

# Lead Generation Overview

% Conversion Rate On/Off

%Conversion Rate

17.78

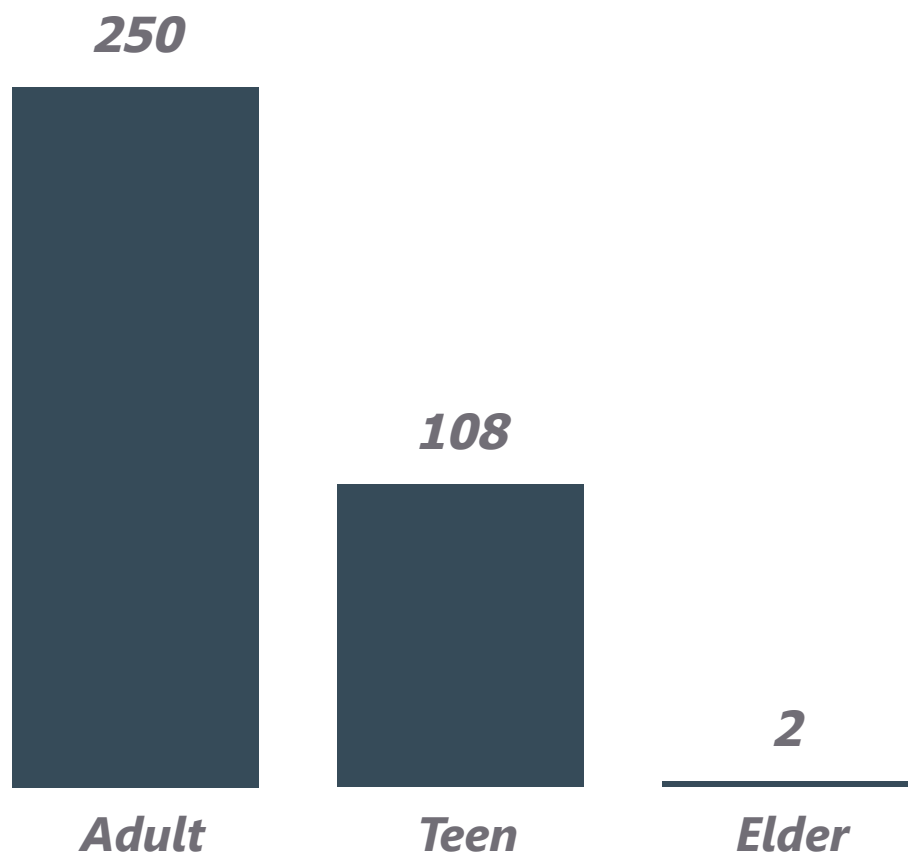
FEMALE

199

MALE

161

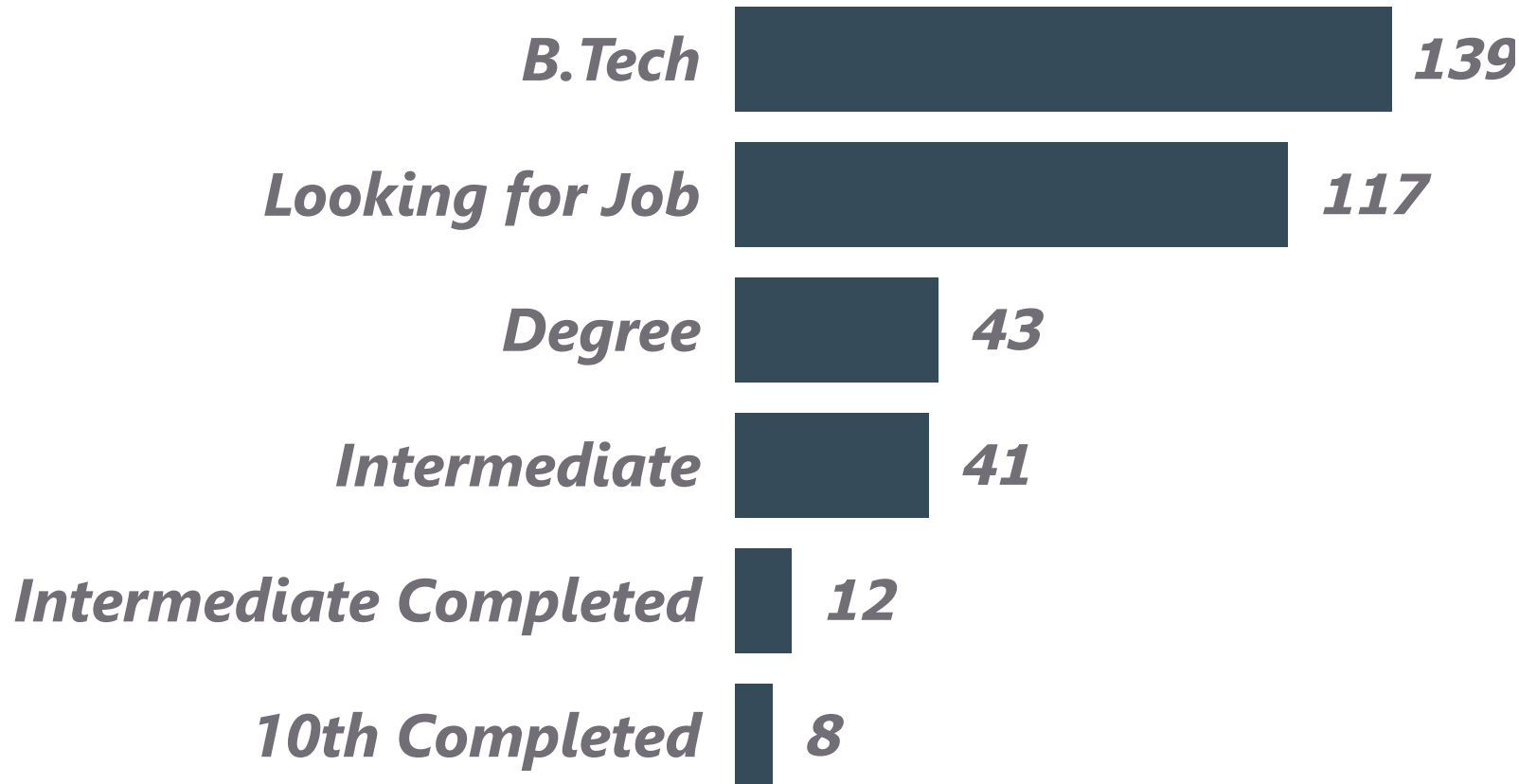
## Lead Age Groups



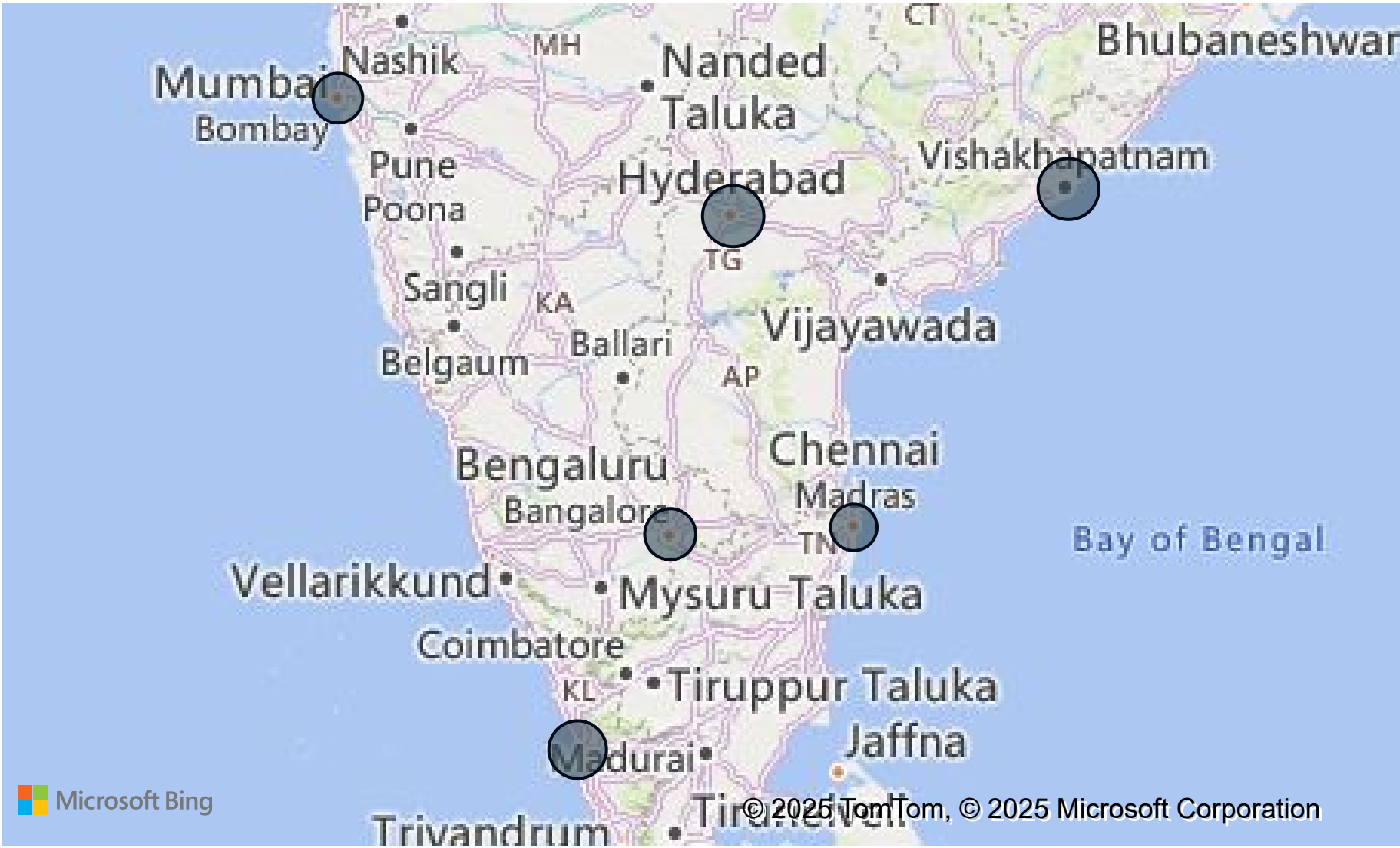
## Lead Generation Source



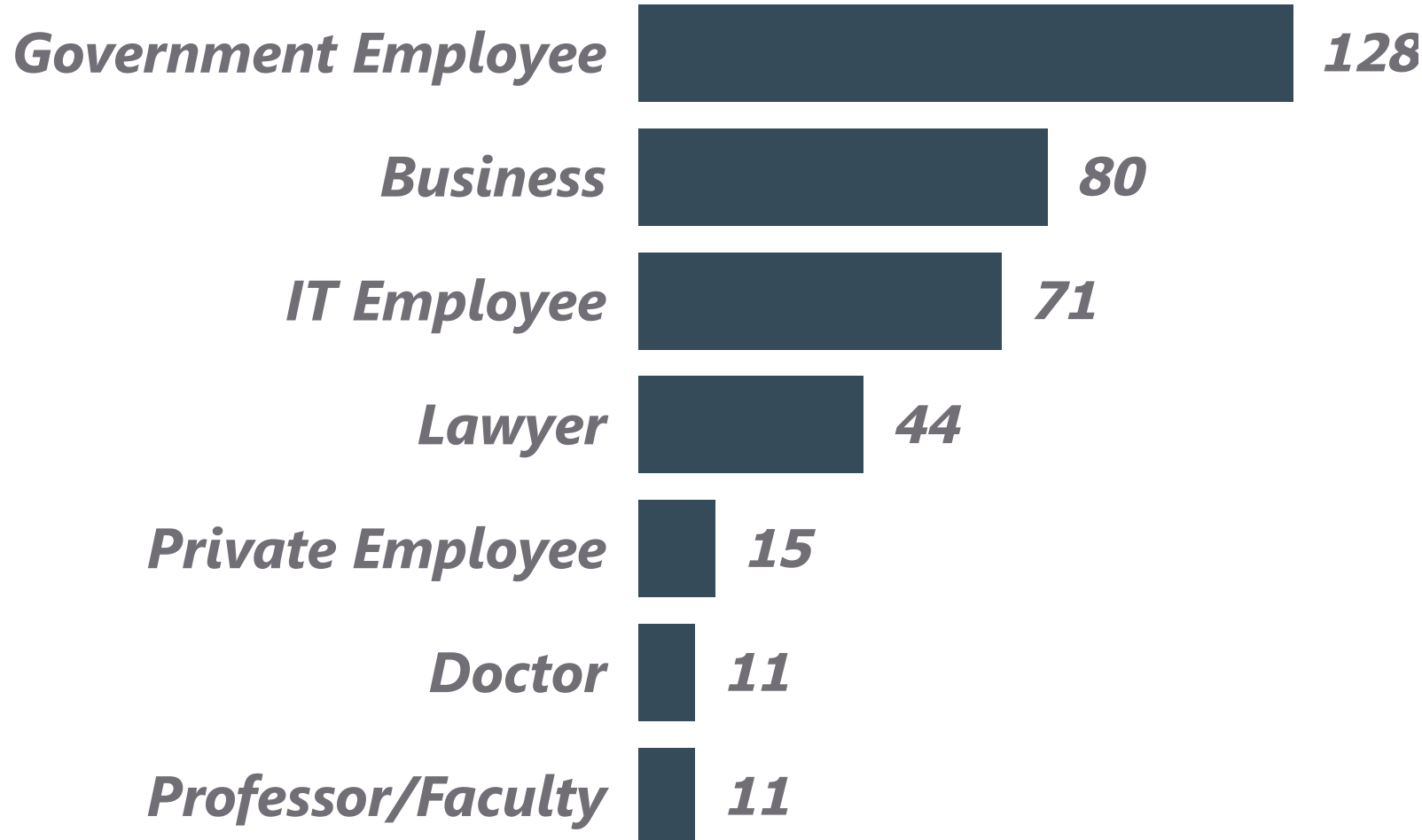
## Current Education of Lead



## Lead Generation by City

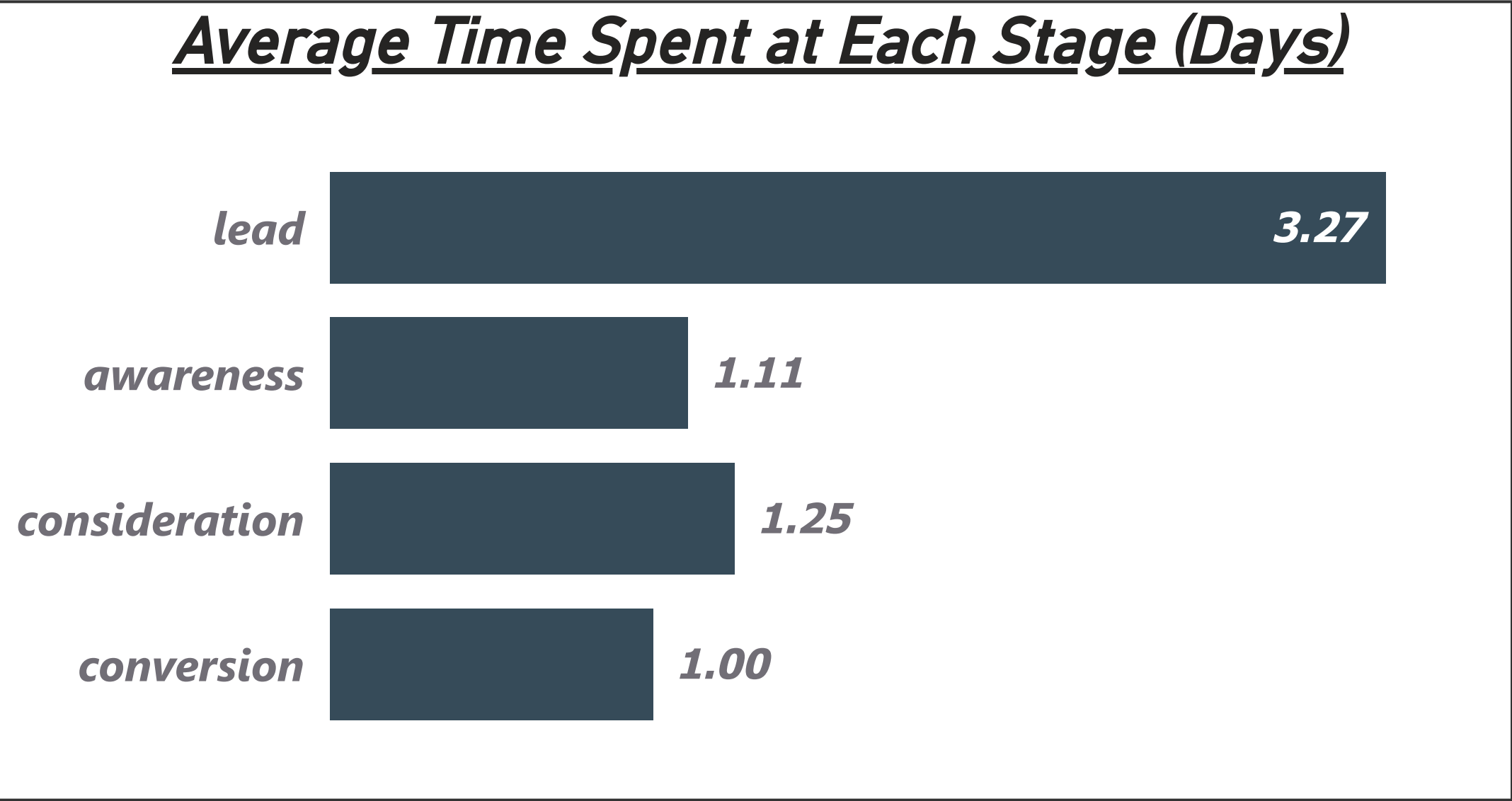
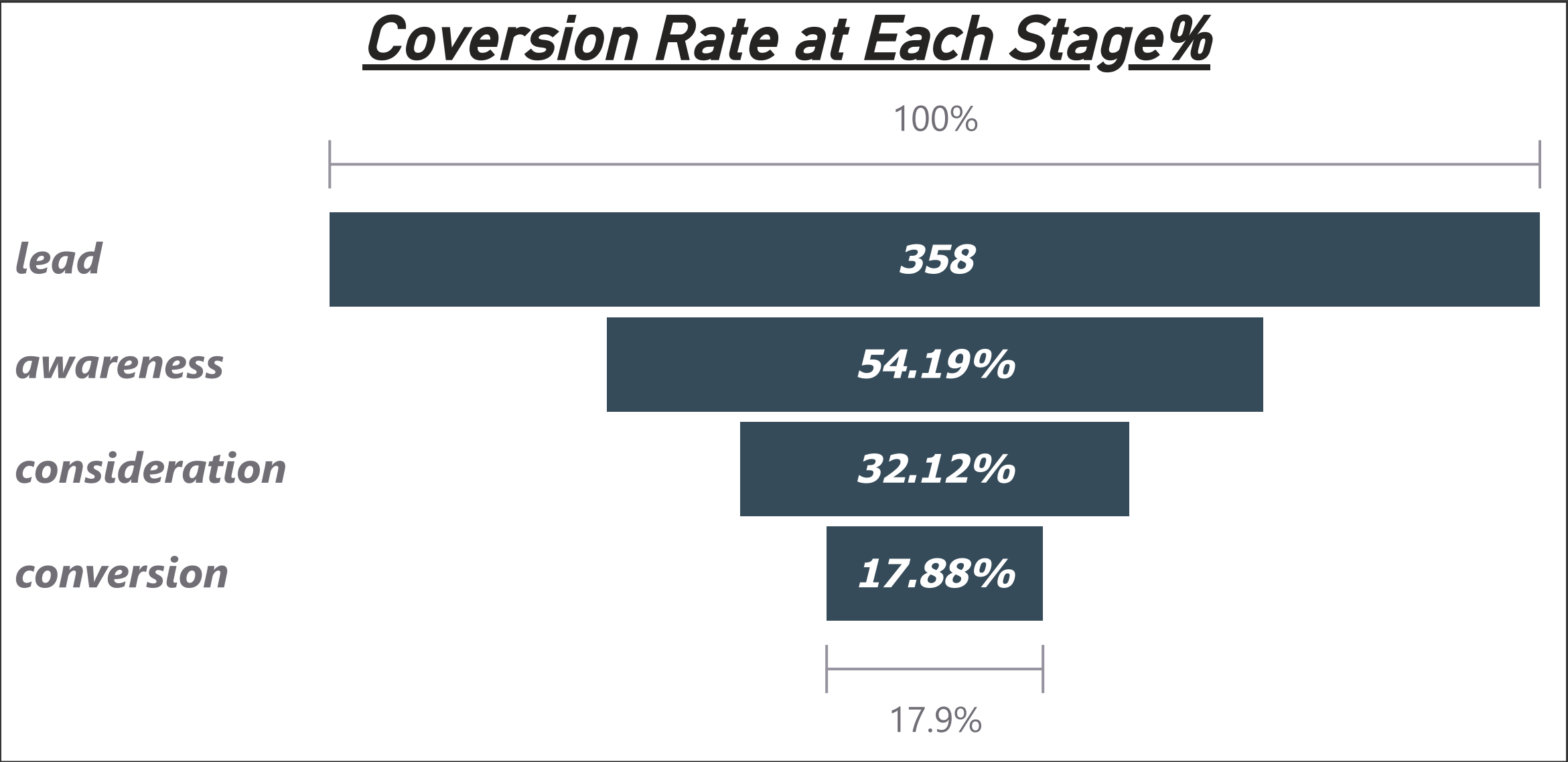
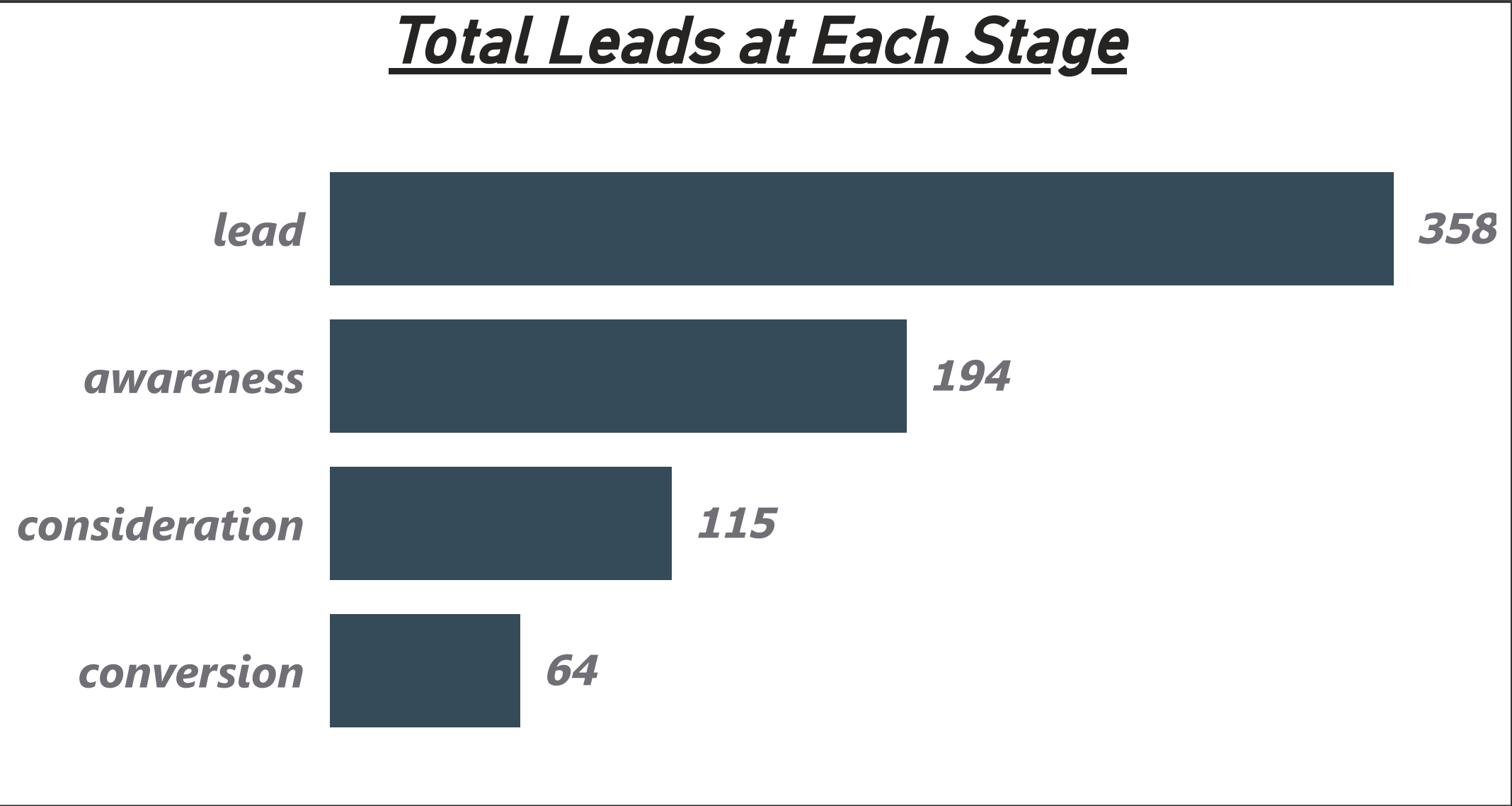


## Lead Parent Occupation



# Customer Journey Analysis

## (Lead Progression and Drop-off Rates)



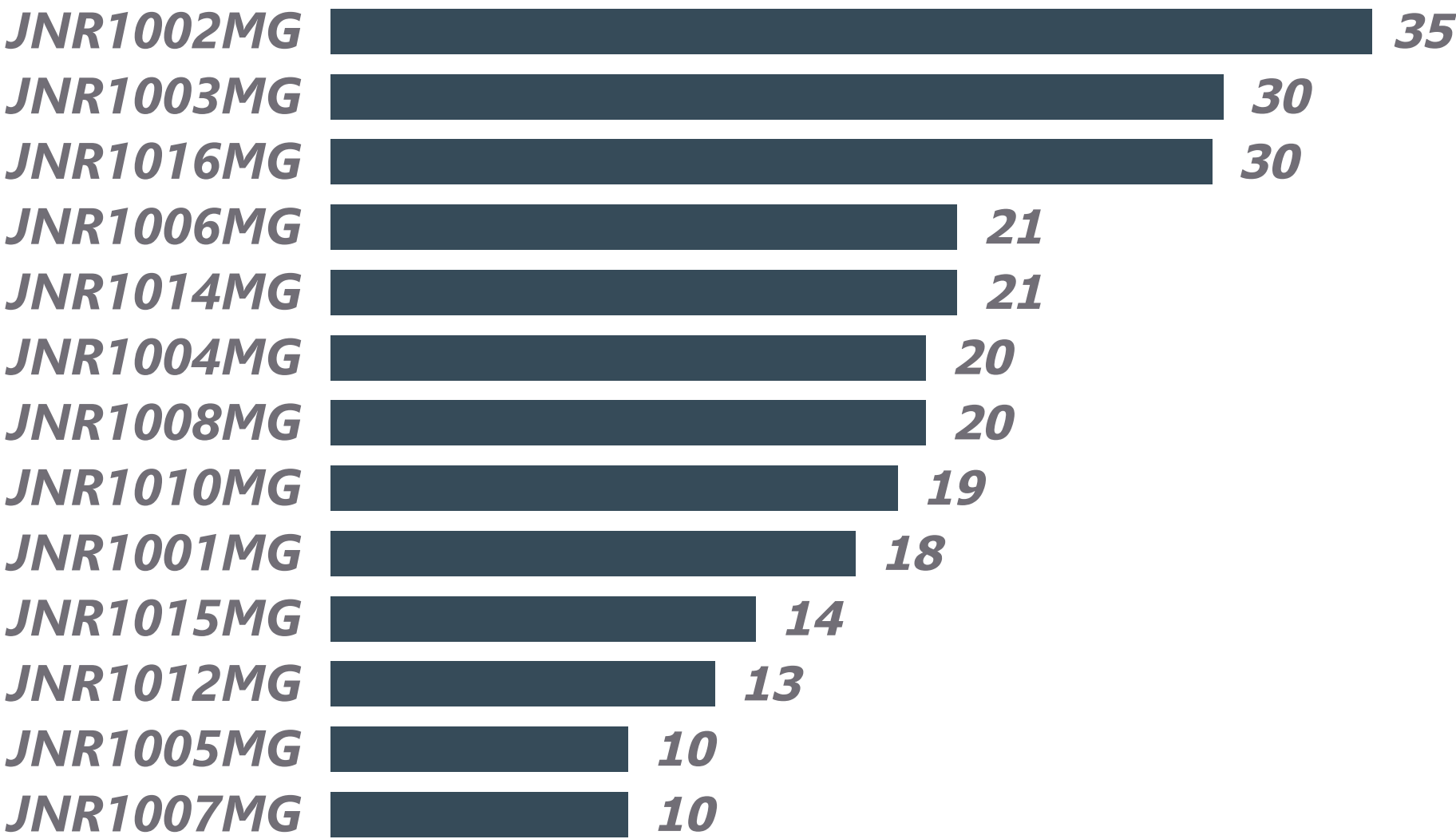
# Sales Team Performance Analysis

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

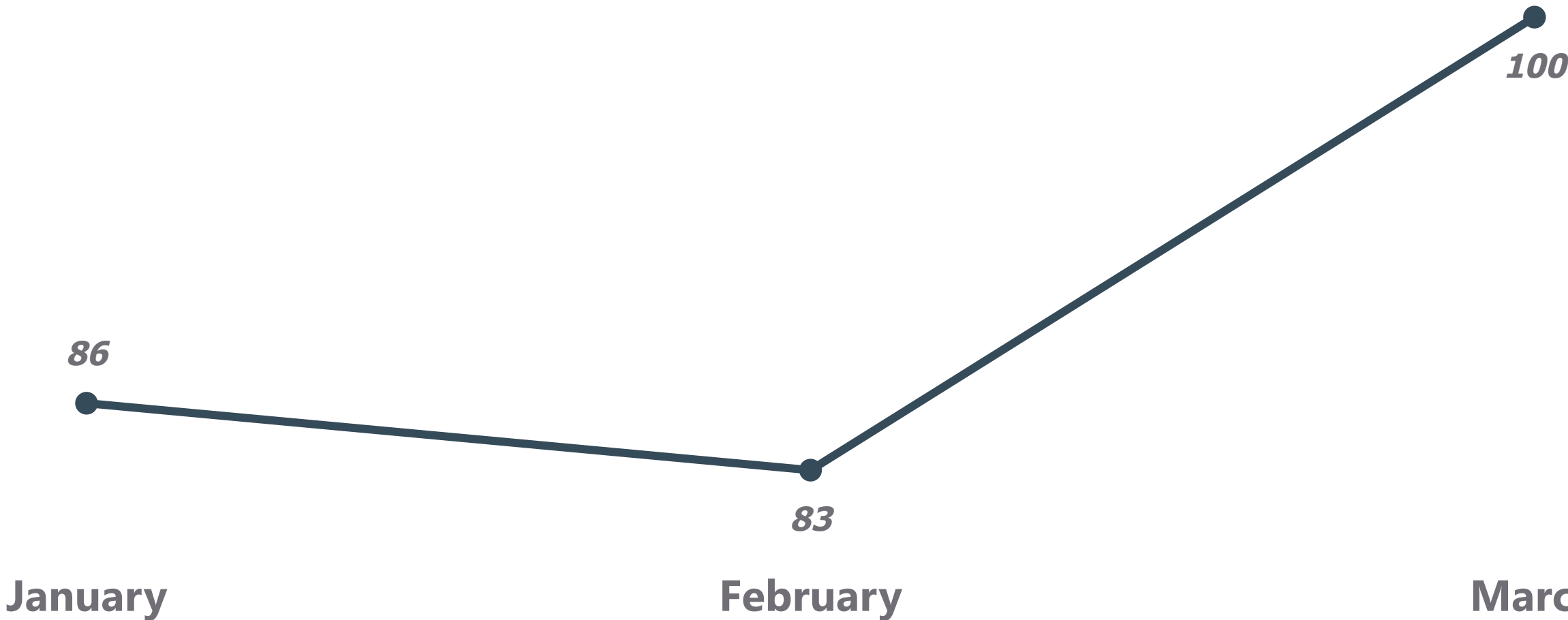
## Senior Sales Manager Performance % based on Conversion Rate of Junior Sales Manager



## Junior Sales Manager Conversion Rate %



## Trend of Successful Calls over Time



# Demo Effectiveness

Total Leads That  
Watched the Demo

194

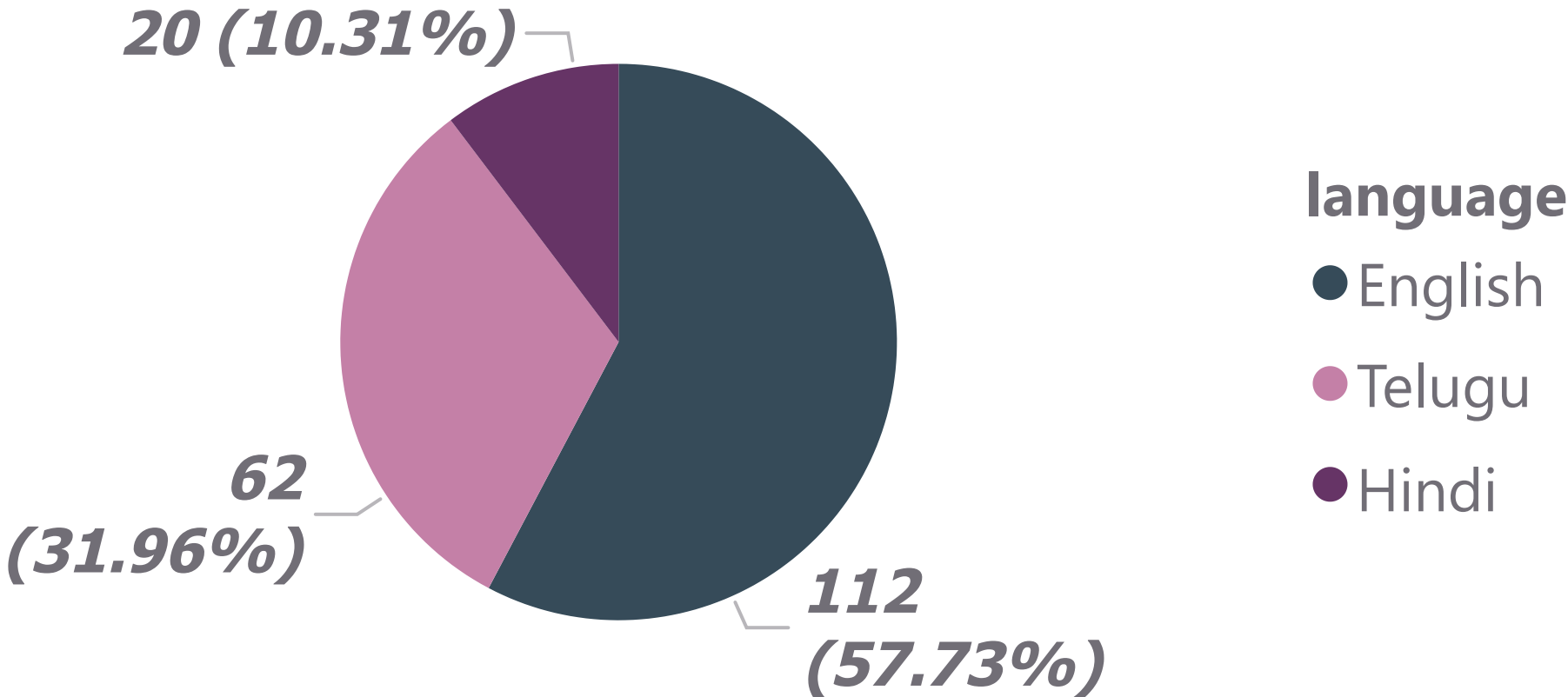
Total Demo  
Conversion

64  
32.99%

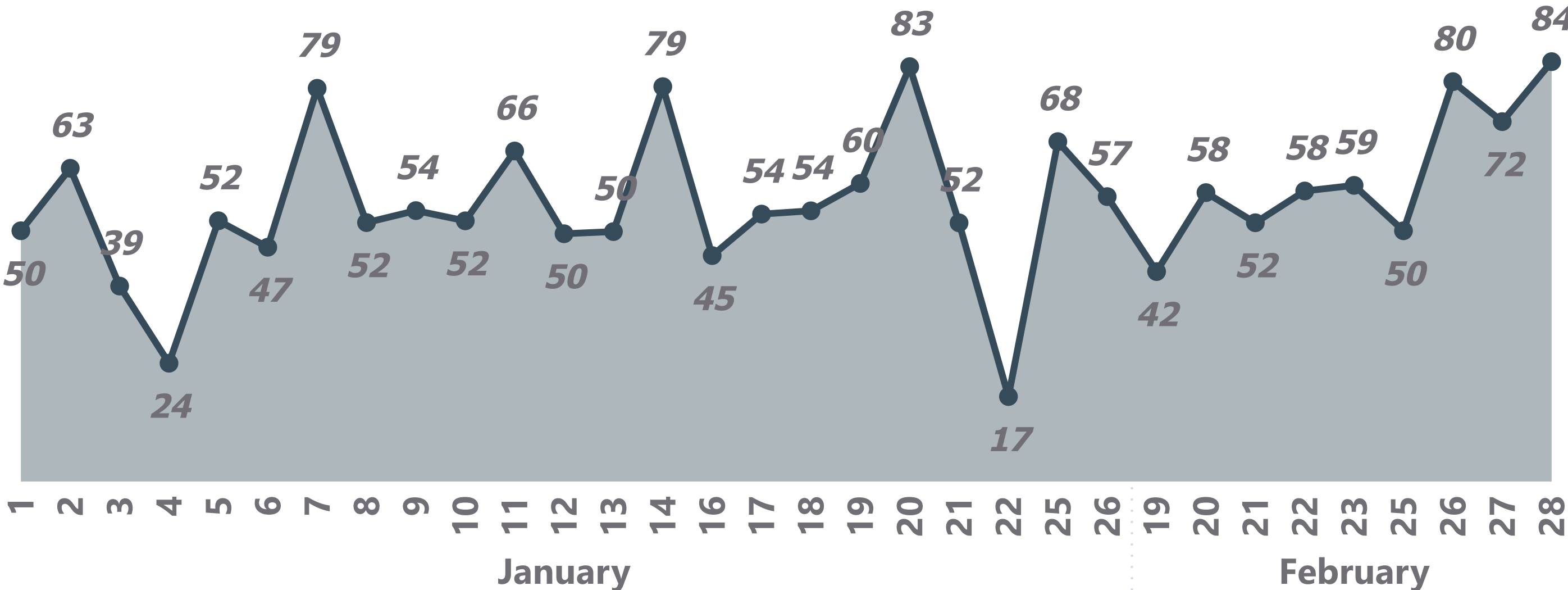
Average Demo  
Watch Time  
(Excluding Outliers)

53.84%

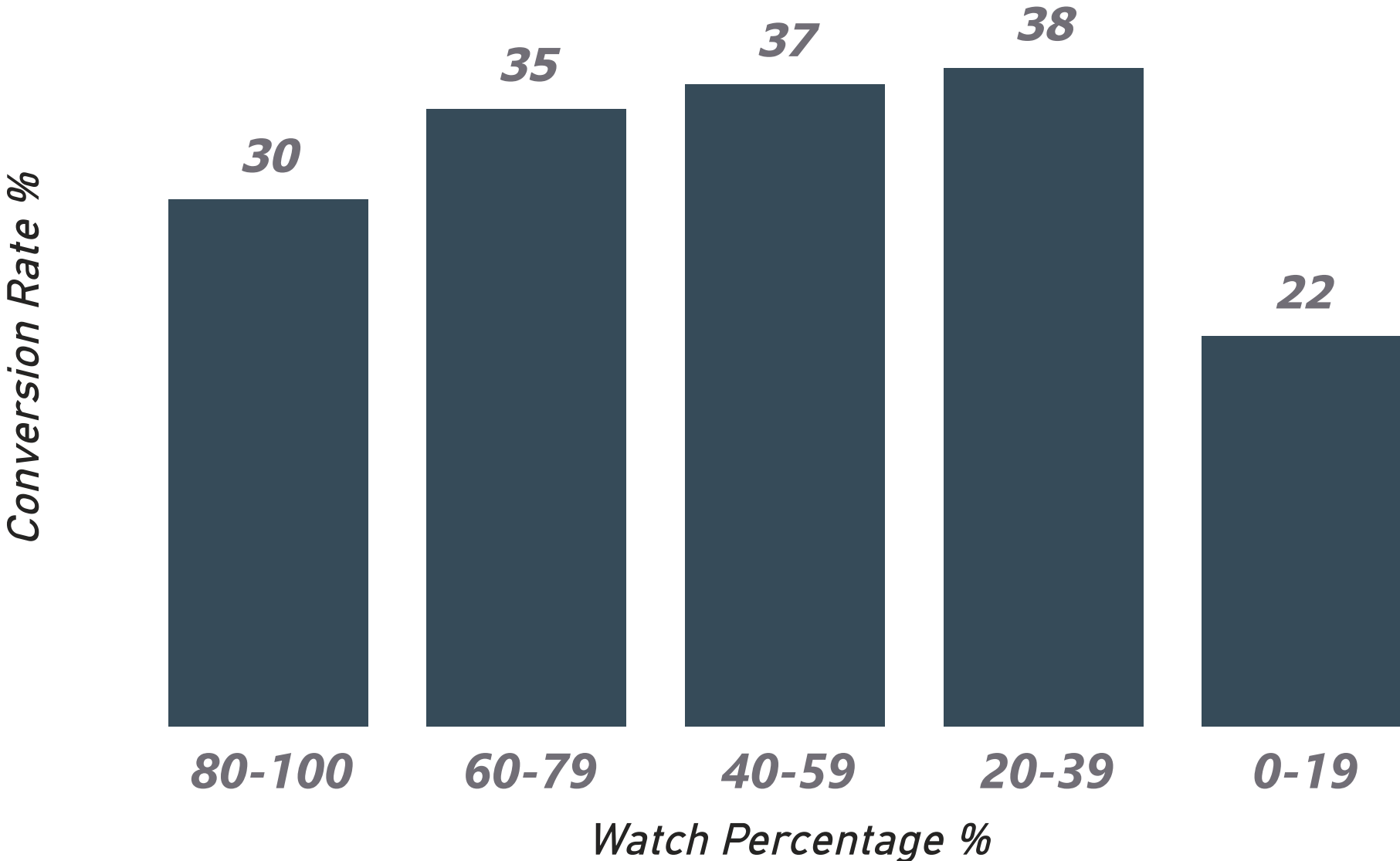
## Language Preference



## Average Watch Percent by Month and Day



## Conversion Rate by Watch Percentage



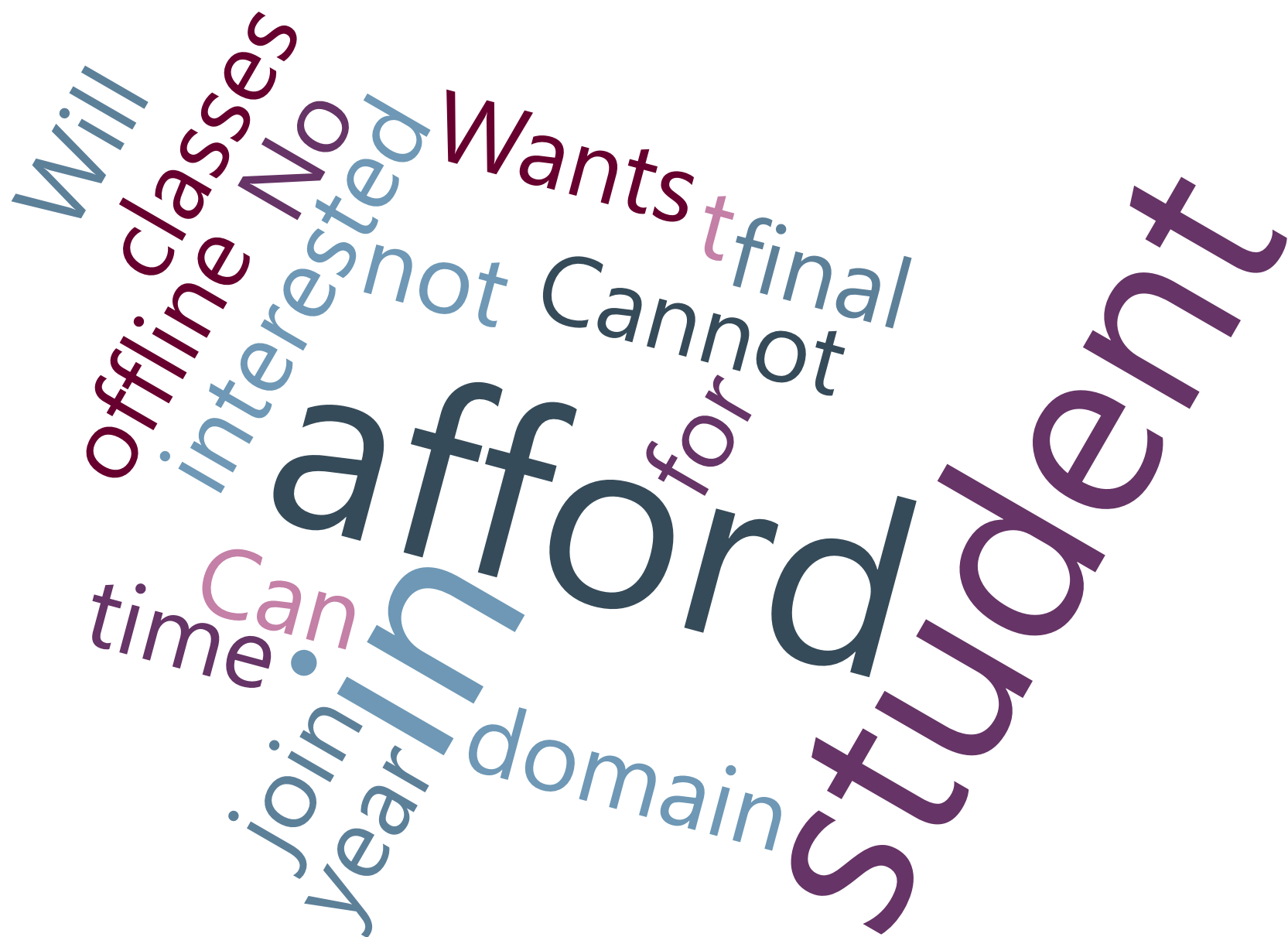
# Reasons for Lead Drop-off.

Demo

Consideration

Conversion

## Reasons for no Interest in Demo



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