

# Customer And Product Prioritisation

CLIENT

- Select all
- Customer 1
- Customer 11
- Customer 14
- Customer 2
- Customer 21
- Customer 23
- Customer 26
- Customer 36
- Customer 39
- Customer 4
- Customer 43
- Customer 45
- Customer 48
- Customer 52
- Customer 53
- Customer 54
- Customer 55
- Customer 56

Products

Select all

Quantity

1

160

STATUS

1

1

Cluster

Select all

2

1

3

Enquiry Month

1

12

Sales Rep

Select all

FEG

ABC

XYZ

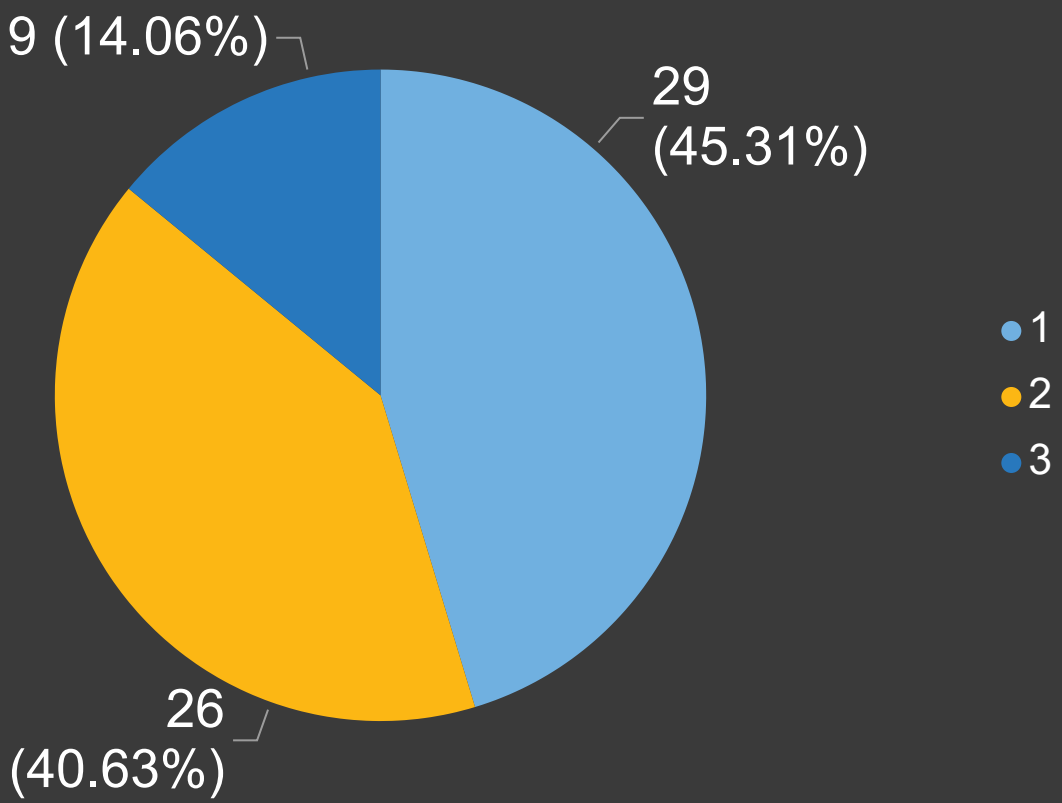
DEF

101  
Enquiries

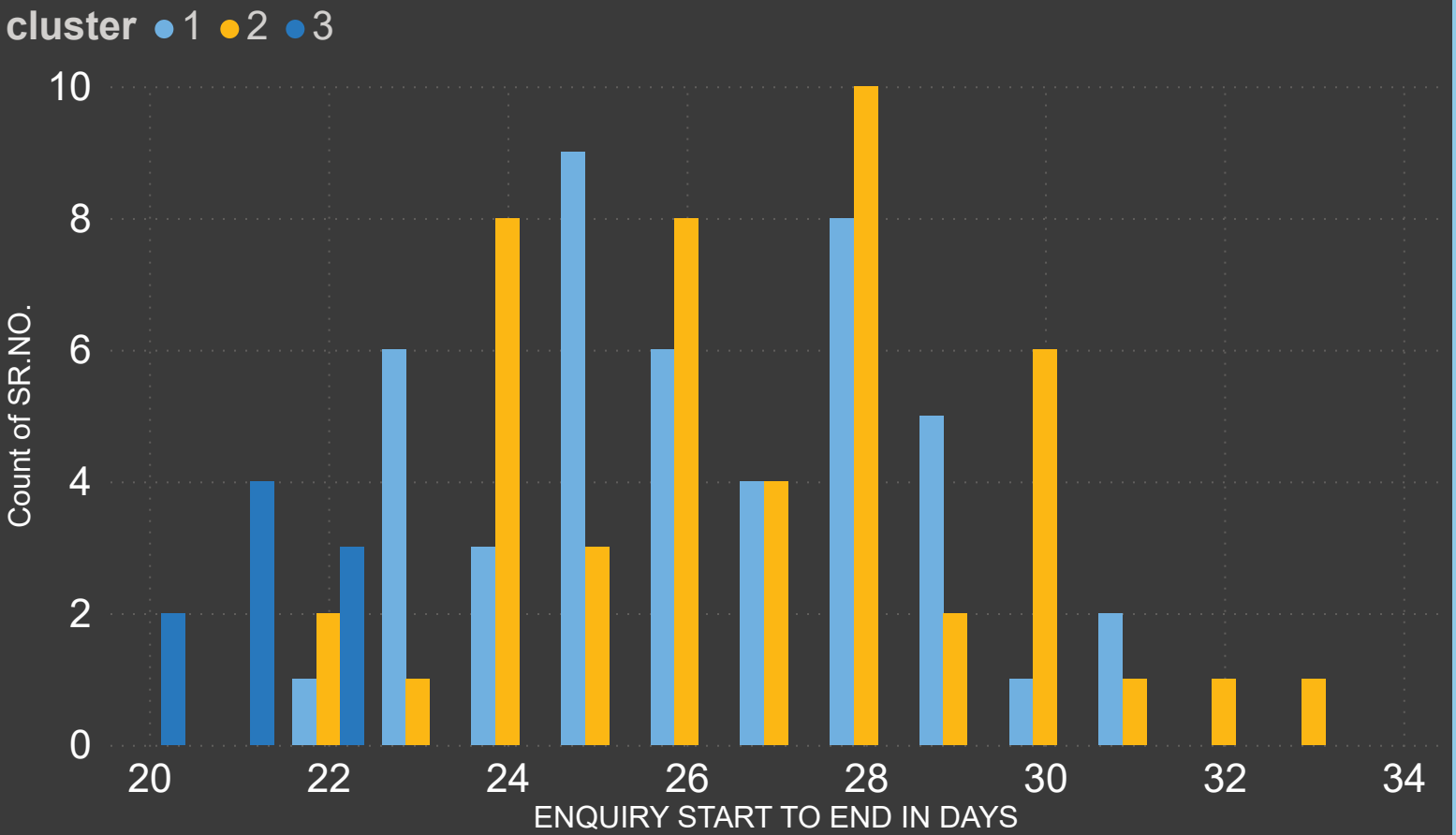
101  
PO received

6.50%  
Discount offered

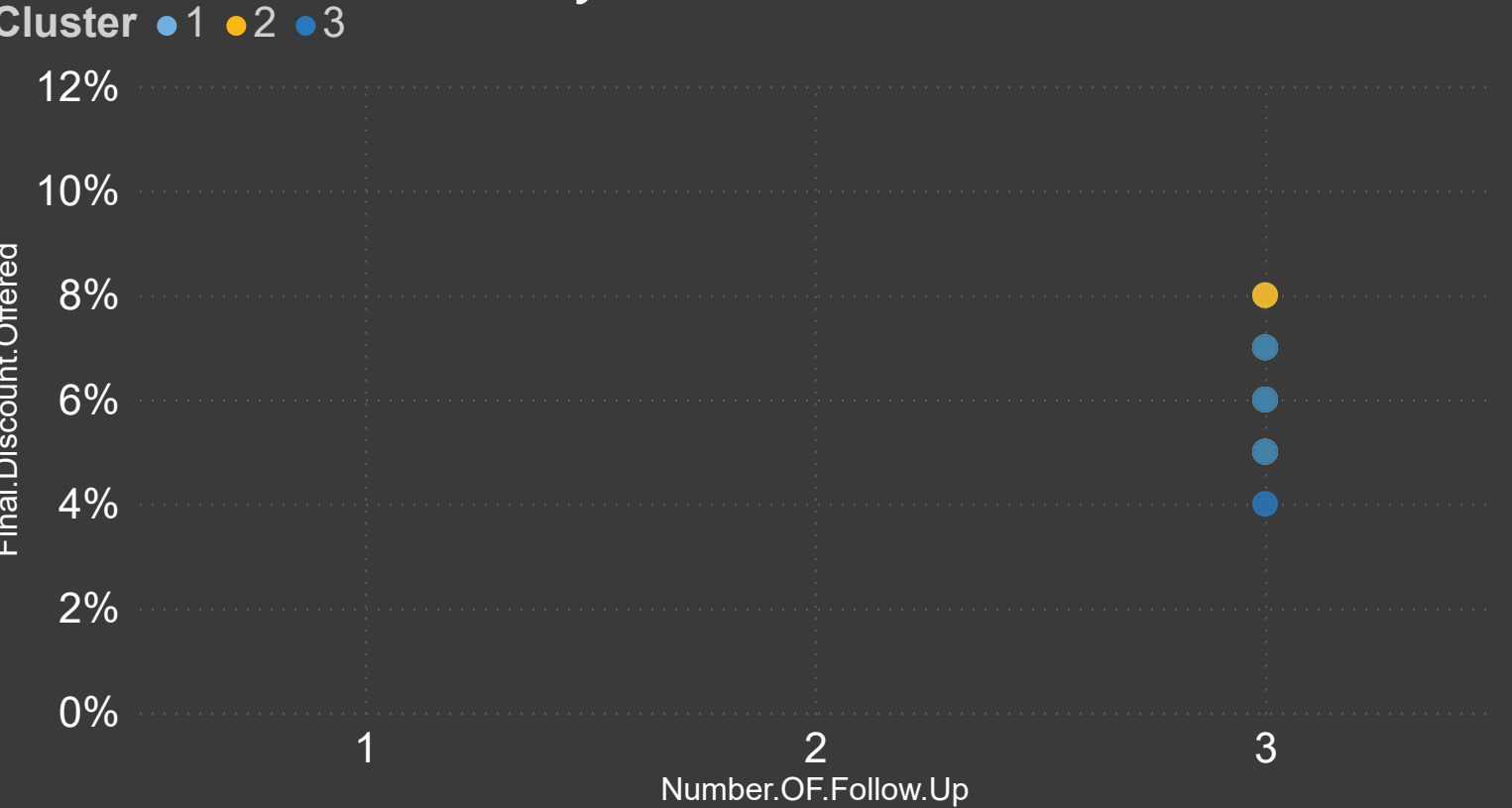
Cluster Wise No of Clients



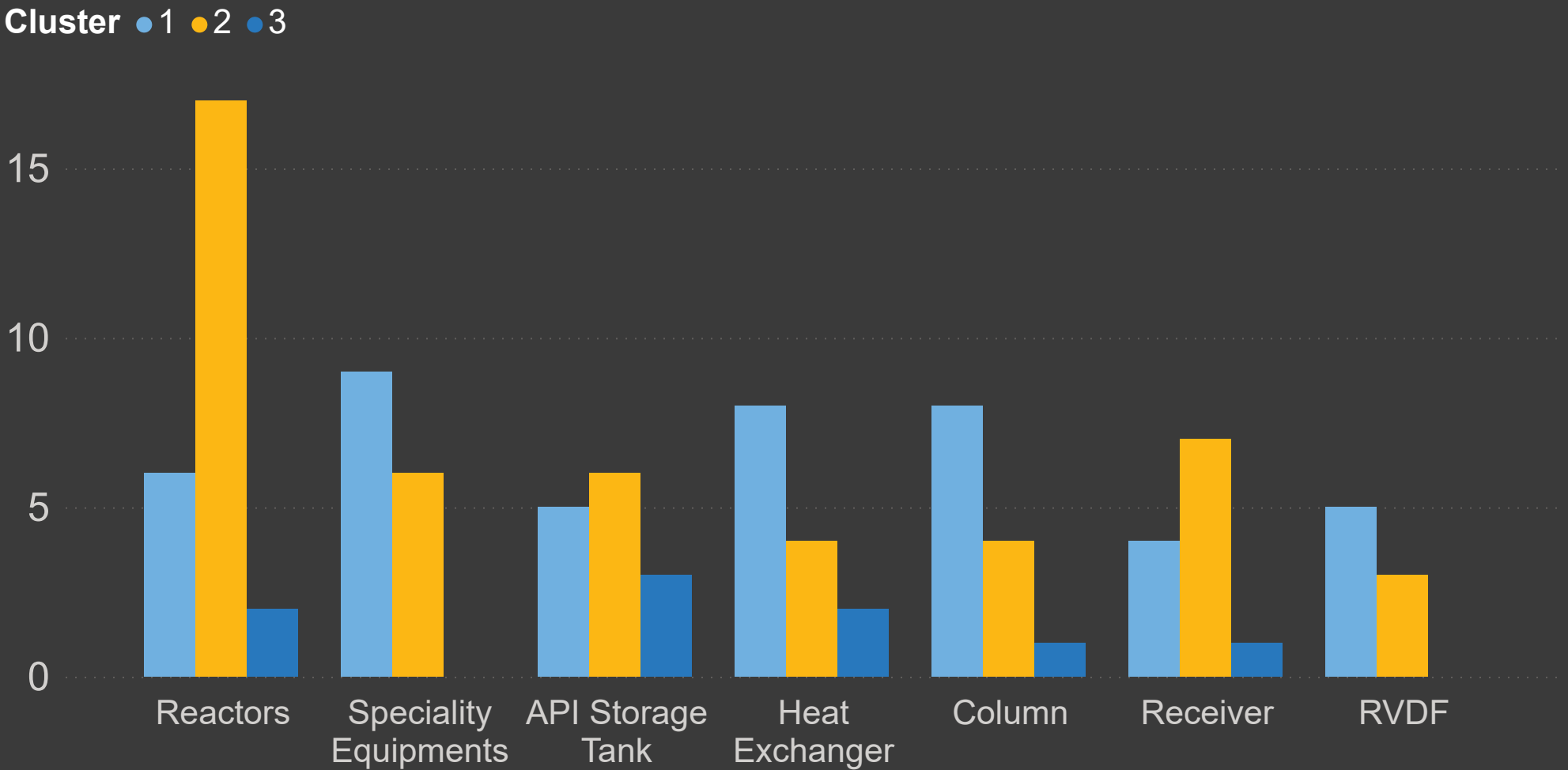
Sales Cycle Time (in Days) by cluster



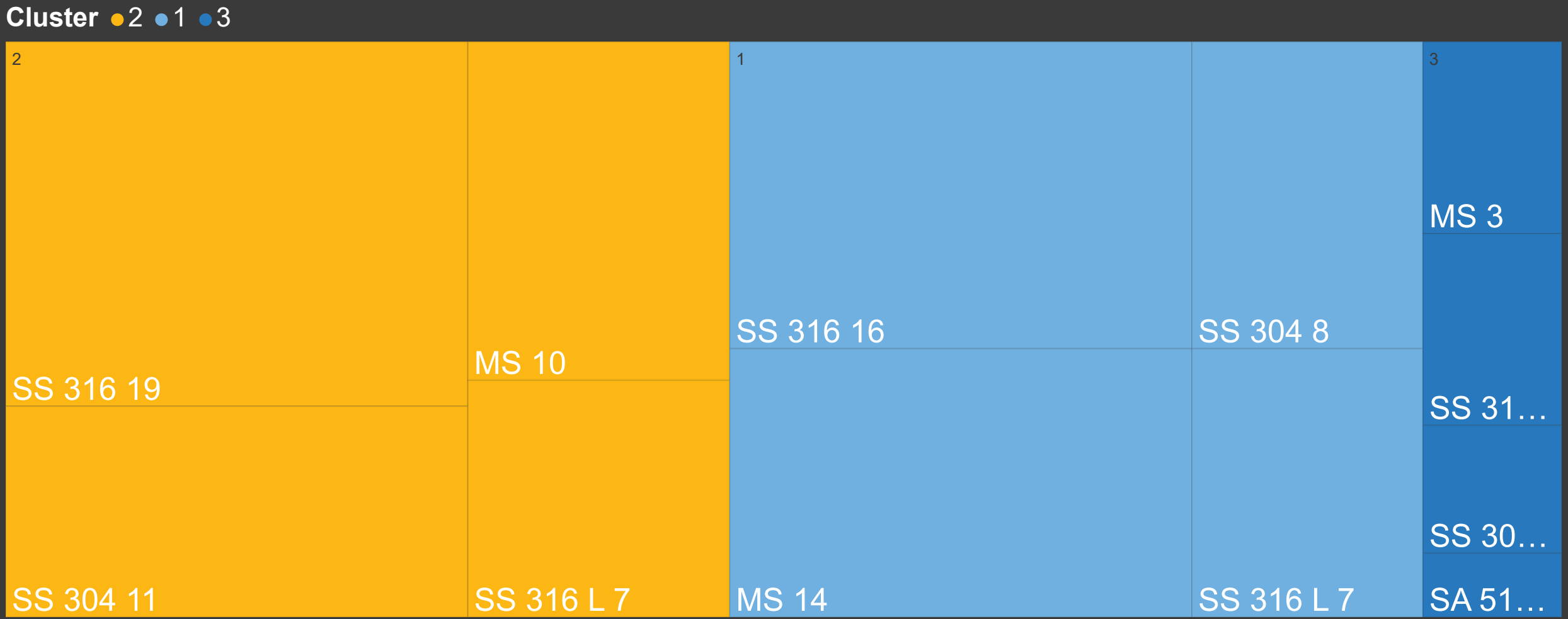
Average Discount offered after number of follow ups by each cluster



No of Enquiries by Equipment and Cluster



No of Enquiries by Material and Cluster



# Characteristics of different Clusters

Cluster	No of Clients	Enquiries	Enquiries - New Orders	Enquiries - Service	PO Received	Conversion %	Enquiry Completion Time (Days)	No of Follow Ups	Discount Offered	Average of QTY
2	87	603	579	24	47	7.79%	26.59	3	5.41%	4.27
1	86	538	516	22	45	8.36%	26.37	3	5.26%	4.97
3	61	401	371	30	9	2.24%	19.12	2	2.24%	2.81
Total	91	1542	1466	76	101	6.55%	24.57	3	4.53%	4.13

## What drivers influence an enquiry to be more likely to be converted into a PO ?

Key influencers   Top segments



What influences Enquiry Status to be PO Received ?

When...

....the likelihood of Enquiry Status being PO Received increases by

No of Follow Ups is 3

Infinity

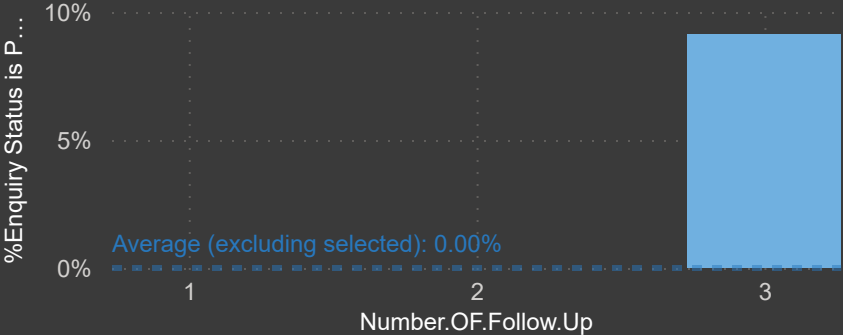
Discount Offered is 6.00% - 8.00%

8.08x

Mode of Enquiry is Call

6.66x

← Enquiry Status is more likely to be PO Received when No of Follow Ups is 3 than otherwise (on average).



☐ Only show values that are influencers