

ElectricPe: Lead-to-Delivery Funnel Analysis

Data → Insights → Recommendations → Impact

Executive Summary

This report presents a detailed analysis of ElectricPe’s sales funnel from lead generation to delivery across key Mobility Business Centres (MBCs). It identifies bottlenecks, cancellation drivers, and customer satisfaction trends, supported by actionable recommendations for performance improvement.

Key Performance Indicators

KPI	Value
Total Leads	1000
Pre-bookings	815
Bookings	812
Deliveries	729
Cancellations	271
Lead Conversion Rate	72.9%
Average TAT (Pre-booking)	3.06 days
Average TAT (Booking)	3.07 days
Average TAT (Delivery)	4.46 days
Overall Avg TAT	3.53 days
Customer NPS	-53.5 (Low)

Key Insights

- **Strong Funnel Base:** 72.9% conversion shows healthy lead-to-booking efficiency.
- **Regional Variance:** Bangalore and Delhi MBCs outperform, while Chennai and Mumbai show room for improvement.
- **TAT Delay:** Delivery stage contributes most to total turnaround time (avg. 4.46 days).
- **Cancellation Patterns:** 27% cancellations, primarily due to Price, Financing Issue, and Other.
- **Customer Experience:** NPS of -53.5 indicates low post-delivery satisfaction and inconsistent follow-ups.

Cancellation Analysis

Top Cancellation Reasons

Reason	Count
Price	61
Financing Issue	59
Other	57
Changed Mind	51
Model Unavailable	43

Store-Level Performance Summary

Store-wise Funnel Counts

Store Name	Total Leads	Pre-Booking	Booking	Delivery	Cancellations
Bangalore MBC	263	212	212	191	72
Chennai MBC	212	173	173	153	59
Delhi MBC	263	212	212	186	77
Mumbai MBC	262	215	215	199	63

Operational Bottlenecks

- Inconsistent TAT across stores and delivery partners.
- Missing or incomplete cancellation reason data.
- Weak customer follow-up process post-delivery.
- No unified CRM integration for reason tagging and NPS tracking.

Recommendations and Impact

1. **Enhance Lead Conversion:** Implement lead scoring + automated outreach. *Impact:* +10–15% conversion.
2. **Optimize Delivery TAT:** Real-time dashboards and SLA enforcement. *Impact:* -20% TAT.
3. **Reduce Cancellations:** Save-the-Sale flows with financing alternatives. *Impact:* -25% cancellations.

4. **Boost Follow-ups:** 48h/7d/30d automated NPS prompts. *Impact:* NPS improvement toward +10 in 90 days.
5. **Improve Data Hygiene:** Make cancellation reason mandatory; daily/weekly audits.

“Streamline the funnel. Delight the customer. Scale the impact.”

Prepared by: Nikhil Kumar [BTECH/10883/22]

Project Link: Electric Pe Lead-to-Delivery Funnel Analysis & Dashboarding