

Sales conversion rate

2022

2023

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer Segment

All

Product Category

All

Lead Source

All

Region

All

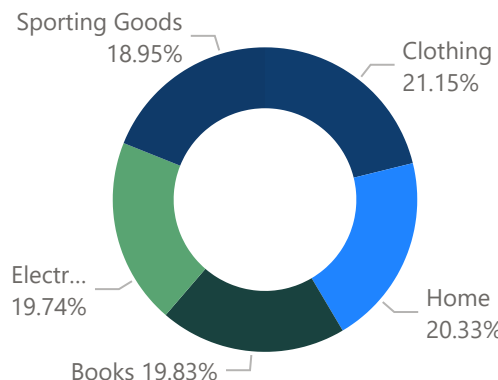
510

Number of lead

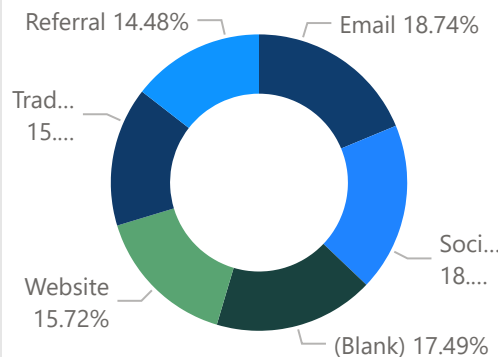
48.24%

Sales conversion rate (%)

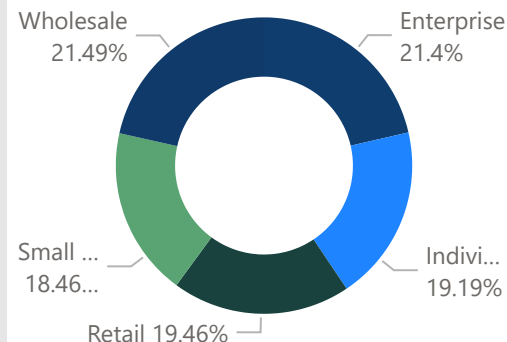
Sales conversion rate (%) by Product Category



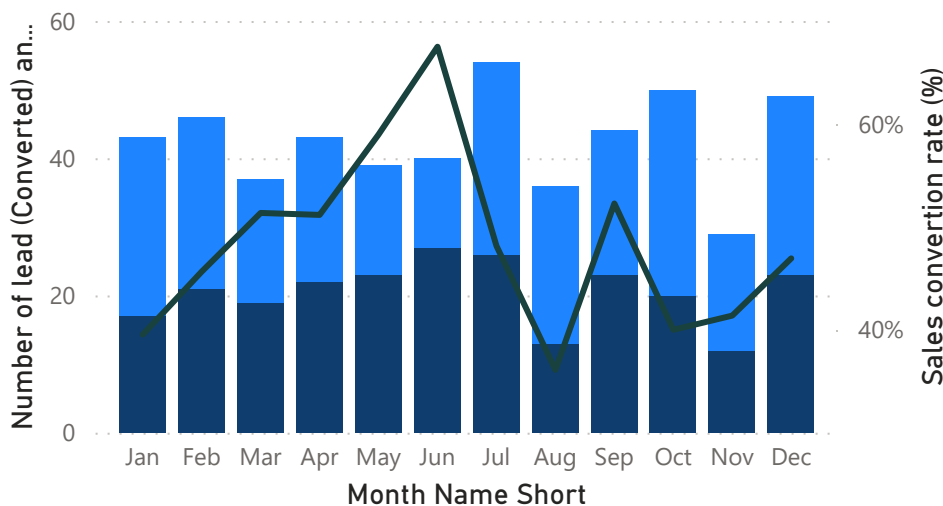
Sales conversion rate (%) by Lead Source



Sales conversion rate (%) by Customer Segment



Number of lead (Converted) Number of lead (Not Converted) Sales conversion rate (%)



Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Central	50.00%	30.00%	83.33%	50.00%	62.50%	50.00%	33.33%	33.33%
East	60.00%	36.36%	44.44%	66.67%	60.00%	83.33%	27.27%	50.00%
North	22.22%	50.00%	30.00%	53.85%	54.55%	70.00%	50.00%	25.00%
South	36.36%	70.00%	62.50%	33.33%	33.33%	71.43%	69.23%	42.86%
West	37.50%	33.33%	50.00%	50.00%	71.43%	66.67%	54.55%	30.00%
Total	39.53%	45.65%	51.35%	51.16%	58.97%	67.50%	48.15%	36.11%