

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%+								
<b>LL-</b> 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								
<b>HL</b> -Interest, no buys	HA-Good data + decent sales	HH-Best-case; data rich and high revenue								

	From Date: 01-Nov-2025 To Date: 14-Nov-2025									
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category				
CHENNAI-01	4,810	543	368	11.29%	67.77%	LH				
CHENNAI-02	4,405	744	530	16.89%	71.24%	LH				
KL-SOUTH	476	32	23	6.72%	71.88%	LH				
NORTH ARCOT	3,507	524	352	14.94%	67.18%	LH				
SOUTH ARCOT	3,258	292	156	8.96%	53.42%	LH				
SOUTH-01	6,774	1,208	920	17.83%	76.16%	LH				
SOUTH-03	5,167	446	320	8.63%	71.75%	LH				
TIRUPATI-01	2,182	820	722	37.58%	88.05%	LH				
TRICHY-01	4,841	518	412	10.70%	79.54%	LH				
VIJAYAWADA-01	2,232	1,323	1,210	59.28%	91.46%	AH				
WEST-01	3,739	625	509	16.72%	81.44%	LH				
WEST-02	4,163	648	497	15.57%	76.70%	LH				
Total	45,555	7,723	6,019	16.95%	77.94%	LH				

Region			CHENNAI-0	)1 MTD   L	CE 11.29%	LCR 67.77	7%   LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
13 x 71	27 x 72	3 x 60	16 x 73	2 x 67	13 x 71	18 x 80	2 x 100	27 x 57	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH05 12 x 58 LH	AVD1 11 x 63 LH	CH05 8 x 64 LH	CH14 9 x 48 LA	CH26 5 x 1 LH	00	CH30 18 x 74 LH	CH35 18 x 54 LH	CH37 22 x 42 LA	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
11 x 78	19 x 59	6 x 100	8 x 92	14 x 97	2 x 100	15 x 59	4 x 100	6 x 94	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MCO9	
10 x 61	9 x 100	19 x 57	7 x 36	9 x 64	14 x 52	4 x 50	0 x NaN	O x NaN	
LH	LH	LH	LA	LH	LH	LA	LL	LL	

Region			CHENNAT-	-02 MTD   I	CE 16.89%	I CR 71	24%     H		
CH01 14 x 84 LH	CH03 14 x 77 LH	CH06 5 x 100 LH	CHLITTO	CH12 22 x 80 LH	CH23 14 x 92 LH		CH24 15 x 97 LH	MC06 1 x 100 LH	
CH04 20 x 66 LH	CH21 39 x 58 LH	CH34 23 x 63 LH	CH44 26 x 75 LH	GPD1 24 x 76 LH	MC05 2 x 100 LH	MJR1 13 x 57 LH	PON1 20 x 79 LH	UKI1 1 x 100 LH	
CH07 19 x 65 LH	CH01 174 x 100 HH	CH15 30 x 49 LA	CH17 4 x 100 LH	CH18 25 x 74 LH	CH27 5 x 100 LH	CH32 5 x 100 LH	CH36 4 x 100 LH	CH43 17 x 78 LH	
CH09 12 x 80 LH	CH09 7 x 80 LH	CH20 20 x 85 LH		CH31 7 x 100 LH	CH33 4 x 89 LH	:	CH41 20 x 66 LH	CH46 11 x 82 LH	

Region			KL-SOUT	H MTD   L	CE 6.72%   LC	R 71.88%	LH		
TVP1 7 x 72 LH	KLR1 0 x NaN LL			PAS1 22 x 81 LH		TVP1 5 x 55 LH			
Region			NORTH ARC	COT MTD	LCE 14.94%	LCR 67.18 <sup>o</sup>	%   LH		
NA01	AKM1	ANI1	ARC2	CYR1	KPM1	KPM2	WJD1	WJP1	

Ŭ			11011111111			70   = 01 ( 0 / 1 = )	0 7 0   <u>—</u> 1 1	
NA01	AKM1	ANI1	ARC2	CYR1	KPM1	KPM2	WJD1	WJP1
21 x 55	18 x 59	11 x 75	2 x 100	9 x 100	10 x 33	42 x 43	20 x 87	11 x 75
LH	LH	LH	LH	LH	LA	LA	LH	LH
NA02	ABR1	CGM1	GDM1	PLR1	TRR1	VEL1	VEL2	VNB1
15 x 79	6 x 100	2 x 100	5 x 83	3 x 100	2 x 80	35 x 67	48 x 82	1 x 100
LH	LH	LH	LH	LH	LH	LH	LH	LH
NA03 7 x 87 LH	BGR1 24 x 95 LH	CPT1 2 x 100 LH	PTU1 2 x 0 LL	1 x 100		TRL1 TRT1 3 x 100 3 x 67 LH LH		VSI1 17 x 77 LH

SOUTH ARCOT MTD | LCE 8.96% | LCR 53.42% | LH Region



## Follow-Up Lead Capturing Effectiveness as on 11/14/2025 10:00:30 AM

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)

SA01 L8 x 47 .A	CUD1 41 x 41 LA		KLM1 11 x 70 LH	MK 4 x LH			POY1 5 x 100 LH		POY2 3 x 14 LL	
A02 x 68 H	CDM1 1 x 100 LH	KKI2 21 x 67 LH	KML1 0 x NaN LL	NVL2 3 x 67 LH	4	RT1 x 60 H	STP1 0 x N LL	laN	ULP1 1 x 50 LA	VCM1 1 x 100 LH
A03 x 62 H	SJI1 NaN x NaN LL	SJI2 O x NaN LL	TDM1 11 x 41 LA	TRK1 10 x 75 LH	1	VM1 × 100 H	TVM 0 × N LL	laN	VPM1 3 x 100 LH	VPM2 0 x NaN LL
Region	KVT1	KYR1	SOUTH-	01 MTD	LCE 17.	83%   ski		.16%   Lh	STU2	VKM1
L6 x 72 .H	6 x 81 LH	7 x 80 LH	26 x 80 LH	26 x 67 LH	NaN x NaN LL		x 63	12 x 82 LH	20 x 81 LH	19 x 53 LH
IGR1 7 x 79 H	COL1 20 x 100 LH	KGL1 26 x 75 LH	KSM1 18 x 9 LH		MAR1 18 x 84 LH		MMT1 10 x 50 LA	NGR1 20 x 77 LH		TKY1 6 x 100 LH
KS1 4 x 82 H	PDI1 6 x 78 LH	RPM1 10 x 6 <sup>2</sup> LH	4	SDI1 7 x 80 LH	2	GT1 1 x 67 H		TKS1 11 x 88 LH		(S2 7 x 92 I
UT1 3 x 71 H	ERL1 NaN x NaN LL	ERL2 20 x 91 LH	TCN1 19 x 7 LH		TUT1 21 x 64 LH		TUT2 20 x 70 LH	TYI1 24 x 74 LH		UDN1 53 x 70 AH
VL1 l6 x 86 .H	ARM1 17 x 100 LH		ASM1 22 x 76 LH	TVL 17: LH	x 88		TVL2 20 x 78 LH		VLY1 11 x 85 LH	
/NR1 18 x 74 .H	APK1 18 x 57 LH		APK2 41 x 86 LH	LH	x 76		VNR1 21 x 72 LH		VNR2 10 x 68 LH	
Region GL1	DCI4	BOLO.			LCE 8.6		LCR 71.	75%   LH		DNI4
x 82 H	DGL1 1 x 100 LH	DGL2 0 x NaN LL	MDU1 4 x 95 LH		18 x 88 LH		3 x 100 LH	NTM1 2 x 100 LH		PNI1 17 x 43 LA
KD2 x 87 H	ATG1 1 x 100 LH	DKI1 KKC 4 x 80	: 100	MNM1 3 x 100 LH	PNV1 NaN x NaN LL	PNV2 0 x N LL	aN 16	//11 SGP: 5 x 100 1 x 1 LH	00 2 x 10	
RR1 × 100 H	KRR1 5 x 100 LH				2	DDM1 × 100 H				
1DU2 x 76 H	ADP1 23 x 71 LH	16 x 100	CBM1 CM 6 x 62 12 LH LH	x 100 6 x	87 0	/IDU3 x NaN L	MDU4 8 x 67 LH	MDU6 14 x 64 LH	TEN1 1 x 100 LH	TEN2 3 x 75 LH
VG1 6 x 56 H	BTU1 6 x 50 LA	KPT1 1 x 0 LL	KYK1 5 x 100 LH	MLR1 3 x 100 LH	NKI1 12 x 64 LH	PKI 37 LA	x 49	SVG1 4 x 80 LH	TMM1 36 x 58 LH	USL1 13 x 36 LA
Region	ADIA	1TD 4						8.05%   L		TOL
TP1 6 x 92 IH	ADI1 34 x 84 LH	ATP1 28 x 93 LH	DHN1 87 x 96 HH	GTL1 214 x 98 HH	KAR1 NaN x NaN LL	LH	x 97	KNL2 56 x 98 AH	NDL1 44 x 57 LH	TPI1 164 x 96 HH
DA1 .9 x 87 H	BVL1 8 x 100 LH	KDA1 9 x 100 LH	KOU1 14 x 89 LH	MPL1 36 x 89 LH	4 L	DT1 1 x 83 H	PIL1 6 x 1 LH	00	RCY1 9 x 75 LH	RJP1 23 x 80 LH
PY1 28 x 82 .H	CTO1 11 x 80 LH	KHT1 KVL1 29 x 89 29 x 65 LH LH	LH	14 x 89 LH	75 x 87 2 HH L	MR1 8 x 95 H	PUT1 21 x 81 LH	18 x 87 LH	43 x 66 18 LH LH	VY2 VKI1 B x 68 50 x 96 H LH
Region	MINA	1000				-		9.54%   LI	1	TV/D2
UM1 0 x 66 H	KIK1 4 x 100 LH	KUM1 18 x 50 LA	NCK1 21 x 8 LH		NGT1 23 x 66 LH		TTP1 2 x 100 LH	TVR1 1 x 100 LH		TVR2 0 x NaN LL
BR1 1 x 83 H	AYR1 19 x 96 LH	JKM1 1 x 100 LH	MSI1 3 x 10 LH		MVM1 12 x 85 LH		PBR1 14 x 92 LH	PBR2 14 x 64 LH		TYR1 13 x 95 LH
NJ1 5 x 84 H	APM1 49 x 94 LH	MDI1 19 x 94 LH	NMM 24 x 7 LH		ORU1 4 x 100 LH		PTK1 5 x 62 LH	TNJ1 10 x 86 LH		TNJ2 13 x 73 LH



## Follow-Up Lead Capturing Effectiveness as on 11/14/2025 10:00:30 AM

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)

TRY1 7 x 84 LH	KRN1 6 x 62 LH		PDK1 39 x 79 LH		TRY1 3 x 100 LH		TRY2 22 x 92 LH		TRY3 1 x 100 LH		TRY4 1 x 100 LH	
Region			V]	[JAYAWA	DA-01	MTD	LCE 59.2	18%   LCR	91.46%	AH		
BVR1 57 x 96 AH	AMP1 12 x 67 LH		DPE1 29 x 100 LH	123 x 99	GG1 17 x 83 .H	KND1 149 x 100 HH	38 x 100 1	AP1 PPM1 4 x 71 182 x H HH		TDD1 21 x 78 LH	TNI1 44 x 96 LH	TNK1 29 x 93 LH
GNT1 56 x 89 HH	BPP1 36 x 88 LH	CKT1 144 x 93 HH	CRL1 59 x 89 AH	GNT1 54 x 95 AH	GNT2 92 x 96 HH	KDR1 62 x 92 HH	NRT1 23 x 94 LH	OGL1 157 x 88 HH	PNR1 54 x 61 AH	PRL1 20 x 70 LH	RAL1 34 x 67 LH	VKN1 22 x 100 LH
/JW1 54 x 89 AH	GDV1 139 x 97 HH	GVM1 29 x 43 LA	JPT1 95 x 83 HH	MTM1 28 x 71 LH	TEL1 61 x 85 HH	TVU1 108 x 95 HH	VJW1 55 x 92 AH	VJW2 24 x 100 LH	VJW3 32 x 94 LH	VJW4 38 x 83 LH	VJW5 24 x 93 LH	VUY1 34 x 100 LH
Region				WEST-	01 MT	D   LCE	16.72%	LCR 81	.44%   L	H		
CBE1 17 x 87 LH	CBE1 27 x 100 LH	CBE2 12 x 75 LH		CBE3 13 x 100 LH	CBE4 21 x 95 LH	СВ	E5 < 100	CBE6 39 x 98 LH	KMR1 28 x 81 LH	SNR1 2 x 100 LH	SUI 15 LH	x 74
PLI1 5 x 79 LH	DPM2 4 x 100 LH		KGM 9 x 5 LH			PDM1 15 x 75 LH		PLI1 3 x 100 LH		UMP1 2 x 10 LH		
<sup>T</sup> PR1 28 x 74 .H	TPR1 29 x 47 LA				TPR2 5 x 88 LH				TPR3 56 x 95 AH			
PR4 29 x 81 .H	ANR1 0 x NaN LL		AVI1 47 x 96 LH		GBM1 53 x 68 AH		PPI1 36 x 83 LH		SYM2 2 x 100 LH		TPR4 14 x 79 LH	
JAM1 5 x 60 LH	CNR1 5 x 100 LH		GDR1 7 x 25 LL		KGI1 0 x NaN LL		KMD1 0 x NaN LL		MPM1 16 x 55 LH		UAM1 1 x 100 LH	
Region				WEST-	02 MT	D   LCE	15.57%	LCR 76	.70%   L	Н		
ERD1 30 x 76 LH	CMI1 25 x 57 LH	ERD1 46 x 83 LH	ERD2 18 x LH		ИМ1 ) x 57 I	NKL2 35 x 76 LH	PDR1 31 x 75 LH	RSP1 26 x 81 LH	SGG1 32 x 81 LH	TCG1 17 x 9 LH	3 6	/KL1 60 x 77 HH
HSR1 13 x 86 <sub>-</sub> H	HSR1 34 x 92 LH		SR2 9 x 85 H	KRI1 3 x 10 LH		KVP1 1 x 10 LH		PLC1 5 x 40 LA	PMP 0 x N LL		SGI1 0 x NaN LL	
MTR1 5 x 87 LH	BMD1 0 x NaN LL	DPR1 4 x 10 LH		DPR2 13 x 67 LH		HRR1 10 x 100 _H	MCR1 7 x 62 LH	MTI 2 x LH		OML1 5 x 100 LH	TRM1 3 x 10 LH	
LM1 2 x 70 H	APN1 26 x 59 LH	ATU1 20 x 4 LA		EDP1 0 x NaN LL		EPI1 2 x 100 LH	SLM1 17 x 79 LH	SLM 13 > LH		SLM3 5 x 89 LH	VPD1 12 x 7 LH	