

Quarter 1 Sales Report



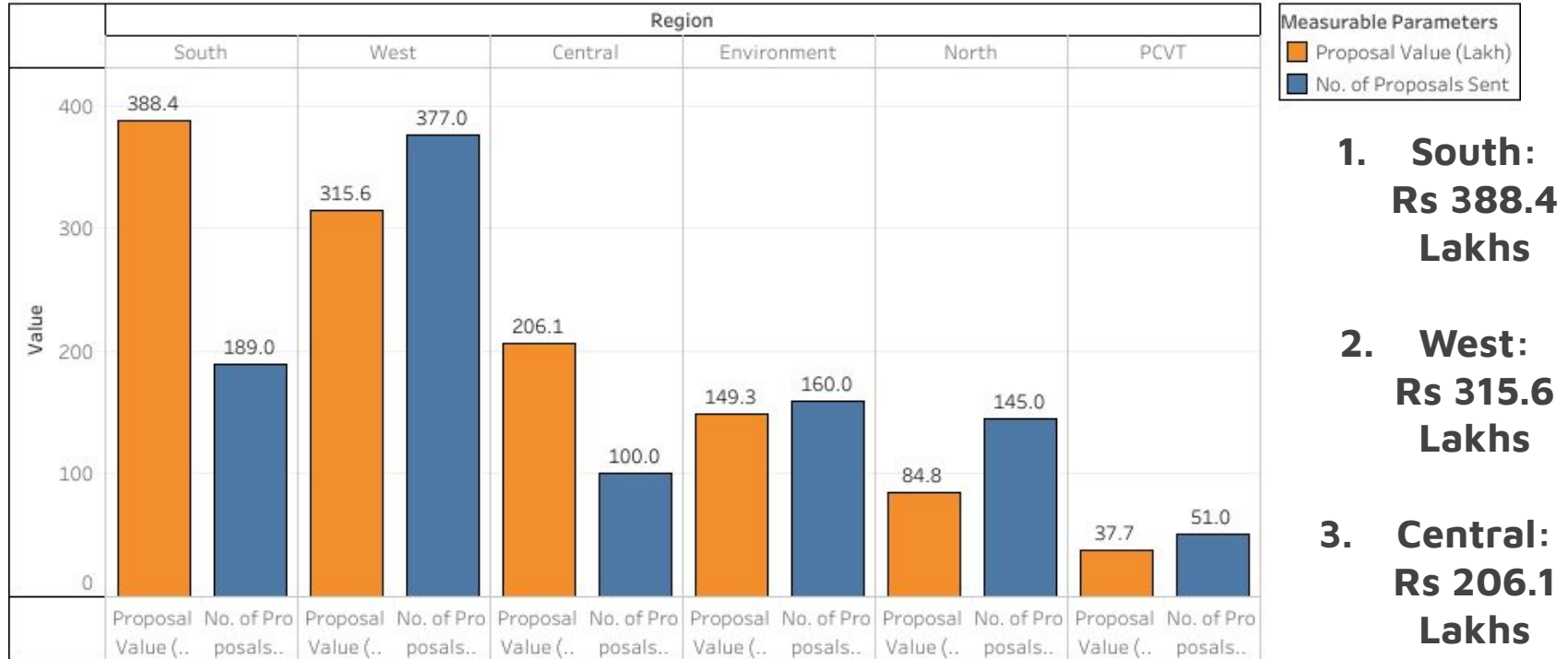
Date: 08/07/2024

Top-performing Regions

- Insight:** The top-performing regions in terms of **total proposal value** (with GST) are **South, West** and **Central**, accounting for **77%** of the total proposal value.



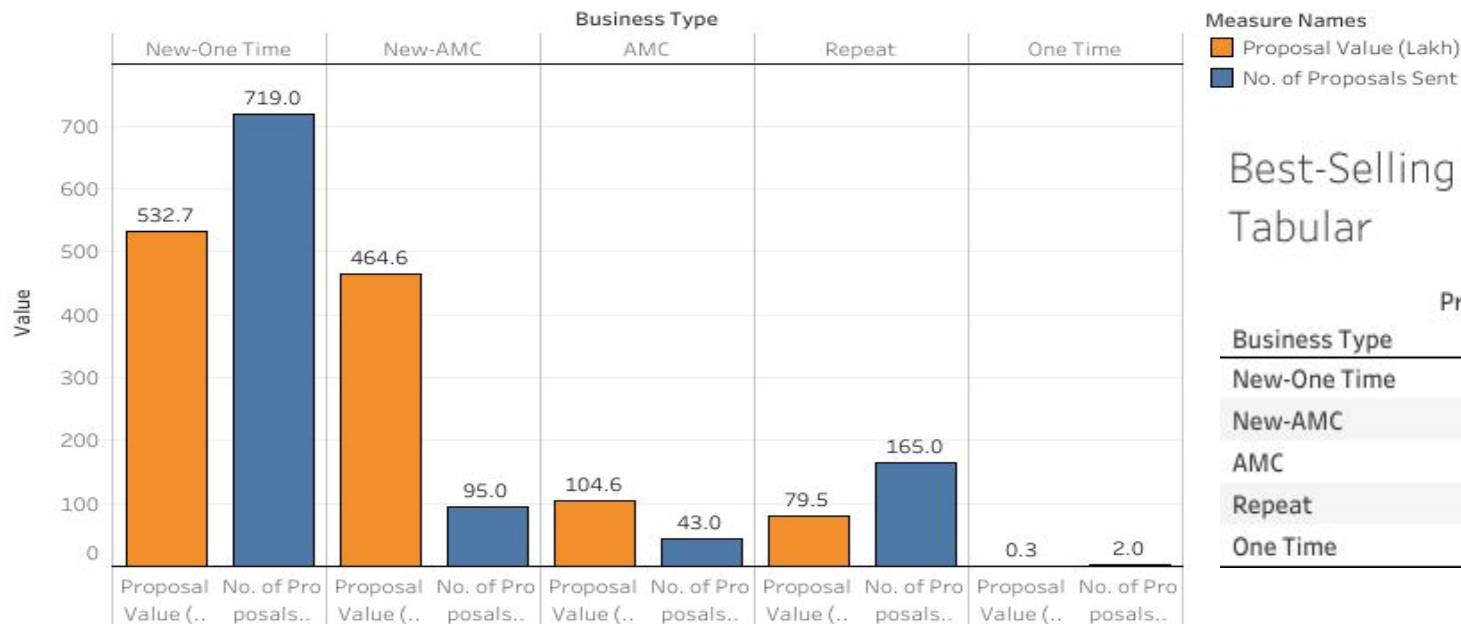
Top-performing Regions



Best-Selling Business Types

- **Insight: New-One Time and New-AMC** accounting for **84.39%** of the **total proposal value**.
- These **business types** offer **high revenue potential** and should be **prioritized** in **sales efforts**.

Best-Selling Business Types

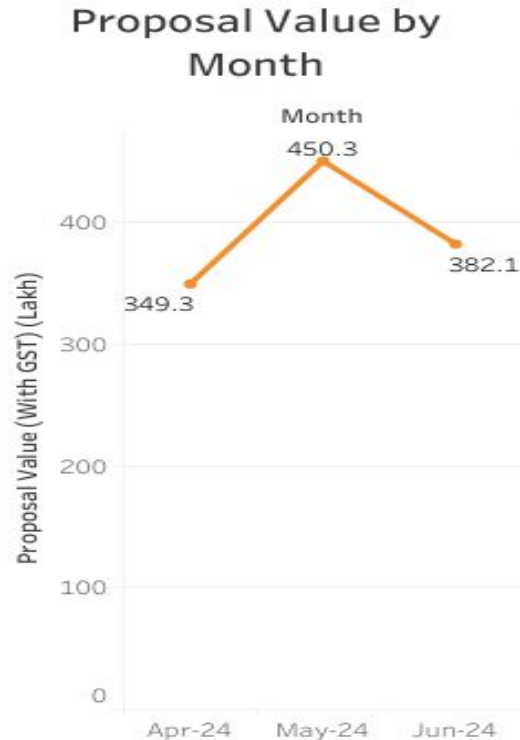


Best-Selling Business Types
Tabular

Business Type	Proposal Value (Lakh)	No. of Proposals Sent
New-One Time	532.7	719.0
New-AMC	464.6	95.0
AMC	104.6	43.0
Repeat	79.5	165.0
One Time	0.3	2.0

Proposal Value by Month

- **Insight:** The **Total Proposal Value (with GST)** varies by **Month**, with a peak in **May** and a trough in **April and June**.
- This suggests a **seasonal trend in sales**, with **opportunities to boost sales** during **slow months**.



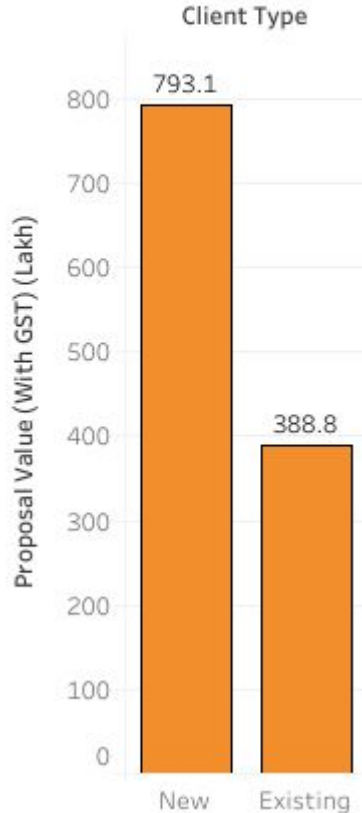
Proposal Value by Month

Month	No. of Proposals Sent	Proposal Value (Lakh)
Apr-24	328.0	349.3
May-24	326.0	450.3
Jun-24	366.0	382.1

- **May: Rs 450.3 Lakh**
- **June: Rs 382.1 Lakh**
- **April: Rs 349.3 Lakh**
- Develop **targeted sales campaigns to boost sales** during **slower months**, such as **April & June**, to **reduce the seasonal impact on revenue**.

Client Type Analysis

Client Type Analysis



➤ Insight:

- **New Clients** account for **66.72%** of the **total proposal value**, while **Existing Clients** account for **32.78%**.
- **New Clients: ₹ 793.1 Lakhs (66.72% of Total Proposal Value (With GST))**
- **Existing Clients: ₹ 388.8 Lakhs (32.78% of Total Proposal Value (With GST))**
- This Suggests **Opportunities to upsell and cross-sell to Existing Clients.**
- **Develop** targeted sales campaigns to upsell and cross-sell to existing clients, and **focus** on **acquiring new clients** to drive **revenue growth**

Client Type Analysis (2)

Client Type	
Existing	388.8
New	793.1

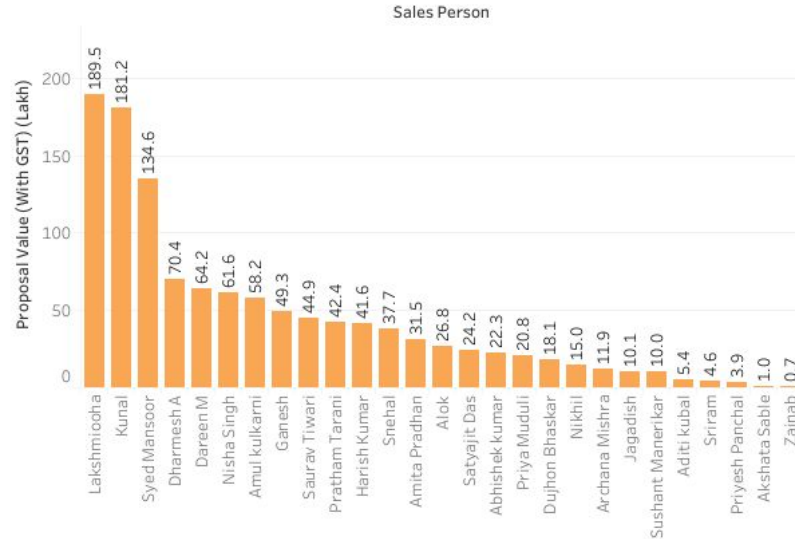
Salesperson Performance Ranking

Insight:

The top-performing salespersons are **Lakshmiooha**, **Kunal**, and **Mansoor**, account for **42.72 %** of the **Total Proposal Value**.

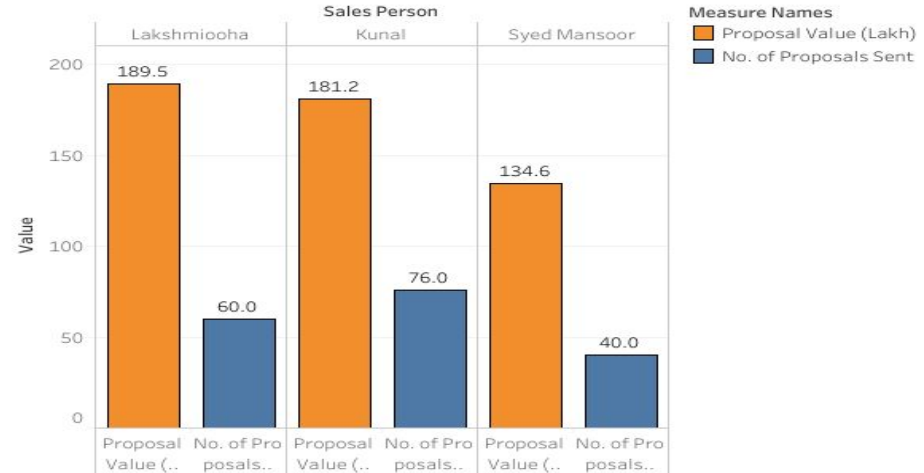
These **Salespersons** have a **high conversion rate** and **offer opportunities for coaching and recognition**.

Salesperson Performance Ranking



1. **Lakshmiooha: ₹189.5 Lakhs (15.98% of Total Proposal Value)**
2. **Kunal: ₹ 181.2 Lakhs (15.34% of Total Proposal Value)**
3. **Mansoor: ₹ 134.6 Lakhs (11.4% of Total Proposal Value)**

Salesperson Performance Ranking



Recognize and reward top-performing salespersons, and provide coaching and training to underperforming salespersons to improve their performance.