

From analyzing data of RS Automation, quite good & interesting inferences have come. This report includes those inferences along with an explanation of the analysis process, the analysis output, and suggestions for the company as per the analysis results.

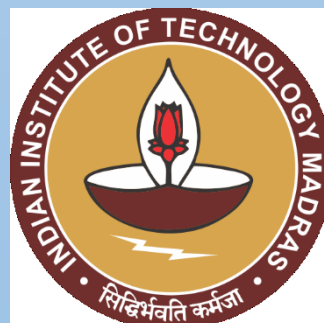
# Increasing lead-to- order conversion rate & regional sales

Final Report

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**Title:**

Increasing lead-to-order conversion rate & regional sales

**Abbreviations / other important notes:**

1. The company has a dataset/table named “Opportunity”. So, In this report where ever the “opportunity” is written, it’s not in the sense of a noun, but it’s in sense of the “Opportunity” dataset/data table.
2. The whole process of lead generation to placing the order is done in two stages. First Lead is converted to the Opportunity, and in the second stage, the Opportunity is converted to the Order. The data of the First stage (Lead to Opportunity) is stored in the Lead dataset and the data of the second stage (Opportunity to Order) is stored in the Opportunity dataset.

**Executive Summary:**

RS Automation has a problem related to lead conversion into order and low regional sales of the Ankleshawar region. To understand the problem better and to give important insights, analysis is done on various aspects of “lead’s conversion to Opportunity” and “Opportunity’s conversion to an order”. Those aspects include from which source the lead is generated, to whom the lead is assigned, and what frequent reasons are seen as a reason for loss of Opportunity. The very good thing about the company is that they store the reason for losing any opportunity and also an approximate amount of which the client wanted to give an order.

Various important tables are made after analyzing the data, and from those tables, graphs are drawn. Some graphs give very interesting and also important information related to the problem. For example, a graph made from the amount the company has lost because of the lost opportunity, tells that the company has lost INR 26.21 lakh because 17 customers thought the product has a high price.

Along with the analysis and finding insights this report also includes a few suggestions to overcome or to say to tackle the problem in some sense, i.e. As because the company has lost INR 7.08 lakh because 10 customers had identification problems with the company, It’s recommended that the company get some respected and known certificates in the industry, i.e. ISO Certification.

**Detailed Explanation of Analysis Process / Method:**

This section of the report includes - what further analysis is required on the tables that we get after processing the data as mentioned in the Mid-term Report. This section of the report does not include how to process the various attributes of a particular table because it’s extensively discussed in the Mid-term Report. And graphs are not discussed in this section, it’s discussed in the next section - Results & Findings.

The whole analysis process is divided into the following 7 parts:

1. Analysis of the Source of the new customers - IndiaMart, self, cold calls, and all.

2. Analyzing the Performance of each sale personnel
  3. Analyzing the reason for losing the Opportunity
  4. Analyzing the lost amount due to the Lost Reason
  5. How many new companies have been added to RS Automatio's customer base?
  6. Analysis of no. of repeat orders
  7. Analysis of the performance of each stream of Revenue
1. Analysis of the Source of the new customers - IndiaMart, self, cold calls, and all.

After processing the data as mentioned in the Mid-term report, we get **Table-1**.

In **Table 1**, Cold Call has a Count of Status 4, so it is interpreted as - *Cold Call generates a total of 4 leads.*

This table first filters the "status" of the lead and according to the filter (which includes the status of leads that are - Assigned, Converted, In progress, New, or Dead) it gives the no. of leads generated by a particular source of lead.

Status	(All)
Source of Lead	Count of Status
Cold Call	4
Existing Customer	66
IndiaMART	172
Other	10
Public Relations	7
Self Generated	50
TradeIndia	2
(blank)	32
Grand Total	343

Table 1

As we want to see the performance of the source of lead - there are two ways:

- a) % of Converted Leads to the total Covered Leads (performance of Source comparatively to the other Sources)

By setting the filter to "Converted" the filter shows the no. of leads got converted from the total leads for each Source (**Table-2**).

In **Table 2** Cold Call has Count of Status of 2. So, it is interpreted as - *the 2 leads of all leads generated by Cold Call (Which is 4 - from **Table 1**) are Converted.*

Status	Converted
Source of Lead	Count of Status
Cold Call	2
Existing Customer	45
IndiaMART	13
Other	4
Public Relations	6
Self Generated	32
(blank)	18
Grand Total	120

Table 2

After that, the "percentage of Converted Leads to the total Converted Leads" can be found (**Table 3**).

i.e. for "Cold Call",  

$$= (2/120) * 100 \%$$

In **Table 3**, Cold Call has 2%, which can be interpreted as that - *Cold Call generates 2% of Total Converted leads.*

Source	% of Conversion
TradeIndia	0%
Cold Call	2%
Other	3%
Public Relations	5%
IndiaMART	11%
(blank)	15%
Self Generated	27%
Existing Customer	38%

Table 3

- b) % of Converted Leads to the Total Leads got from the same Source(performance of the Source itself)

From **Table 1** and **Table 2**, **Table 4** is generated using the “v-lookup” command in Excel for getting the Total Leads value according to the Status from **Table 1**.

Status	Converted Lead	Total Leads
Cold Call	4	2
Existing Customer	66	45
IndiaMART	172	13
Other	10	4
Public Relations	7	6
Self Generated	50	32
TradeIndia	2	0
(blank)	32	18
Grand Total	343	120

Table 4

**Table 5** is generated from **Table 4**. i.e. for Cold Call, % of Conversion is  $(2/4)*100\%$ .

In **Table 5** Cold Call has 50% of Conversion, so it says that – *50% of total leads generated by Cold Calls converts to the Converted status.*

Status	% of Conversion
Cold Call	50%
Existing Customer	68%
IndiaMART	8%
Other	40%
Public Relations	86%
Self Generated	64%
TradeIndia	0%
(blank)	56%

Table 5

Graph/s can be drawn from **Table 3** or **Table 5**, or from both tables combined.

## 2. Analyzing the performance of each sales personnel

After processing the data as mentioned in the Mid-term report, we get **Table 6**.

In **Table 6**, Dobaria Mukesh N has 3 Count of Status, so it says that - *Dobaria Mukesh N has assigned a total of 3 leads.*

Status	(All)
Sales Person	Count of Status
Dobaria Mukesh N	3
Hardik Jain	1
Lalit Vekariya	5
Pansuriya Hasmit	2
Patel Raman I	1
Patel Sandeepkumar T	13
Vaibhav Pawar	292
vinay vasava	26
Grand Total	343

Table 6

In this table, the filter is used to filter the Status of leads. So, if we filter Status as Converted we get the table saying how many leads each salesperson has Converted - which is **Table 7**.

In **Table 7**, Lalit Vekariya has a Count of Status 1, so it says - *Lalit Vekariya has Converted 1 lead of the total leads assigned to him (which is 5 - from Table 6).*

Status	Converted
Sales Person	
Lalit Vekariya	1
Patel Sandeepkumar T	2
Vaibhav Pawar	108
vinay vasava	9
Grand Total	120

Table 7

Here also we can find the performance of each Sales Person in two ways -

- a) % of Converted leads to the total Converted leads ( Performance comparative to the other salesperson)

**Table 8** is calculated from **Table 7**. i.e. for Lalit Vekariya the value is -  $(1/120)*100\%$

In **Table 8** Lalit Vekariya has 1%, and it says that - *Lalit Vekariya has converted 1% of the total Converted leads.*

Sales Person	% of Converted Lead
Lalit Vekariya	1%
Patel Sandeepkumar T	2%
Vaibhav Pawar	90%
vinay vasava	8%
Grand Total	100%

Table 8

- b) % of Converted leads to the total leads assigned to the salesperson (Performance of salesperson itself)

From **Table 6** and **Table 7**, **Table 9** is generated using the “v-lookup” command in Excel for getting the Total Leads value according to the Sales Person from **Table 6**.

From **Table 9**, **Table 10** is generated. i.e for, Dobaria Mukesh N it is  $(0/3)*100\%$ .

Sales Person	Converted Leads	Total Lead
Dobaria Mukesh N	0	3
Hardik Jain	0	1
Lalit Vekariya	1	5
Pansuriya Hasmit	0	2
Patel Raman I	0	1
Patel Sandeepkumar T	2	13
Vaibhav Pawar	108	292
vinay vasava	9	26
	120	343

Table 9

In **Table 10** Dobaria Mukesh N has 0%, and it says - *Dobaria Mukesh N has converted 0% of leads of the total leads assigned to him.*

Sales Person	% of Conversion
Dobaria Mukesh N	0%
Hardik Jain	0%
Pansuriya Hasmit	0%
Patel Raman I	0%
Patel Sandeepkumar T	15%
Lalit Vekariya	20%
vinay vasava	35%
Vaibhav Pawar	37%

Table 10

Graph/s can be drawn from **Table 8** or **Table 10**, or from both tables combined.

### 3. Analyzing the reasons for losing the leads

For this analysis there is some change/work in the original Opportunity dataset required, it is to add an Updated year and Updated month in the dataset.

To add the Updated year from the Updated At column, the following equation shown in **Picture 1** is used which is =TEXT(C2, "yyyy"). For the Updated month from the Updated At column, =TEXT(C2, "mmm") is used.

	A	B	C	D	E
1	Opportunity Number	Created At	Updated At	Updated month	Updated year
2	53	05/04/2022 03:04 PM	05/04/2022 03:04 PM	Apr	2022
3	54	05/04/2022 07:09 PM	06/04/2022 11:35 AM	Apr	2022
4	64	07/04/2022 12:36 PM	07/04/2022 01:17 PM	Apr	2022
5	67	07/04/2022 03:14 PM	11/04/2022 04:41 PM	Apr	2022
6	89	13/04/2022 12:27 PM	13/04/2022 12:28 PM	Apr	2022
7	101	18/04/2022 04:29 PM	20/04/2022 11:34 AM	Apr	2022
8	62	06/04/2022 05:31 PM	25/04/2022 12:30 PM	Apr	2022

Picture 1

After processing the data as mentioned above and in the Mid-term report, and adding the “Sales Stage” and “Updated year” attribute to the Filter section in the pivot table, we get **Table 11**. Here it’s filtered for the Sales Stage as “Closed Lost” because we want to analyze lost Opportunity and the year as “2022” because in 2023 the data is of only starting 2 weeks of the year, so it’s skipped.

In **Table 11**, “Delay in quotations” has a value of 2, so it says - *a total of 2 Opportunities are lost because of the “Delay in quotations”*.

From **Table 11**, **Table 12** is made which says how much % the Lost Reason is seen so far / how much % of total lost Opportunity the Lost Reason is responsible for.

It’s calculated as follows:  
for “Delay in quotation”, the value is  $(2/56)*100\%$

In **Table 12** “Delay in quotation” has a 4% of value, so it says that - *the Delay in quotations is responsible for 4% of the total lost*

*Opportunity*. This type of finding can be very crucial in giving suggestions for increasing the lead conversion ratio.

Sales Stage	Closed Lost
Updated year	2022
Lost Reason	Count of Opportunity Number
Delay in quotations	2
Due to Our non regular products	2
Higher Delivery time	1
Need Identification problem	10
Not trusting us	9
Our Products price is high	17
Past Service issue	1
Payment terms	1
Poor Sales Process	1
Product not in my portfolio	1
(blank)	11
Grand Total	56

Table 11

Lost Reason	% the Lost Reason is seen so far
Delay in quotations	4%
Due to Our non regular products	4%
Higher Delivery time	2%
Need Identification problem	18%
Not trusting us	16%
Our Products price is high	30%
Past Service issue	2%
Payment terms	2%
Poor Sales Process	2%
Product not in my portfolio	2%
(blank)	20%
	100%

Table 12

#### 4. Analyzing the lost amount due to the Lost Reason

After processing the data as mentioned in the Mid-term report, and adding the “Sales Stage” and “Updated year” attribute to Filter in the pivot table we get **Table 13**. Here it’s filtered for “Sales Stage” as “Closed Lost” because we want to analyze lost Opportunity and the year as “2022” because in 2023 the data is of only starting 2 weeks of the year, so it’s skipped.

In **Table 13**, a “Delay in quotations” has a value of ₹ 94,200, meaning that – “Delay in quotations” has cost the company ₹ 94,200 worth of Opportunity.

This is very interesting because it tells directly where RS Automation should focus to reduce the loss arising because of a lower lead conversion rate.

Sales Stage	Closed Lost	Y
Updated year	2022	Y
Lost Reason	Sum of Amount	
Delay in quotations	₹	94,200.0
Due to Our non regular products	₹	5,40,100.0
Higher Delivery time	₹	32,500.0
Need Identification problem	₹	7,04,600.0
Not trusting us	₹	14,18,140.0
Our Products price is high	₹	26,21,750.0
Past Service issue	₹	4,27,000.0
Payment terms	₹	38,000.0
Poor Sales Process	₹	22,000.0
Product not in my portfolio	₹	-
(blank)	₹	10,53,530.0
Grand Total	₹	69,51,820.0

Table 13

5. How many new companies have been added to RS Automatio’s customer base?

	2020	2020-21	2020-22
Total Customers	12	35	79
Customers Never came back	2	14	35
<b>% of Total Customers who never come back</b>	<b>16.67%</b>	<b>40%</b>	<b>44%</b>

Table 14

After processing the data as mentioned in the Mid-term report, we get **Table 14**.

In **Table 15** New Customers for 2021 are calculated as customers in 2020-21 minus customers in 2020. → 35-12. Same for 2022 → 79-35. We can not calculate the same for the year 2020 because we don’t have data for the earlier year of 2020.

Now (NC - CNCB) is Interesting.

NC: New Customers (In **Table 15**)

CNCB: Customers Never Came Back (In **Table 14**)

	2020	2021	2022
<b>New Customers</b>	-	23	44
<b>NC - CNCB</b>	-	9	9

Table 15

It’s interesting and also important because the company is adding new customers but it’s also important to check what is the trade-off between “the new customers company is adding” and “the existing customers company is losing”. So that is calculated in **Table 15** as NC-CNCB. The formula is - (New Customers - Customers Never came back).



6. Analyzing no. of repeat orders

After processing the data as mentioned in the Mid-term report, we get Total Orders and Repeat orders as shown in **Table 16**. New orders are calculated as (Total orders - Repeat orders).

	2020	2021	2022
Total Orders	29	77	164
Repeat orders	17	54	120
New orders	12	23	44

Table 16

7. Analysis of the performance of each stream of Revenue

After processing the data as mentioned in the Mid-term report, and setting “Posting Year” in the filter in the pivot table’s field setting, we get **Table 17**.

In **Table 17**, “Embedded” has a value of ₹ 2,56,372.00 meaning - *the company has generated ₹ 2,56,372.00 from the “Embedded” revenue stream for the years 2020-23.*

The filter is used to find the yearly performance of each Revenue Stream and from those data **Table 18** is made.

Posting Year	(All)
Sum of Document Total	
Costing Code 2	Total
Embedded	₹ 2,56,372.00
Panel	₹ 23,94,987.00
Repair	₹ 3,07,508.00
Services	₹ 2,76,137.00
Software	₹ 1,53,400.00
Trading	₹ 54,92,181.00
Grand Total	₹ 88,80,585.00

Table 17

	2020	2021	2022
Embedded	₹ 1,99,420.00	₹ 4,543.00	₹ 52,409.00
Panel	₹ 1,36,644.00	₹ 2,62,432.00	₹ 19,95,911.00
Repair	₹ -	₹ 5,192.00	₹ 2,82,492.00
Services	₹ -	₹ 1,56,654.00	₹ 1,19,483.00
Software	₹ -	₹ -	₹ 1,53,400.00
Trading	₹ 6,73,096.00	₹ 14,29,313.00	₹ 33,86,232.00
Grand Total	₹ 10,09,160.00	₹ 18,58,134.00	₹ 59,89,927.00

Table 18

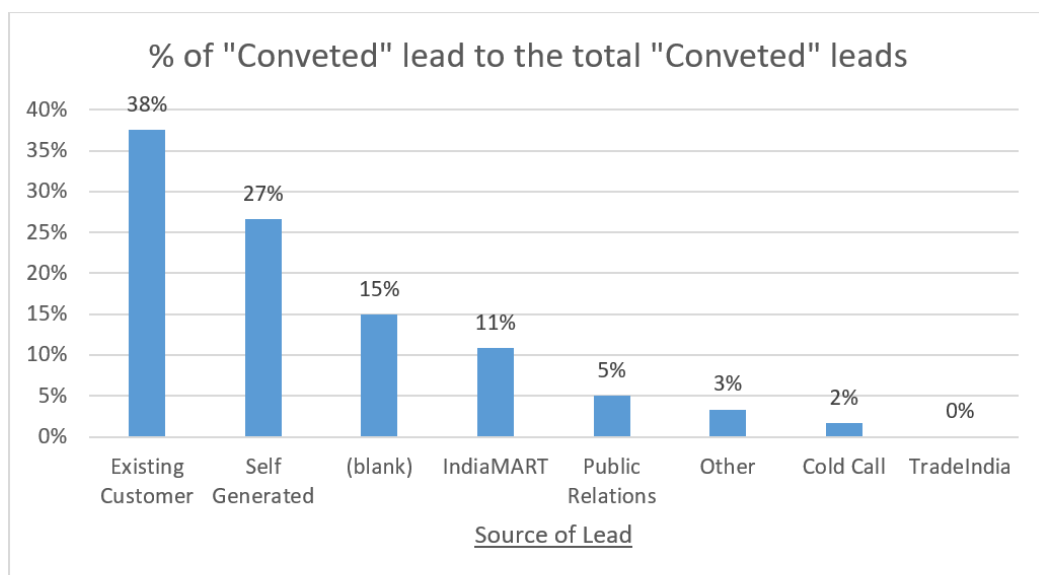
## **Results & Findings**

This section of the report includes the interpretations of graphs (made from the tables created while analyzing the data as mentioned in the Analysis Process/Method), and what important findings we get from those graphs.

As this section is an extension of the Analysis Process/Method, the Result & Findings is also divided into 7 parts as was the Analysis Process/Method.

1. Result & Findings from the analysis of the Source of the new customers - IndiaMart, self, cold calls, and all.
  2. Result & Findings after analyzing the Performance of each sale personnel
  3. Result & Findings from the analysis of the reason for losing the Opportunity
  4. Result & Findings after analyzing the lost amount due to the Lost Reason
  5. Result & Findings after looking into - how many new companies have been added to RS Automatio's customer base?
  6. Result & Findings from the analysis of no. of repeat orders
  7. Result & Findings from the analysis of the Performance of each stream of Revenue
- 
1. Result & Findings from the analysis of the Source of the new customers - IndiaMart, self, cold calls, and all.
    - a) % of Converted Leads to the total Coveted Leads (performance of Source comparatively to the other Sources

**Graph 1** is drawn from **Table 3**.

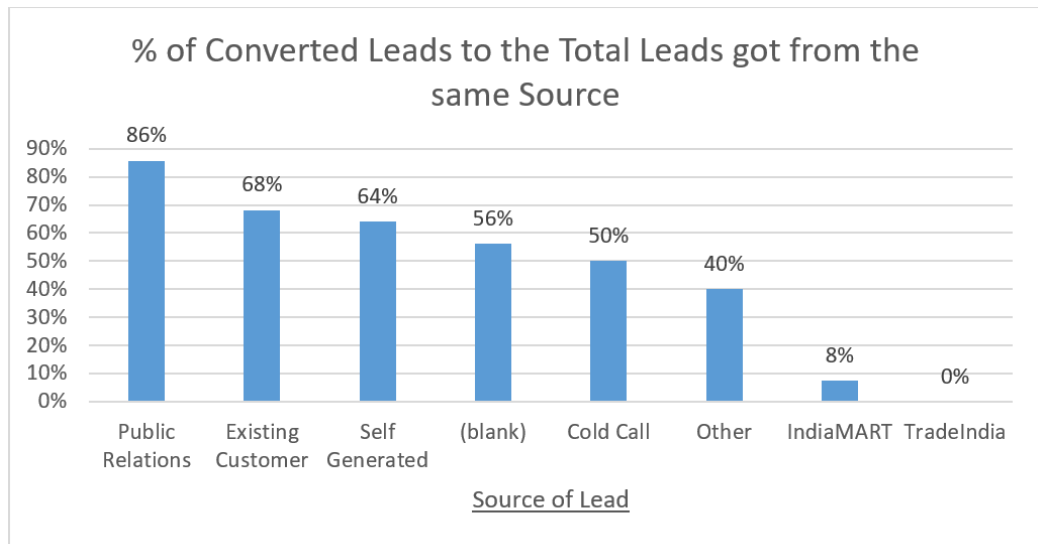


Graph 1

From **Graph 1** it's seen that "Existing Customer" is performing the best.

- b) % of Converted Leads to Total Leads got from the same Source (performance of the Source itself)

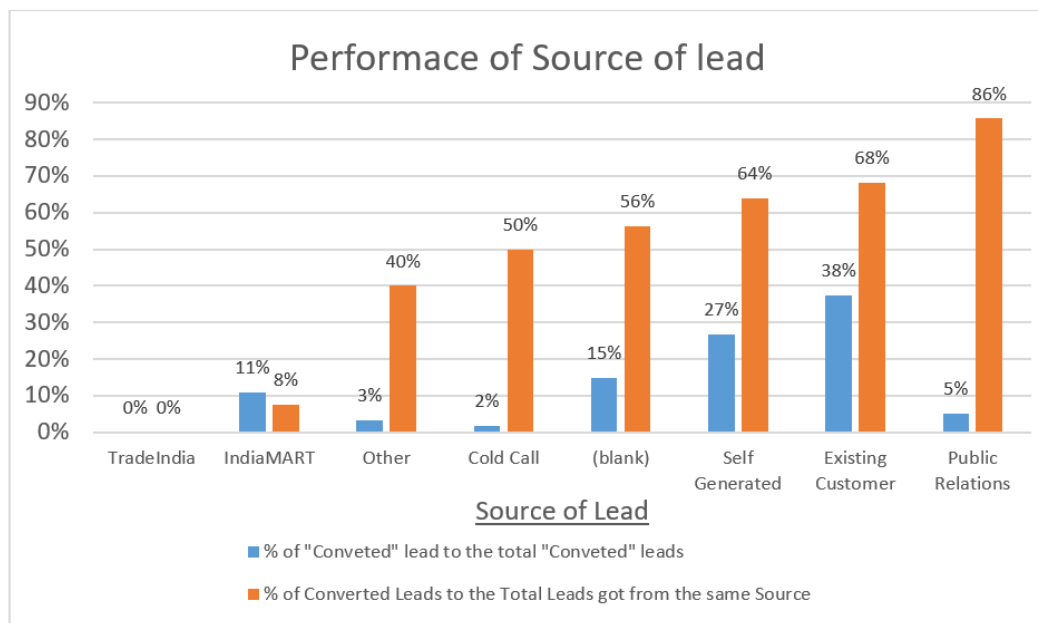
**Graph 2** is drawn from **Table 5**.



**Graph 2**

From **Graph 2** it's seen that "Public Relations" is performing the best.

**Graph 3** is drawn by combining **Table 3** & **Table 5**, It's a combination of **Graph 1** & **Graph 2**.



**Graph 3**

**Graph 3** gives good insights. i.e. for "Public Relations", this graph says that 86% of the total leads generated by "Public Relations" get Converted but that 86% only counts for 5% of total Converted leads. So, though "Public Relations" is performing well in terms of "% of Converting Leads to the Total Leads from the Source", it is not making much impact on total Converted leads.

On the other hand, for “Existing Customers” and “Self Generated” leads, it seems that “% of Converting Leads to the Total Leads from the Source” has a good impact on the overall Converted leads.

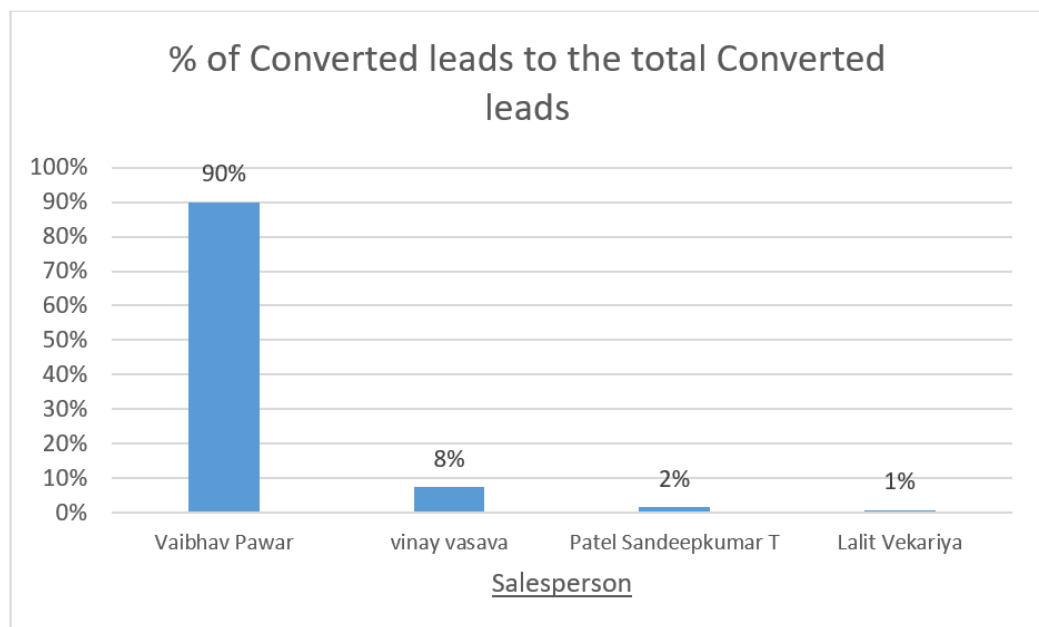
The main goal of analyzing the sources of lead generation was to find the sources where the company should make more focus to increase the overall lead conversion ratio.

So, from the above inference, if the company focuses on leads generated from the “Existing Customers” & “Self Generated”, it would affect the total Converted leads more positively compared to the other sources.

## 2. Result & Findings after analyzing the Performance of each sales personnel

- a) % of Converted leads to the total Converted leads (Performance comparative to the other salesperson)

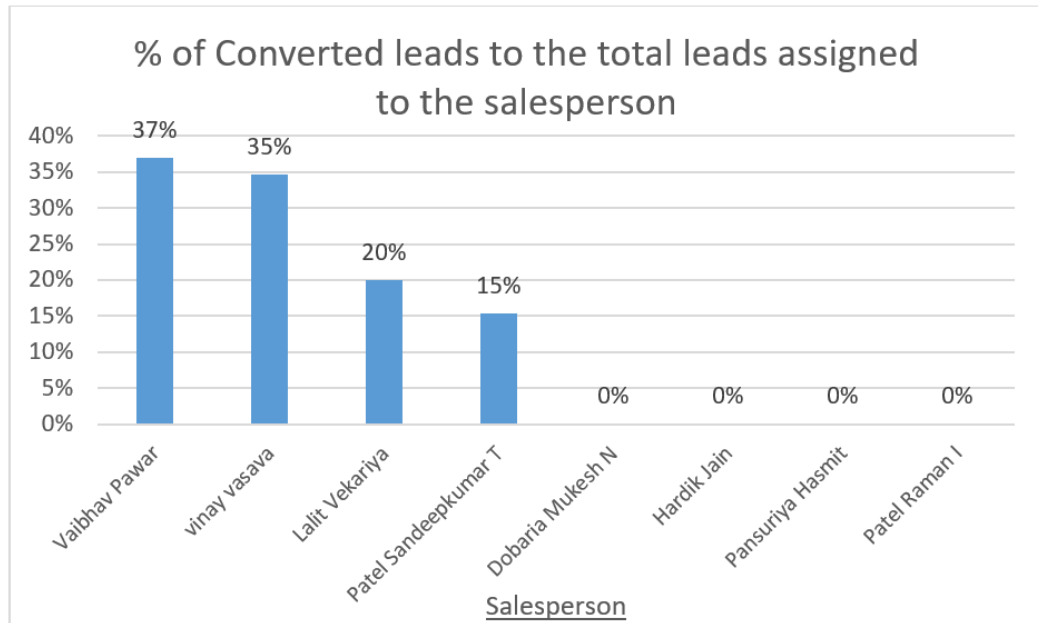
**Graph 4** is drawn from **Table 8**.



Graph 4

From **Graph 4**, Vaibhav Pawar is performing the best.

- b) % of Converted leads to the total leads assigned to the salesperson (Performance of salesperson itself)



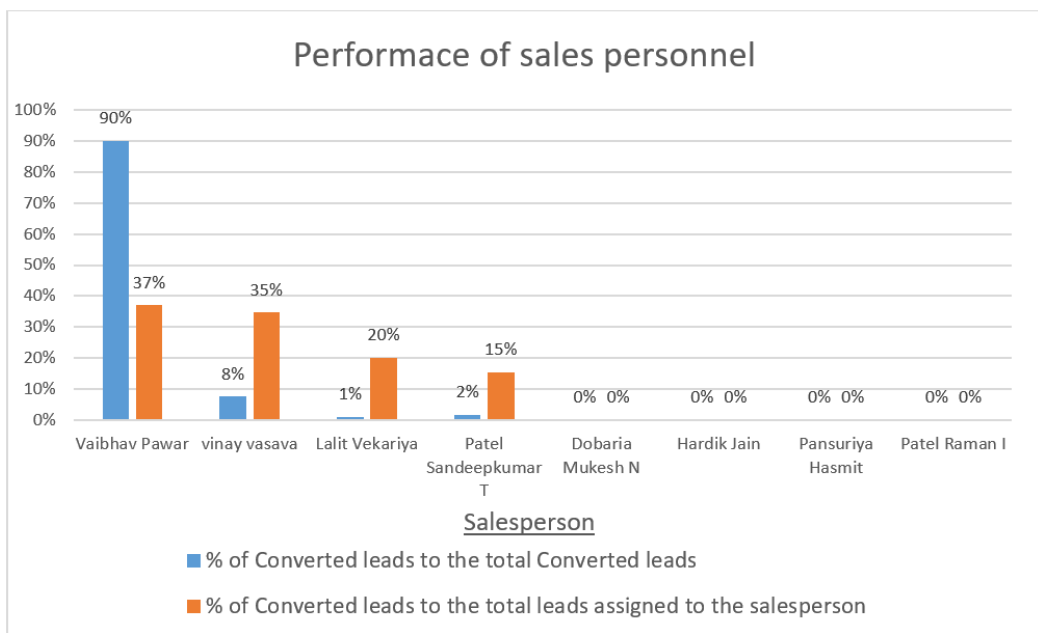
Graph 5

**Graph 5** is drawn from **Table 10**.

From **Graph 5**, Vaibhav Pawar, Vinay Vasava, Lalit Vekariya, and Patel Sandeepkumar are performing well.

c) Both **Graph 4** and **Graph 5** combined.

**Graph 6** is drawn from **Table 8** and **Table 10**.



Graph 6

From **Graph 6**, Vinay Vasava and Vaibhav Pawar have almost the same “% of Converted leads to the total leads assigned” but Vaibhav Vasava’s 35% of conversion is just impacting 8% of the total converted leads, on the other hand, Vaibhav Pawar’s 37% of conversion is impacting 90% of total converted leads. So, we can say Vaibhav Pawar is the most crucial salesperson of all the salespeople.

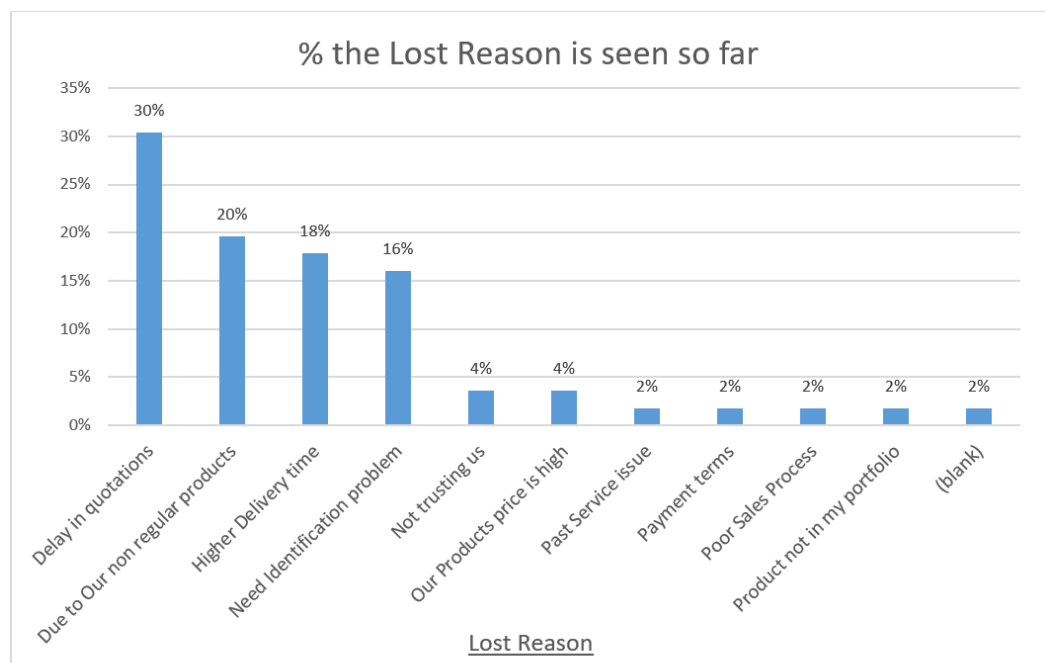
And the goal of analyzing the Performance of each salesperson was to know, to whom the company should assign important leads (high-value leads) to increase the chances of conversion of leads into order.

So, from the above inference, if the company assigns a high-value lead to Vaibhav Vasava, there is a good chance that the lead will converge to an order.

### 3. Result & Findings from the analysis of the reason for losing the Opportunity

**Graph 7** is drawn from **Table 12**.

In **Graph 7**, it’s seen that “Delay in quotations” is the most frequent reason for the loss.

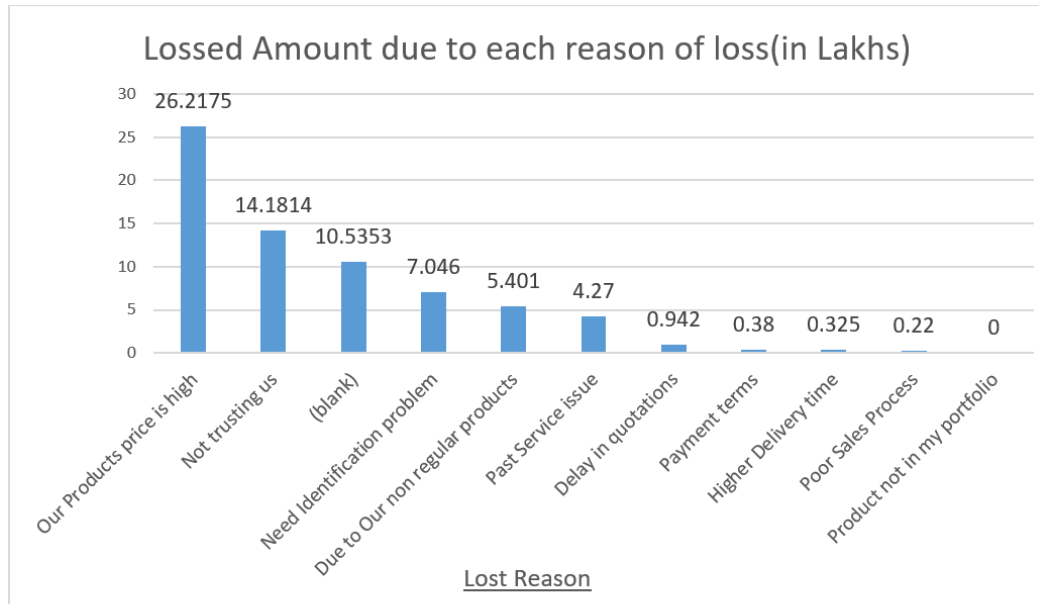


Graph 7

### 4. Result & Findings from the analysis of the lost amount due to the Lost Reason

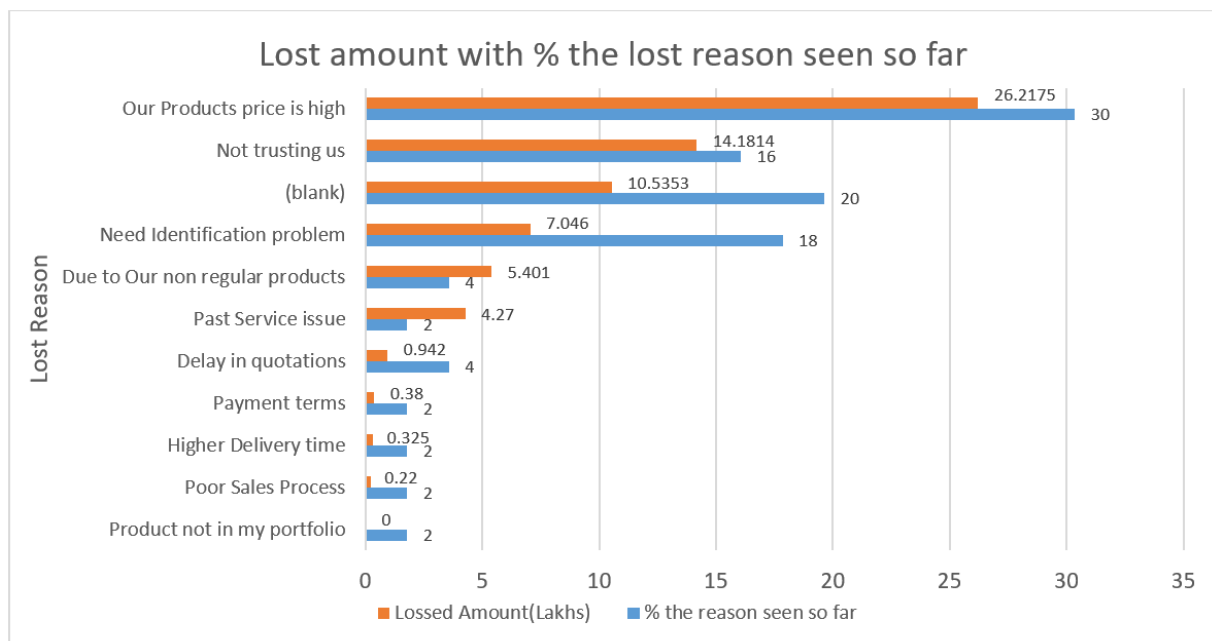
**Graph 8** is drawn from **Table 13**.

In **Graph 8**, It’s seen that the reason “Our Product price is high” is responsible for the maximum loss among all other reasons for the loss.



Graph 8

By combining **Graph 7** & **Graph 8**, **Graph 9** is drawn.



Graph 9

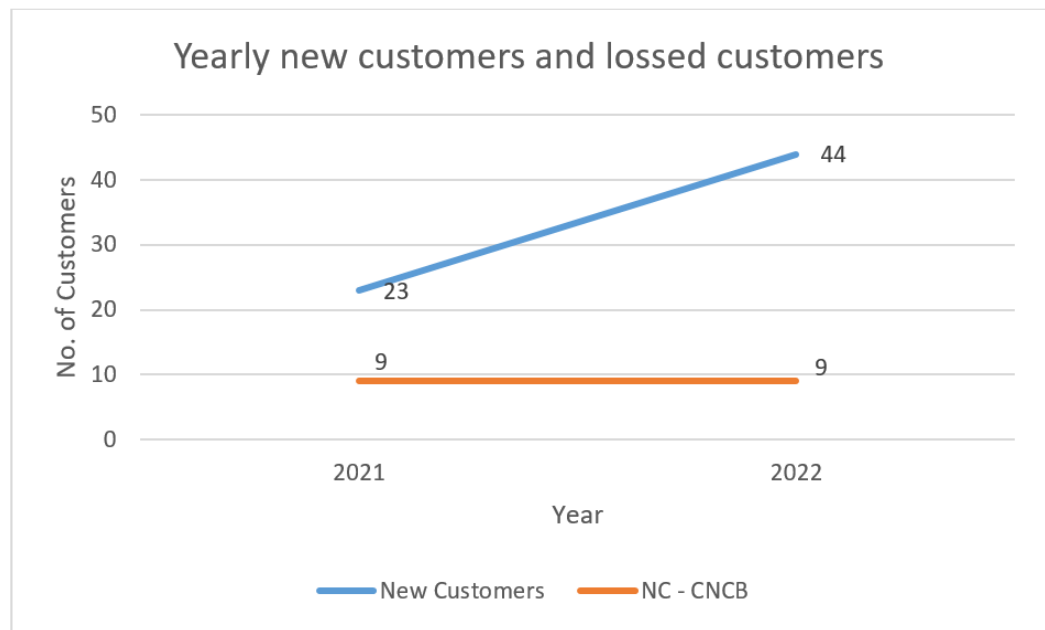
**Graph 9** directly tells where the company should focus to increase the conversion rate and reduce loss due to losing the Opportunity.

There are some reasons where the company can do nothing (at least significantly less), i.e. loss of opportunity due to high price - assuming the company has tried to give the best prices possible. But there are also some aspects where the company can work on i.e. “Not trusting us”, “Need Identification problem”,

“Due to our non regular products”, “Past Service issue”, “Delay in quotations”, and “Poor sales Process”.

5. Result & Findings after looking into - how many new companies have been added to RS Automation’s customer base?

**Graph 10** is drawn from **Table 15**.



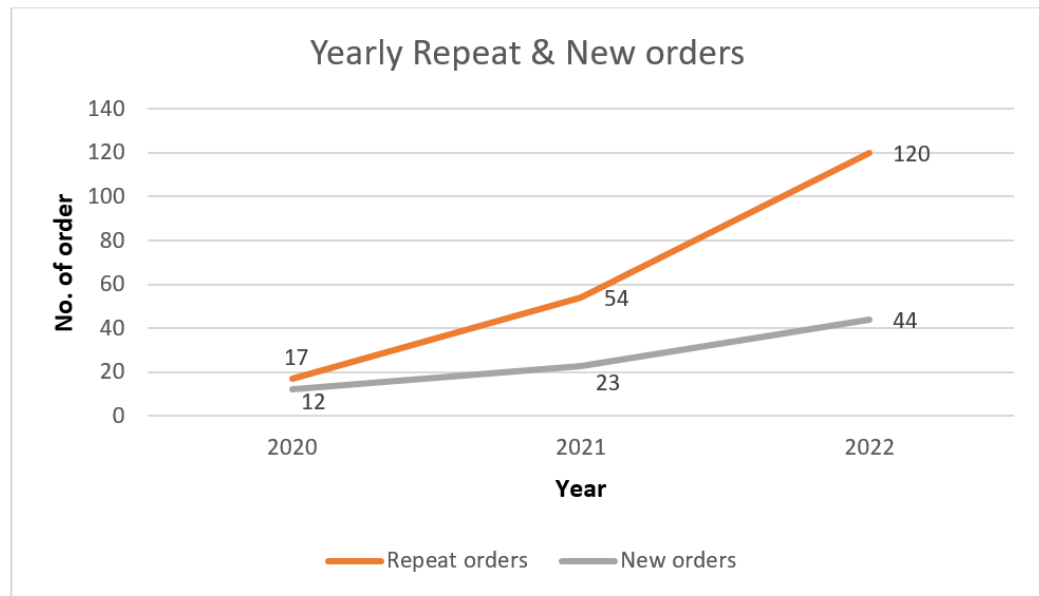
**Graph 10**

NC - CNCB is constant for both years 2021,22 which is good. and also New customers are increasing by almost 100% which is also a good thing. But will not get any important insight related to our problem.

6. Result & Findings from the analysis of no. of repeat orders

**Graph 11** is drawn from **Table 16**.



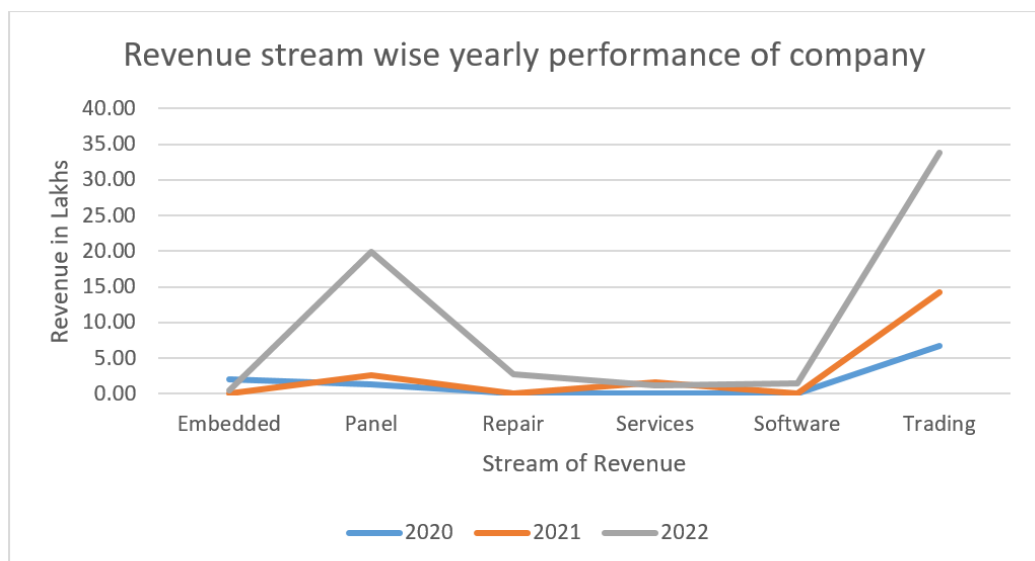


Graph 11

Yearly new orders and repeat orders both are increasing and so are the total orders. This is a good indication, but will not get any important insight related to our problem.

## 7. Result & Findings from the analysis of the Performance of each stream of Revenue

**Graph 12** is drawn from **Table 18**.



Graph 12

Trading is the most revenue-generating stream for all 3 years among others. Embedded, Repair & Software are comparatively generating very low revenue. And Panel and Services are comparatively doing good.

Here from this graph, it's not obvious on which Stream of Revenue the company should focus more/less to improve overall performance/profitability. So this analysis will not give any useful information.

### **Interpretation of Results & Recommendation**

- 1) It's recommended that the **company should focus more / assign more resources on the leads generated from the source - Existing customers, Self generated leads, and IndiaMart. (from Graph 3)**

Because leads generated from those sources have a higher percentage of conversion and the total converted leads from those sources also have a significant effect on the total converted leads.

- 2) It is recommended that **important leads should be assigned to Vaibhav Pawar. (From Graph 6)**

Because Vaibhav Pawar converts 37% of leads assigned to him and which is the highest among all the sales guys, and that 37% of converted lead counts for 90% to total converted leads.

**Graph 9** gives direct different aspects where the company should work to increase revenue and lead conversion rate in the future.

- 3) "Not trusting us" reason for the loss is responsible for INR 14.18 lakh of revenue lost, and is also responsible for the 16% of total lost Opportunities.  
For that company should **engage with the sales team (because they are in direct touch with the customers) and discuss various ways the company can increase trust in the customers.**
- 4) "Need Identification Problem" reason is responsible for INR 7.04 lakh of lost revenue, and is responsible for 18% of total lost Opportunities  
To overcome or to reduce the effect of this reason of losing opportunities, **the company should get some respected and known certificates in the industry, i.e. ISO Certification.**
- 5) Lost of opportunity "Due to Our non regular products" is responsible for the loss of INR 5.40 lakh of revenue and 4% of total lost Opportunity.  
The reason "Due to our non regular products" means the company has a not steady supply of their customer's requirements. So, to reduce the effect of this reason of losing opportunities, **the company should increase talk with their customers and should convince them to give orders prior to enough time that is required by the company to prepare the order of the customer.**

- 6) “Past service issue” is responsible for the loss of INR 4.27 lakh of revenue and 2% of the total lost Opportunity.

“Past service issue” means that the customer does not want to purchase the product because they got bad service from the company in the past.

**The company should take care that service-related issues don’t arise in the future and for that should do necessary changes, should contact the lost customers because of this particular reason, and should let them know what changes the company has made to make sure service-related issues does not arise in the future.**

- 7) “Delay in quotations” makes the loss of INR 0.94 lakh of revenue, and is responsible for 4% of the total lost Opportunities. The company should look after the reason for the delay in giving the quotation and do the necessary things.

- 8) For a better understanding of the problems and to get better output of analysis, **the company should try to add data as much as possible.**

i.e. In **Graph 9** we don’t know what is the reason behind the loss of Opportunity worth of INR 10.53 lakhs, and we don’t know because of what reason 20% of Opportunity is lost. In the Opportunity stage, if the company doesn’t know the reason for losing the client, it is not quite good, because the Lead converts to the Opportunity when the sales guy confirms the willingness of the customer to purchase the product. And if the customer is willing and capable to place an order, and then the company losses the Opportunity, the sales team must find the reason behind that and add to the database for future evaluation.