LEAD MANAHGMENT – INFO
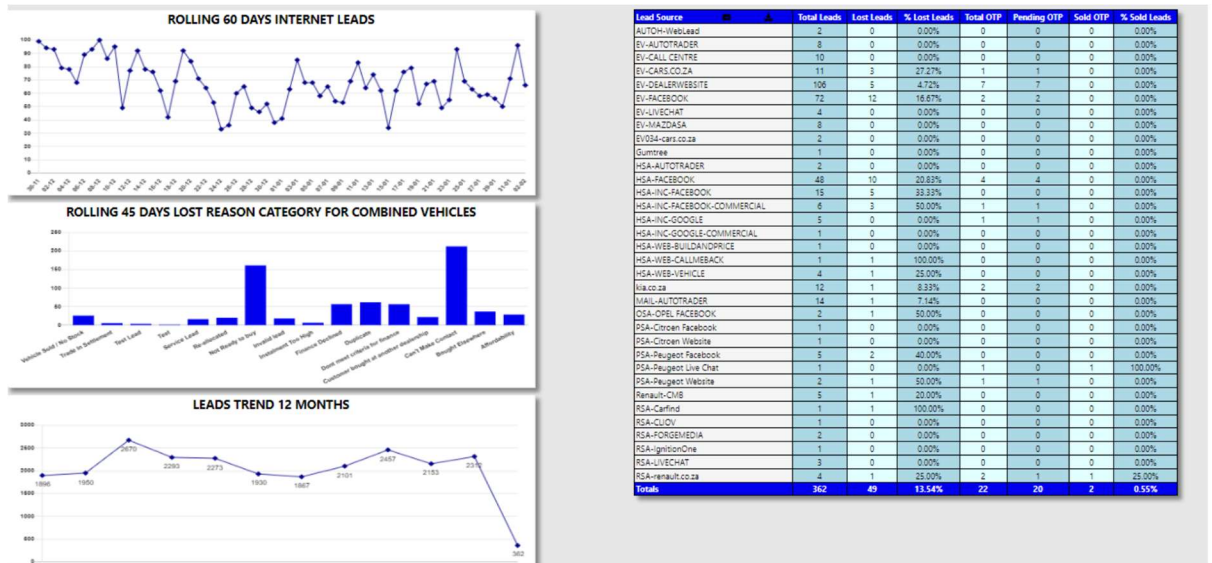
Update Context
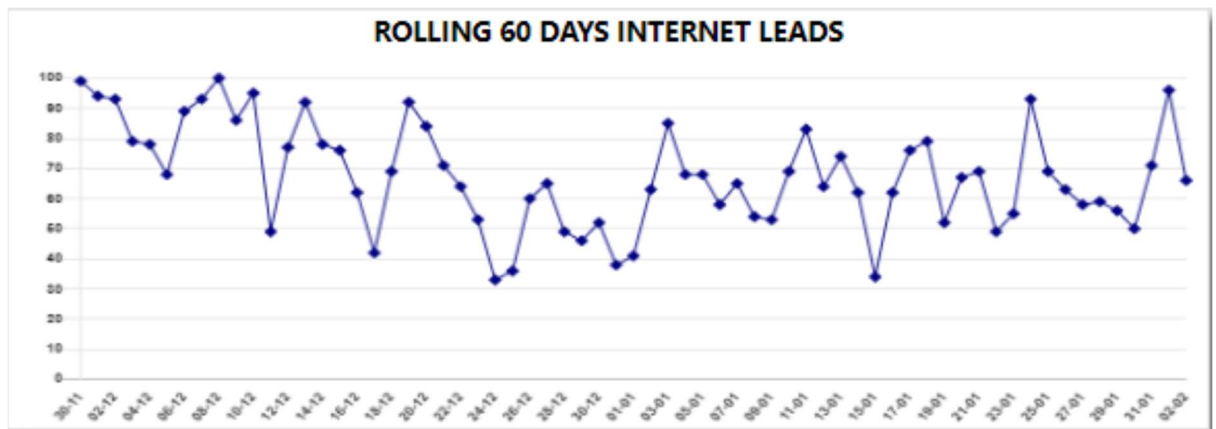
1. View.
2. Rolling 60 days internet leads.
3. Rolling 45 days lost Reason.
4. Internet Leads Trent 12 months.
5. Lead Source.

1. View.

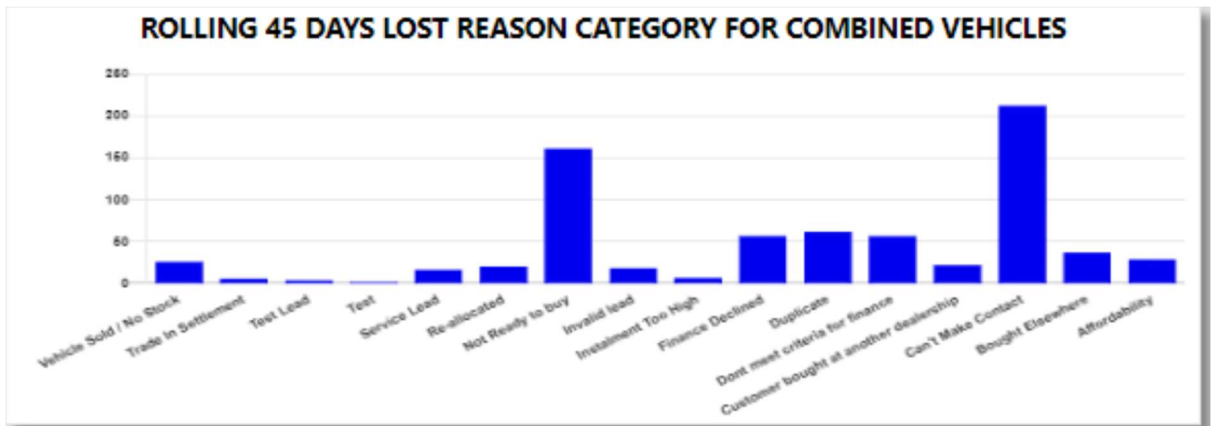The view consists analytical information regarding the inter leads.

2. Rolling 60 days inter leads.

The Graph display all internet leads that has been created for the last 60 days.

3. Rolling 60 days inter leads.

ROLLING 45 DAYS LOST REASON CATEGORY FOR COMBINED VEHICLES

The Graph display all internet leads that has been marked as lost sales for the last 45 days.

4. Leads Trend.

LEADS TREND 12 MONTHS

The Graph display all internet leads that has been created monthly.

5. Lead Source.

Lead Source			Total Leads	Lost Leads	% Lost Leads	Total OTP	Pending OTP	Sold OTP	% Sold Leads
AUTOH-WebLead			2	0	0.00%	0	0	0	0.00%
EV-AUTOTRADER			8	0	0.00%	0	0	0	0.00%
EV-CALL CENTRE			10	0	0.00%	0	0	0	0.00%

Colom's.

- Lead Source → Where the Lead has been generated.
- Total Leads → Number of total leads generated.
- Lost Leads → Number of leads marked as lost sales.
- % Lost Leads → Percentage marked as lost sales to total.
- Total OTP → Number of Leads converted to OTP.
- Pending OTP → Number of OTP in Pending Status.
- Sold OTP → Number of OTP that has been converted to sold.
- % Sold Leads → Percentage of Sold to total leads.