

Leads Report

****Before explaining the Status section, it should be noted that the data shown here are a combination of new data together with the migration of April 2022.**

NaN= There are no registered data

Total leads: 37049

Used data: **11/11/2022 - 06-07-2033**

Our clients are divided into two languages, where Spanish is superior to English

Spanish: **74.28%**

English: **25.72%**

We have many leads in different locations, but our largest number of leads concentrates on:

Los Angeles, National and Orange County

Los Angeles	National	Orange County	Chicago	San Diego	San Marcos	San Bernardino	NaN	El Paso
47.44%	17.13%	11.87%	10.18%	6.77%	3.15%	2.14%	1.25%	0.07%

With this you can take a strategy to give more priority to a certain location from which more customers are needed

We have several registered cities. There are many leads that have not registered a city

nan	los angeles	chicago	san diego	santa ana	anaheim	riverside	long beach	san bernardino	fontana
22.48%	18.16%	3.89%	3.21%	1.96%	1.50%	1.05%	1.03%	1.01%	0.75%

something very similar to states

california	nan	ca	illinois	il	texas	florida	new york	tx	indiana
39.05%	21.96%	19.45%	4.56%	3.46%	1.06%	0.93%	0.76%	0.45%	0.43%

Within Salesforce we use different status to differentiate the process in which the client is located

It can be reviewed that 70% of our cases are completed and that 21% do not qualify to start the process

50- Checked In	90- Unqualified	20- Scheduled	01- New	60- Missed Consult	10- Working	65- Cancelled Consult	70- Nurturing
70.61%	21.22%	4.71%	1.44%	1.21%	0.77%	0.03%	0.01%

We can monitor each of our status per month to know what happens with our clients

With the percentages of each month we can compare our activity with last year and if necessary take certain actions to improve these numbers

****Remember that the month of April 2022 was the migration of data so it is well above all the others**

50-Checked In

2022

Total: 22026

2022 Apr	2022 Aug	2022 Dec	2022 Jul	2022 Jun	2022 May	2022 Nov	2022 Oct	2022 Sep
43.23%	2.37%	1.33%	2.47%	2.33%	2.23%	1.74%	1.86%	1.90%

2023

Total: 4135

2023 Apr	2023 Feb	2023 Jan	2023 Jun	2023 Mar	2023 May
1.92%	2.24%	2.17%	0.59%	2.37%	1.87%

In general, the numbers of this half of the year are only a little further down compared to last year

90-Unqualified

2022

Total: 5941

2022 Apr	2022 Aug	2022 Dec	2022 Jul	2022 Jun	2022 May	2022 Nov	2022 Oct	2022 Sep
11.98%	0.58%	0.35%	0.71%	0.55%	0.50%	0.45%	0.42%	0.51%

2023

Total: 1922

2023 Apr	2023 Feb	2023 Jan	2023 Jun	2023 Mar	2023 May
1.54%	0.47%	0.47%	0.49%	0.52%	1.70%

During the month of May 2023 we have had a slight increase in customers who do not qualify to have a process with us

20-Scheduled

2022

Total: 1119

2022 Apr	2022 Aug	2022 Dec	2022 Jul	2022 Jun	2022 May	2022 Nov	2022 Oct	2022 Sep
2.01%	0.15%	0.09%	0.16%	0.16%	0.12%	0.09%	0.11%	0.12%

2023

Total: 626

2023 Apr	2023 Feb	2023 Jan	2023 Jun	2023 Mar	2023 May
0.22%	0.12%	0.13%	0.67%	0.22%	0.33%

During the month of May 2023 we have had a slight increase in customers who do not qualify to have a process with us

01-New

2022

Total: 1

0% means that all Lead passed to any of the other status, so everyone was given continuing

2023

Total: 1922

2023 Apr	2023 Jun	2023 May
0.18%	0.47%	0.79%

In the year 2023 in May it has been where the most new leads have registered and they still do not change the New Status

60-Missed Consult

2022

Total: 6

0% means that all Lead passed to any of the other status, so everyone was given continuing

2023

Total: 442

2023 Apr	2023 Feb	2023 Jan	2023 Jun	2023 Mar	2023 May
0.33%	0.11%	0.02%	0.15%	0.15%	0.44%

During this year there has been an increase in Missed Consult, especially during the month of May

10-Working

2022

Total: 1

0% means that all Lead passed to any of the other status, so everyone was given continuing

2023

Total: 283

2023 Apr	2023 Jun	2023 May
0.28%	0.15%	0.33%

These leads are what were reviewed and can be a potential client to hire some of our services.

65-Cancelled Consult

2022

Total: 1

0% means that all Lead passed to any of the other status, so everyone was given continuing

2023

Total: 11

These Leads canceled their consultation, so far this year, this does not mean that they are the only ones, rather they were continued to have another consultation

Meeting Type

Virtual	In Person	NaN	Initial Consultation	Virtual - Initial Consultation
55.08%	27.42%	13.76%	2.75%	0.99%

Our highest number of quotes are virtual, exceed 50% of the total appointments

On the other hand, appointments in person barely reach 30% while another one still has no appointment scheduled or already ends its process

With this in mind you can create a strategy to obtain more appointments in person if so I will require

Unqualified Reasons

NaN	78.39%
Could Not Reach	9.48%
Requested No Contact	8.46%
Wrong #	1.43%
Other	1.31%
To be reviewed	0.65%
Client Looking For USCIS #	0.13%
Looking for un-offered legal services	0.08%
Family member of current client	0.03%
Client Looking For ICE #	0.02%
Duplicate	0.01%

Much of the leads are not registered a reason, This may be because they are leads with some process or they have finished the process

while the two main reasons when they are a unqualified leads are:

Could not Reach and **Requested no Contact**