Assignment

Q. What are top 5 insights from this dataset.

Sol. Top 5 Insights from this dataset are-

1. Lead Generation Trends Over Time
2. Lead Conversion Rate
3. Lead Type Distribution
4. Geographic and Channel Analysis
5. Payment Delays and Lead Follow-up

Analysis of dataset .

-Number of lead vs Channel Group

A graph of a channel group

Description automatically generated

Lead Generated over time

A graph showing a line

Description automatically generated

Correlation between graduation year and lead type

A graph of a graph with different colored bars

Description automatically generated with medium confidence

Lead by course vs channel group

A colorful graph with text

Description automatically generated with medium confidence

Lead by course and lead type.A graph of different colored squares

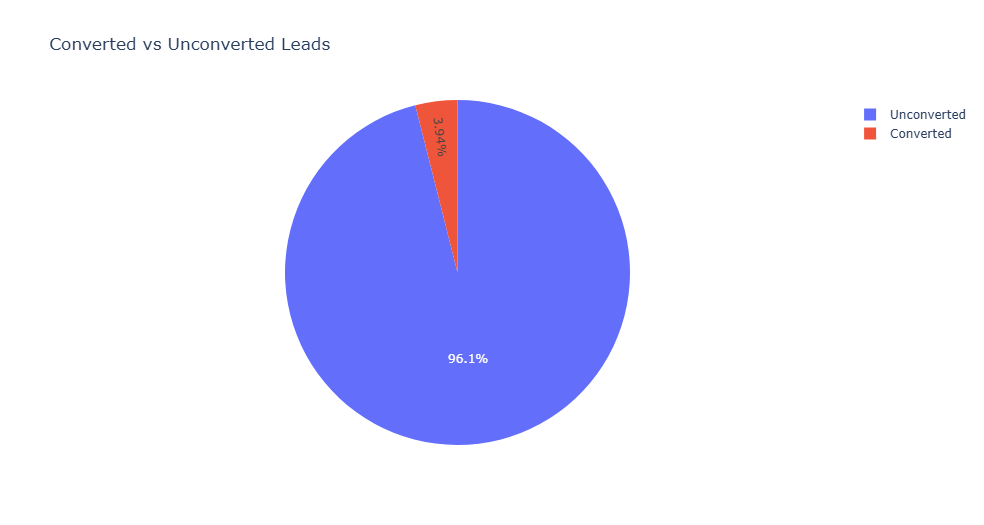
Description automatically generated

Lead Generated By course

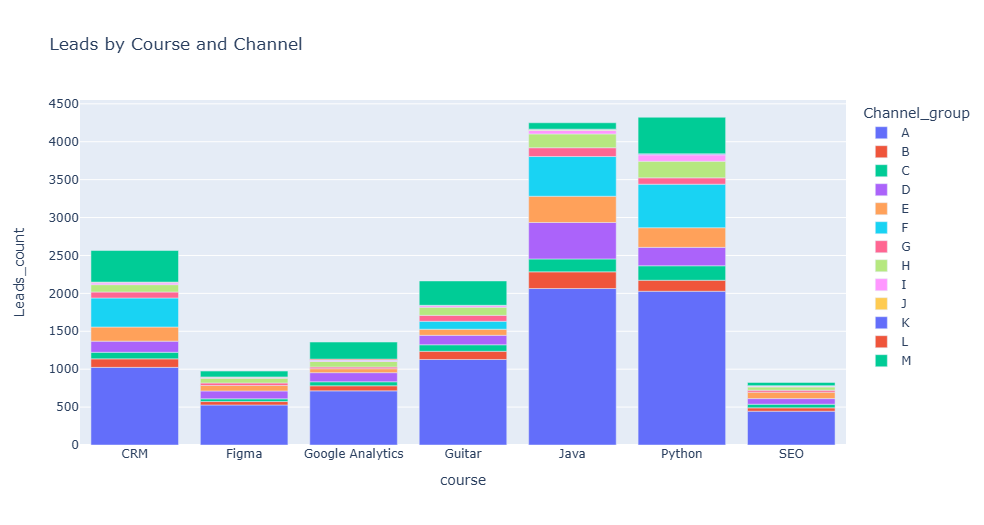
A graph of a course

Description automatically generated

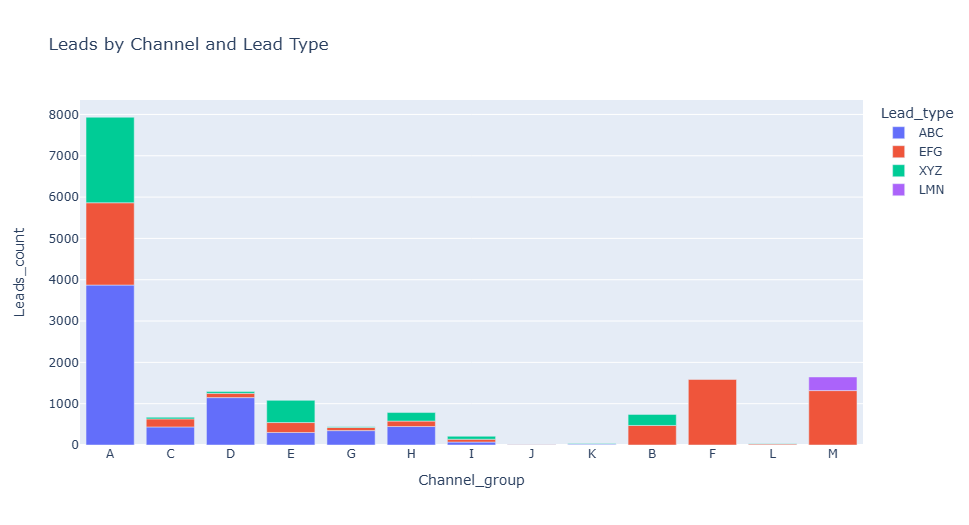
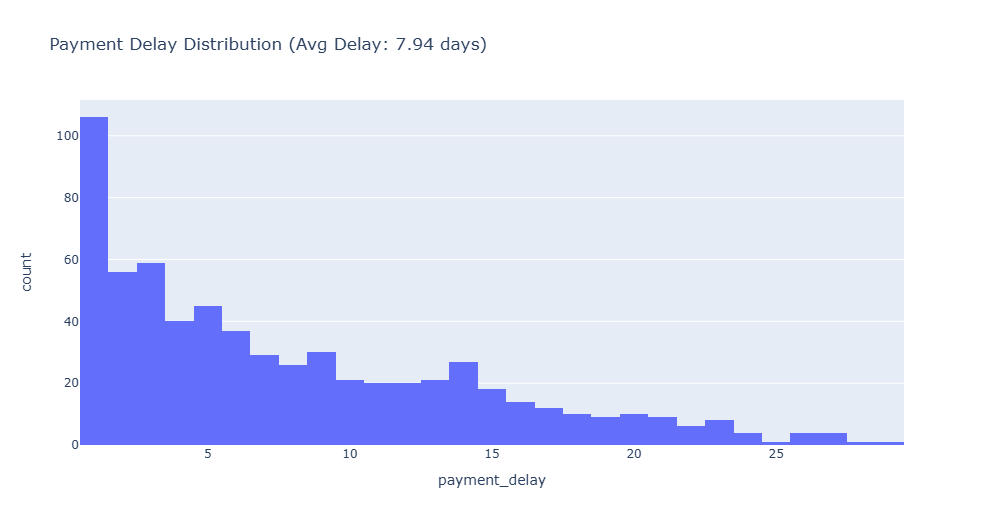
Converted vs Uncoverted Leads



Lead by Course vs Channel Group



Payment Delay Distribution



A red and blue squares with white text

Description automatically generatedA graph with numbers and dots

Description automatically generated