sssss **Analysis of Sales Lead Conversion and Funnel Leakage for a TVS Motorcycle Dealership.**

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project titled "**Analysis of Sales Lead Conversion and Funnel Leakage for a TVS Motorcycle Dealership.**". I extend my appreciation to "Ambey Autowheels", for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate: (**Digital Signature**)

Name: Sahil Saini

Date: 12-10-2025

1 Executive Summary and Title

This project investigates the issues surrounding sales lead conversion and inventory performance at a TVS dealership in Shrimadhopur, Rajasthan, aiming to improve operational efficiency and profitability through data-driven analysis. The major business issues that the organization is facing are related to a very nominal profit due to a large number of inventory stocks, leading to high holding costs and blockage of working capital.

The issues will be addressed by analyzing the data via different analytical approaches to obtain a fruitful outcome. Data will be collected from CRM systems, sales invoices, and service records. We will use **descriptive analysis**, **diagnostic analysis**. Additionally, **inventory turnover** will be used to categorize stock items and improve procurement decisions using tools like Excel, Power BI and python.

The expected outcome helps the organization reduce the money blockage in terms of inventory, which helps increase the profitability of the organization.

2 Organization Background

The Business that I am working with is “Ambey Autowheels” is a authorized TVS Motor Company dealership located in Shri Madhopur, Sikar, Rajasthan. The business is started in 2015, by Kamlesh Jangid. This business deals mainly with selling Bikes, Scooties, spare parts, and an authorized TVS service centre. This business works under B2C model by proving a end to end service to the customers.

Ambey Autowheels has been committed to delivering quality products and customer satisfaction. it has built a strong local presence by offering affordable mobility solutions to the Shri Madhopur city.

the organization faces challenges related to inventory management and profit optimization, which have prompted the need for data-driven analytical solutions to streamline operations and improve financial performance.

3 Problem Statement

3.1 Poor Sales conversion and lead leakage:

The showroom invest in the infrastructure and marketing for the sales but not able to make the desired sales according to that input.

3.2 Inefficient vehicle and spare parts inventory management:

Holding excessive inventory of vehicles and spare parts can leads to more investment of money and more coverage of storage. And in same way insufficient stock can cause product unavailability, reducing sales and customer satisfaction.

3.3 Low customer retention in the after sales service department:

Customers often complete their free services at the authorized showroom and then changed to local, cheaper garages for paid services.

3.4 Unprofitable Customer segments and service:

Some activities or customer types might consume significant resources but contribute minimally to the bottom line. Identifying and addressing these areas can free up resources to focus on more profitable ventures.

4 Background of the Problem

The organisation faces some challenges like sales, poor inventory handling, lower customer retention, and some services not making enough profit, influenced by both internal inefficiencies and external market dynamics. Inside the company, leads aren't tracked properly, follow-ups are weak, salespeople don't get enough training, and decisions aren't based on data. Because of this, sales drop at different stages, and inventory gets messed up — too much stock blocks money, and too little stock loses sales and customers.

On the outside, more competition from other brands, cheaper local repair shops, and customers shifting toward electric scooters make things tougher. The service department is losing loyal customers because prices feel too high, service quality isn't consistent, and the team doesn't stay in touch with customers. On top of that, bad contracts, too many warranty cases, and stocking the wrong products are cutting into profits even though business is still running.

Overall, the main reasons are poor process tracking, no use of predictive data, low customer interaction, and weak teamwork between sales, service, and inventory. To fix this, the company needs to use data properly and restructure how things run so the showroom can perform better and stay profitable in the long run.

5 Problem Solving Approach

To address the dealership's challenges, This project adopts a customized roadmap to uncover inefficiencies, identify causal factors, and propose corrective strategies grounded in data. The four analytical dimensions used are:

- **Descriptive Analysis:** Understanding current trends and performance gaps.
- **Diagnostic Analysis:** Determining why inefficiencies exist.
- **Predictive Analysis:** Anticipating possible future scenarios.
- **Prescriptive Analysis:** Recommending data-based actions for improvement.

5.1 Sales Conversion and Lead Leakage

- **Data Collection:** Customer inquiries, test ride records, lead sources, and conversion data from CRM.
- **Methods:** Funnel analysis, cross-tabulation, correlating lead sources with conversions.
- **Tools used:** Excel sheets, Power BI dashboards, or Python (Pandas, Matplotlib).

5.2 Inventory and Spare Parts Management

- **Data Collection:** Monthly stock levels, sales invoices, reorder logs.
- **Methods:** ABC/XYZ classification, Pareto analysis, inventory turnover, moving average forecasting.
- **Tools used:** Excel sheets, Python (NumPy, Seaborn).

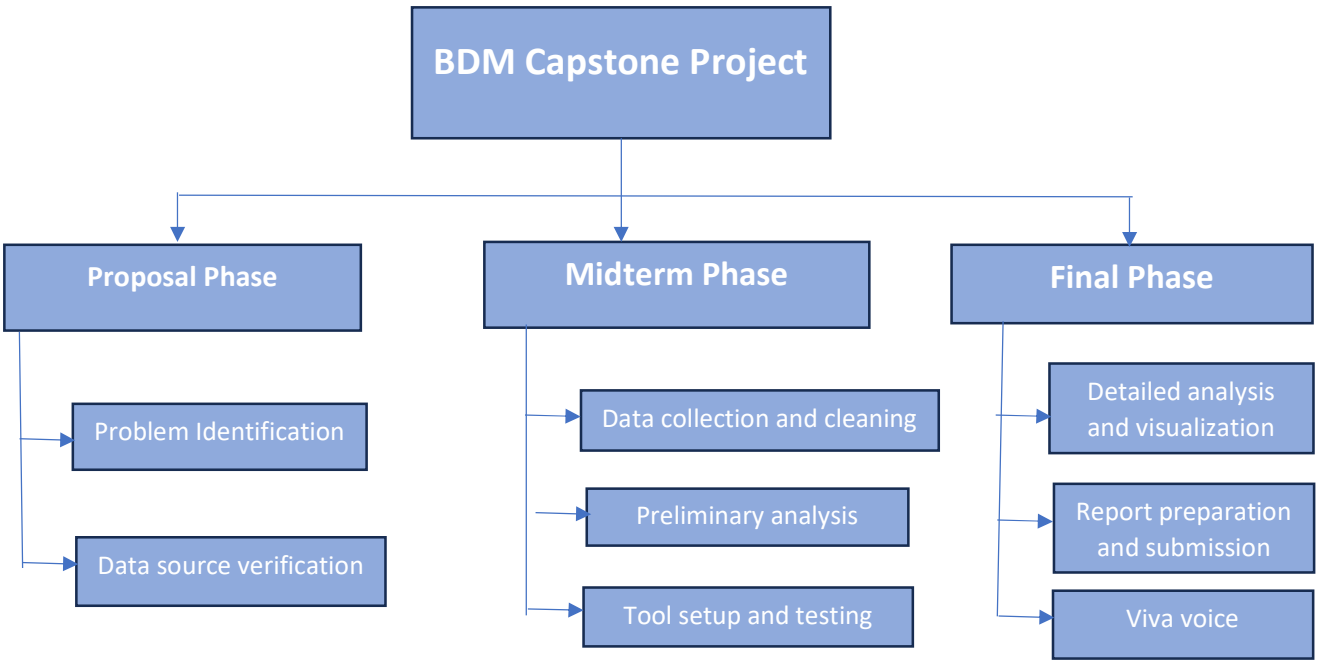
5.3 After-Sales Service Retention

- **Data Collection:** Analyze customer retention after free services and study feedback for satisfaction trends.
- **Methods:** Cohort analysis, tracking frequency and recency, sentiment analysis on feedback.
- **Tools Used:** Excel sheets, Python (NLTK/TextBlob), or Power BI dashboards.

5.4 Profitability and Cost Structure

- **Data Collection:** Review profitability by department and spot low-margin areas. Evaluate services, customer types, and warranty work for cost-effectiveness.
- **Methods:** Variance analysis, contribution margin, activity-based costing.
- **Tools Used:** Excel, Power BI dashboards.

6. Expected Timeline



Gantt Chart:

6 Expected Outcome

By implementing this data-driven processes, we expect to enhance operational performance, increase conversion efficiency, and boost profitability at Ambey Autowheels.

1. Identify key reasons for low sales conversion and funnel leakage.
2. Managing inventory will get easier.
3. We will be able to see where potential customers drop off and why. This will help us follow up better, manage leads smarter, and convert more inquiries into actual sales.
4. After-sales services will get better by using things like loyalty programs, reminders, and improving service quality.
5. Enhance decision-making using interactive dashboards and automated reports.
6. The showroom can focus more on the high-profit stuff.

In short, this approach will give clear insights, make operations smoother, keep customers happy, manage stock better, and help Ambey Autowheels earn more and grow sustainably.