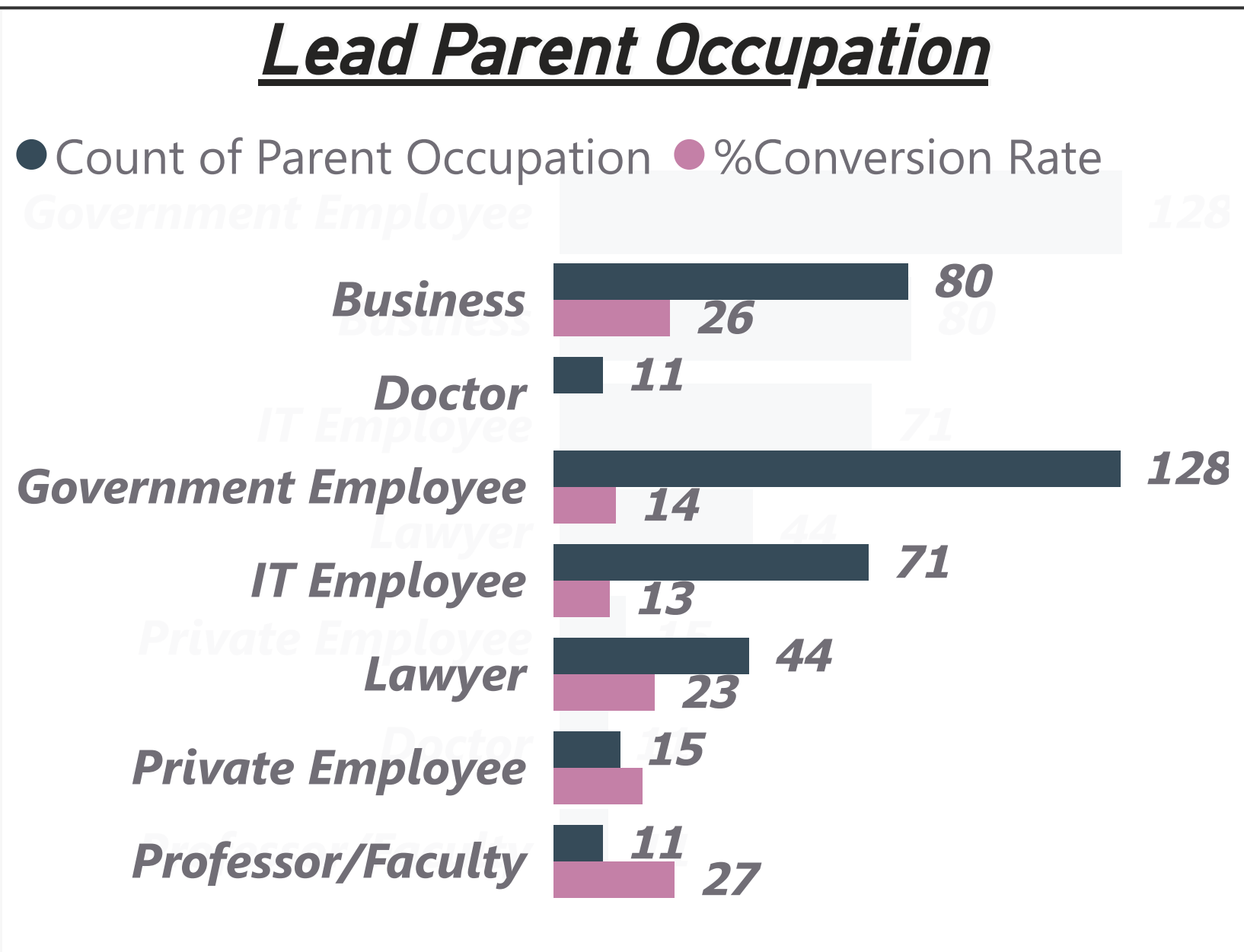
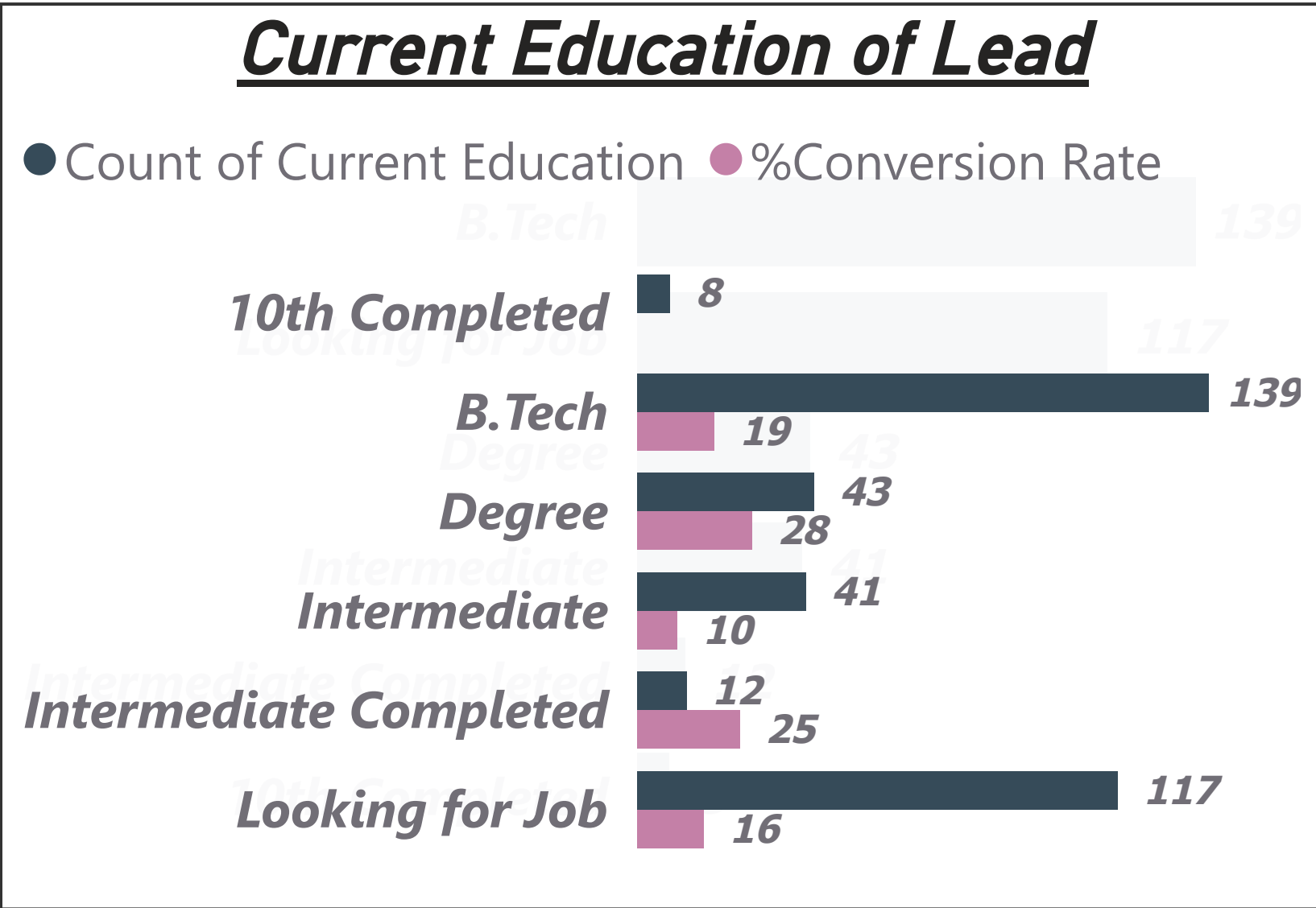
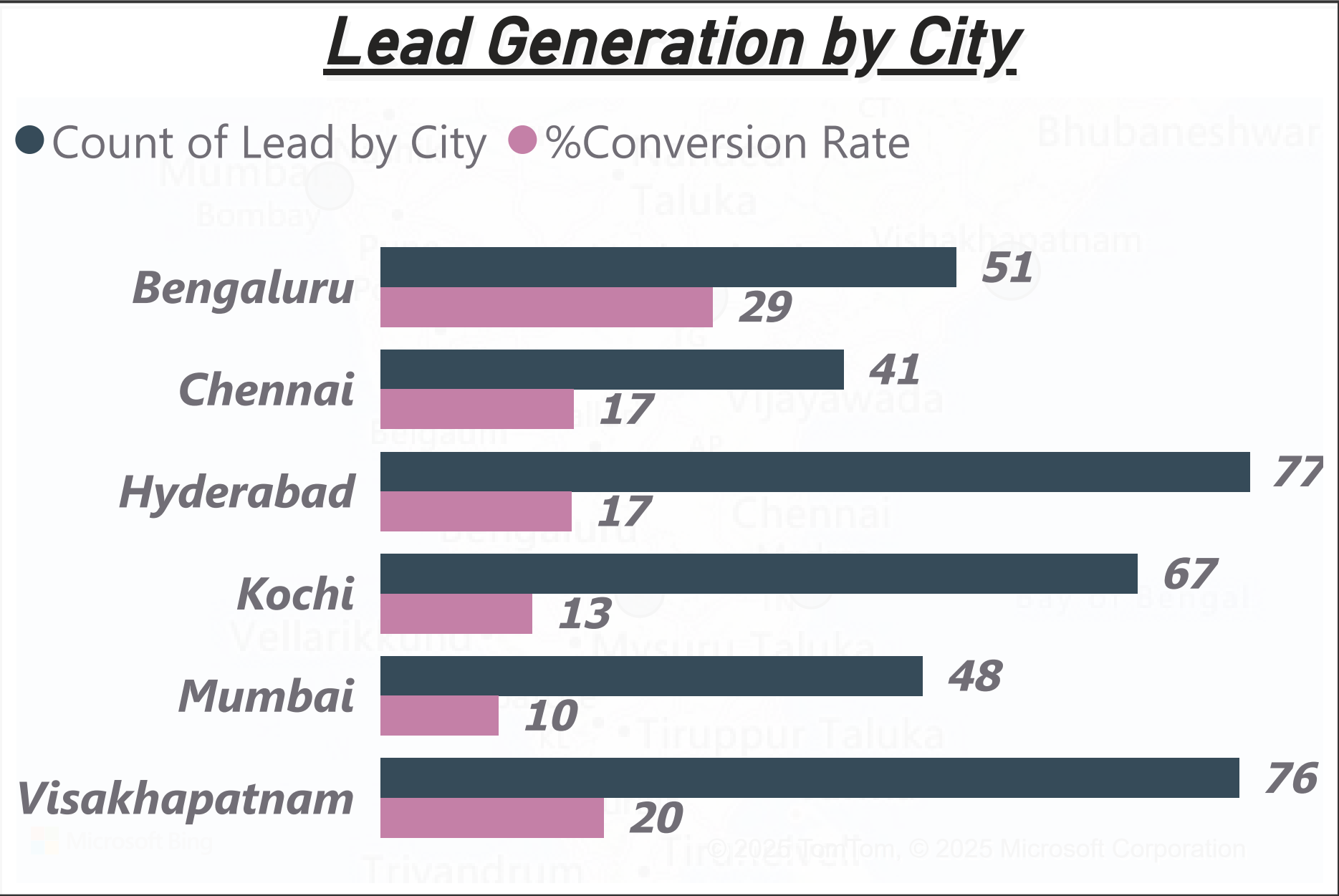
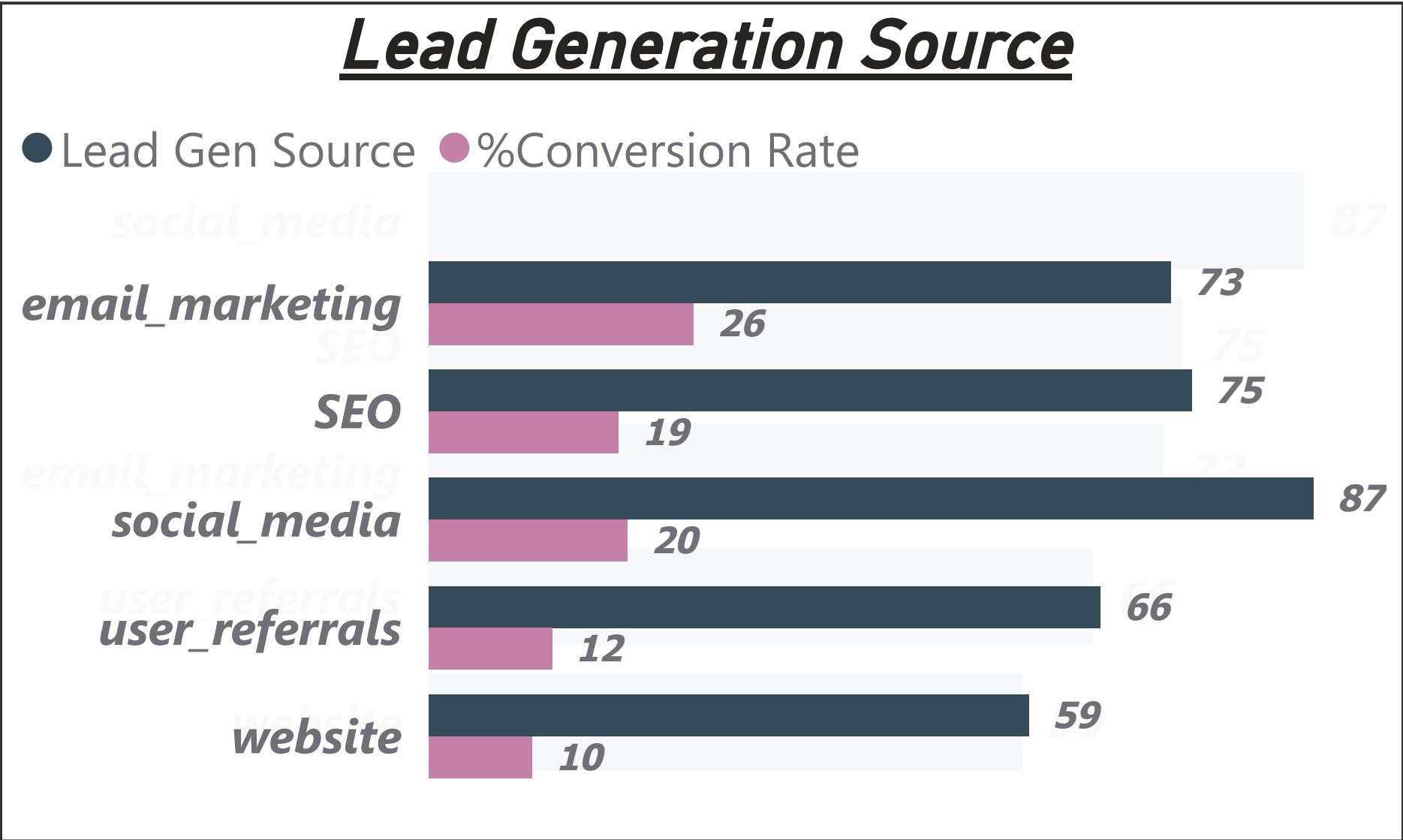
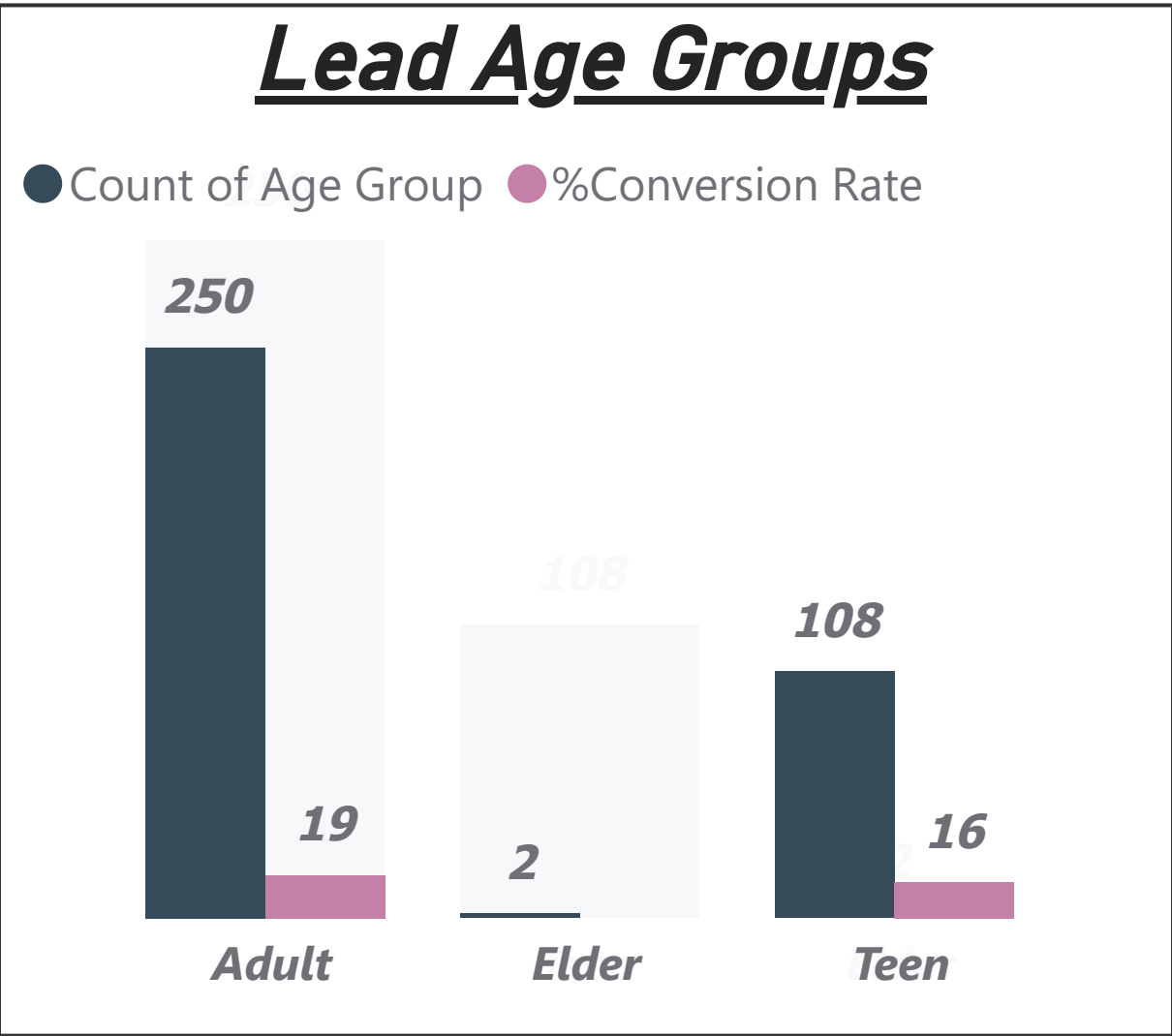
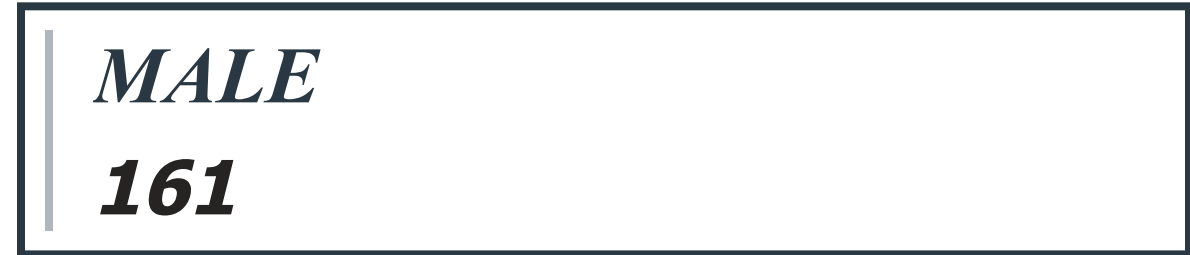
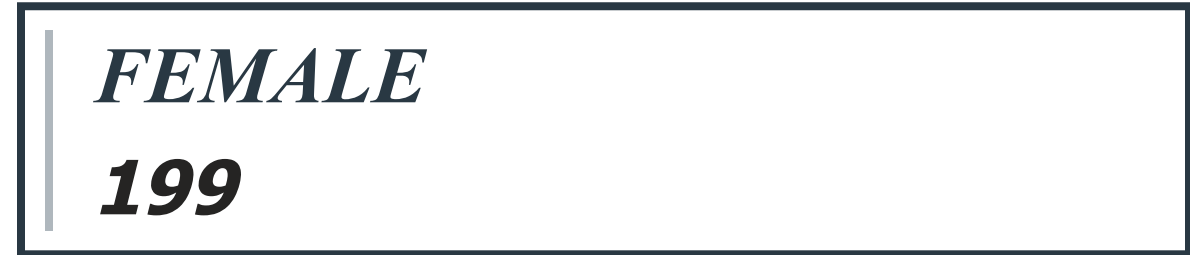
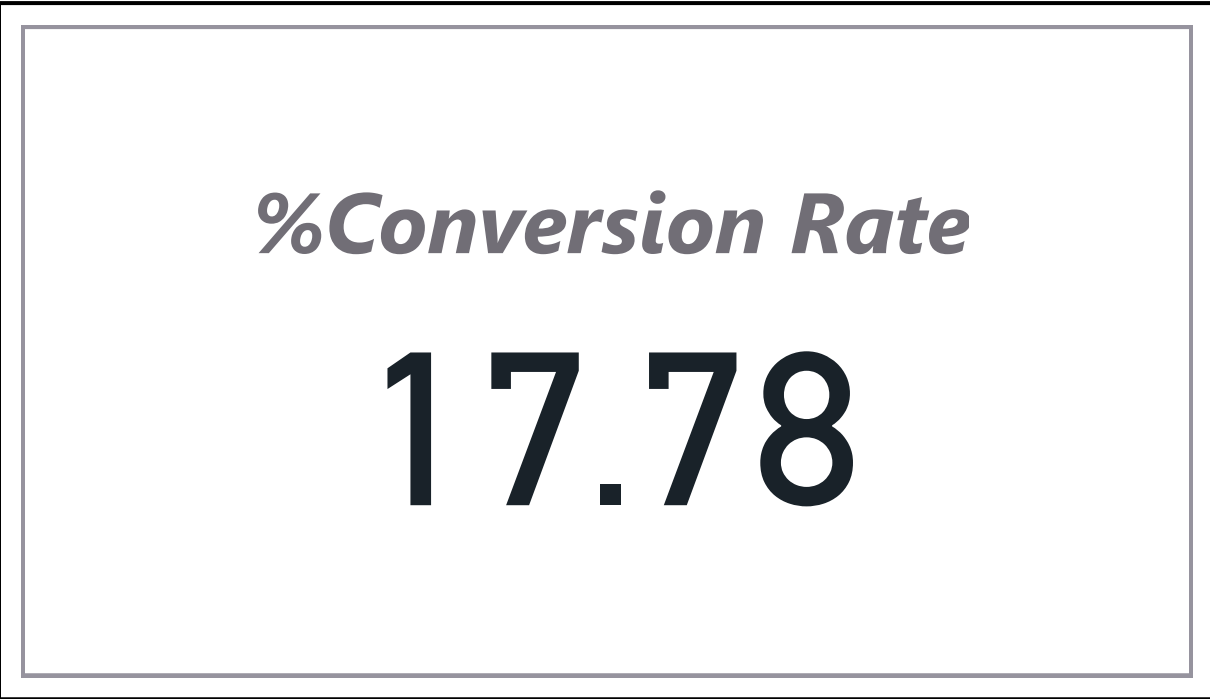


Lead Generation Overview

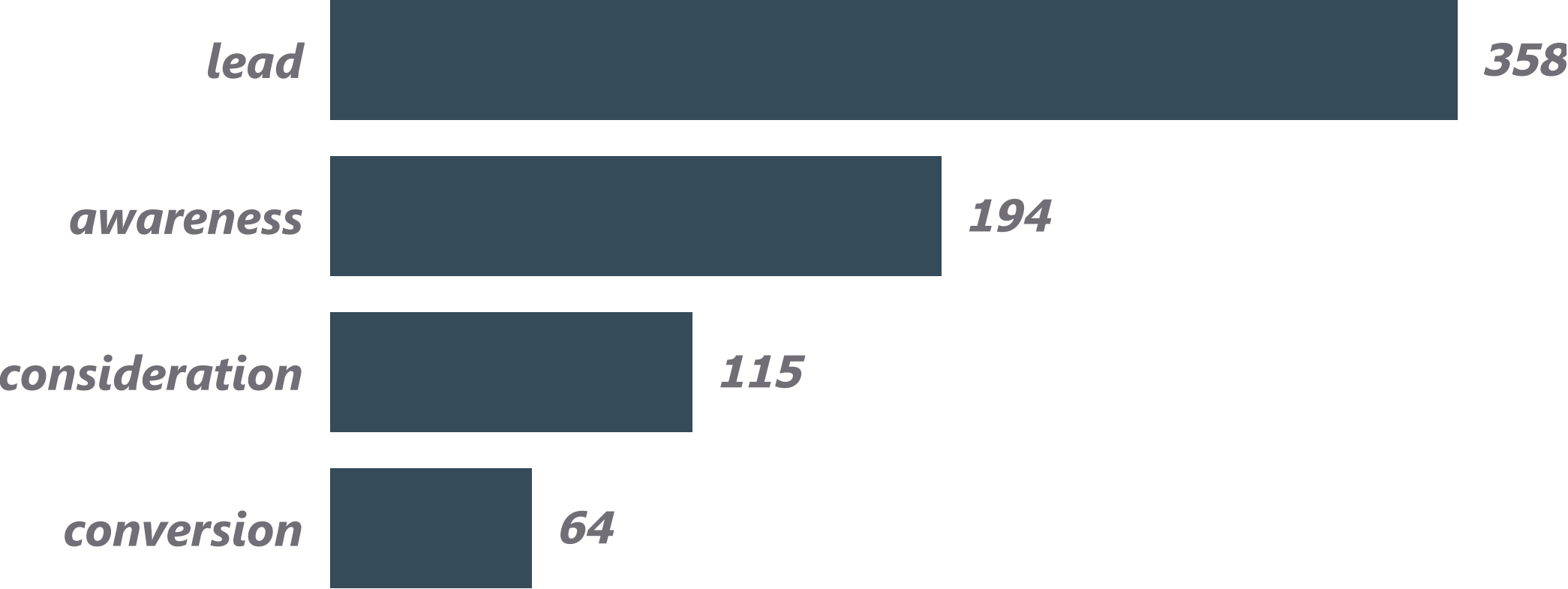
% Conversion Rate On/Off



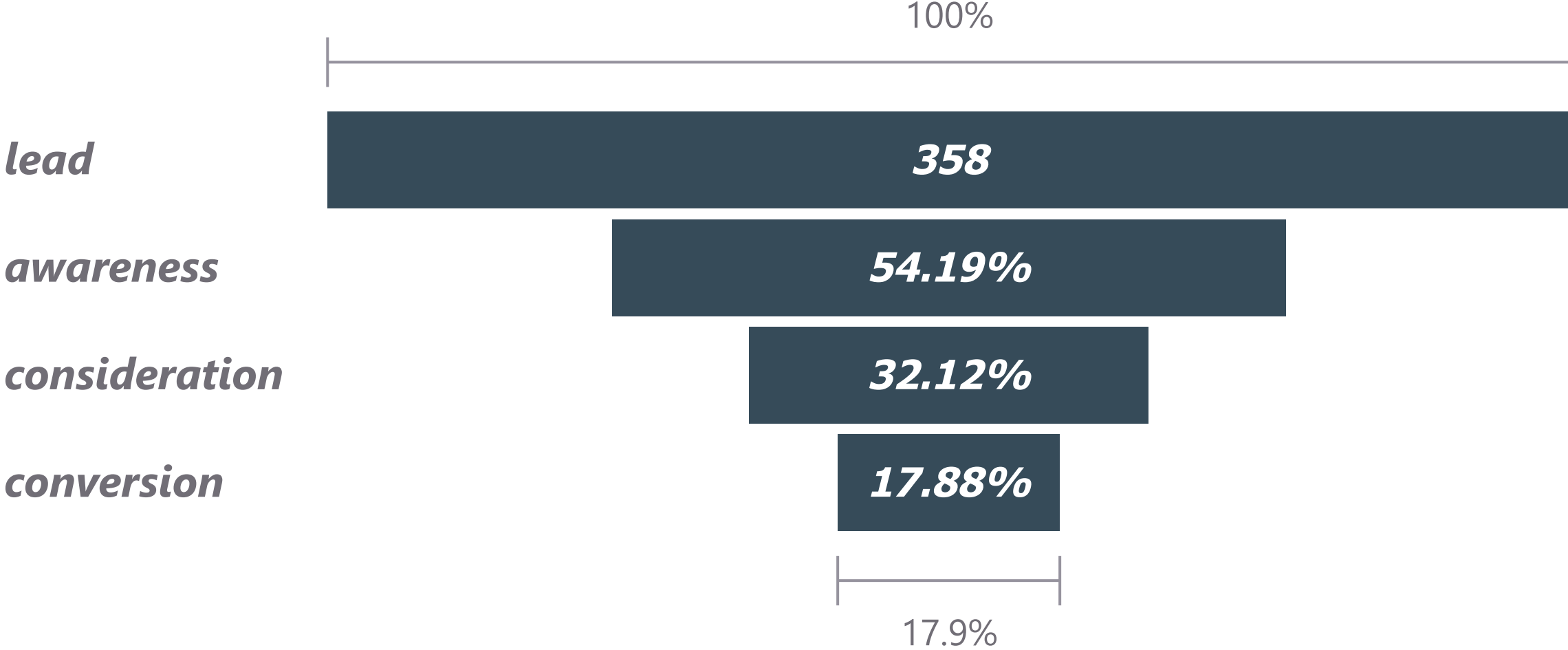
Customer Journey Analysis

(Lead Progression and Drop-off Rates)

Total Leads at Each Stage



Conversion Rate at Each Stage%



Average Time Spent at Each Stage (Days)



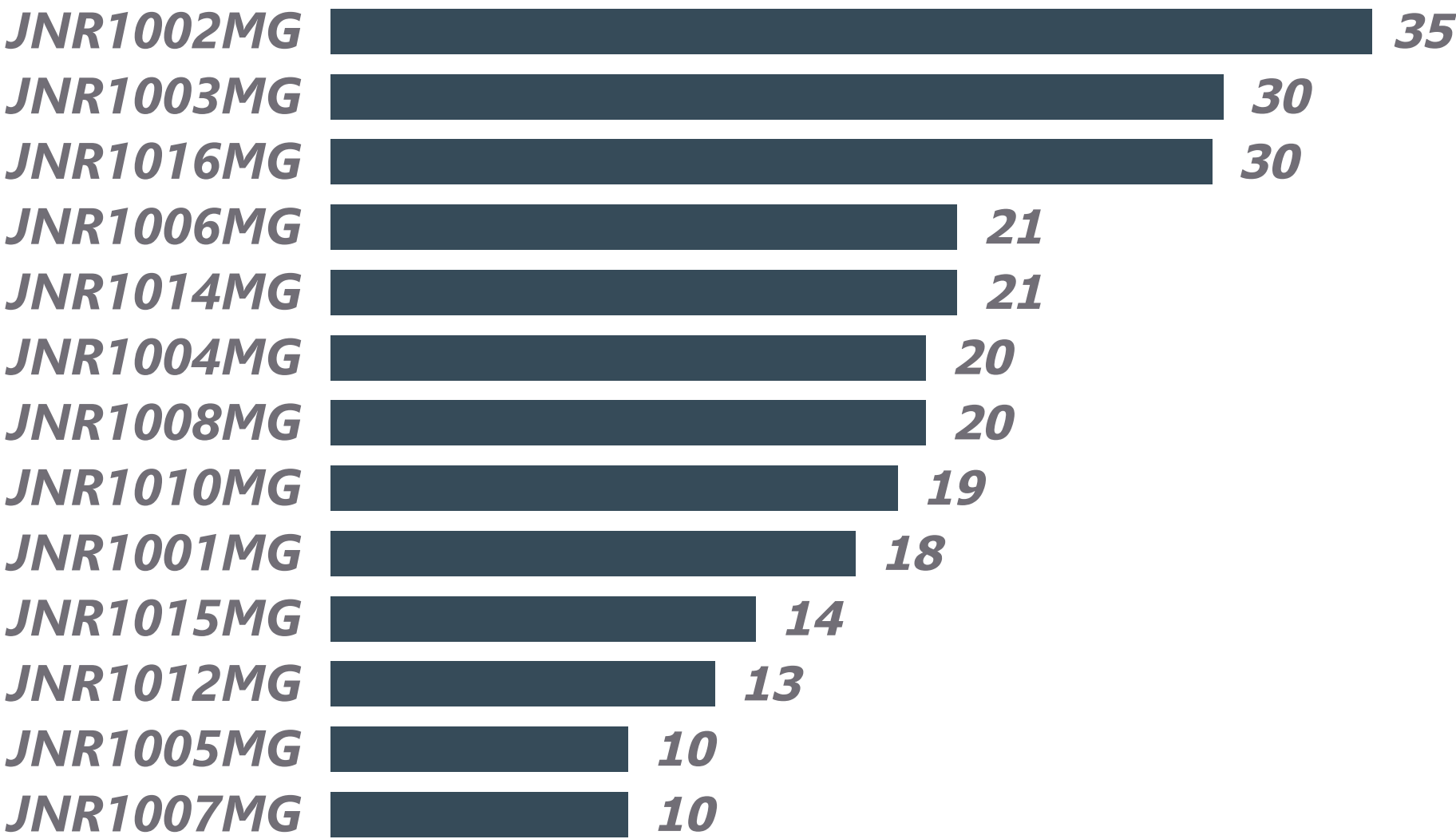
Sales Team Performance Analysis

Senior Sales Manager	Number of Leads	%call_success	Call Effectiveness %	Conversion Rate %
☐ SNR501MG	94	83	41.10	24.47
JNR1001MG	34	73	38.71	17.65
JNR1002MG	20	89	57.02	35.00
JNR1003MG	20	87	39.55	30.00
JNR1004MG	20	83	30.30	20.00
☐ SNR502MG	79	87	26.64	15.19
JNR1005MG	20	85	25.40	10.00
JNR1006MG	19	87	29.63	21.05
JNR1007MG	20	88	22.90	10.00
JNR1008MG	20	87	28.37	20.00
☐ SNR503MG	98	85	25.04	12.24
JNR1009MG	20	85	22.90	10.00
Total/Average	358	85	29.43	17.88

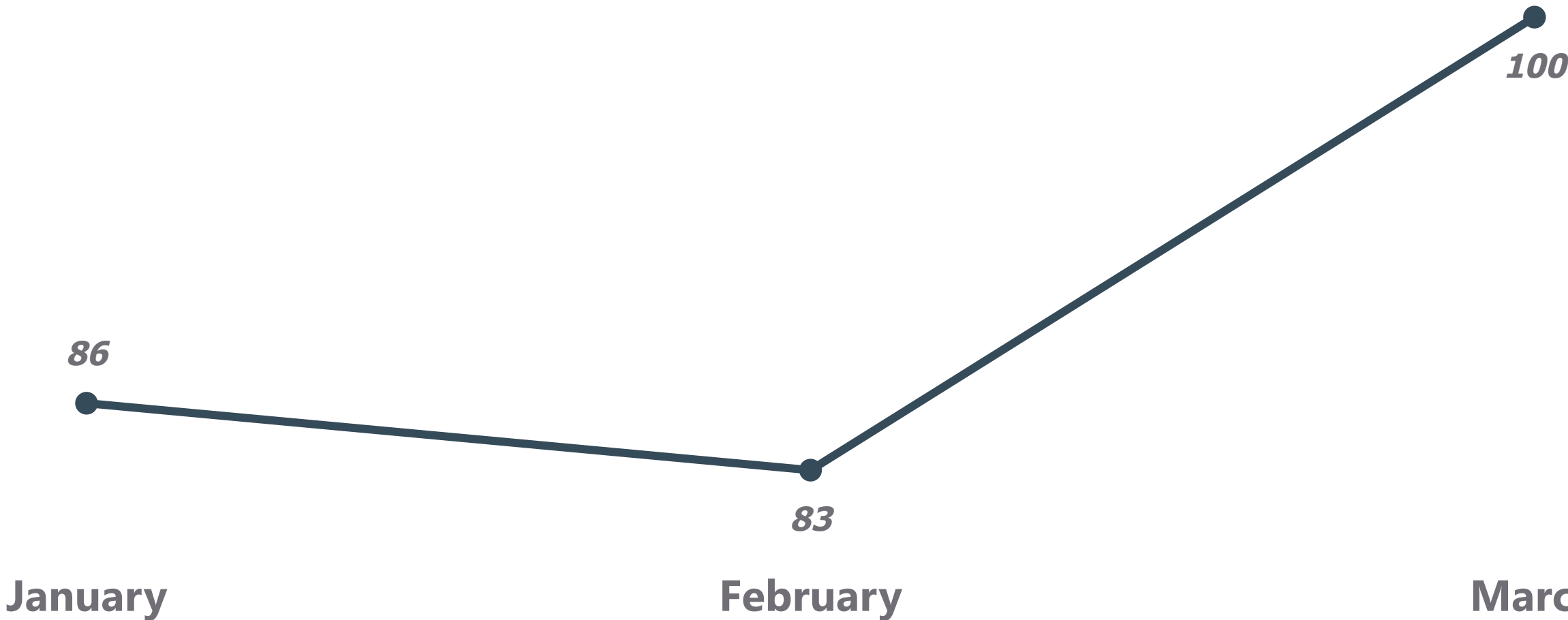
Senior Sales Manager Performance % based on Conversion Rate of Junior Sales Manager



Junior Sales Manager Conversion Rate %



Trend of Successful Calls over Time



Demo Effectiveness

Total Leads That
Watched the Demo

194

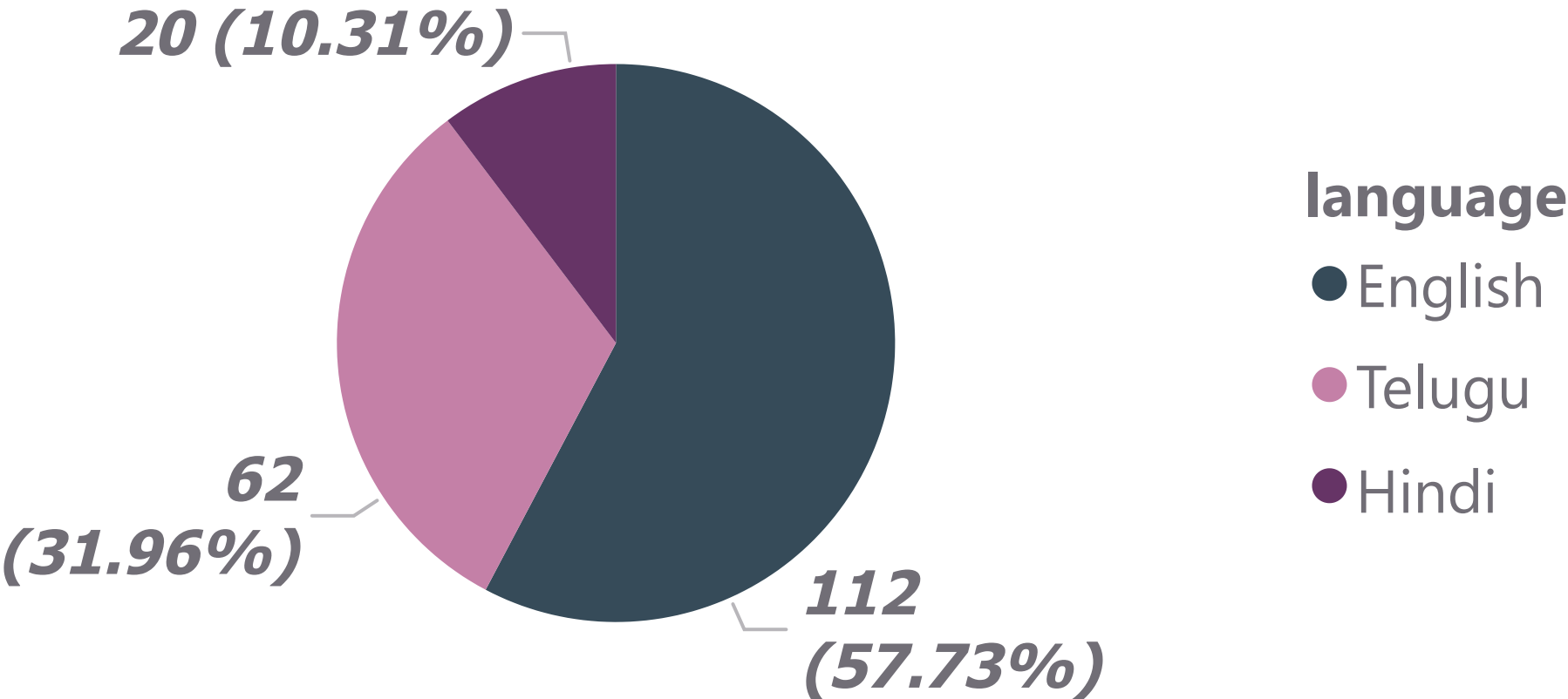
Total Demo
Conversion

64
32.99%

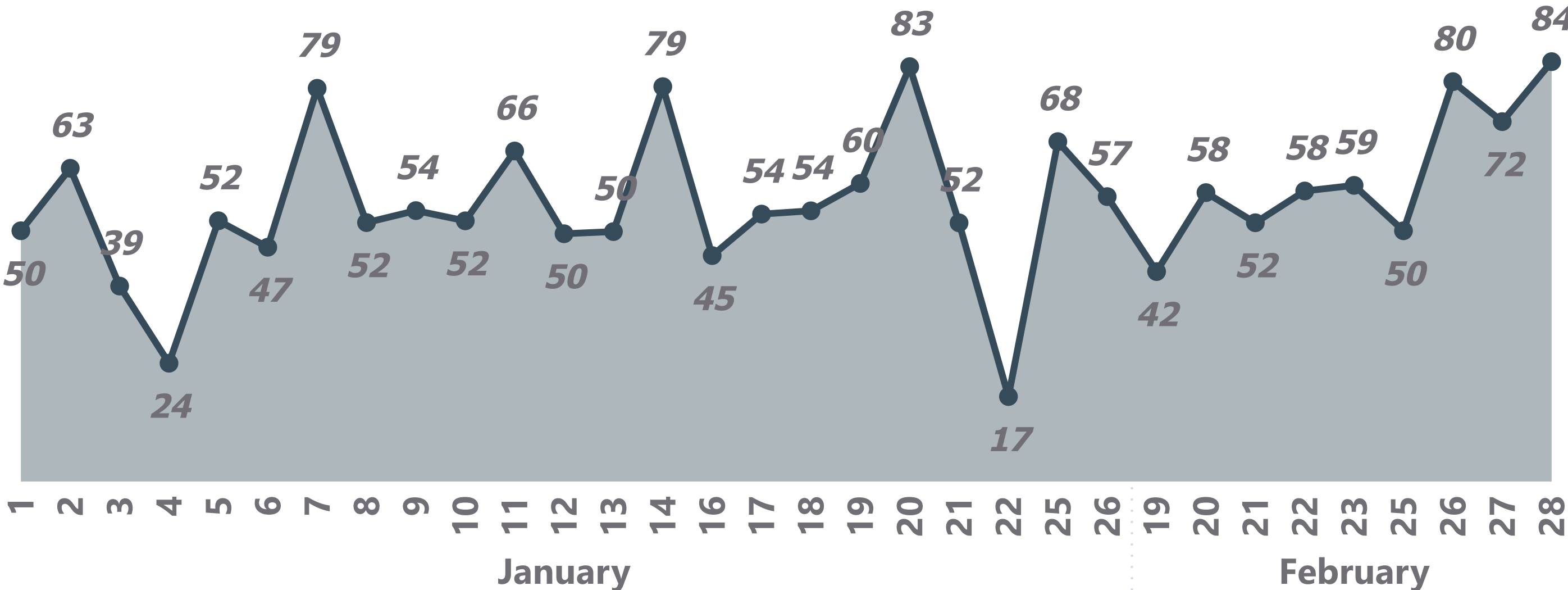
Average Demo
Watch Time
(Excluding Outliers)

53.84%

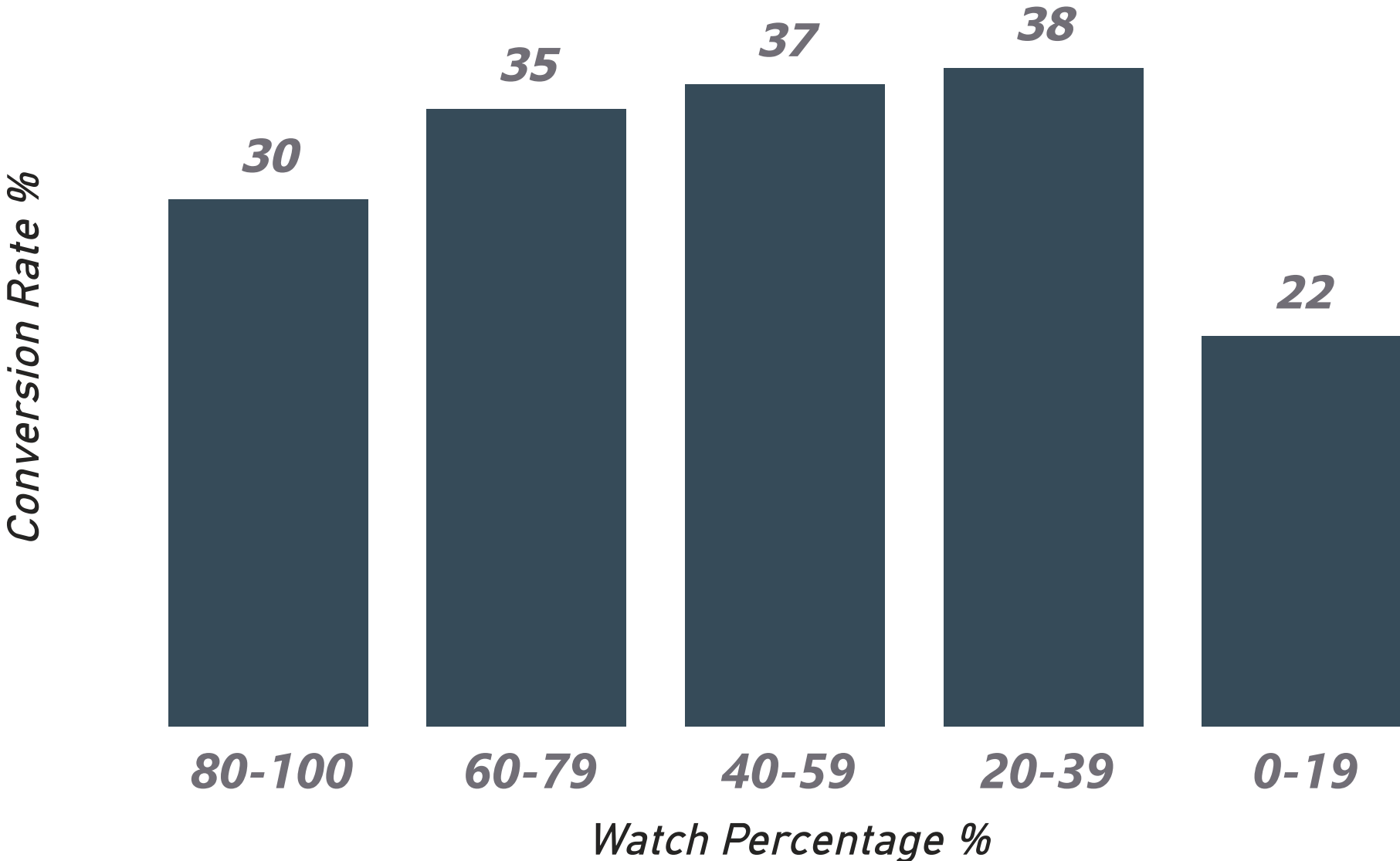
Language Preference



Average Watch Percent by Month and Day



Conversion Rate by Watch Percentage



Reasons for Lead Drop-off.

Demo

Consideration

Conversion

Reasons for no Interest in Demo

A word cloud visualization centered around the word "afford". The word "afford" is the largest and most prominent, rendered in a dark blue font. Surrounding it are various other words in different colors (purple, blue, pink, green) and sizes, all tilted at an angle. The words include "student", "in", "domain", "year", "join", "time", "can", "for", "cannot", "wants", "final", "not", "interested", "offline", "classes", "will", and "no".

Lead ID ▲	Reason for no Interest in Demo
USR1001	No time for student
USR1048	Student not interested in domain
USR1049	No time for student
USR1054	Wants offline classes
USR1056	Can't afford
USR1059	Student not interested in domain
USR1060	No time for student
USR1061	Wants offline classes
USR1064	Can't afford
USR1066	Student not interested in domain
USR1068	No time for student
USR1069	Can't afford
USR1074	Wants offline classes
USR1076	Wants offline classes
USR1079	Wants offline classes
USR1080	Wants offline classes
USR1081	Wants offline classes
USR1084	Can't afford