

summary

The lead Generation on conversion depends on many factors like Lead source, Leads origin, Digital advertisement, so we need to focus only on those variables which have easy approach on the customer the personal information does not stand that much when it comes to the conversion also the place and their occupation specialization has nothing to do with conversion because customers always had all these on its background, and also if the data related to these customers should be concise it would be easy on conversion of the leads generation