



December 2024

Current Month

Numbers

Percentage

### Monthly Trend

### Daily Breakdown

Date	Total Leads	Approved	Rejected	KY
Dec 01	89	23 (25.8%)	18 (20.2%)	48 (5)
Dec 02	76	19 (25.0%)	15 (19.7%)	42 (5)
Dec 03	102	28 (27.5%)	24 (23.5%)	50 (4)
Dec 04	94	22 (23.4%)	21 (22.3%)	51 (5)
Dec 05	87	25 (28.7%)	16 (18.4%)	46 (5)



Dashboard



Funnel



Leads



Rejections



Timeline

# Funnel



Current

Last 3

Last 6

## Lead Conversion

Export

### Funnel

Clicks  
Starting point **3,200**  
100%

Leads  
Converted to leads **800**  
25%

Incomplete  
Dropped off **200**  
25%

KYC  
KYC completed **150**  
19%

Verification  
Under verification **250**  
31%

Approved  
Successfully approved **100**  
12.5%

Rejected  
Application rejected **100**  
12.5%

Expired  
Application expired **50**  
6%

## Lead Quality Analysis

[View Details](#)

Good 20 leads **₹21K**

Cardout Rate **70%** Rejections **6**

Avg 50 leads **₹15K**

Cardout Rate **20%** Rejections **40**

Bad 30 leads **₹0**

Cardout Rate **0%** Rejections **30**

Unknown 12 leads **₹1.5K**

Cardout Rate **10%** Rejections **3**

Dashboard

Funnel

Leads

Reports

Timeline

## Stats

Current

Last 3

Last 6



Total Leads

↑ 12%

**2,458** leads

Potential Commission ↑ 8%

**₹45.2K**

Approval Rate

↓ 3%

**24.8%**

Incomplete

— 0%

**542** leads

## Commission Breakdown



Paid

**₹28.5K**

Pending

**₹12.4K**

Total

**₹40.9K**

Potential

**₹45.2K**

## Recent Activity

View All



Lead #4589 Approved  
HDFC Bank - Regalia  
10 mins ago

+₹1,200



Lead #4587 Rejected  
SBI Card - Prime  
25 mins ago

₹0



New Lead #4590 Created  
ICICI Bank - Coral  
45 mins ago

—



Dashboard



Funnel



Leads



Reports



Timeline

# ☰ Leads



Current

Last 3

Last 6



Search by name, application ID, bank, or ci



Export

All

Incomplete

KYC

Verification

**APP001234**

Approved

Rajesh Kumar

Date

15-12-2023

Bank

HDFC Bank

Card

Millennia

Quality

Good

Commission

**₹1,200**

Paid

**APP001235**

KYC

Priya Sharma

Date

14-12-2023

Bank

ICICI Bank

Card

Coral

Quality

Avg

Commission

**₹800**

Pending

**APP001236**

Rejected

Amit Singh

Date

13-12-2023

Bank

SBI

Card

SimplyCLICK

Quality

Bad

Commission

**₹0**

N/A



Dashboard



Funnel



Leads



Reports



Timeline

≡ EK

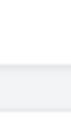


## Stats

Current

Last 3

Last 6



↑ 12%

# 2,458

Total Leads

+12% from last month



↑ 8%

# ₹45.2K

Potential Commission

+8% from last month

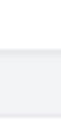


↓ 3%

# 24.8%

Approval Rate

-3% from last month



— 0%

# 542

Incomplete Leads

No change from last month

## Commission Breakdown

[View Details](#)

● Paid

● Pending

● Total

# ₹28.5K

# ₹12.4K

# ₹40.9K

## Recent Activity

[View All](#)



Lead #4589 Approved  
HDFC Bank - Regalia

+₹1,200



Lead #4587 Rejected  
SBI Card - Prime

₹0



Lead #4590 Created  
ICICI Bank - Coral

—

45 minutes ago



Lead #4586 Under Review  
Axis Bank - Neo

Pending

1 hour ago

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[Leads](#)

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