

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 Ra	te (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-Sep-2025 To	Date: 23-Sep-20	)25	
Sales Zone	Expected	Leads	Won	LCE %	LCR %	Category
CHENNAI-01	6,829	1,884	1,805	27.59%	95.81%	LH
CHENNAI-02	5,967	2,248	2,158	37.67%	96.00%	LH
KL-SOUTH	1,161	140	128	12.06%	91.43%	LH
NORTH ARCOT	5,158	1,864	1,767	36.14%	94.80%	LH
SOUTH ARCOT	4,151	1,252	1,186	30.16%	94.73%	LH
SOUTH-01	11,072	4,956	4,809	44.76%	97.03%	LH
SOUTH-03	7,013	1,365	1,275	19.46%	93.41%	LH
TIRUPATI-01	3,024	2,675	2,628	88.47%	98.24%	НН
TRICHY-01	6,492	2,480	2,425	38.20%	97.78%	LH
VIJAYAWADA-01	2,773	2,772	2,714	99.96%	97.91%	НН
WEST-01	4,836	1,846	1,794	38.17%	97.18%	LH
WEST-02	5,678	2,000	1,926	35.23%	96.30%	LH
Total	64,155	25,482	24,615	39.72%	96.60%	LH

Region			CHENNAI-0	1 MTD   LO	CE 27.59%	LCR 95.81	.%   LH		
CH03	CGL1	CH45	GUD1	GUD2	MC10	MRM1	SKL1	TKM1	
18 x 92	26 x 92	3 x 100	31 x 97	1 x 100	23 x 96	24 x 76	3 x 100	37 x 93	
LH	LH	LH	LH	LH	LH	LH	LH	LH	
CH05 38 x 97 LH	AVD1 12 x 96 LH	CH05 15 x 98 LH	CH14 66 x 95 HH	CH26 22 x 9 LH	6	CH30 33 x 99 LH	CH35 63 x 100 HH	CH37 31 x 100 LH	
CH06	CH08	CH11	CH16	CH19	CH29	CH39	CH40	CH42	
30 x 96	67 x 95	7 x 100	8 x 100	24 x 96	9 x 100	78 x 96	2 x 100	21 x 94	
LH	HH	LH	LH	LH	LH	HH	LH	LH	
CH08	CH07	CH22	CH28	CH38	CH48	KNR1	MC02	MC09	
22 x 96	9 x 100	44 x 96	18 x 96	24 x 100	26 x 91	20 x 100	17 x 100	37 x 100	
LH	LH	LH	LH	LH	LH	LH	LH	LH	

1	CH03	CH06	CH12	CH23			MC06	MC08
x 96	4 x 95 LH	27 x 96 LH	64 x 95 HH	21 x 3 LH	L00 44 LF		5 x 100 LH	6 x 100 LH
104	CH21	CH34	CH44	GPD1	MC05	MJR1	PON1	UKI1
4 x 96 H	62 x 96 HH	55 x 95 AH	54 x 94 AH	37 x 99 LH	18 x 93 LH	36 x 93 LH	59 x 98 AH	14 x 97 LH
H07 5 x 96	CH01 62 x 100 HH	CH15 79 x 95 HH	CH17 15 x 100 LH	CH18 38 x 96 LH	CH27 10 x 100 LH	CH32 23 x 100 LH	CH36 13 x 100 LH	CH43 45 x 97 LH
H09 9 x 97	CH09 13 x 96	CH20 58 x 98		H31 3 x 93	CH33 4 x 100	CH41 38 x 97		CH46 42 x 92

Region			KL-SOUTH	MTD   LC	E 12.06%   LO	CR 91.43%	LH		
TVP1 12 x 91 LH	KLR1 0 x NaN LL			S1 x 90		TVP1 3 x 100 LH			
Region			NORTH ARCC	T MTD	LCE 36.14%	LCR 94.80	%   LH		
NA01 51 x 93 AH	AKM1 65 x 98 HH	ANI1 41 x 98 LH	ARC2 18 x 95 LH	CYR1 23 x 100 LH	KPM1 42 x 93 LH	KPM2 58 x 86 AH	WJD1 61 x 96 HH	WJP1 76 x 99 HH	
NAGO	ADD1	CCN41	CDM11	DI D1	TDD1	VEL 1	VELO	VND1	

51 x 93 AH	65 x 98 HH	41 x 98 LH	18 x 95 LH	23 x 100 LH	42 x ! LH	93	58 x 86 AH	61 x 96 HH	76 x 99 HH	
NA02 27 x 96 LH	ABR1 6 x 100 LH	CGM1 6 x 100 LH	GDM1 27 x 90 LH	PLR1 12 x 100 LH	TRR1 10 x ! LH	97	VEL1 47 x 97 LH	VEL2 65 x 95 HH	VNB1 15 x 100 LH	
NA03 29 x 96 LH	BGR1 51 x 96 AH	CPT1 28 x 100 LH	PTU1 32 x 96 LH	SBR1 8 x 100 LH	SLG1 32 x 100 LH	TRL1 13 x 100 LH	TRT1 88 x 89 HH	UGI1 45 x 96 LH	VSI1 19 x 97 LH	
Dagian			COLITH	DCOT MTD	L LCE 20	160/   16	CD 04 720/	ТТП		

SOUTH ARCOT MTD | LCE 30.16% | LCR 94.73% | LH Region



## Follow-Up Lead Capturing Effectiveness as on 9/23/2025 10:00:51 AM

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A01 5 x 94 H	CUD1 64 x 90 HH	KLN 35 > LH	x 99	MKM: 29 x 1 LH			POY1 49 x 97 LH		POY2 22 x 98 LH	
A02 2 x 95	CDM1 17 x 98 LH	KKI2 62 x 94 HH	KML1 3 x 100 LH	NVL2 21 x 89 LH		PRT1 15 x 97 LH	STP1 3 x 100 LH	ULP1 20 x 9 LH	97 1	/CM1 l1 x 92 .H
.03 x 96	SJI1 5 x 100 LH	TDM1 48 x 91 LH	TRK1 57 x 97 AH		TVM1 15 x 100 LH		TVM2 7 x 100 LH	VPM1 31 x 97 LH	VPM 4 x 1 LH	
Region			SOUTH-01	MTD	LCE 44	.76%	LCR 97.0	)3%   LH		
/T1 3 x 97 1	KVT1 28 x 99 LH	KYR1 33 x 100 LH	PKD1 63 x 97 HH	RND1 52 x 99 AH		SKD1 23 x 90 LH	SNL1 54 x 94 AH	STU2 67 x 1 HH	100 <mark>4</mark>	/KM1 49 x 93 .H
GR1 8 x 98	COL1 45 x 97 LH	KGL1 57 x 99 AH	KSM1 5 x 100 LH		MAR1 26 x 97 LH		MMT1 52 x 99 AH	NGR1 16 x 97 LH	TKY1 6 x 1 LH	
(S1 5 x 98	PDI1 42 x 97 LH	RPM1 12 x 94 LH		5DI1 9 x 100 .H		SGT1 68 x 100 HH		TKS1 57 x 95 AH	TKS2 53 x 99 AH	
JT1 7 x 96 H	ERL1 ∞x100 HH	ERL2 59 x 98 AH	TCN1 37 x 92 LH		TUT1 57 x 98 AH		TUT2 62 x 97 HH	TYI1 78 x 95 HH	UDN 187 : HH	
/L1 8 x 98	ARM1 44 x 98 LH	ASN 37 x LH	x 95	TVL1 35 x 1 LH			TVL2 78 x 98 HH		VLY1 37 x 95 LH	
NR1 9 x 97 H	APK1 52 x 97 AH	APK 61> HH	x 100	SVK1 44 x 9 LH			VNR1 92 x 94 HH		VNR2 58 x 98 AH	
Region			SOUTH-03	MTD	LCE 19	.46%	LCR 93.4	₹1%   LH		
GL1 x 96	DGL1 4 x 100 LH	DGL2 1 x 100 LH	MDU1 5 x 100 LH		MDU5 10 x 95 LH		MPA1 6 x 100 LH	NTM1 10 x 93 LH	PNI1 61 x HH	
KD2 3 x 97	ATG1 5 x 91 LH	DKI1 17 x 97 LH		MNM1 l x 100 .H	PNV1 12 x 100 LH	PVI 34: LH	x 96	3 x 100	TDI1 3 x 100 LH	TPT1 3 x 100 LH
RR1 × 100	KRR1 17 x 100 LH					ODM1 1 x 100 LH				
DU2 1 x 92 1	ADP1 8 x 87 LH	BNR1 CBN 49 x 92 24 x LH LH	x 98 52 x 91	MDU2 10 x 1 LH	100	MDU3 1 x 100 LH	MDU4 21 x 84 LH	MDU6 55 x 91 AH	TEN1 10 x 93 LH	TEN2 9 x 93 LH
/G1 5 x 92 H	BTU1 42 x 89 LH	KPT1 13 x 100 LH		VILR1 3 x 91 .H	NKI1 26 x 97 LH	PKN 11C HH	.0 x 93	7 x 100	TMM1 78 x 90 HH	USL1 41 x 92 LH
Region			TIRUPATI-0:	1 MTD	LCE 8	8.47%	LCR 98	.24%   HH		
ГР1 86 x 99 Н	ADI1 75 x 97 HH	ATP1 79 x 98 HH	DHN1 128 x 99 HH	GTL1 337 x 100 HH		KNL1 155 x 100 HH	KNL2 127 x 10 HH	NDL1 00 69 x 9 HH	97 2	ГРІ1 248 x 99 НН
OA1 7 x 98 H	BVL1 21 x 100 LH	KDA1 25 x 94 LH	KOU1 36 x 97 LH	MPL1 82 x 100 HH		PDT1 39 x 100 LH	PIL1 14 x 100 LH	RCY1 9 x 10 LH	00 5	RJP1 53 x 95 AH
PY1 9 x 97 H	CTO1 38 x 99 LH	KHT1 KVL1 116 x 100 34 x 100 HH LH	79 x 97		01 x 98	PMR1 116 x 100 HH		SPE1 TPY1 97 x 95 103 x HH HH		VKI1 182 x 97 HH
Region			TRICHY-01	MTD	LCE 38	3.20%	LCR 97.7	78%   LH		
JM1 I x 98 I	JKM1 13 x 97 LH	KUM1 79 x 97 HH	74	MVM1 74 x 100 HH		NCK1 50 x 97 LH		TVR1 10 x 100 LH	TVR2 9 x 100 LH	
FK1 9 x 98 H	APM1 51 x 98 AH	MDI1 19 x 97 LH		NGT1 37 x 99 .H		NMM1 80 x 98 HH		PTK1 3 x 100 LH	TTP1 7 x 94 LH	
NJ1 5 x 97	AYR1 39 x 97 LH	KIK1 32 x 95 LH	KRN1 77 x 95 HH		ORU1 50 x 97 AH		PDK1 141 x 97 HH	TNJ1 56 x 100 AH	TNJ2 76 x HH	



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TRY1 18 x 98 LH	MSI1 3 x 100 LH	2	PBR1 21 x 100 _H	PBI 38 LH	x 97	TRY 16 × LH		TRY2 53 x 1 AH		TRY3 5 x 10 LH	0	TYR1 4 x 100 LH	
Region			VI	JAYAW	ADA-01	MTD	LCE 99.	96%	LCR 9	7.91%	HH		
BVR1 119 x 99 HH	AMP1 61 x 100 HH	BVR1 112 x 98 HH	DPE1 128 x 97 HH	ELU1 201 x 99 HH	JGG1 128 x 100 HH	KND1 108 x 100 HH	NPR1 0 x NaN LL	PAP1 103 x 100 HH	PPM1 254 x 100 HH	RMV1 335 x 100 HH	TDD1 59 x 97 AH	TNI1 0 x NaN LL	TNK1 54 x 100 AH
GNT1 89 x 97 HH	BPP1 43 x 83 LH	CKT1 163 x 96 HH	CRL1 141 x 99 HH	GNT1 26 x 100 LH	GNT2 71 x 100 HH	KDR1 58 x 98 AH	NRT1 12 x 10 LH	OG 26: HH	1 x 97	PNR1 73 x 79 HH	PRL1 78 x 100 HH	RAL1 91 x 99 HH	VKN1 12 x 88 LH
/JW1 92 x 97 HH	GDV1 135 x 100 HH	GVM1 115 x 93 HH	JPT1 140 x 94 HH	MTM1 67 x 100 HH	TEL1 82 x 97 HH	TVU1 103 x 1 HH	VJW1 100 60 x 99 HH	VJV 25 LH	x 100	VJW3 115 x 100 HH	VJW4 66 x 90 HH	VJW5 104 x 100 HH	VUY1 95 x 96 HH
Region				WEST	-01 MT	D   LC	E 38.179	6   LC	R 97.18	3%   LH	1		
CBE1 26 x 98 LH	CBE1 53 x 99 AH	CBE2 9 x 100 LH	) 1	CBE3 .1 x 100 .H	CBE4 5 x 100 LH	1	CBE5 . x 100 .H	CBE6 83 x 99 HH		KMR1 36 x 96 LH	SNR1 13 x 96 LH	5	UL1 1 x 97 H
PLI1 24 x 97 _H	DPM2 12 x 100 LH		KGM 29 x 9 LH			PDM1 31 x 88 LH			PLI1 28 x 100 LH		UMP 21 x 1 LH		
TPR1 71 x 98 HH	TPR1 82 x 97 HH				TPR2 2 x 100 LH					TPR3 124 x 99 HH			
PR4 90 x 96 HH	ANR1 2 x 100 LH		AVI1 182 x 100 HH		GBM1 87 x 92 HH		PPI1 75 x 9I HH	)		SYM2 36 x 98 LH		TPR4 109 x 99 HH	
JAM1 15 x 94 <sub>-</sub> H	CNR1 2 x 100 LH		GDR1 8 x 100 LH		KGI1 6 x 100 LH		KMD1 0 x Na LL	N		MPM1 67 x 97 HH		UAM1 7 x 75 LH	
Region				WEST	-02 MT	D   LC	E 35.23%	6   LC	R 96.30	)%   LH	1		
ERD1 51 x 96 AH	CMI1 41 x 76 LH	ERD1 67 x 97 HH	ERD2 18 x : LH	100	KMM1 29 x 96 LH	NKL2 34 x 94 LH	PDR1 69 x 9 HH	5	RSP1 65 x 98 HH	SGG1 87 x 98 HH	TCG1 40 x 9 LH		VKL1 98 x 96 HH
HSR1 20 x 97 LH	HSR1 26 x 98 LH	3	HSR2 38 x 94 LH	KRI 18 LH	× 100	KVP 0 x I LL		PLC1 0 x N LL		PMP1 10 x 1 LH		SGI1 25 x 100 LH	)
MTR1 25 x 97 .H	BMD1 4 x 100 LH	DPR 7 x 1 LH		DPR2 75 x 97 HH	!	HRR1 50 x 100 AH	MCR1 29 x 9 LH	3	MTR1 2 x 100 LH		OML1 30 x 96 LH	TRM 17 x LH	
SLM1 44 x 97 LH	APN1 106 x 92 HH	ATU 66 x HH	: 97	EDP1 5 x 100 LH	:	EPI1 2 x 100 LH	SLM1 65 x 9! HH	)	SLM2 37 x 100 LH		SLM3 8 x 89 LH	VPD 38 x LH	