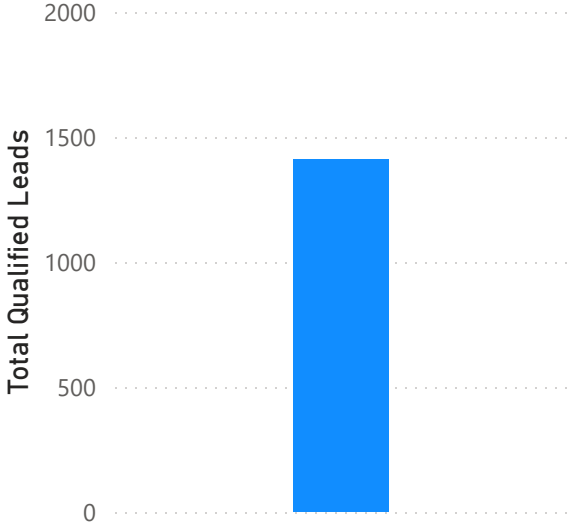
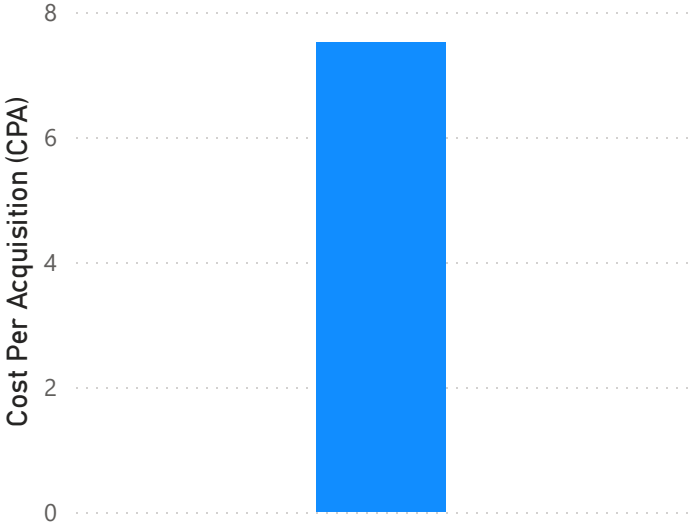


Campus Ambassador Program: Performance & ROI Analysis

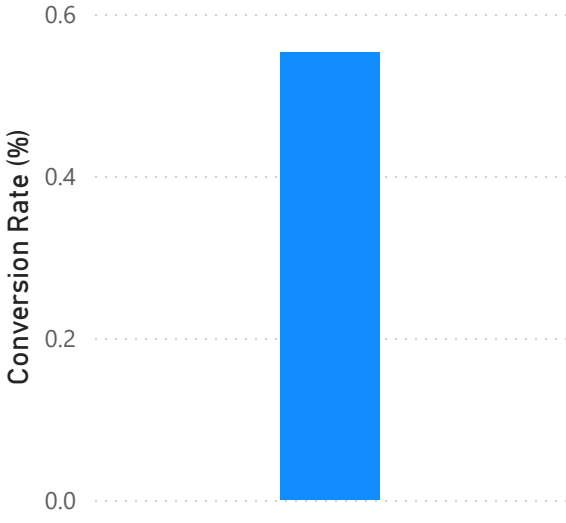
Total Qualified Leads



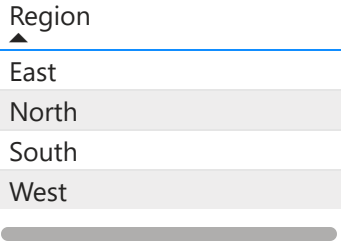
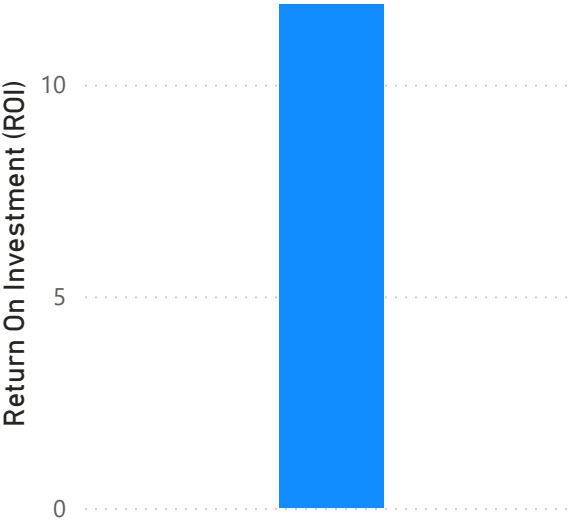
Cost Per Acquisition (CPA)



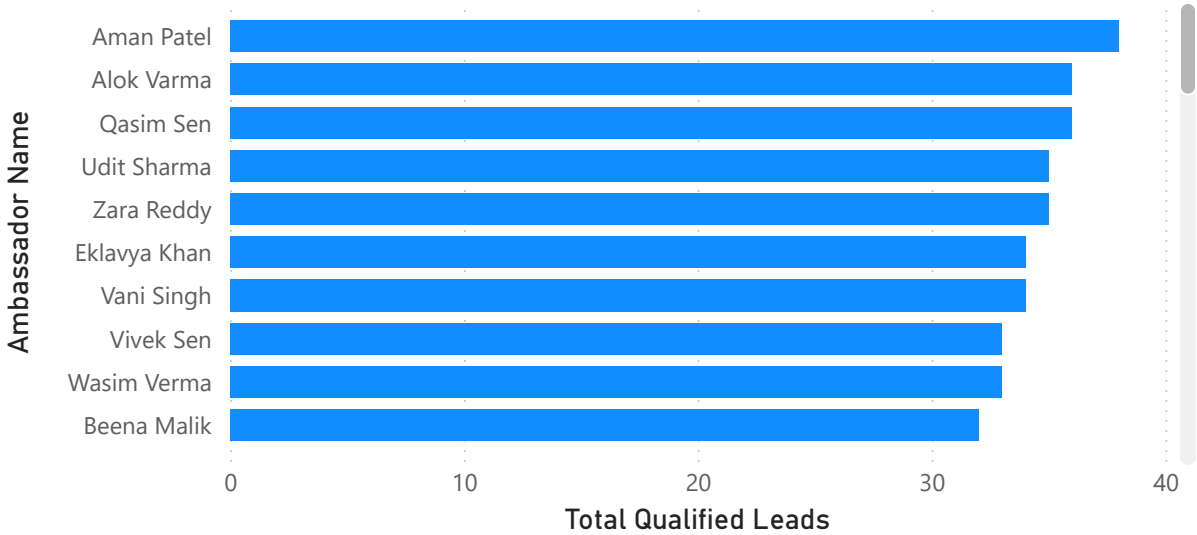
Conversion Rate (%)



Return On Investment (ROI)



Total Qualified Leads by Ambassador Name



Ambassador Name	Total Qualified Leads	Return On Investment (ROI)
Zara Reddy	35	9.93
Xenia Kumar	32	12.76
Wasim Verma	33	10.34
Vivek Sen	33	15.11
Vani Singh	34	9.82
Udit Sharma	35	10.13
Qasim Sen	36	9.23
Nidhi Shah	32	12.51
Karan Das	32	10.42
Joy Thomas	32	13.09
Eklavya Khan	34	14.85
Beena Malik	32	11.23
Aman Patel	38	10.28
Alok Varma	36	11.12
Total	474	11.35

Key Finding (The Problem): Analysis confirms a strong **Pareto Principle (80/20)**: The **Top 10 Ambassadors (20%)** are responsible for driving over **80% of Total Qualified Leads**.

Justification (ROI & CPA): This elite group shows significantly **higher Conversion Rates** and generates maximum **Conversion Value**, leading to the best **ROI** for the program.

Proposal (Solution): Implement a **Performance-Based Incentive Model** for the Top 20% to reward high ROI contribution and strategically boost overall program profitability.