Marketing Funnel Analytics
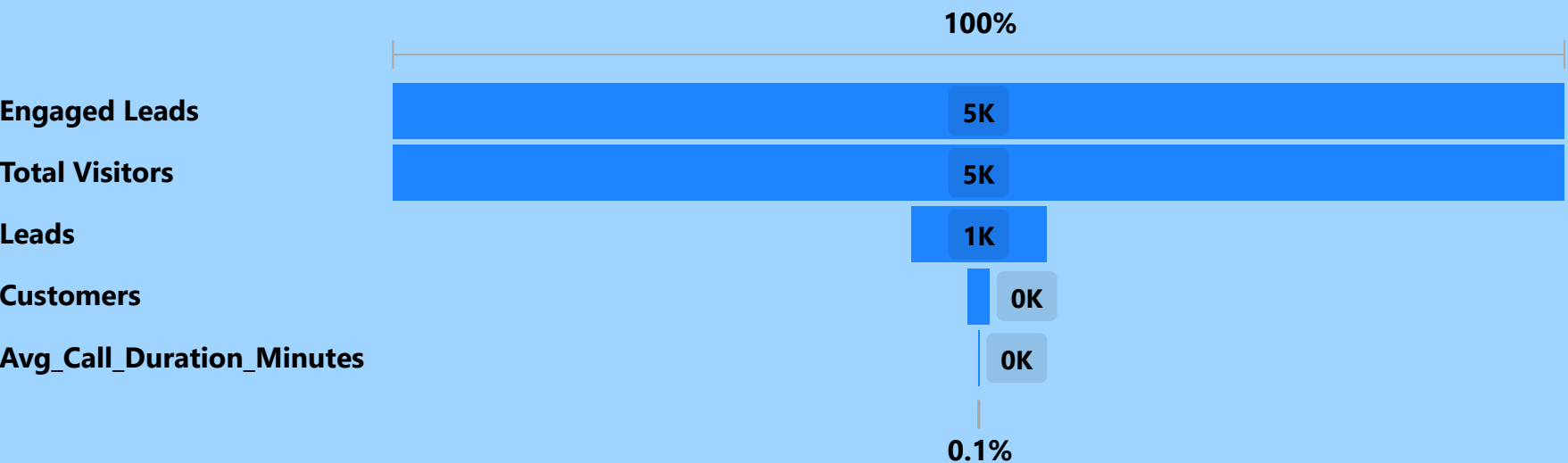
83
Customers

521
Leads

4521
Engaged Leads

Engaged Leads, Total Visitors, Leads, Customers and Avg_Call_Duration_Minutes

100%

Engaged Leads	5K
Total Visitors	5K
Leads	1K
Customers	0K
Avg_Call_Duration_Minutes	0K

0.1%

4521
Total Visitors

11.52
Visitor_to_Lead_Conversion(%)

8.68
Lead_to_Engaged_Conversion(%)

3.30

Avg_Call_Duration_Minutes

loan

yes

Engaged Leads by contact

50

Visitor_to_Lead_DropOff

job

admin.

52

Engaged_to_Customer_DropOff

Age

All

Total Customers by job

3.70

Engaged_to_Customer_Conve...

Marital Status

married
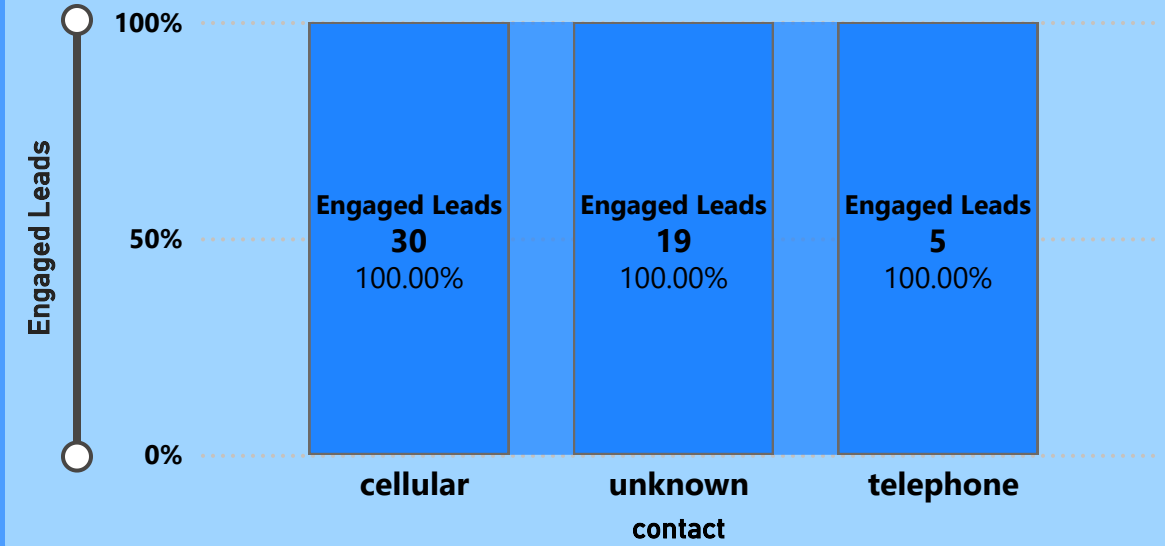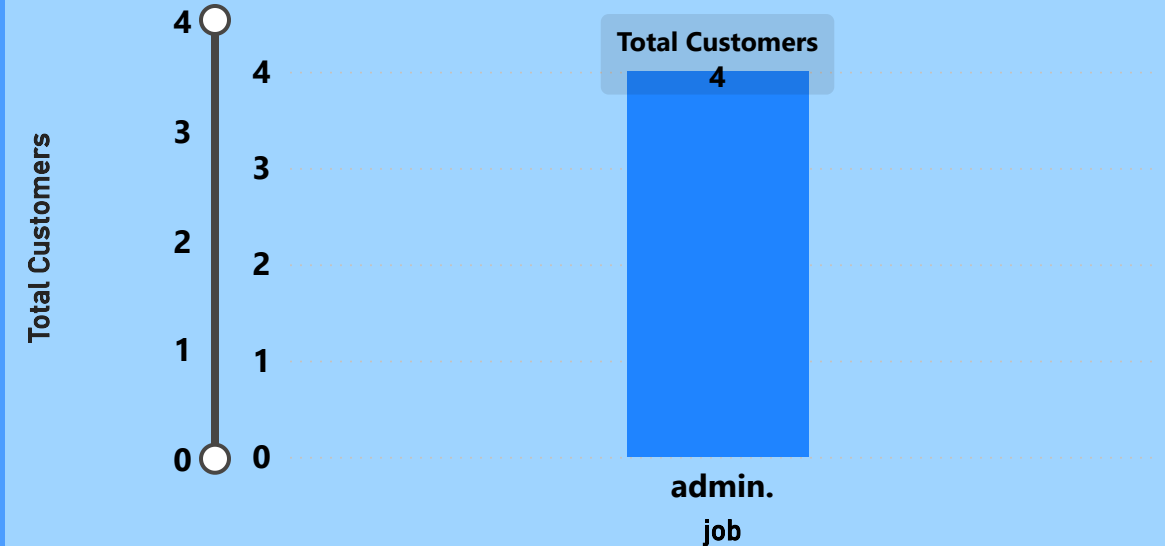
Engaged_to_Customer_Conversion by age

Customers by education

- 7 (8.43%)
- 37 (44.58%)
- 33 (39.76%)
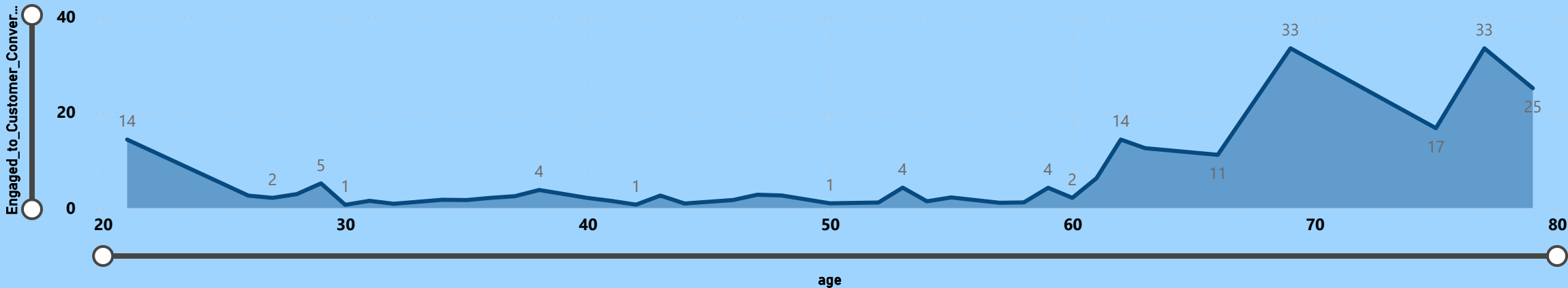
education
- secondary
- tertiary
- primary
- unknown
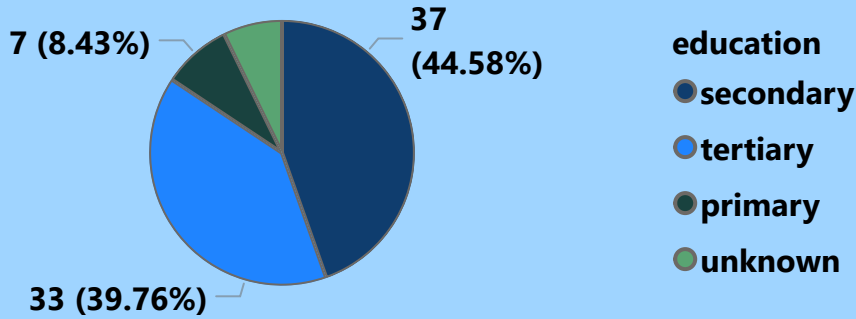
Engaged_to_Customer_Conversion, Min_Conversion, Max_Conversion and Target_Conversion

1.84

0   3   5
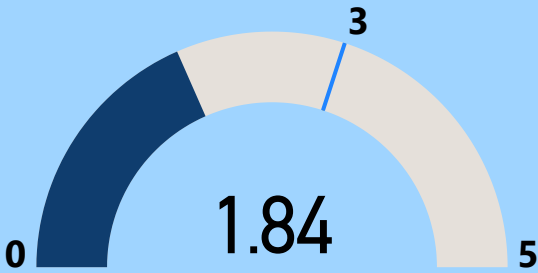
total customers

521

Total Customers