | PAS1 47 x 43 LA | TVP1 29 x 23 LL |

## NORTH ARCOT MTD | LCE 44.50% | LCR 22.68% | LL

| Region | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| NA01 60 x 19 HL | AKM1 65 x 11 HL | ANI1 43 x 23 LL | ARC2 9 x 50 LA | CYR1 33 x 27 LL | KPM1 66 x 21 HL | KPM2 65 x 22 HL | WJD1 68 x 21 HL | WJP1 104 x 12 HL |
| NA02 34 x 26 LL | ABR1 20 x 33 LA | CGM1 21 x 38 LA | GDM1 26 x 21 LL | PLR1 39 x 47 LA | TRR1 13 x 24 LL | VEL1 52 x 47 AA | VEL2 60 x 11 HL | VNB1 44 x 11 LL |
| NA03 39 x 25 LL | BGR1 53 x 22 AL | CPT1 46 x 6 LL | PTU1 41 x 56 LH | SBR1 18 x 39 LA | SLG1 39 x 20 LL | TRL1 15 x 52 LH | TRT1 76 x 16 HL | UGI1 79 x 27 HL | VSI1 27 x 32 LA |

## SOUTH ARCOT MTD | LCE 33.67% | LCR 27.18% | LL

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| SA01 47 x 30 LL | CUD1 58 x 20 AL | KLM1 47 x 18 LL | MKM1 38 x 13 LL | POY1 25 x 50 LA | POY2 60 x 56 AH |
| SA02 22 x 28 LL | CDM1 35 x 35 LA | KKI2 59 x 22 AL | KML1 5 x 57 LH | NVL2 12 x 29 LL | PRT1 4 x 60 LH | STP1 5 x 20 LL | ULP1 7 x 27 LL | VCM1 14 x 29 LL |
| SA03 35 x 23 LL | SJI1 22 x 12 LL | TDM1 39 x 20 LL | TRK1 60 x 29 HL | TVM1 28 x 38 LA | TVM2 29 x 16 LL | VPM1 52 x 17 AL | VPM2 8 x 6 LL |

### Region    SOUTH-01  MTD | LCE 36.80% | LCR 28.90% | LL

| KVT1 33 x 17 LL | KVT1 23 x 10 LL | KYR1 11 x 11 LL | PKD1 51 x 19 AL | RND1 56 x 23 AL | SKD1 0 x NaN LL | SNL1 42 x 25 LL | STU2 41 x 11 LL | VKM1 64 x 10 HL |
| NGR1 13 x 25 LL | COL1 20 x 0 LL | KGL1 33 x 3 LL | KSM1 15 x 9 LL | MAR1 12 x 42 LA | MMT1 19 x 11 LL | NGR1 5 x 85 LH | TKY1 11 x 31 LA |
| TKS1 28 x 26 LL | PDI1 21 x 25 LL | RPM1 6 x 33 LA | SDI1 43 x 32 LA | SGT1 72 x 9 HL | TKS1 46 x 24 LL | TKS2 17 x 40 LA |
| TUT1 48 x 25 LL | ERL1 86 x 45 HA | TCN1 58 x 15 AL | TUT1 53 x 22 AL | TUT2 17 x 11 LL | TYI1 23 x 29 LL | UDN1 88 x 41 HA |
| TVL1 31 x 46 LA | ARM1 42 x 39 LA | ASM1 29 x 58 LH | TVL1 29 x 50 LA | TVL2 28 x 50 LA | VLY1 33 x 32 LA |
| VNR1 73 x 36 HA | APK1 53 x 34 AA | SVK1 65 x 22 HL | VNR1 76 x 26 HL | VNR2 88 x 47 HA |

### Region    SOUTH-03  MTD |  LCE 26.13% |  LCR 30.25% |  LA

| DGL1 11 x 53 LH | DGL1 4 x 100 LH | DGL2 2 x 100 LH | MDU1 7 x 100 LH | MDU5 19 x 50 LA | MPA1 0 x NaN LL | NTM1 31 x 24 LL | PNI1 60 x 31 AA |
| KKD2 16 x 22 LL | ATG1 5 x 62 LH | DKI1 51 x 9 AL | KKD2 3 x 100 LH | MNM1 11 x 62 LH | PNV1 23 x 22 LL | PVI1 40 x 12 LL | SGP1 4 x 100 LH | TDI1 2 x 0 LL | TPT1 3 x 83 LH |
| KRR1 9 x 100 LH | KRR1 15 x 100 LH | ODM1 3 x 100 LH |
| MDU2 35 x 27 LL | ADP1 43 x 28 LL | BNR1 78 x 19 HL | CBM1 27 x 12 LL | CMR1 58 x 79 AH | MDU2 22 x 24 LL | MDU3 2 x 100 LH | MDU4 23 x 42 LA | MDU6 46 x 25 LL | TEN1 32 x 23 LL | TEN2 34 x 2 LL |
| SVG1 50 x 27 AL | BTU1 100 x 27 HL | KPT1 15 x 13 LL | MLR1 4 x 67 LH | NKI1 45 x 10 LL | PKM1 58 x 51 AH | SVG1 34 x 12 LL | TMM1 70 x 16 HL | USL1 105 x 51 HH |

### Region    TIRUPATI-01  MTD | LCE 83.13% | LCR 55.71% | HH

| ATP1 93 x 69 HH | ADI1 81 x 12 HL | ATP1 25 x 56 LH | DHN1 136 x 74 HH | GTL1 237 x 93 HH | KNL1 123 x 77 HH | KNL2 92 x 90 HH | NDL1 75 x 12 HL | TPI1 221 x 84 HH |
| KDA1 52 x 51 AH | BVL1 31 x 29 LL | KDA1 51 x 48 AA | KOU1 39 x 38 LA | MPL1 25 x 73 LH | PDT1 100 x 75 HH | PIL1 52 x 61 AH | RCY1 68 x 44 HA | RJP1 63 x 24 HL |
| TPY1 92 x 47 HA | CTO1 63 x 35 HA | KHT1 87 x 44 HA | NLR1 151 x 60 HH | NYP1 118 x 71 HH | PGR1 124 x 62 HH | PMR1 88 x 53 HH | PUT1 70 x 21 HL | SPE1 116 x 62 HH | TPY1 87 x 36 HA | TPY2 75 x 28 HL | VKI1 138 x 53 HH |

### Region    TRICHY-01  MTD | LCE 37.67% | LCR 50.92% | LH

| KUM1 47 x 45 LA | JKM1 20 x 73 LH | KUM1 71 x 37 HA | MVM1 86 x 35 HA | NCK1 44 x 90 LH | TVR1 16 x 86 LH | TVR2 7 x 72 LH |
| PTK1 29 x 33 LA | APM1 58 x 20 AL | MDI1 16 x 97 LH | NGT1 22 x 19 LL | NMM1 70 x 18 HL | PTK1 3 x 100 LH | TTP1 28 x 40 LA |
| TNJ1 38 x 81 LH | AYR1 26 x 98 LH | KIK1 23 x 58 LH | KRN1 24 x 88 LH | ORU1 26 x 67 LH | PDK1 131 x 70 HH | TNJ1 31 x 95 LH | TNJ2 32 x 92 LH |

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| TRY1 35 x 40 LA | MSI1 11 x 94 LH | PBR1 6 x 57 LH | PBR2 58 x 25 AL | TRY1 30 x 49 LA | TRY2 71 x 33 HA | TRY3 30 x 82 LH | TYR1 32 x 15 LL |

## Region  VIJAYAWADA-01  MTD | LCE 110.16% | LCR 68.93% | HH

| BVR1 135 x 70 HH | AMP1 92 x 56 HH | BVR1 87 x 48 HA | DPE1 131 x 82 HH | ELU1 161 x 67 HH | JGG1 225 x 81 HH | KND1 103 x 92 HH | PAP1 160 x 75 HH | PPM1 174 x 69 HH | RMV1 205 x 87 HH | TDD1 101 x 63 HH | TNK1 114 x 56 HH |
| GNT1 107 x 70 HH | BPP1 70 x 50 HA | CKT1 165 x 88 HH | CRL1 120 x 85 HH | GNT1 76 x 67 HH | GNT2 121 x 85 HH | KDR1 170 x 79 HH | NRT1 53 x 43 AA | OGL1 203 x 85 HH | PNR1 89 x 31 HA | PRL1 80 x 60 HH | RAL1 62 x 13 HL | VKN1 57 x 31 AA |
| VJW1 91 x 66 HH | GDV1 142 x 78 HH | GVM1 87 x 68 HH | JPT1 77 x 67 HH | MTM1 86 x 52 HH | TEL1 80 x 54 HH | TVU1 82 x 51 HH | VJW1 51 x 88 AH | VJW2 97 x 66 HH | VJW3 126 x 54 HH | VJW4 69 x 55 HH | VJW5 105 x 90 HH | VUY1 121 x 77 HH |

## Region  WEST-01  MTD | LCE 34.50% | LCR 46.12% | LA

| CBE1 25 x 70 LH | CBE1 61 x 57 HH | CBE2 8 x 97 LH | CBE3 11 x 100 LH | CBE4 23 x 89 LH | CBE6 44 x 87 LH | KMR1 26 x 85 LH | SNR1 22 x 46 LA | SUL1 52 x 22 AL |
| PLI1 22 x 33 LA | DPM2 20 x 22 LL | KGM1 32 x 17 LL | PDM1 34 x 31 LA | PLI1 10 x 29 LL | UMP1 28 x 67 LH | | |
| TPR1 47 x 46 LA | TPR1 79 x 20 HL | TPR2 4 x 62 LH | TPR3 78 x 83 HH | | | | |
| TPR4 67 x 42 HA | ANR1 42 x 33 LA | AVI1 70 x 84 HH | GBM1 89 x 30 HA | PPI1 100 x 30 HA | SYM2 69 x 25 HL | TPR4 25 x 55 LH | |
| UAM1 28 x 15 LL | CNR1 10 x 50 LA | GDR1 17 x 21 LL | KGI1 45 x 0 LL | KMD1 0 x NaN LL | MPM1 61 x 11 HL | UAM1 22 x 29 LL | |

## Region  WEST-02  MTD | LCE 46.33% | LCR 37.80% | LA

| ERD1 61 x 39 HA | CMI1 52 x 26 AL | ERD1 83 x 45 HA | ERD2 22 x 67 LH | KMM1 48 x 34 LA | NKL2 66 x 34 HA | PDR1 56 x 27 AL | RSP1 51 x 28 AL | SGG1 71 x 26 HL | TCG1 79 x 41 HA | VKL1 117 x 50 HA |
| HSR1 31 x 30 LA | HSR1 47 x 57 LH | HSR2 49 x 12 LL | KRI1 26 x 58 LH | KVP1 0 x NaN LL | PLC1 18 x 22 LL | PMP1 19 x 41 LA | SGI1 41 x 7 LL | | |
| MTR1 45 x 34 LA | BMD1 15 x 16 LL | DPR1 10 x 70 LH | DPR2 73 x 34 HA | HRR1 94 x 82 HH | MCR1 53 x 13 AL | MTR1 26 x 5 LL | OML1 50 x 13 LL | TRM1 42 x 18 LL | |
| SLM1 45 x 43 LA | APN1 75 x 37 HA | ATU1 67 x 23 HL | EDP1 9 x 22 LL | EPI1 12 x 18 LL | SLM1 59 x 80 AH | SLM2 26 x 51 LH | SLM3 33 x 18 LL | VPD1 56 x 28 AL | |