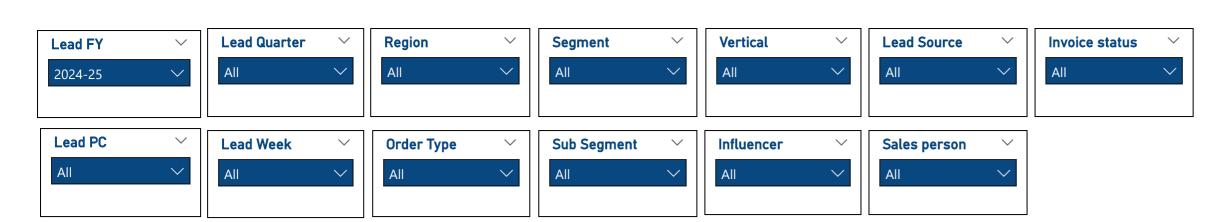
## Lead ,Opportunity, Order and invoice at glance



рс	a	)PC1	b	)PC2	C)	)PC3	d	)PC4	e	PC5	f	)PC6	g	)PC7	h	)PC8	i)	PC9	ا(ز	PC10	k)	PC11
vertical	С	V	C	V	C	V	C	V	C	V	C	V	C	V	С	V	С	V	C	V	C	V
	1		1		1		1		1		1		1		1		1		1		1	
EM	429	567.77	549	736.32	699	1,087.46	476	683.28	1163	698.00	966	844.79	509	715.29	383	442.72	525	570.15	437	476.31	490	551.27
Email lead/website	410	0.20	422	1.60	509	0.55	422	3.20	416	4.05	654	27.56	487	13.30	486	4.46	670	2.20	452	30.00	465	1.50
Export	1	0.27	2	2.07	1	3.00	2	2.65			2	0.00	1	0.00			1	0.00				
Metro IP/OD	3	20.00	2	19.00	3	3.10	6	34.00	45	30.30	9	40.20	8	13.25	8	26.50	56	371.75	152	226.44	145	278.94
Metro Location	576	1,167.67	636	1,244.30	820	1,679.90	528	1,794.05	1422	1,312.80	1020	1,142.49	657	1,424.38	545	1,019.15	824	1,543.18	623	1,097.53	599	891.39
Wipro Technology	13	3.31	17	29.70	16	1.47	2	0.42	10	1.52	18	4.73	12	2.28	8	6.79	18	3.94	10	2.14	17	16.69
Total	1433	1,759.22	1629	2,032.99	2049	2,775.48	1437	2,517.60	3057	2,046.67	2670	2,059.77	1675	2,168.50	1431	1,499.62	2095	2,491.22	1675	1,832.42	1717	1,739.79

рс	a	)PC1	b	)PC2	c)	PC3	d)	PC4	e)	PC5	f)	PC6	g)	PC7	h)	PC8	i)	PC9	j)P	PC10
vertical	С	V	С	V	С	V	C	V	C	V	С	V	С	V	С	V	С	V	C	V
	408	71.95	526	115.05	782	172.63	570	149.07	672	194.98	918	191.88	566	132.44	667	146.27	1170	276.09	622	118.65
EM	165	202.30	211	333.12	245	480.69	163	236.03	165	321.90	204	374.03	152	187.07	123	152.86	171	184.41	160	129.17
Email lead/website	2	0.21	3	5.05	2	0.96	4	2.77	6	3.59	15	21.47	3	0.53	8	1.07	4	1.21	3	3.00
Export	1	0.23	2	1.61	1	3.03	2	0.13			1		1				1	0.30		
Metro IP/OD	1		2	5.00	2	0.71	3	13.00	2	5.00	3	0.31	5	0.99	3	0.45	32	81.86	28	28.54
Metro Location	416	719.86	423	825.19	505	936.09	342	466.61	298	455.99	419	858.97	342	792.40	288	352.90	420	588.85	260	301.49
Wipro Technology	13	4.70	17	25.40	16	2.04	2	0.42	10	1.68	18	6.47	12	2.72	8	2.97	18	4.37	10	2.08
Total	1003	999.25	1181	1,310.42	1550	1,596.15	1082	868.03	1150	983.14	1573	1,453.13	1077	1,116.15	1094	656.52	1813	1,137.09	1080	582.93

рс	a)	PC1	b)	PC2	c)	PC3	d)	PC4	e)	PC5	f)	PC6	g)	PC7	h)	PC8	i)F	PC9	j)F	PC10	k)F	PC11	l)F	PC12	1	Tot
vertical	С	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	С	
	309	42.97	415	73.89	589	103.79	419	84.80	522	131.51	666	105.82	390	58.77	472	82.09	797	140.07	395	54.10	436	65.12	658	120.39	6057	1,
EM	83	56.21	90	60.52	114	96.94	79	59.99	66	76.48	88	83.00	66	55.08	52	31.92	61	30.99	81	32.28	84	52.37	130	51.20	983	
Email lead/website	2	0.21	2	4.60	1		2	0.16	2	0.33	3	1.55	2	0.53	4	0.28	4	1.21	1		1		1		14	
Export	1	0.23	2	0.23	1	3.03	2	0.13			1		1				1	0.30					1		6	
Metro IP/OD	1		1		2	0.71	1		1		3	0.31	4	0.62	1		11	5.91	13	10.89	19	19.89	26	27.82	72	
Metro Location	255	179.56	241	153.72	260	154.28	200	104.77	149	102.49	216	147.36	174	125.03	155	79.45	209	177.50	146	79.16	135	73.81	128	58.44	2257	1,
Wipro Technology	13	2.79	15	25.28	16	2.04	2	0.42	10	1.68	16	6.45	12	2.72	8	2.97	17	4.21	9	1.75	16	1.54	21	2.23	147	
Total	659	281.97	760	318.24	978	360.79	700	250.27	745	312.49	987	344.49	644	242.75	688	196.71	1095	360.19	640	178.18	686	212.73	959	260.08	9530	3

pc sort	a)	PC1	b)	PC2	c)l	PC3	<b>d</b> )	PC4	e)	PC5	f)F	PC6	g)	PC7	h)F	PC8	i)F	C9	j)F	PC10	k)F	PC11	I)P	C12	
vertical	С	V	С	V	C	V	C	V	С	V	C	V	C	V	C	V	C	V	С	V	С	V	С	V	
	481	43.31	665	79.04	916	112.00	711	99.50	1104	148.37	997	117.25	607	65.76	763	87.98	1283	148.30	584	57.37	583	57.13	410	44.05	9
EM	248	57.24	221	55.59	305	91.75	201	53.81	176	56.03	226	51.30	148	52.32	75	19.32	109	20.02	110	21.04	97	17.50	67	13.85	
Email lead/website	5	0.25					2	0.19			8	1.74	3	0.60	4	0.32	9	1.16							
Export					3	3.34																			
Metro IP/OD					3	0.84					3	0.37	2	0.12			25	2.60	26	7.24	28	4.19	13	2.67	
Metro Location	557	171.66	564	140.88	569	138.92	460	110.07	413	111.17	512	143.71	369	95.94	296	75.46	399	130.14	177	38.05	156	32.23	48	5.88	
Wipro Technology	18	2.90	47	25.42	19	1.96	5	0.92	20	2.24	28	5.53	27	2.92	14	3.01	24	4.26	18	2.10	17	1.59	4	0.25	
Total	1309	275.37	1497	300.93	1815	348.82	1379	264.49	1713	317.81	1774	319.91	1156	217.67	1152	186.09	1849	306.48	915	125.80	881	112.63	542	66.70	1

	PC	wise le	ad to o	pp con	versior	ratio p	er ver	tical			
vertical	a)PC1	b)PC2	c)PC3	d)PC4	e)PC5	f)PC6	g)PC7	h)PC8	i)PC9	j)PC10	k)
	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	lr
EM	38.23	38.25	34.91	34.03	14.10	21.01	29.67	31.85	32.38	36.38	
Email lead/website	0.24	0.47	0.20	0.71	1.20	2.14	0.41	1.44	0.45	0.44	
Export	100.00	100.00	100.00	50.00					100.00		
Metro IP/OD		50.00	33.33	33.33	2.22	22.22	50.00	25.00	55.36	17.76	
Metro Location	72.05	66.35	61.46	64.58	20.89	40.98	51.90	52.66	50.85	41.57	
Total	69.97	<b>72.48</b>	<b>75.63</b>	<b>75.28</b>	<b>37.60</b>	58.90	64.28	<b>76.43</b>	86.53	64.46	1

	PC wise	e lead t	o ord c	onvers	ion rati	o per v	ertical			
vertical	a)PC1	b)PC2	c)PC3	d)PC4	e)PC5	f)PC6	g)PC7	h)PC8	i)PC9	j)PC10
	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity
EM	19.11	16.21	16.17	16.39	5.59	9.01	12.77	13.32	11.43	18.31
Email lead/website	0.24	0.24		0.24	0.24	0.31	0.21	0.62	0.45	
Export	100.00	50.00	100.00	50.00					100.00	
Metro IP/OD			33.33			22.22	37.50		17.86	7.89
Metro Location	44.10	37.74	31.59	37.69	10.41	21.08	26.33	28.26	25.24	23.27
Total	45.95	46.62	<b>47.71</b>	48.68	24.35	36.94	<b>38.41</b>	48.04	<b>52.24</b>	38.17

F	PC wise	lead t	o inv c	onver	sion ra	tio per	vertic	al		
Verticalsc	PC1	PC10	PC11	PC12	PC2	PC3	PC4	PC5	PC6	PC7
	80.28	90.49	94.10	99.30	106.54	130.28	100.51	138.59	107.27	82.22
EM	17.72	16.34	12.80	15.15	15.19	14.17	15.75	5.39	8.15	11.84
Export						50.00				
Metro IP/OD		5.84	8.90	6.54		33.33			22.22	37.50
Metro Location	39.30	18.56	17.90	15.25	32.64	28.14	33.94	9.40	18.37	24.59
Wipro Technology	92.31	80.00	82.35	61.90	82.35	87.50	100.00	90.00	72.22	100.00
Total	42.95	34.77	35.08	36.44	43.67	44.82	45.68	22.97	34.13	36.62

	PC wise	e opp t	o inv c	onvers	ion ra	tio per	vertica	ıl			
vertical	a)PC1	b)PC2	c)PC3	d)PC4	e)PC5	f)PC6	g)PC7	h)PC8	i)PC9	j)PC10	k)F
	69.85	74.33	70.97	68.60	73.21	67.54	65.37	66.27	63.85	59.65	(
EM	49.39	40.48	43.03	46.91	39.02	39.41	41.72	37.70	32.35	47.17	3
Email lead/website	100.00	50.00		33.33		14.29	50.00	42.86	66.67		
Export			100.00								
Metro IP/OD			100.00			100.00	75.00		32.26	33.33	3
Metro Location	56.87	52.13	48.02	54.55	46.13	46.41	48.09	46.69	44.87	45.95	2
Total	61.38	60.25	59.26	60.68	61.10	57.95	56.97	57.82	56.18	53.94	5

Lead FY	20	21-22	20	22-23	2	2023-24	20	24-25
vertical	С	V	C	V	C	V	C	V
E com			3	0.35	1	0.04		
EM	745	2,392.23	11446	23,919.48	9521	11,16,125.72	7244	7,944.47
Email lead/website	594	4.31	6638	38.84	5646	29.52	6028	95.08
Export	1	2.50	16	12.98	4	1.13	12	19.49
Metro IP/OD	1	0.00	9	7.40	8	47.75	757	1,258.91
Metro Location	560	4,390.92	12107	17,717.10	8831	7,14,966.22	8844	15,181.28
Smart & Connect	6	75.00	38	317.46	12	339.50		
Wipro Technology	13	0.00	142	16.80	137	53.54	162	75.55
Total	1920	6,864.96	30399	42,030.41	24160	18,31,563.42	23047	24,574.78

Lead FY	20	021-22	20	22-23	20	23-24	20	24-25	20	2
vertical	С	V	С	V	C	V	С	V	C	
	3	1.54	12	7.66	4845	1,042.05	8404	1,855.52	288	
E com			3	0.32	1	0.03				
EM	483	615.71	8755	8,349.15	5013	5,943.20	2159	2,952.89	28	
Email lead/website	6	1.24	35	11.30	18	16.02	44	41.15	1	
Export	1	2.16	16	19.34	4	4.79	7	11.49		
Metro IP/OD			9	8.64	4	0.19	152	230.40	5	
Metro Location	329	787.73	9258	11,461.86	6393	10,062.49	4197	7,038.86	86	
Smart & Connect	2	0.05	15	32.59	4	2.04				
Wipro Technology	13	1.58	122	49.18	136	46.67	161	56.66	13	
Total	837	1,410.01	18225	19,940.04	16418	17,117.48	15124	12,186.97	421	

Lead FY	20	21-22	20	22-23	202	23-24	20	24-25	202
vertical	C	V	C	V	C	V	С	V	С
					3729	645.41	6056	1,063.32	156
E com			3	0.32	1	0.03			
EM	234	119.25	5016	1,870.59	2788	1,596.09	982	686.98	11
Email lead/website	4	1.07	17	4.59	11	3.74	13	8.87	1
Export			3	1.69	4	4.79	5	3.92	
Metro IP/OD			2	1.36			71	66.15	1
Metro Location	117	123.61	5772	3,040.24	3946	2,941.03	2256	1,435.57	24
Smart & Connect			2	1.30	2	2.04			
Wipro Technology	8	1.10	114	46.56	123	45.06	146	54.08	5
Total	363	245.03	10929	4,966.65	10604	5,238.19	9529	3,318.89	198

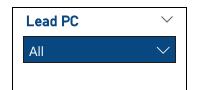
Lead FY	20	21-22	20	22-23	20	23-24	20	24-25
vertical	С	V	C	V	С	V	С	V
					6317	706.20	9104	1,060.07
E com			4	0.32	2	0.04		
EM	536	117.24	11130	1,967.84	7260	1,685.24	1983	509.77
Email lead/website	8	1.27	35	4.41	13	2.63	31	4.27
Export			3	1.71	3	4.79	3	3.34
Metro IP/OD			2	0.54			100	18.02
Metro Location	356	127.87	12690	3,055.21	9658	2,706.70	4520	1,194.12
Smart & Connect			2	1.42	4	0.04		
Wipro Technology	19	1.21	263	55.75	230	43.87	241	53.11
Total	919	247.59	24129	5,087.19	23487	5,149.50	15982	2,842.70

FY wise lead to opp conversion ratio per vertical									
vertical	ertical 2021-22 2022-23 2023-24 2024								
	Infinity	Infinity	Infinity	Infinity					
E com		100.00	100.00						
EM	64.83	76.49	52.65	29.80					
Email lead/website	1.01	0.53	0.32	0.73					
Export	100.00	100.00	100.00	58.33					
Metro IP/OD		100.00	50.00	20.08					
Metro Location	58.75	76.47	72.39	47.46					
Smart & Connect	33.33	39.47	33.33						
Wipro	100.00	85.92	99.27	99.38					
Total	43.59	59.95	67.96	65.62					

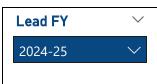
FY wise lead to ord conversion ratio per vertical									
vertical	2021-22	2022-23	2023-24	2024-25					
			Infinity	Infinity					
E com		100.00	100.00						
EM	31.41	43.82	29.28	13.56					
Email lead/website	0.67	0.26	0.19	0.22					
Export		18.75	100.00	41.67					
Metro IP/OD		22.22		9.38					
Metro Location	20.89	47.67	44.68	25.51					
Smart & Connect		5.26	16.67						
Wipro	61.54	80.28	89.78	90.12					
Total	18.91	35.95	43.89	41.35					
				D					

FY wise	FY wise lead to inv conversion ratio per vertical						v conve rertical	rsion ra	tio per
Verticalsc	2021-22	2022-23	2023-24	2024-25	vertical	2021-22	2022-23	2023-24	2024-25
			71.57	104.33				73.17	67.04
E com		100.00	100.00		E com		100.00	100.00	
EM	28.64	40.93	27.31	11.91	EM	46.17	55.15	53.60	41.36
Export		11.76	37.50	6.25	Email	66.67	48.57	50.00	25.00
Metro		22.22		7.75	lead/website				
IP/OD					Export		12.50	75.00	14.29
Metro	18.76	43.83	40.32	22.17	Metro IP/OD		22.22		38.82
Location					Metro	34.04	59.02	57.86	48.27
Smart &		5.26	8.33		Location				
Connect					Smart &		13.33	25.00	
Wipro	61.54	73.24	78.83	82.72	Connect				
Technology					Wipro	61.54	85.25	79.41	83.23
Total	18.07	34.28	41.61	38.00	Total	41.46	57.19	61.23	57.91
				,					

				Deta	nils				
Lead_Unique_Numberc	Project_Namec	Owner.Name	Lead value	Lead Created Date	Opp Created Date	Order Created Date	SAP Inv Created Date	Total Contribution	Status
L-00002590		Abhishek Parmar	0.00	09 April 2022					Not Converted/Closed
L-00002811		Abhishek Parmar	0.00	13 April 2022					Not Converted/Closed
L-00002834		Abhishek Parmar	0.00	14 April 2022					Not Converted/Closed
L-00011943		Abhishek Parmar	0.00	16 May 2022					Not Converted/Closed
L-00023693		Abhishek Parmar	0.00	22 September 2022					Not Converted/Closed
L-00024025		Abhishek Parmar	0.00	27 September 2022					Not Converted/Closed
L-00024396		Abhishek Parmar	0.00	01 October 2022					Not Converted/Closed
L-00024474		Abhishek Parmar	0.00	03 October 2022					Not Converted/Closed
L-00025057		Abhishek Parmar	0.00	12 October 2022					Not Converted/Closed
L-00026114		Abhishek Parmar	0.00	28 October 2022					Not Converted/Closed
L-00029825		Abhishek Parmar	0.00	15 December 2022					Not Converted/Closed
L-00030257		Abhishek Parmar	0.00	20 December 2022					Not Converted/Closed
L-00032414		Abhishek Parmar	0.00	19 January 2023					Not Converted/Closed
L-00033987		Abhishek Parmar	0.00	09 February 2023					Not Converted/Closed
L-00034466	Reliance Ghansoli MAB	Abhishek Parmar	0.50	15 February 2023	18 February 2023				Convert
L-00034625	NTT Navi Mumbai	Abhishek Parmar	5.50	17 February 2023	17 February 2023	25 February 2023	06 March 2023	31.70	Convert
L-00034653	NTT Navi Mumbai 3	Abhishek Parmar	4.00	17 February 2023	21 March 2023	25 March 2023	25 July 2023	19.94	Convert
L-00035172	Reliance Life Science Nashik	Abhishek Parmar	1.00	24 February 2023	24 February 2023				Convert
L-00035198	Reliance Jamnagar PV Factory Project	Abhishek Parmar	1.00	24 February 2023	24 February 2023	22 July 2023		63.66	Convert
L-00035983	Reliance Life Sciences Pvt	Abhishek Parmar	0.75	06 March 2023	06 March 2023	18 April 2023	19 May 2023	24.36	Convert











Sales person with highest contribution									
Owner.Name	Q1	Q2	Q3	Q4	<b>Total</b>				
Mithun Madhusudan	39.01	38.91	37.36	37.20	38.05				
S RAGHAVAN	37.74	36.25	37.12	37.66	37.09				
Shinimary Fernandez	39.33	36.00	26.53	41.14	36.91				
Sandip Toche	37.10	35.13	37.98	37.70	36.89				
	37.26	35.05	35.57	35.92	35.88				
Jagdish Varade	39.22	36.04	33.10	32.74	35.58				
Pravin Pandey	37.59	32.60	36.41	34.04	35.47				
Saikat Kuri	35.49	32.93	35.15	36.33	35.26				
Pratap Kumar Punem	34.39	29.85	36.01	37.21	35.02				
Ankit Jagga	35.41	34.41	34.13	34.03	34.68				
Sridhar Daggupati	33.63	35.14	34.99	35.19	34.51				
Arun MG	32.17	34.99	34.20	35.56	33.83				
SHIV KUMAR	33.19	32.91	34.19	34.49	33.72				
Ashwani Mehta	32.29	33.39	33.55		33.06				
Vijay Jha	30.93	33.80	29.44	25.79	31.15				
Total	36.71	34.91	35.45	35.97	35.73				

Sales person with least contribution								
Owner.Name	Q1	Q2	Q3	Q4	Total			
Abhishek Parmar	-8,504.78	-6,415.03	25.30	24.48	-4,375.82			
Tarundeep Sethi		24.15			24.15			
Rajiv Ranjan	23.35	27.82		25.72	24.90			
Ajay Batra	24.64	31.99	24.91	14.02	25.51			
Sanket Shah			26.91		26.91			
Akash Manjrekar	32.22		20.64		29.33			
Shahzad Ahmed				29.45	29.45			
Rubina N	31.18	35.00	28.32	28.18	29.61			
ASHISH MISHRA	29.89				29.89			
Yadhunandana AN			31.10	29.66	30.02			
Yogendra Singh				30.38	30.38			
Premswarup Jena	29.16	33.86			30.44			
Vijay Jha	30.93	33.80	29.44	25.79	31.15			
Jaymin Pancholi	32.41	29.31	30.43	31.45	31.23			
Pramod Kumavat	31.02	31.73	31.56	30.85	31.25			
Total	-977.80	-225.56	28.68	27.66	-473.41			

Average o	Average contribution per segment								
Segmentc	Q1	Q2	Q3	Q4	Total ▼				
Export	41.13	53.88	49.82		45.42				
Architectural & Sports	35.29	41.07	34.26	43.24	39.22				
Wipro_Technology	39.01	38.91	37.36	37.20	38.05				
Infrastructure Projects	34.92	33.88	33.65	35.02	34.42				
Cleanray	34.14	34.93	30.65	33.77	33.62				
Outdoor	32.98	33.30	31.69	33.63	33.02				
Dealer Order		27.93		36.75	32.34				
Smart & Connect	30.88				30.88				
Industry	-119.77	-8.97	35.14	36.07	-19.65				
Modern Work Space	-137.46	34.28	33.29	35.07	-27.87				
Total	-83.35	18.56	34.26	35.57	-5.88				

iotai	-05.	JJ 10.	JU J4.	20 33.	.51 -5.		
Average contribution per vertical							
vertical	Q1	Q2	Q3	Q4	<b>Total</b>		
Metro Location	-135.37	11.01	34.27	36.53	-27.74		
Metro IP/OD	34.67	33.79	31.53	33.21	32.94		
Email lead/website	30.28	33.12	35.31		33.86		
EM	34.38	34.16	33.68	34.44	34.22		
Wipro Technology	39.01	38.91	37.36	37.20	38.05		
Export	41.13	53.88	49.82		45.42		
Total	-83.35	18.56	34.26	35.57	-5.88		

Customers per month													
vertical	January	February	March	April	May	June	July	August	September	October	November	December	Total
EM	61	53	55	64	78	65	66	52	51	57	42	37	325
Email lead/website	1	1	1	2	2	1	2	2	3	2	7	1	14
Export			1	1	1	1	2	1		1	1		4
Metro IP/OD	12	17	13	1	2	1	1	1	2	4	1	9	31
Metro Location	81	64	48	124	113	126	94	84	100	100	90	89	419
Wipro Technology	11	8	12	8	13	10	2	8	8	8	9	10	51
Total	160	134	124	195	204	200	163	143	159	166	144	136	810

Lead count	Opportunity count	convers	invoice sion rate ource
23.05K	15.12K	Lead Source	lead-inv
Order count	Invoice count	Email Lead	0.10
order count	mvoice count	Manual Lead	21.82
9529	8758	Palladiu m Lead	0.56
, , ,		Total	13.55

Lead to invoice conversion rate per source					
Lead Source	lead-inv				
Email Lead	0.10				
Manual Lead	21.82				
Palladiu m Lead	0.56				
Total	13.55				

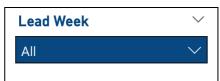
Average contri	bution	per s	ub-se	gmen	t
Sub_Segmentc	Q1	Q2	Q3	Q4	Total
Architectural Lighting	40.51	34.55			37.53
Area Lighting	36.75		31.14	27.72	29.04
Auto/Auto Ancillaries	38.26	36.52	35.16	33.87	35.83
BFSI	35.37	34.35	29.00	31.82	33.07
Buildings	35.16	33.62	34.05	36.08	34.89
Cement	39.97	37.20	35.73	31.23	36.66
Consultancy	32.43	31.52	20.00		31.28
Data Centres	33.04	32.42	29.41	34.55	32.03
Defence	29.15	30.77	37.26	39.30	33.28
Education	32.29	35.40	34.03	32.21	33.34
Export	41.13	53.88	49.82		45.42
F&B	35.06	33.47	31.08	34.41	33.26
Façade Lighting		46.61		45.66	45.89
Floodlights	12.64	12.60	30.38		21.50
GeM		33.79	37.49	36.57	36.52
Healthcare	34.15	32.93	34.23	34.78	34.11
Hospitality	35.51	36.20	36.90	34.54	35.60
IT/ITES	33.52	33.41	30.69	36.23	33.34
Landscape Lighting	36.50	37.97	41.15		38.27
Manufacturing	35.45	34.79	36.07	35.23	35.43
NA		27.47		34.62	32.48
New Energies (Battery			22.90	29.77	27.81
and Solar Manufacturing)					
NHAI				22.79	22.79
Oil & Gas	32.31	29.77	31.00	34.70	32.09
Others	35.08	31.79		35.94	34.64
Pharma	35.00	36.14	35.39	37.66	36.31
Power		27.10	43.67	37.00	35.05
Power (Private)	3 1.00		31.96	28.28	29.51
Power (PSU)	27.05	32.14	31.98	32.33	31.35
PSUs PSUs	34.66	38.75	28.78	28.68	34.33
Retail	40.86	33.59		38.33	36.97
Road Lighting	10.00	16.79	22.84	32.28	29.78
Solar Streetlighting		10.13	LL.0-	26.48	26.48
Sports Lighting	27.85	23.52	32.05	28.75	29.66
Steel	33.84	32.92	32.36	33.13	33.34
Street lights	32.61	34.58	30.84	55.15	32.73
Total	34.83			35.57	34.72

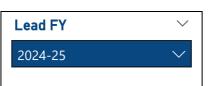
			Details				
Lead_Unique_Numberc	Project_Namec	Owner.Name	Lead Created Date	Opp Created Date	Order Created Date	SAP Inv Created Date	Total Contribution
L-00067151	RELIANCE LIFE SCIENCE NASHIK TOP COVER	Abhishek Parmar	08 June 2024	20 September 2024	21 October 2024	20 December 2024	-58,220.00
L-00067976	RIL INGOT TFTC	Abhishek Parmar	22 June 2024	13 November 2024	23 November 2024	30 December 2024	-56,816.00
L-00067413	RLS LCX204SCRMB	Abhishek Parmar	13 June 2024	08 August 2024	30 August 2024		-12,860.00
L-00069089	RELIANCE DMD SITE	Abhishek Parmar	12 July 2024	20 September 2024	04 October 2024	19 October 2024	-12,860.00
L-00063575	SANVIN FLP	Abhishek Parmar	06 April 2024				
L-00063576	JIOBP FLOOD LIGHT TWO HUNDRED WATT	Abhishek Parmar	06 April 2024				
L-00063596	RLS MRNA PROJECT DALC	Abhishek Parmar	06 April 2024				
L-00063894	RELIANCE PV TRAIN TWO THIRD LOT CRCO LF FORTY	Abhishek Parmar	13 April 2024	08 June 2024			
L-00064292	RELIANCE RFQ NO. THREE FOUR ZER0 FIVE	Abhishek Parmar	20 April 2024				
1_00064205	KNC BVILDV	Abhichak Darmar	20 April 2021	U0 1mp 2024			

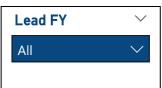
Lead to invoice conversion rate per influencer			
Influencer	lead-inv		
Architectural & Sports	258.70		
Cleanray	2,636.84		
Dealer Order	3,553.85		
Export	20.00		
Industry	244.40		
Infrastructure Projects	209.42		
Modern Work Space	217.83		
Outdoor	386.14		
Retail	Infinity		
Smart & Connect	100.00		
Wipro_Technology	91.78		
Total 38.00			

Lead per source						
Lead Source	Q1	Q2	Q3	Q4	То	
Capex Lead		2316	51	15	2	
Email Lead	1149	1357	1320	1229	5	
Manual Lead	3767	3113	3436	3922	14	
Palladium Lead		173	4	3		
Website	192	135	323	323		
Whatsapp Lead		67	64	88		
Total	5108	7161	5198	5580	23	









		Orders with least of	contribution (bottom 2	20)		
Lead number	vertical	Project_Namec	Customer name	Lead PC	Order Number	Total contribution
L-00067151	Metro Location	RELIANCE LIFE SCIENCE NASHIK TOP COVER	Rakesh Gaikwad	PC3	27060	-58,220.00
L-00067976	Metro Location	RIL INGOT TFTC	Virendra Verma	PC3	28106	-56,816.00
L-00067413	Metro Location	RLS LCX204SCRMB	Vipin Mishra	PC3	25479	-12,860.00
L-00069089	Metro Location	RELIANCE DMD SITE	Rakesh Gaikwad	PC4	26630	-12,860.00
L-00070958	Metro Location	JYOTI ELECTRICALS SANKALP	RAJESH SURANA	PC5	24800	-172.64
L-00086262	Metro Location	NEW LEAD FUJITSU INSTALATION	Lalith	PC8	29742	-66.05
			Vijayan	PC5	24718	-65.77
			Vijayan	PC4	24447	-48.81
			Asheer khan	PC4	24424	-47.85
			Asheer khan	PC4	24426	-40.40
L-00092215	EM	HDFC BANK	Bikash	PC12	31911	-33.92
L-00084739	Metro Location	NEWLEAD OLA	Puneet Kochar	PC7	28682	-28.12
			vanitha lamps & Shades	PC12	32507	-21.09
			bhavesh sabalpara	PC4	24048	-20.96
L-00069840	Metro Location	Vanita Lamps	Bhawarlal	PC4	26126	-10.83
			Parag Ghatole	PC6	25515	-8.00
			rajesh gupta	PC4	24062	-8.00
			Sagar Bhokare	PC6	26769	-6.91
L-00085926	Metro Location	COCACOLA LOTE PARSHURAM	Nitin Sune	PC8	30785	-6.91
			Bhawarlal	PC6	26394	-6.80
Total						-1,41,349.06

	Orders with high contribution (top 20))					
Lead number	vertical	Project_Namec	Customer name	Lead PC	Order Number	Total Contribution
			PUNJ	PC8	27647	99.99
			Puneet	PC9	28944	88.27
L-00088716	Metro Location	DIVYASHREE AVANCE FOC	Lalith	PC10	31072	86.14
L-00067156	Metro Location	ACCENTURE DDC5	SONU GUPTA	PC3	25284	84.65
			Hemant Mawani	PC11	30661	80.00
			Srinivasan	PC10	30195	80.00
L-00064960	Metro Location	Cummins Technologies Pvt Ltd	Bhushan Dhaigude	PC2	23377	78.54
			Lalith	PC3	22961	78.45
			Lalith	PC2	22199	78.38
L-00093102	Metro IP/OD	HPCL	Ashish Pandey	PC12	32293	77.02
			Karan Aggrawal	PC12	32318	76.45
			Chetan Varma	PC1	21588	76.30
			Suresh	PC2	22361	76.14
			Suresh	PC3	23466	76.14
L-00068638	Metro Location	NMIA	Shripal	PC4	25691	76.00
			Lalith	PC8	27853	75.93
L-00067296	Metro Location	NTT DATA CENTER DC09 ADD PLANING INDENT	Sandeep joshi	PC3	32846	75.87
			Lalith	PC8	27858	75.65
L-00068118	Wipro Technology	KODATHI MAGNETO SUS TRACK	Maran Chinnapan	PC3	23516	75.52
			Kapil Varu	PC4	24067	75.17

## Lead ,Opportunity, Order and invoice at a glance









	Lead value			
Lead Week	Lead value	Lead count		
W1	5,956.06	4637		
W2	6,011.81	4942		
W3	5,371.50	5157		
W4	5,164.28	6431		
W5	2,071.13	1885		
Total	24,574.78	23048		

Opp value			
Lead Week	Opp value	Opp count	
W1	3,148.12	3177	
W2	2,891.25	3379	
W3	2,676.62	3404	
W4	2,362.90	3494	
W5	1,108.08	1675	
Total	12,186.97	15125	

Order value			
Lead Week	Order value	Order count	
W1	813.94	1952	
W2	715.16	2125	
W3	758.93	2134	
W4	717.16	2227	
W5	313.70	1096	
Total	3,318.89	9530	

Inv value				
Lead Week	Inv value	Inv count		
W1	80,96,76,945.81	1807		
W2	70,31,06,102.46	1956		
W3	70,10,65,735.37	1961		
W4	69,58,09,057.76	2051		
W5	30,46,17,973.77	988		
Total	3,21,42,75,815.17	8759		

65.62

lead-opp

41.35

lead-ord

38.00

lead-inv

57.91

opp-inv