

Commercial Sales Summary

[← Landing Page](#)

Channel

All

Project Source

All

Service

All

Year, Quarter, Month,...

All

By Enquiry Date



Sales YTD vs Budget

£360K!

Budget: £660K (-45.47%)

By Date of Activity

TOTAL LEADS

602

TOTAL QUOTED

196

TOTAL SALES

45

TOTAL SALES VALUE

£0.6M

TOTAL LOST

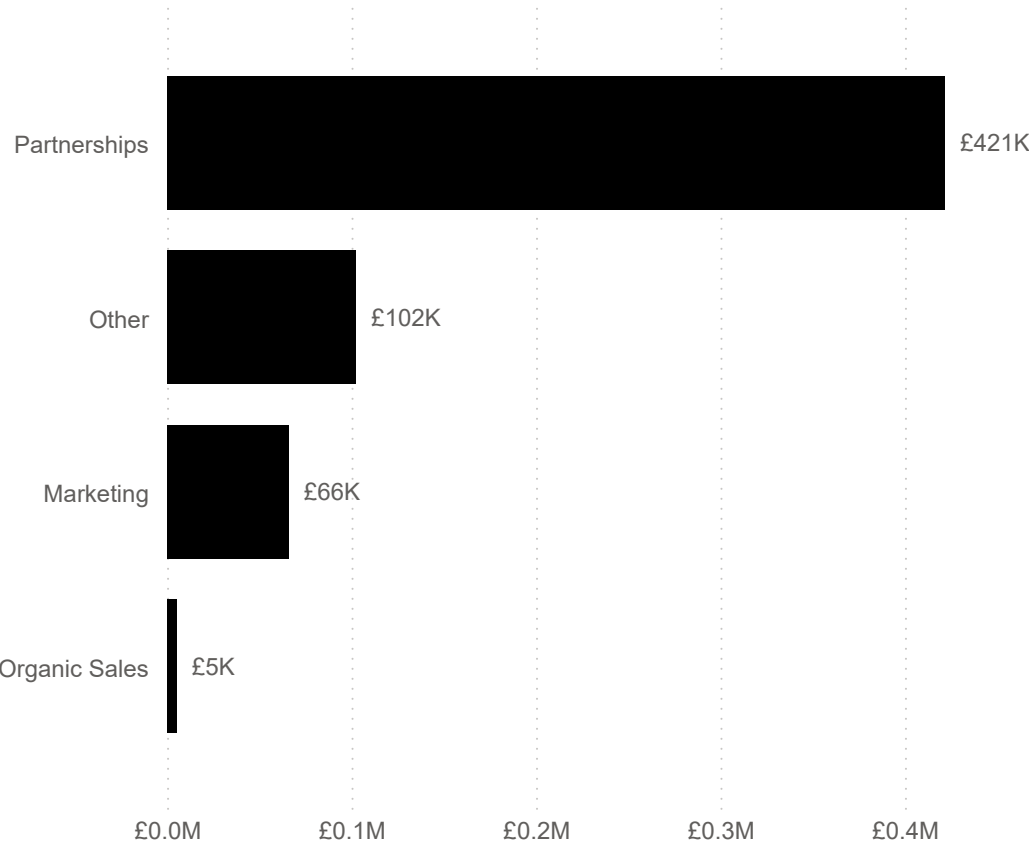
480

Sales YTD vs Last Year

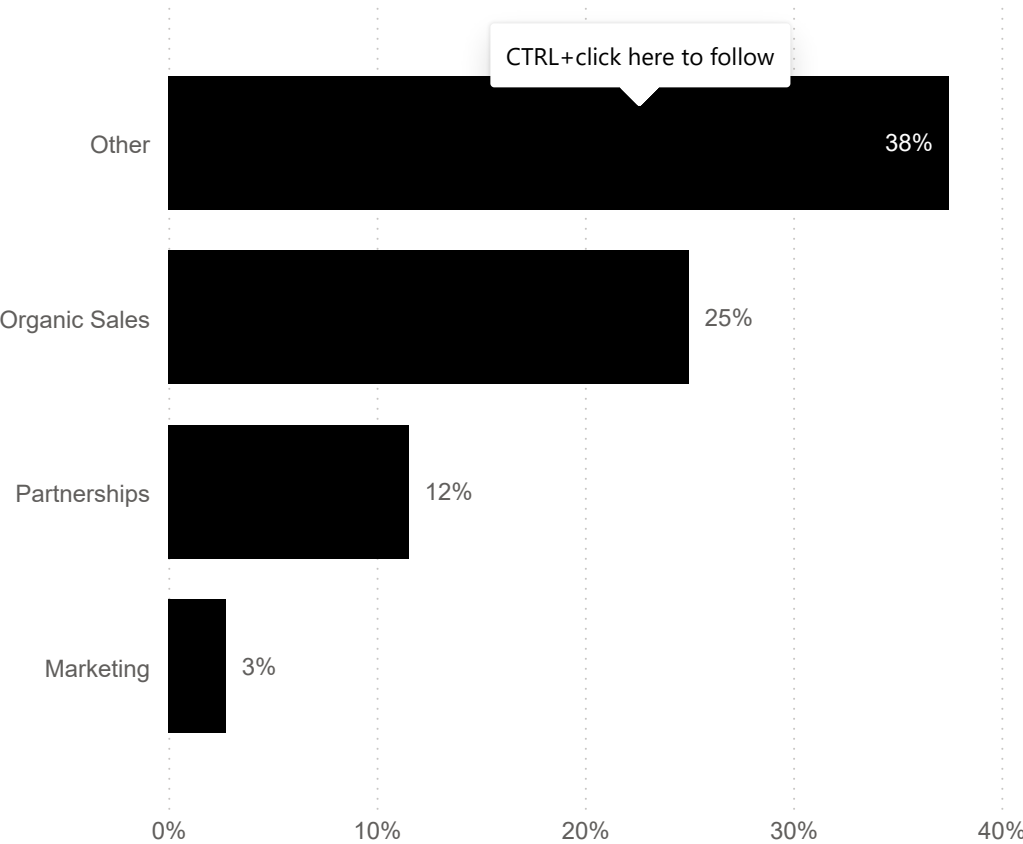
£360K✓

Last Year: £228K (+58%)

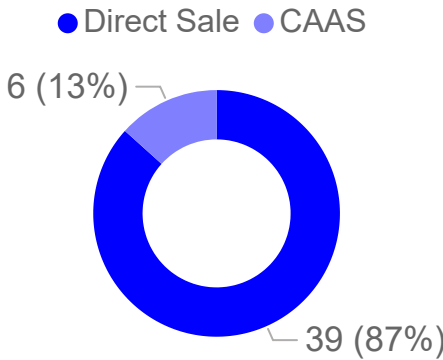
Sales Value, by Channel Lead/Project Source



Lead to Sale Conversion, by Channel Lead/Project Source



Sales, by Service



AOV

£13K

Sales SLA's

PowerBI Request Form

QR Code

Lead Times

Leads

Conversion Rates

Sales & Installs Revenue YoY

All Data

Environment: PRODUCTION

Leads



Back

Est. Install Volume



All



Channel



All



Project Source



All



Service



All



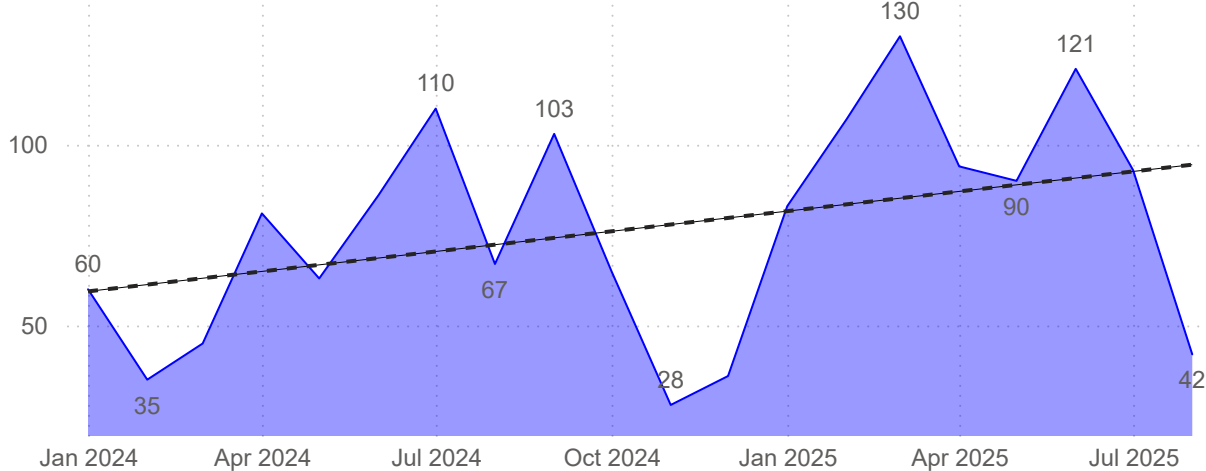
Year, Quarter, Month,...



Multiple selections



Leads, by Enquiry Date



Partnership Leads - below budget

Project Source	Leads YTD	Budget Leads YTD	Lead Variance
		94	-94
	376	465	-89
		88	-88
		83	-83
		57	-57
	8	64	-56
		42	-42
Total	404	952	-548

Leads YTD vs Budget

760!

Budget: 1736 (-56.22%)

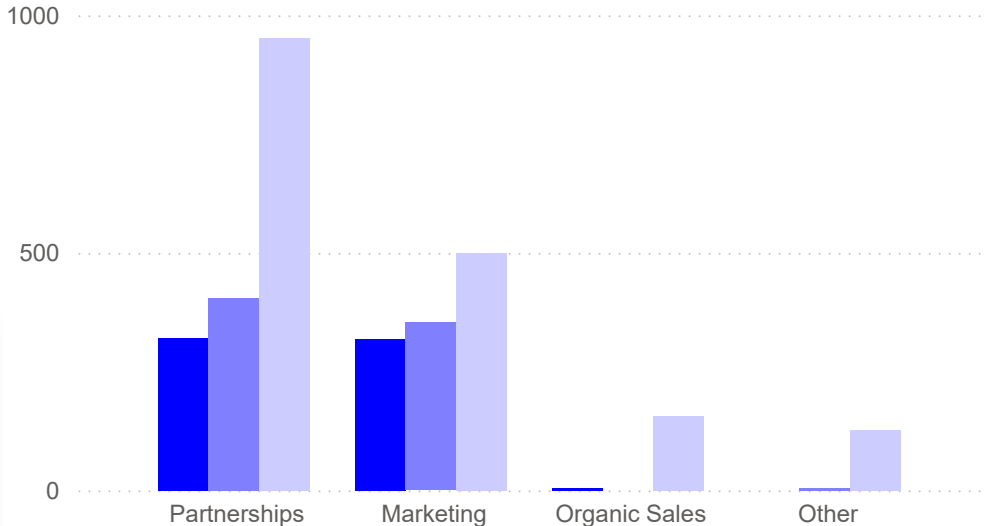
Leads YTD vs Last Year

760✓

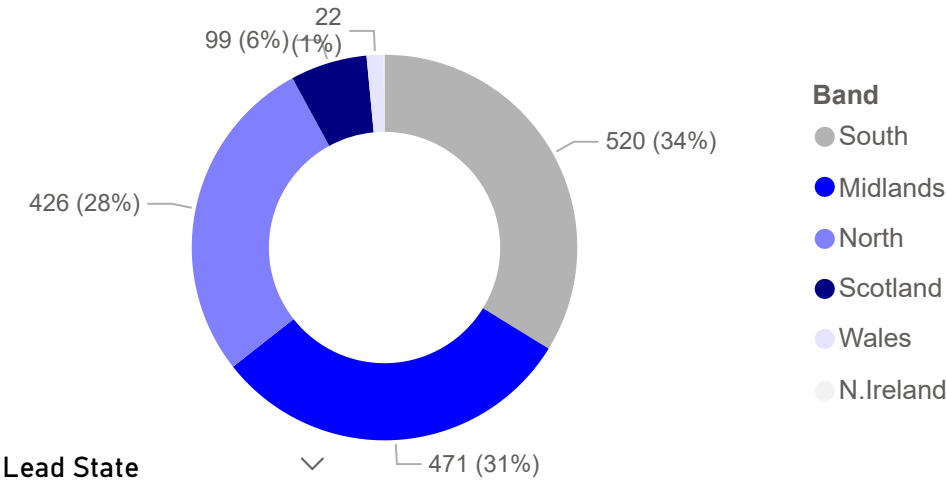
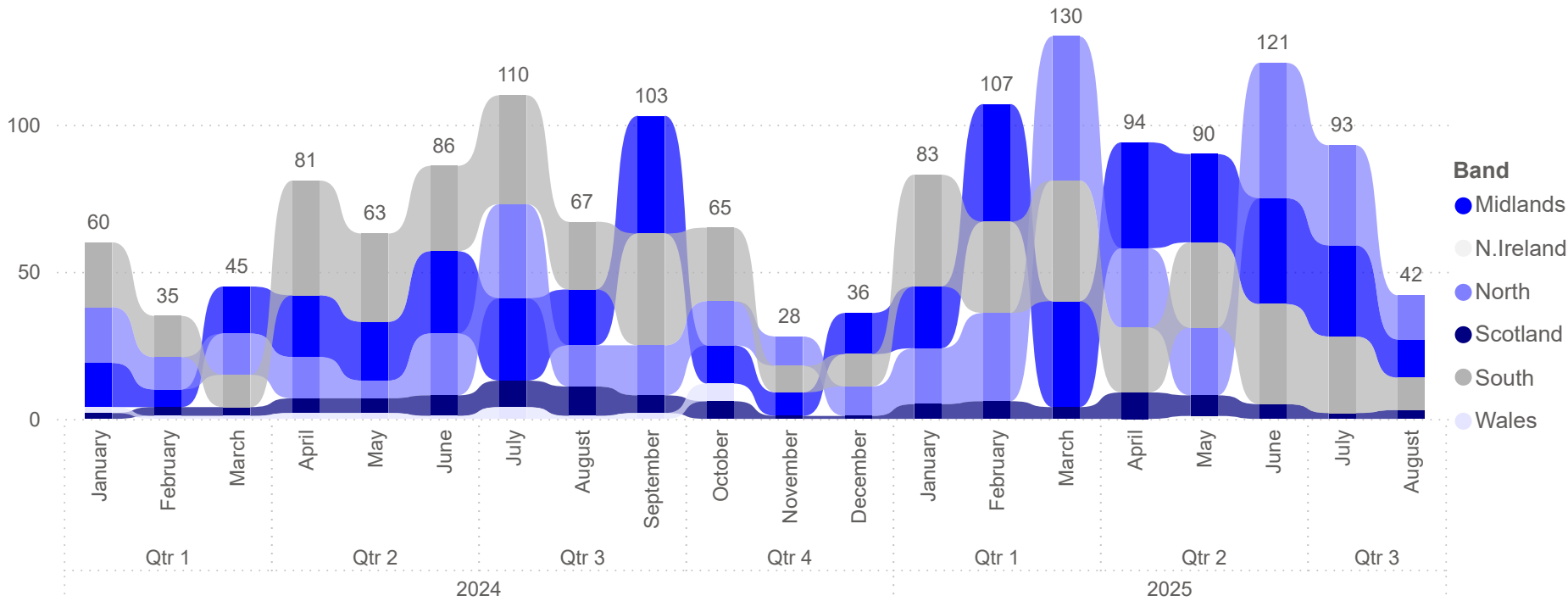
Last Year: 639 (+18.94%)

Leads YTD vs Last Year vs Budget

Leads YTD (Last Year) Leads YTD Leads Budget YTD



Leads by Band, by Enquiry Date



Lead State

All



Landing Page

Environment: PRODUCTION

Conversion Rates



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Table View

Graph View

Channel

All

Project Source

All

Service

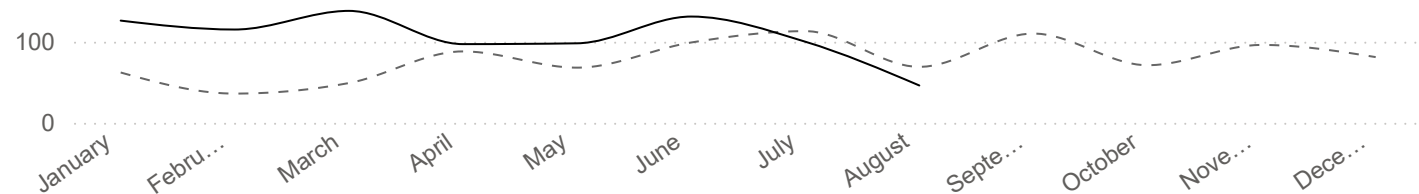
All

Enquiry Date

All

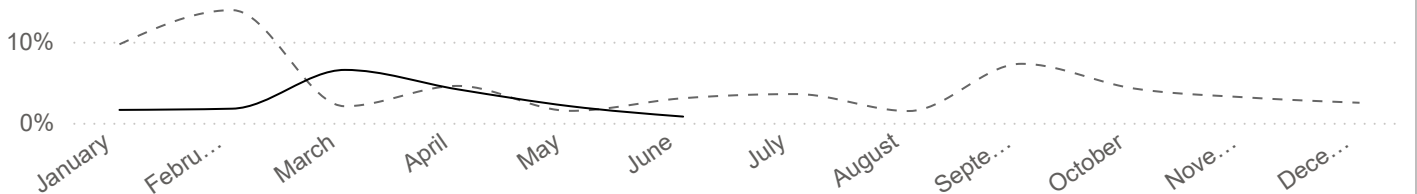
Volume of Leads, by Enquiry Date

Year ● 2024 ● 2025



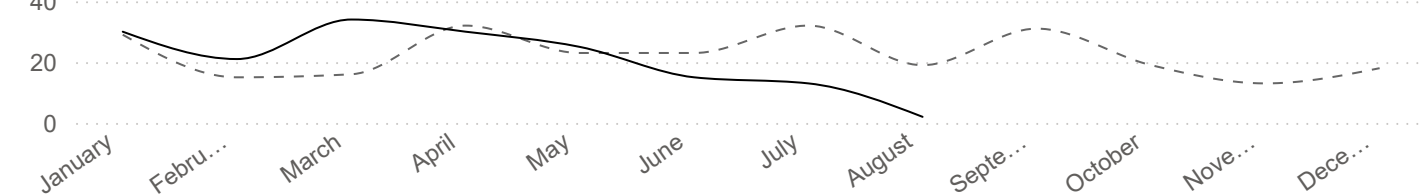
Conversion of Lead to Quote Accepted, by Enquiry Date

Year ● 2024 ● 2025



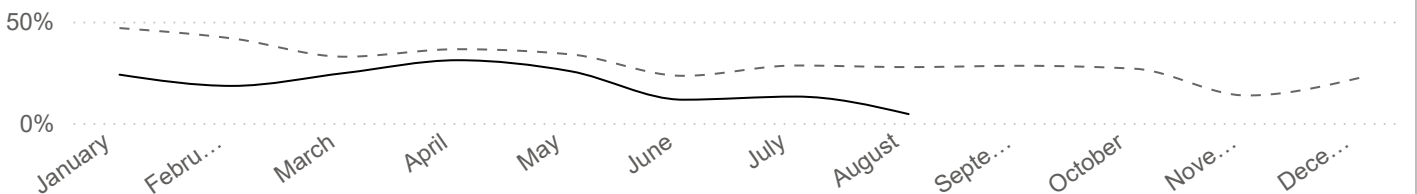
Volume of Leads Moved to Survey, by Enquiry Date

Year ● 2024 ● 2025



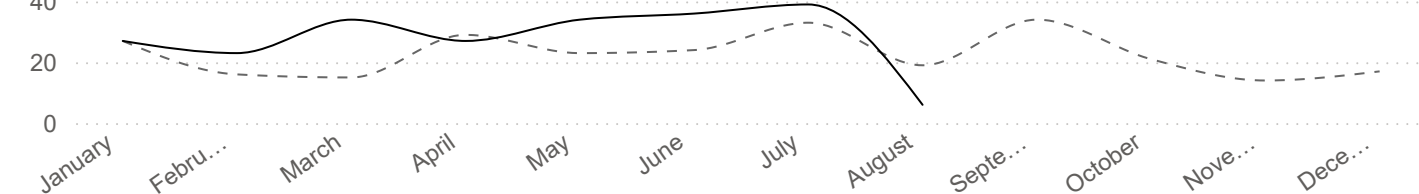
Conversion of Lead to Survey, by Enquiry Date

Year ● 2024 ● 2025



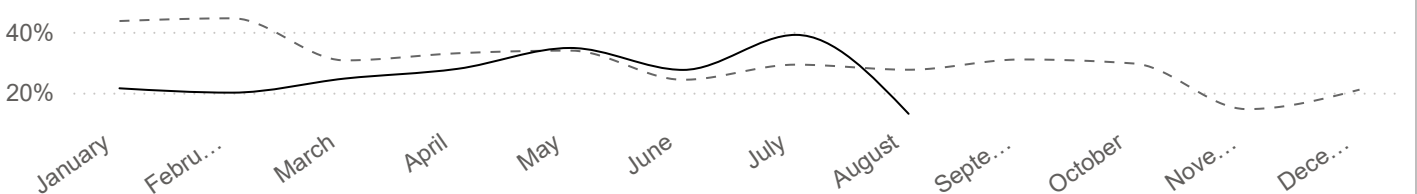
Volume of Leads Moved to Quote Issued, by Enquiry Date

Year ● 2024 ● 2025



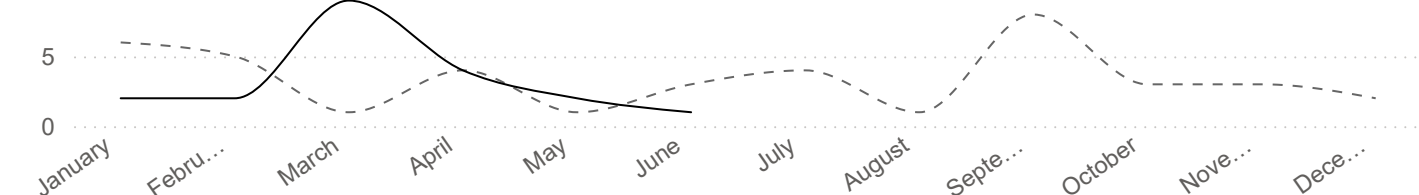
Conversion of Lead Moved to Quote Issued, by Enquiry Date

Year ● 2024 ● 2025



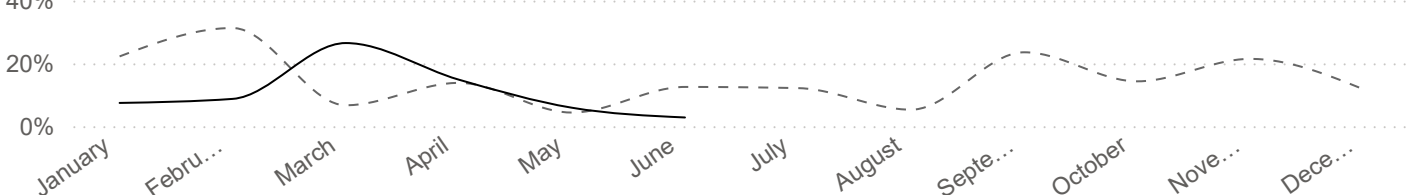
Volume of Quotes Accepted, by Enquiry Date

Year ● 2024 ● 2025



Conversion of Quotes Issued Moved to Accepted, by Enquiry Date

Year ● 2024 ● 2025



Landing Page

Environment: PRODUCTION

Sales Journey Lead Times



Back

Channel

All

Project Source

All

Service

All

Year, Quarter, Month, ...

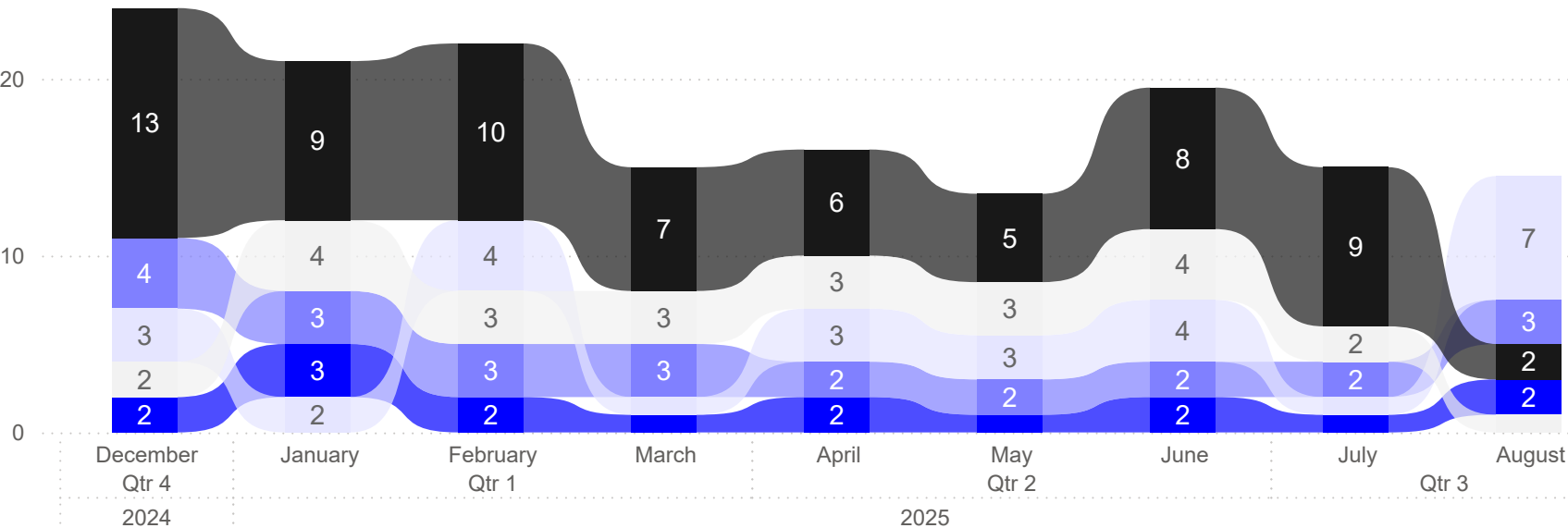
Multiple selections

Data only from November 20th onwards (Dynamics)

Sales Journey Median Lead Times

Calculated in Working Days

● Enquiry to Call Arranged ● Call Arranged to Complete ● Call Complete to Survey Sched... ● Survey Scheduled to Sur... ● Survey to Quote I...



Count of Customers Through Each Stage

Month Year	Enquiry to Customer Call Arranged	Customer Call Arranged to Complete	Call Complete to Survey Scheduled	Survey Scheduled to Survey Date	Survey to Quote Issued
Dec '24	42	32	17	17	16
Jan '25	61	44	31	25	20
Feb '25	44	28	21	21	20
Mar '25	67	50	30	33	31
Apr '25	50	26	13	26	24
May '25	44	26	12	20	17
Jun '25	56	29	8	14	12
Total	434	278	138	169	150

Sales Status

Lost Lead

Lost Opp

On Hold

Open

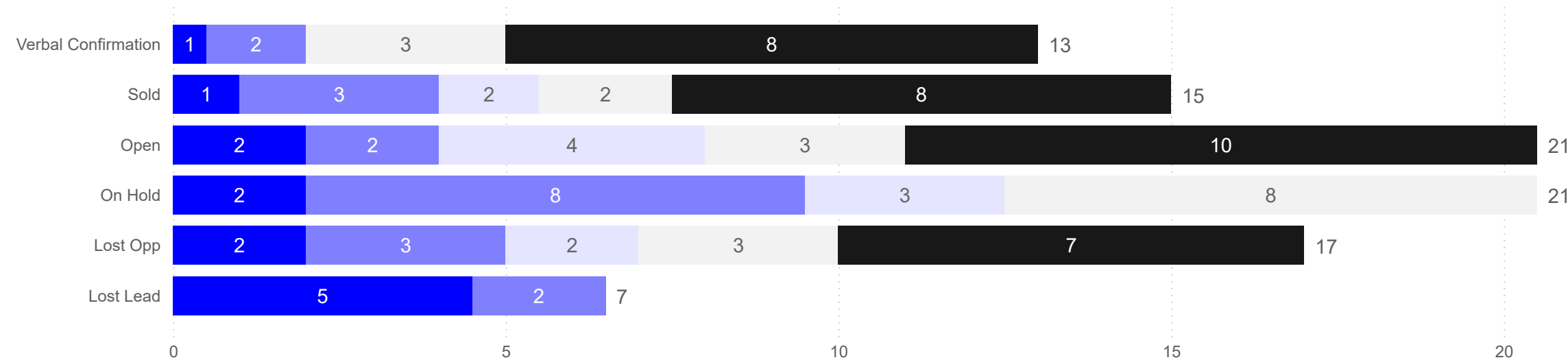
Sold

Verbal Confirmation

Sales Journey Median Lead Times, by Sales Status

Calculated in Working Days

● Enquiry to Calling Arranged ● Call Arranged to Complete ● Call Complete to Survey Scheduled ● Survey Scheduled to Survey Date ● Survey to Quote Issued



By Sales Status

By Channel

By Band



Landing Page

Environment: PRODUCTION

Sales and Installs Revenue YoY



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Channel



All



Project Source



All



Service



All



Year, Quarter, Month,...

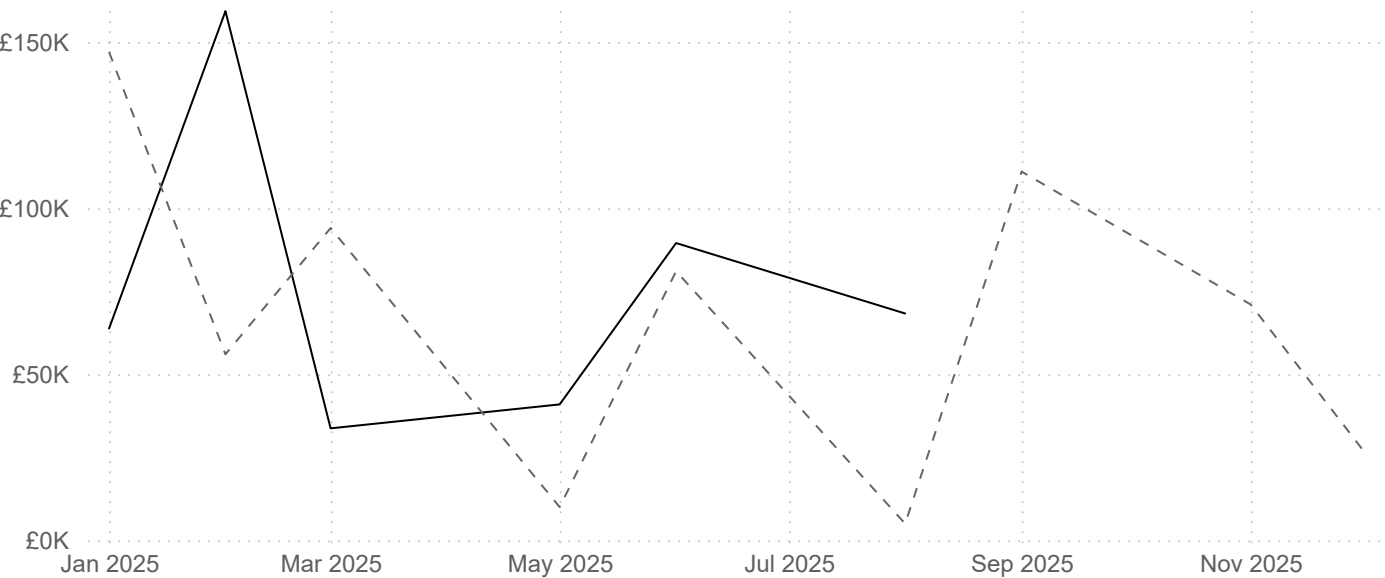


2025



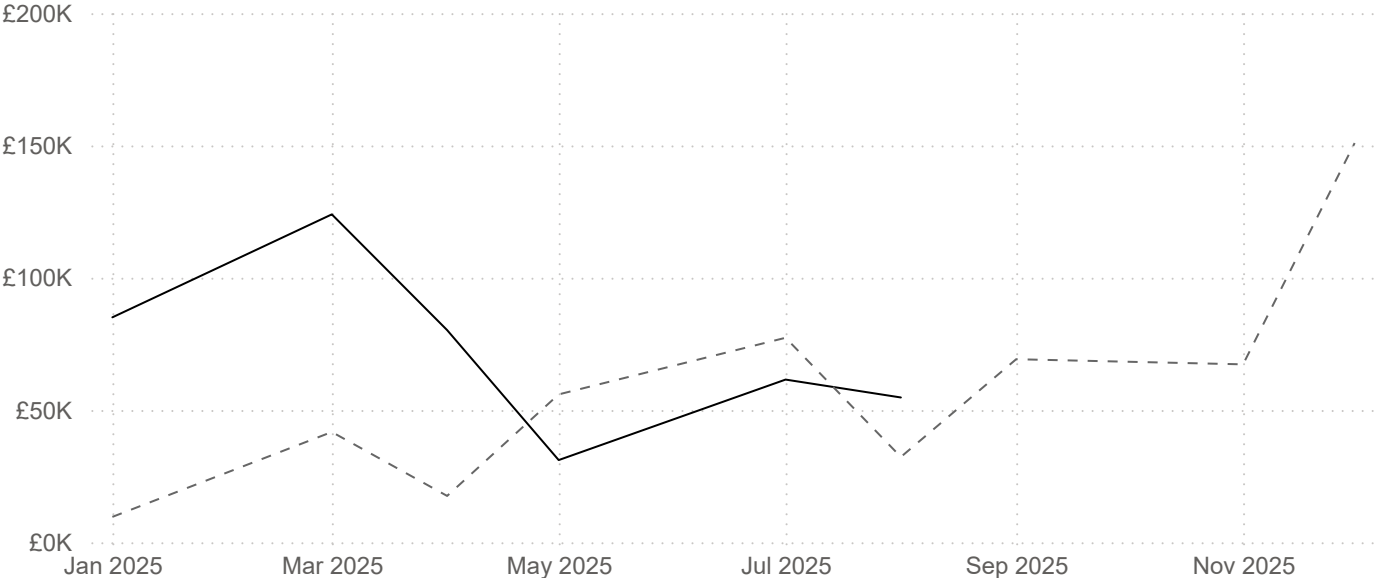
Sales Value vs Previous Year

● Current Year ● Previous Year



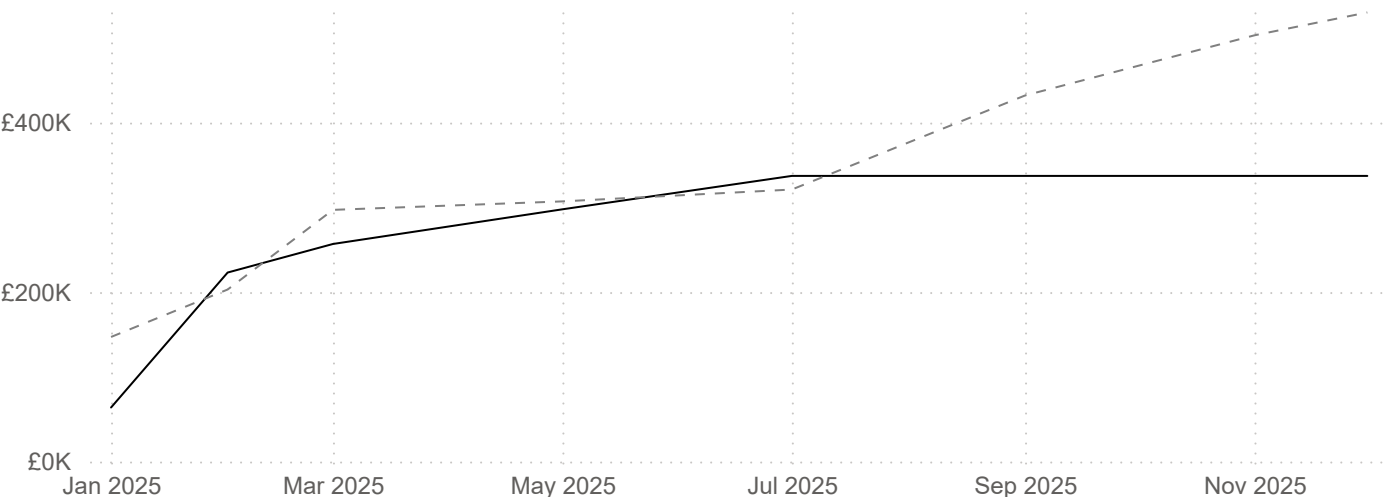
Installs Revenue vs Previous Year

● Current Year ● Previous Year



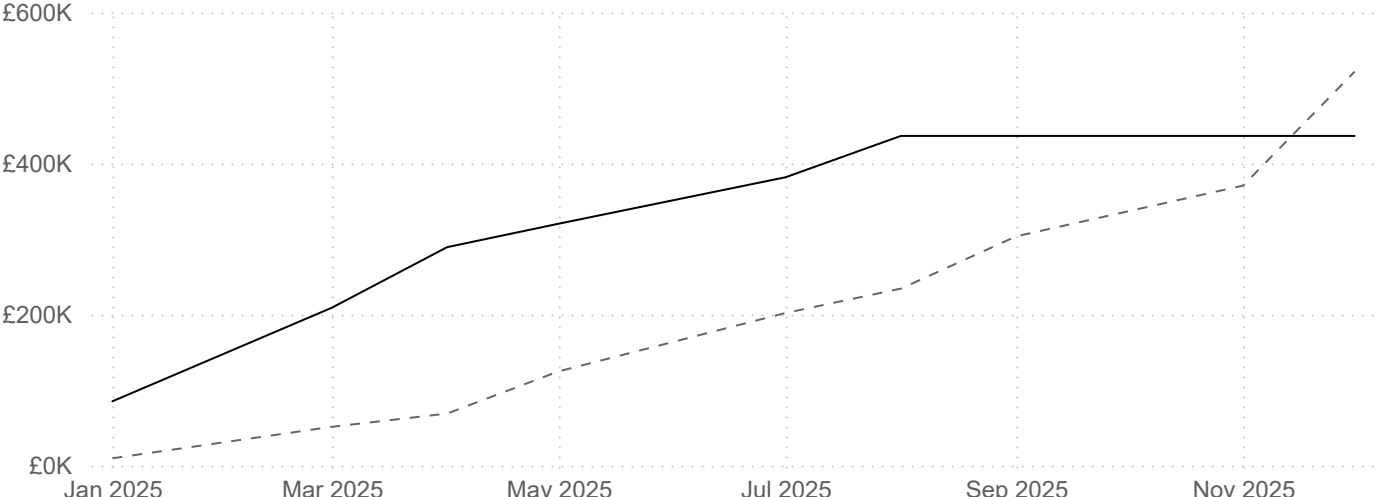
Sales Value vs Previous Year - Running Total

● Accumulative Current Year ● Accumulative Previous Year



Installs Revenue vs Previous Year - Running Total

● Accumulative Current Year ● Accumulative Previous Year



Landing Page

Environment: PRODUCTION

Sales SLA's



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Channel

Project Source

Service

Year, Quarter, Month,...

All

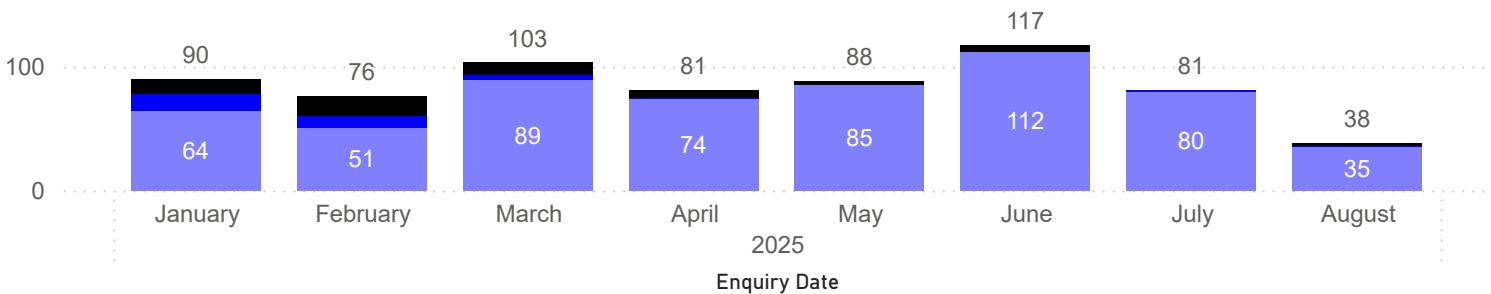
All

All

2025

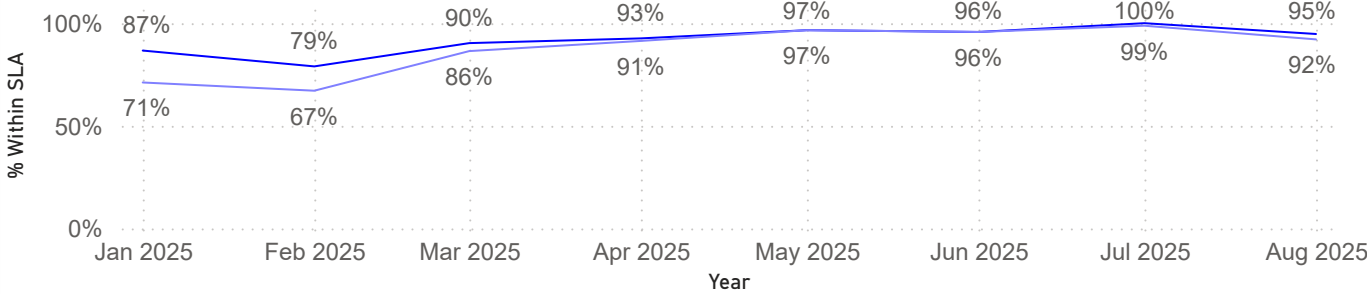
First contact (SLA: 1 day from enquiry received)

SLA1 1 day or less 2 days More than 2 days



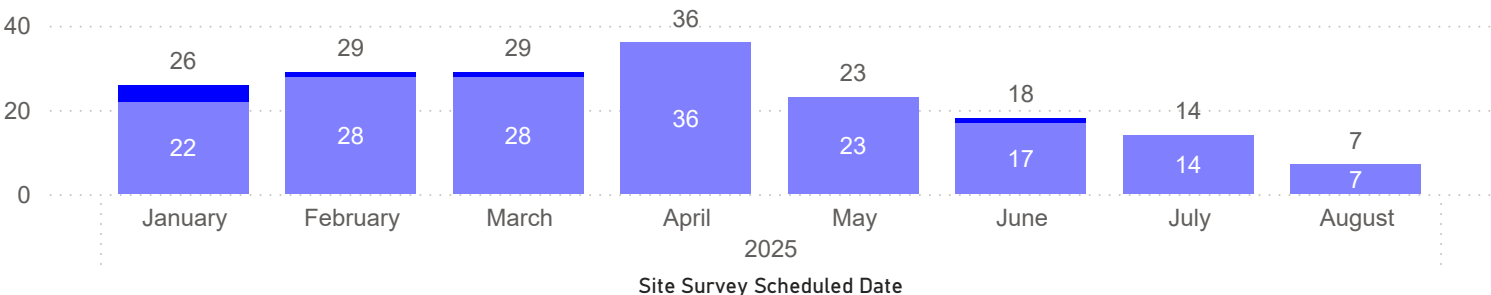
% New Enquiries within SLA, Min Req and Target, by Enquiry Date

% within 1 day % within 2 days



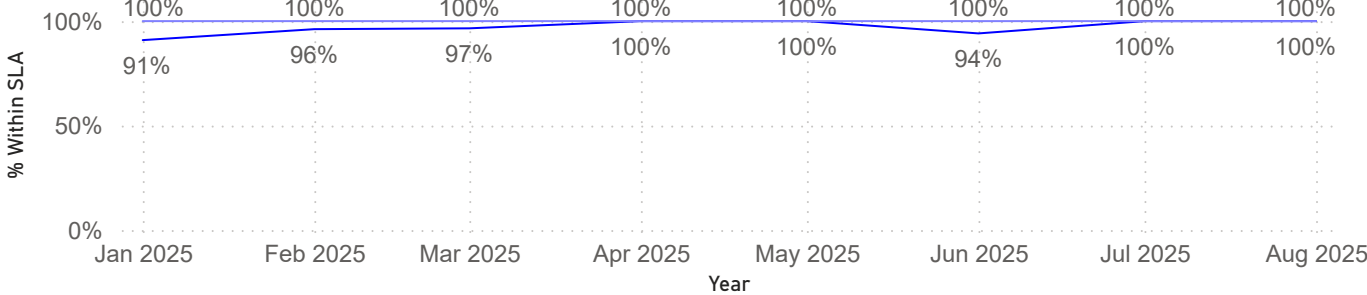
Survey Scheduled (SLA: 10 days from scheduling call to proposed site survey date)

SLA2 10 days or less 11 to 15 days



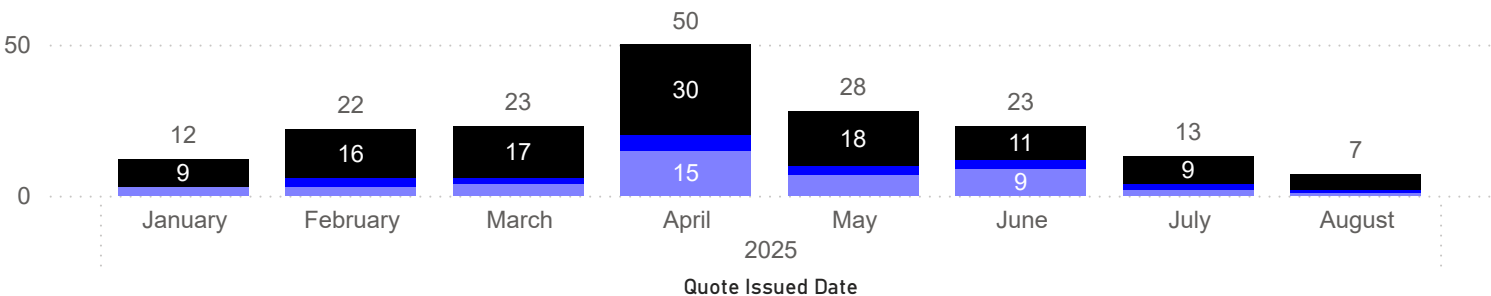
% Surveys Booked within SLA Min Req and Target, by Proposed Survey Date

% within 10 days % within 15 days



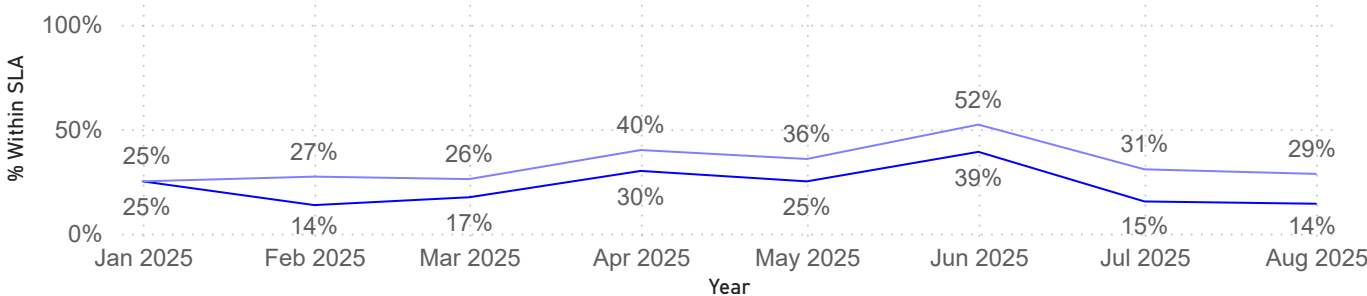
Quote Issued (SLA: 5 days from survey complete)

SLA3 5 days or less 6 to 7 days More than 7 days



% Quotes Issued within SLA Min Req and Target, by Quote Issued Date

% within 5 days % within 7 days



Landing Page

Environment: PRODUCTION