

		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 : 19-Aug-2025					
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	8,058	2,159	662	26.79%	30.66%	LA
CHENNAI-02	7,142	2,101	743	29.42%	35.36%	LA
KL-SOUTH	468	139	54	29.68%	38.85%	LA
NORTH ARCOT	5,938	2,003	519	33.73%	25.91%	LL
SOUTH ARCOT	5,306	1,348	404	25.40%	29.97%	LL
SOUTH-01	11,539	3,078	899	26.67%	29.21%	LL
SOUTH-03	8,319	1,778	607	21.37%	34.14%	LA
TIRUPATI-01	3,765	2,571	1,569	68.29%	61.03%	HH
TRICHY-01	8,707	2,617	1,467	30.06%	56.06%	LH
VIJAYAWADA-01	3,803	3,439	2,523	90.43%	73.36%	HH
WEST-01	5,686	1,776	1,005	31.24%	56.59%	LH
WEST-02	7,114	2,581	1,152	36.28%	44.63%	LA
Total	75,846	25,590	11,604	33.74%	45.35%	LA

RegionCHENNAI-01 MTD LCE 26.79% LCR 30.66% LA								
CH03 29 x 32 LA	CGL1 51 x 44 AA	CH45 16 x 33 LA	GUD1 30 x 35 LA	GUD2 12 x 37 LA	MC10 33 x 34 LA	MRM1 39 x 21 LL	SKL1 11 x 30 LL	TKM1 46 x 27 LL
CH05 34 x 25 LL	AVD1 22 x 31 LA	CH05 24 x 29 LL	CH14 62 x 24 HL	CH26 5 x 71 LH	CH30 33 x 18 LL	CH35 36 x 23 LL	CH37 20 x 22 LL	
CH06 24 x 38 LA	CH08 45 x 21 LL	CH11 16 x 78 LH	CH16 16 x 58 LH	CH19 20 x 65 LH	CH29 11 x 18 LL	CH39 58 x 28 AL	CH40 11 x 21 LL	CH42 11 x 27 LL
CH08 20 x 29 LL	CH07 21 x 43 LA	CH22 36 x 18 LL	CH28 33 x 26 LL	CH38 11 x 40 LA	CH48 0 x NaN LL	KNR1 20 x 37 LA	MC02 0 x NaN LL	MC09 33 x 10 LL

RegionCHENNAI-02 MTD LCE 29.42% LCR 35.36% LA								
CH01 22 x 37 LA	CH03 5 x 76 LH	CH12 41 x 31 LA	CH23 10 x 35 LA	CH24 37 x 37 LA	CH41 45 x 35 LA	MC06 11 x 22 LL	MC08 8 x 100 LH	
CH04 37 x 35 LA	CH21 45 x 32 LA	CH34 38 x 30 LL	CH44 38 x 22 LL	GPD1 44 x 45 LA	MC05 39 x 12 LL	MJR1 21 x 32 LA	PON1 47 x 49 LA	UKI1 26 x 58 LH
CH07 32 x 33 LA	CH01 139 x 100 HH	CH15 45 x 26 LL	CH17 10 x 94 LH	CH18 34 x 23 LL	CH27 9 x 100 LH	CH32 17 x 100 LH	CH36 8 x 80 LH	CH43 30 x 30 LA
CH09 24 x 38 LA	CH06 30 x 23 LL	CH09 14 x 48 LA	CH20 38 x 30 LL	CH31 13 x 94 LH	CH33 5 x 100 LH	CH46 41 x 40 LA		

RegionKL-SOUTH MTD LCE 29.68% LCR 38.85% LA	
TVP1 30 x 39 LA	PAS1 44 x 54 LH
	TVP1 23 x 25 LL

RegionNORTH ARCOT MTD LCE 33.73% LCR 25.91% LL									
NA01 45 x 22 LL	AKM1 50 x 16 LL	ANI1 32 x 33 LA	ARC2 8 x 44 LA	CYR1 21 x 31 LA	KPM1 41 x 26 LL	KPM2 55 x 21 AL	WJD1 50 x 23 AL	WJP1 78 x 18 HL	
NA02 26 x 28 LL	ABR1 16 x 42 LA	CGM1 17 x 38 LA	GDM1 20 x 28 LL	PLR1 29 x 50 LA	TRR1 11 x 29 LL	VEL1 37 x 46 LA	VEL2 46 x 12 LL	VNB1 29 x 13 LL	
NA03 30 x 30 LA	BGR1 37 x 23 LL	CPT1 36 x 7 LL	PTU1 30 x 57 LH	SBR1 14 x 50 LA	SLG1 27 x 26 LL	TRL1 11 x 60 LH	TRT1 65 x 22 HL	UGI1 56 x 34 AA	VSI1 26 x 36 LA

RegionSOUTH ARCOT MTD LCE 25.40% LCR 29.97% LL	
--	--



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 33 x 29 LL	CUD1 43 x 27 LL		KLM1 36 x 21 LL		MKM1 27 x 17 LL		POY1 19 x 59 LH		POY2 31 x 24 LL		
SA02 17 x 34 LA	CDM1 29 x 41 LA	KKI2 46 x 28 LL	KML1 3 x 57 LH	NVL2 9 x 37 LA	PRT1 3 x 71 LH		STP1 4 x 20 LL	ULP1 5 x 35 LA		VCM1 10 x 18 LL	
SA03 28 x 28 LL	SJI1 16 x 11 LL	TDM1 30 x 21 LL		TRK1 45 x 29 LL		TVM1 22 x 48 LA		TVM2 21 x 24 LL		VPM1 41 x 30 LL	VPM2 9 x 35 LA

SOUTH-01 MTD | LCE 26.67% | LCR 29.21% | LL

KVT1 25 x 21 LL	KVT1 17 x 18 LL	KYR1 8 x 15 LL	PKD1 39 x 24 LL	RND1 43 x 23 LL	SKD1 0 x NaN LL	SNL1 28 x 26 LL	STU2 30 x 21 LL	VKM1 48 x 15 LL
NGR1 11 x 37 LA	COL1 13 x 0 LL	KGL1 25 x 11 LL	KSM1 12 x 29 LL	MAR1 10 x 57 LH	MMT1 13 x 19 LL	NGR1 5 x 92 LH	TKY1 9 x 26 LL	
TKS1 20 x 30 LA	PDI1 17 x 33 LA	RPM1 5 x 45 LA	SDI1 27 x 37 LA	SGT1 47 x 17 LL	TKS1 34 x 26 LL	TKS2 11 x 44 LA		
TUT1 32 x 29 LL	ERL1 107 x 43 HA	ERL2 0 x NaN LL	TCN1 41 x 18 LL	TUT1 38 x 27 LL	TUT2 12 x 15 LL	TYI1 21 x 37 LA	UDN1 75 x 41 HA	
TVL1 25 x 51 LH	ARM1 32 x 32 LA	ASM1 27 x 61 LH	TVL1 23 x 59 LH	TVL2 29 x 68 LH	VLY1 27 x 31 LA			
VNR1 48 x 20 LL	APK1 41 x 34 LA	SVK1 44 x 22 LL	VNR1 57 x 32 AA	VNR2 50 x 12 AL				

SOUTH-03 MTD | LCE 21.37% | LCR 34.14% | LA

DGL1 9 x 63 LH	DGL1 4 x 100 LH		DGL2 2 x 100 LH		MDU1 6 x 100 LH		MDU5 18 x 64 LH		MPA1 0 x 100 LH		NTM1 20 x 22 LL		PNI1 51 x 44 AA							
KKD2 13 x 31 LA	ATG1 5 x 75 LH		DKI1 36 x 7 LL		KKD2 4 x 100 LH		MNM1 7 x 67 LH		PNV1 18 x 24 LL		PVI1 34 x 28 LL		SGP1 3 x 100 LH		TDI1 2 x 33 LA		TPT1 3 x 89 LH			
KRR1 8 x 100 LH	KRR1 12 x 100 LH								ODM1 4 x 100 LH											
MDU2 28 x 32 LA	ADP1 31 x 25 LL		BNR1 59 x 23 AL		CBM1 22 x 23 LL		CMR1 45 x 76 LH		MDU2 16 x 31 LA		MDU3 6 x 100 LH		MDU4 16 x 44 LA		MDU6 46 x 34 LA		TEN1 22 x 24 LL		TEN2 23 x 4 LL	
SVG1 41 x 26 LL	BTU1 78 x 31 HA		KPT1 11 x 12 LL		MLR1 3 x 71 LH		NKI1 43 x 24 LL		PKM1 56 x 62 AH		SVG1 28 x 21 LL		TMM1 55 x 14 AL		USL1 58 x 19 AL					

TIRUPATI-01 MTD | LCE 68.29% | LCR 61.03% | HH

ATP1 88 x 75 HH	ADI1 63 x 16 HL	ATP1 25 x 62 LH	DHN1 125 x 80 HH	GTL1 229 x 94 HH	KNL1 111 x 85 HH	KNL2 78 x 93 HH	NDL1 64 x 18 HL	TPI1 197 x 87 HH			
KDA1 42 x 59 LH	BVL1 23 x 32 LA	KDA1 38 x 56 LH	KOU1 34 x 52 LH	MPL1 16 x 74 LH	PDT1 76 x 82 HH	PIL1 41 x 66 LH	RCY1 50 x 52 LH	RJP1 65 x 39 HA			
TPY1 68 x 49 HA	CTO1 45 x 36 LA	KHT1 83 x 51 HH	NLR1 103 x 61 HH	NYP1 46 x 69 LH	PGR1 85 x 62 HH	PMR1 68 x 56 HH	PUT1 58 x 21 AL	SPE1 97 x 68 HH	TPY1 68 x 43 HA	TPY2 56 x 33 AA	VKI1 89 x 53 HH

TRICHY-01 MTD | LCE 30.06% | LCR 56.06% | LH

KUM1 37 x 51 LH	JKM1 14 x 71 LH	KUM1 58 x 50 AA	MVM1 67 x 39 HA	NCK1 37 x 80 LH	TVR1 15 x 82 LH	TVR2 5 x 76 LH	
PTK1 19 x 39 LA	APM1 47 x 27 LL	MDI1 9 x 92 LH	NGT1 15 x 31 LA	NMM1 50 x 26 LL	PTK1 3 x 100 LH	TTP1 18 x 42 LA	
TNJ1 35 x 81 LH	AYR1 26 x 97 LH	KIK1 25 x 59 LH	KRN1 31 x 88 LH	ORU1 23 x 60 LH	PDK1 106 x 72 HH	TNJ1 30 x 91 LH	TNJ2 28 x 90 LH



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 27 x 44 LA	MSI1 9 x 94 LH	PBR1 7 x 73 LH	PBR2 43 x 29 LL	TRY1 24 x 55 LH	TRY2 50 x 34 AA	TRY3 24 x 82 LH	TYR1 25 x 18 LL	
-----------------------	----------------------	----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	--

Region VIJAYAWADA-01 MTD | LCE 90.43% | LCR 73.36% | HH

BVR1 115 x 75 HH	AMP1 78 x 66 HH	BVR1 68 x 49 HA	DPE1 133 x 88 HH	ELU1 135 x 76 HH	JGG1 167 x 83 HH	KND1 99 x 94 HH	PAP1 138 x 76 HH	PPM1 186 x 78 HH	RMV1 177 x 90 HH	TDD1 82 x 66 HH	TNK1 88 x 62 HH	
GNT1 85 x 74 HH	BPP1 55 x 56 AH	CKT1 136 x 91 HH	CRL1 85 x 83 HH	GNT1 53 x 68 AH	GNT2 105 x 89 HH	KDR1 150 x 84 HH	NRT1 37 x 48 LA	OGL1 188 x 86 HH	PNR1 68 x 34 HA	PRL1 57 x 65 AH	RAL1 40 x 15 LL	VKN1 39 x 34 LA
VJW1 72 x 70 HH	GDV1 106 x 80 HH	GVM1 71 x 70 HH	JPT1 60 x 68 HH	MTM1 70 x 60 HH	TEL1 69 x 54 HH	TVU1 66 x 57 HH	VJW1 48 x 92 LH	VJW2 76 x 72 HH	VJW3 87 x 58 HH	VJW4 57 x 58 AH	VJW5 74 x 90 HH	VUY1 111 x 81 HH

Region WEST-01 MTD | LCE 31.24% | LCR 56.59% | LH

CBE1 24 x 78 LH	CBE1 47 x 64 LH	CBE2 8 x 98 LH	CBE3 14 x 100 LH	CBE4 19 x 92 LH	CBE6 44 x 91 LH	KMR1 31 x 87 LH	SNR1 22 x 63 LH	SUL1 35 x 27 LL	
PLI1 19 x 46 LA	DPM2 18 x 40 LA	KGM1 25 x 23 LL	PDM1 27 x 42 LA	PLI1 14 x 58 LH	UMP1 21 x 69 LH				
TPR1 42 x 57 LH	TPR1 61 x 29 HL	TPR2 4 x 75 LH	TPR3 78 x 86 HH						
TPR4 67 x 52 HH	ANR1 35 x 46 LA	AVI1 52 x 85 AH	GBM1 74 x 30 HA	PPI1 126 x 53 HH	SYM2 63 x 34 HA	TPR4 35 x 75 LH			
UAM1 21 x 22 LL	CNR1 7 x 56 LH	GDR1 13 x 20 LL	KGI1 34 x 13 LL	KMD1 0 x NaN LL	MPM1 42 x 19 LL	UAM1 17 x 33 LA			

Region WEST-02 MTD | LCE 36.28% | LCR 44.63% | LA

ERD1 49 x 47 LA	CMI1 43 x 29 LL	ERD1 70 x 55 HH	ERD2 15 x 70 LH	KMM1 31 x 34 LA	NKL2 51 x 41 AA	PDR1 42 x 35 LA	RSP1 45 x 38 LA	SGG1 60 x 38 HA	TCG1 56 x 47 AA	VKL1 114 x 62 HH
HSR1 23 x 37 LA	HSR1 37 x 64 LH	HSR2 35 x 20 LL	KRI1 18 x 60 LH	KVP1 1 x 100 LH	PLC1 15 x 33 LA	PMP1 12 x 43 LA	SGI1 28 x 7 LL			
MTR1 37 x 44 LA	BMD1 10 x 16 LL	DPR1 12 x 82 LH	DPR2 58 x 41 AA	HRR1 87 x 88 HH	MCR1 38 x 14 LL	MTR1 21 x 14 LL	OML1 39 x 14 LL	TRM1 32 x 26 LL		
SLM1 34 x 46 LA	APN1 54 x 38 AA	ATU1 50 x 20 AL	EDP1 7 x 42 LA	EPI1 8 x 18 LL	SLM1 44 x 82 LH	SLM2 23 x 60 LH	SLM3 23 x 20 LL	VPD1 44 x 32 LA		