

ORIX

ORIX AI Chatbot Pipeline

483

Total Leads

Lead Inflow Month

02-2020

2

06-2020

14

07-2020

21

19

08-2020

2

41

53

09-2020

4

192

167

lost

open

won

Lead Status Summary

2%: won

47%: open

51%: lost

51%: lost

47%: open

2%: won

Marketing Funnel

Facebook

Google Ads

Referral Codes

912

714

223

130

211

142

X-1: Marketing Campaigns

X0 - Lead In

ORIX AI Chatbot Pipeline Conversion

483

423

135

46

20

8

7

6

X0: Lead in

X1a: Contact Made

X1b: Partial Docs

X1c: Ready for Submission

X2: Application Submitted

X2a: More Documents Pending

X3: Application Approved

X4: Terms Accepted

Process

X-1 : Marketing Campaigns

X0 : Lead comes in

X1a : Contact made

X1b : Received partial documents

X1c : Ready for credit submission

X2 : Application Submitted

X2a : More documents pending

X3 : Application approved

X4 : Terms accepted

X5 : Loan disbursed

Lead Details							
	LEADS	LEAD VALUE	STATUS	STAGE NAME	LOST REASON	DEAL CREATED DATE	DEAL UPDATED DATE
1	FACEBOOK-2009000013	20,000	lost	X1: Partial Docs	Negative Key Focus Industry (Covid-19)	2020-09-02	2020-09-08
2	FACEBOOK-2009000423	10,000	lost	X1: Ready for Submission	Pre-screening failed	2020-09-20	2020-09-24
3	FACEBOOK-2009000061	5,000	lost	X1: Contact Made	Duplicate	2020-09-03	2020-09-10
4	FACEBOOK-2008000327 deal	8,000	open	X1: Contact Made		2020-08-28	2020-09-23
5	FACEBOOK-2009000278	15,000	open	X1: Contact Made		2020-09-12	2020-09-22
6	FACEBOOK-2009000152	500,000	open	X1: Contact Made		2020-09-07	2020-09-12
7	FACEBOOK-2008000325 deal	3,000	open	X1: Contact Made		2020-08-28	2020-09-23
8	FACEBOOK-2008000114	30,000	lost	X1: Contact Made	Pre-screening failed	2020-08-13	2020-08-21
9	FACEBOOK-2008000313 deal	10,000	lost	X1: Partial Docs	Pre-screening failed	2020-08-28	2020-09-06
10	FACEBOOK-2008000466	4,000	open	X1: Contact Made		2020-09-02	2020-09-23
11	FACEBOOK-2009000214	200,000	lost	X1: Partial Docs	Pre-screening failed	2020-09-09	2020-09-18
12	FACEBOOK-2009000350	30,000	lost	X0: Lead in	Duplicate	2020-09-16	2020-09-22
13	FACEBOOK-2009000103	7,000	open	X1: Contact Made		2020-09-05	2020-09-10
14	FACEBOOK-2008000312 deal	50,000	open	X1: Contact Made		2020-08-28	2020-09-23
15	FACEBOOK-2009000050	30,000	open	X1: Contact Made		2020-09-03	2020-09-23
16	FACEBOOK-2006000158	0	lost	X1: Contact Made	Not interested (Pls specify reasons)	2020-06-29	2020-09-06

18.9

Average Age

527k

Average Loan

45.2

Average Tenure (months)

Industry Breakdown

25.751%: TRADING & WHOLESALE

22.604%: BUSINESS SERVICES

25.894%: CONSTRUCTION

25.751%: LAND TRANSPORT

Raw Data Dump											
	ID	YEAR OF INCORPORATED	INDUSTRY	PAIDUP CAPITAL	LOAN STATUS	LOAN AMOUNT	LOAN TENURE	NON CURRENT ASSET 2018	NON CURRENT ASSET 2019	CURRENT ASSETS 2018	CURRENT ASSETS
1	1	1999	CONSTRUCTION	1,000,000	BAD	170,000	24	1,002,146	890,994	5,282,403	12,
2	2	1995	BUSINESS SERVICES	5,000,000	BAD	62,106	59		5,606,719		19,
3	3	1994	LAND TRANSPORT	500,000	BAD	520,000	36	460,554	361,324	6,949,110	7,
4	4	2004	BUSINESS SERVICES	1,000,000	BAD	16,501	59		124,563		1,
5	5	1996	LAND TRANSPORT	50,000,000	BAD	26,502	60	63,663,621	79,184,849	220,186,689	128,
6	6	2003	BUSINESS SERVICES	1,000,000	BAD	49,164	59	729,155	494,413	1,695,126	1,
7	7	1991	BUSINESS SERVICES	46,876,000	BAD	7,817	59	101,555,995	107,334,906	76,670,126	53,
8	8	1997	CONSTRUCTION	100,002	BAD	144,000	24	378,737		6,079,440	
9	9	1996	CONSTRUCTION	3,000,000	BAD	59,888	59	12,847,054		84,110,351	
10	10	2007	LAND TRANSPORT	600,000	BAD	400,000	60	2,132,348	1,932,187	374,657	
11	11	2002	BUSINESS SERVICES	10,000,003	BAD	28,568	60	14,300,370		239,276	
12	12	2005	BUSINESS SERVICES	100,000	BAD	163,836	60		101,319		2,
13	13	2005	BUSINESS SERVICES	500,000	BAD	43,499	36	875,690	5,383,348	42,878,104	111,
14	14	2000	BUSINESS SERVICES	200,000	BAD	2,200	50	2,200	20,000	1,500,000	