Marketing Funnel & Conversion Performance Dashboard
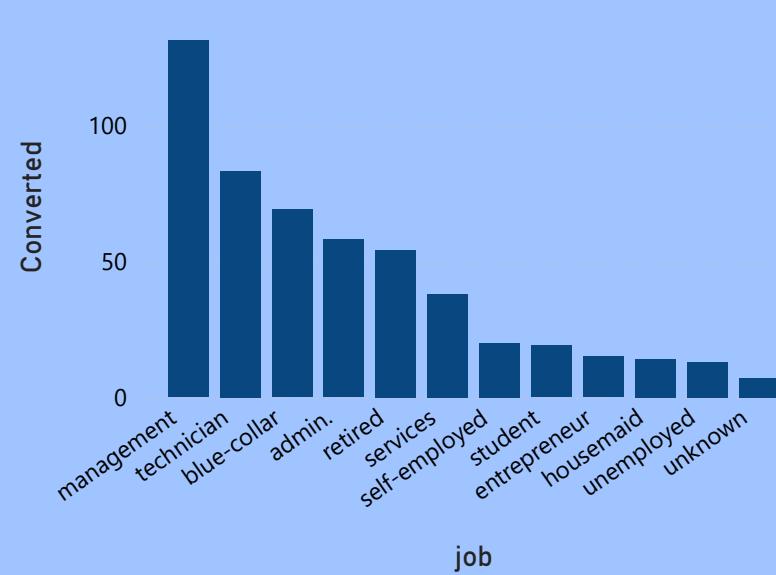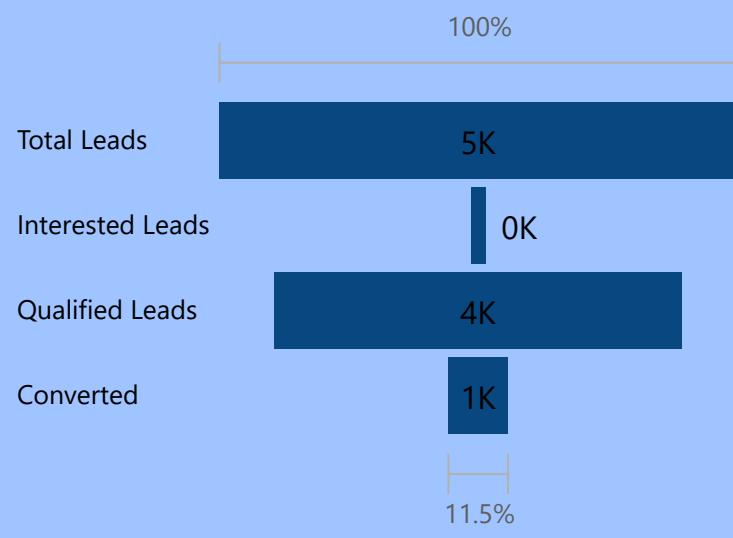
0.85	0.12	0.97	-26.57
Dropoff 3 to 4	**Conversion %**	**Dropoff 1 to 2**	**Dropoff 2 to 3**
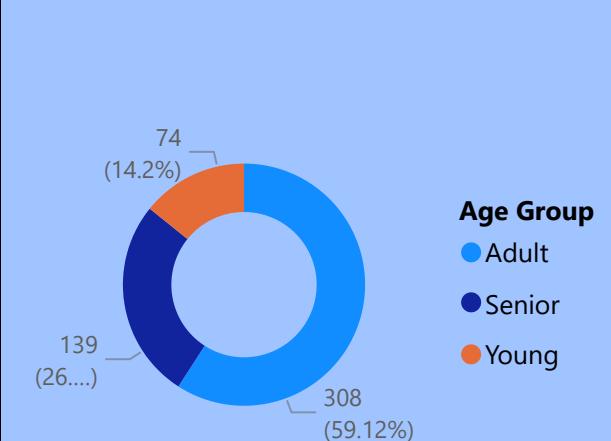
Converted by job

Total Leads, Interested Leads, Qualified Leads and Converted

	100%
Total Leads	5K
Interested Leads	0K
Qualified Leads	4K
Converted	1K
	11.5%

Converted by Age Group

74 (14.2%)
139 (26....)
308 (59.12%)

Age Group
- Adult
- Senior
- Young

2453
Sum of previous
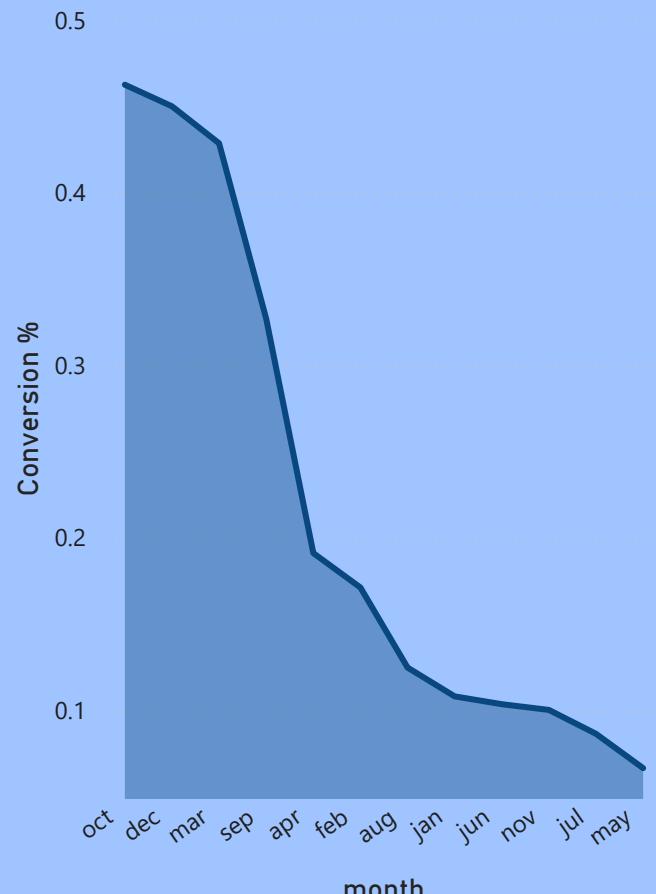
4521
Total Leads

521
Total Conversions

3556
Qualified Leads

job	Adult	Senior	Young	T
admin.	41	10	7	
blue-collar	50	9	10	
entrepreneur	11	3	1	
housemaid	8	5	1	
management	97	19	15	
retired		54		
self-employed	9	9	2	
services	25	5	8	
student			19	
technician	59	15	9	
Total	**308**	**139**	**74**	

Conversion %, Total Leads and Total Conversions by month

Sum of campaign by contact

cellular

unknown

teleph...

Converted by education