

Lead ,Oppportunity, Order and invoice at glance

Lead FY

2024-25

Lead Quarter

All

Region

All

Segment

All

Vertical

All

Lead Source

All

Invoice status

All

Lead PC

All

Lead Week

All

Order Type

All

Sub Segment

All

Influencer

All

Sales person

All

PC wise lead count and value (in million) per vertical																						
pc vertical	a)PC1		b)PC2		c)PC3		d)PC4		e)PC5		f)PC6		g)PC7		h)PC8		i)PC9		j)PC10		k)PC11	
	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	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

PC wise opp count and value (in million) per vertical																														
pc vertical	a)PC1			b)PC2			c)PC3			d)PC4			e)PC5			f)PC6			g)PC7			h)PC8			i)PC9			j)PC10		
	C	V		C	V		C	V		C	V		C	V		C	V		C	V		C	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	

PC wise order count and value (in million) per vertical																													
pc vertical	a)PC1		b)PC2		c)PC3		d)PC4		e)PC5		f)PC6		g)PC7		h)PC8		i)PC9		j)PC10		k)PC11		l)PC12		Total				
	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C						
	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	1,06			
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	66			
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				14				
Export	1	0.23	2	0.23	1	3.03	2	0.13			1		1				1	0.30							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	1,43			
Wipro Technology	13	27.15	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	5				
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	3,31			

PC wise inv count and value (in million) per vertical																													
pc sort vertical	a)PC1		b)PC2		c)PC3		d)PC4		e)PC5		f)PC6		g)PC7		h)PC8		i)PC9		j)PC10		k)PC11		l)PC12		C				
	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V	C	V					
EM	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	91	91			
Email lead/website	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	19	19			
Export	5	0.25					2	0.19			8	1.74	3	0.60	4	0.32	9	1.16											
Metro IP/OD					3	3.34																							
Metro Location					3	0.84					3	0.37	2	0.12			25	2.60	26	7.24	28	4.19	13	2.67	1	1			
Wipro Technology	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	45	45			
	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	2	2			
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	159	159			

PC wise lead to opp conversion ratio per vertical											
vertical	a)PC1	b)PC2	c)PC3	d)PC4	e)PC5	f)PC6	g)PC7	h)PC8	i)PC9	j)PC10	k)PC11
EM	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity
Email lead/website	38.23	38.25	34.91	34.03	14.10	21.01	29.67	31.85	32.38	36.38	
Export	0.24	0.47	0.20	0.71	1.20	2.14	0.41	1.44	0.45	0.44	
Metro IP/OD	100.00	100.00	100.00	50.00					100.00		
Metro Location		50.00	33.33	33.33	2.22	22.22	50.00	25.00	55.36	17.76	
Wipro Technology	72.05	66.35	61.46	64.58	20.89	40.98	51.90	52.66	50.85	41.57	
Total	69.97	72.48	75.63	75.28	37.60	58.90	64.28	76.43	86.53	64.46	

PC wise lead to ord conversion ratio per vertical											
vertical	a)PC1	b)PC2	c)PC3	d)PC4	e)PC5	f)PC6	g)PC7	h)PC8	i)PC9	j)PC10	
EM	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	Infinity	
Email lead/website	19.11	16.21	16.17	16.39	5.59	9.01	12.77	13.32	11.43	18.31	
Export	0.24	0.24		0.24	0.24	0.31	0.21	0.62	0.45		
Metro IP/OD	100.00	50.00	100.00	50.00					100.00		
Metro Location			33.33			22.22	37.50		17.86	7.89	
Metro Test/Lead	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	47.71	48.68	24.35	36.94	38.41	48.04	52.24	38.17	

Lead PC

All

Lead Week

All

Lead FY

2024-25

Lead Quarter

All

inv check

All

Sales person with highest contribution						
Owner.Name	Q1	Q2	Q3	Q4	Total	
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 contribution per segment						
Segment_c	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	

Average contribution per vertical						
vertical	Q1	Q2	Q3	Q4	Total	
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	

Average contribution per sub-segment						
Sub_Segment_c	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 and Solar Manufacturing)			22.90	29.77	27.81	
NHAI				22.79	22.79	
Oil & Gas	32.31	29.77	31.00	34.70	32.09	
Others	35.08	31.79	34.83	35.94	34.64	
Pharma	35.00	36.14	35.39	37.66	36.31	
Power	34.88	27.10	43.67		35.05	
Power (Private)			31.96	28.28	29.51	
Power (PSU)	27.05	32.14	31.98	32.33	31.35	
PSUs	34.66	38.75	28.78	28.68	34.33	
Retail	40.86	33.59	36.36	38.33	36.97	
Road Lighting		16.79	22.84	32.28	29.78	
Solar Streetlighting				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		32.73	
Total	34.83	34.09	34.22	35.57	34.72	

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

23.05K

Opportunity count

15.12K

Order count

9529

Invoice count

8758

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

Details							
Lead_Unique_Number_c	Project_Name_c	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 ZERO FIVE	Abhishek Parmar	20 April 2024				
L-00064295	ENIS RANINDA	Abhishek Parmar	20 April 2024	08 July 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	Total
Capex Lead		2316	51	15	2362
Email Lead	1149	1357	1320	1229	5055
Manual Lead	3767	3113	3436	3922	14238
Palladium Lead		173	4	3	180
Website	192	135	323	323	973
Whatsapp Lead		67	64	88	219
Total	5108	7161	5198	5580	23047

Lead PC

All

Lead Week

All

Lead FY

2024-25

Lead FY

All

Orders with least contribution (bottom 20)						
Lead number	vertical	Project_Name__c	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
			bhavesb 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_Name__c	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
Total						1,590.61

Lead ,Opportunity, Order and invoice at a glance

Lead PC

All

Lead We...

All

Lead FY

2024-25

Month

All

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