



ElectricPe

Title: “Lead-to-Delivery Funnel Analysis & Dashboarding”

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Storytelling: Connecting Data to Insights

The analysis of Lead-to-Delivery, Cancellations, NPS, and Service Follow-ups reveals the customer journey from initial interest to final satisfaction — highlighting both operational strengths and service gaps.

Data Snapshot

Total Leads:	1,000
Total Deliveries:	812
Average NPS:	-53.50%
Average Delivery TAT:	4.45 days
Lead Mix:	18.8% Cold — 50.9% Warm — 30.3% Hot

The data shows a healthy 81% conversion rate but signals scope for improvement in delivery speed and customer sentiment.

A. Lead Conversion

Data: Overall conversion stands at 81.2%, with Mumbai MBC leading (82.06%).

Insight: Early-stage engagement is weak — nearly 1 in 5 leads drop before pre-booking due to delayed or inconsistent nurturing.

B. Turnaround Time (TAT)

Data: Average delivery TAT is 4.5 days, exceeding the 3-day benchmark.

Insight: Delays mainly occur in the final delivery stage, highlighting coordination issues between store and logistics teams.

C. Cancellations

Data: 27% of leads were cancelled; top causes include price sensitivity (61) and financing issues (59).

Insight: High cancellations point to affordability concerns and limited financial support options during conversion.

D. Customer Satisfaction (NPS)

Data: NPS = -53.50%, with customers followed up within 7 days rating 8.1 vs 5.9 for delayed follow-ups.

Insight: Prompt follow-ups directly improve satisfaction — timing is the biggest driver of positive feedback.

Recommendations: From Insights to Action

Focus Area	Recommendation	Expected Impact
Lead Conversion	Deploy an automated lead-scoring and follow-up system within CRM to prioritize high-potential leads.	Improve conversion from 81% → 88–90%.
Delivery TAT	Introduce real-time TAT dashboards and track delivery delays store-wise for accountability.	Reduce delivery time from 4.5 → 3.5 days.
Cancellations	Offer flexible financing plans and re-engagement campaigns for “Changed Mind” leads.	Recover 15–20% of lost leads.
Customer Satisfaction	Mandate follow-up within 7 days post-delivery, capture feedback via WhatsApp/SMS link, and monitor NPS trends weekly.	Boost NPS from -11.7% → +5–8%.
Service Follow-Up Management	Set a Service-Level Agreement (SLA) for follow-ups and track closure compliance.	Ensure 100% post-delivery touchpoints.