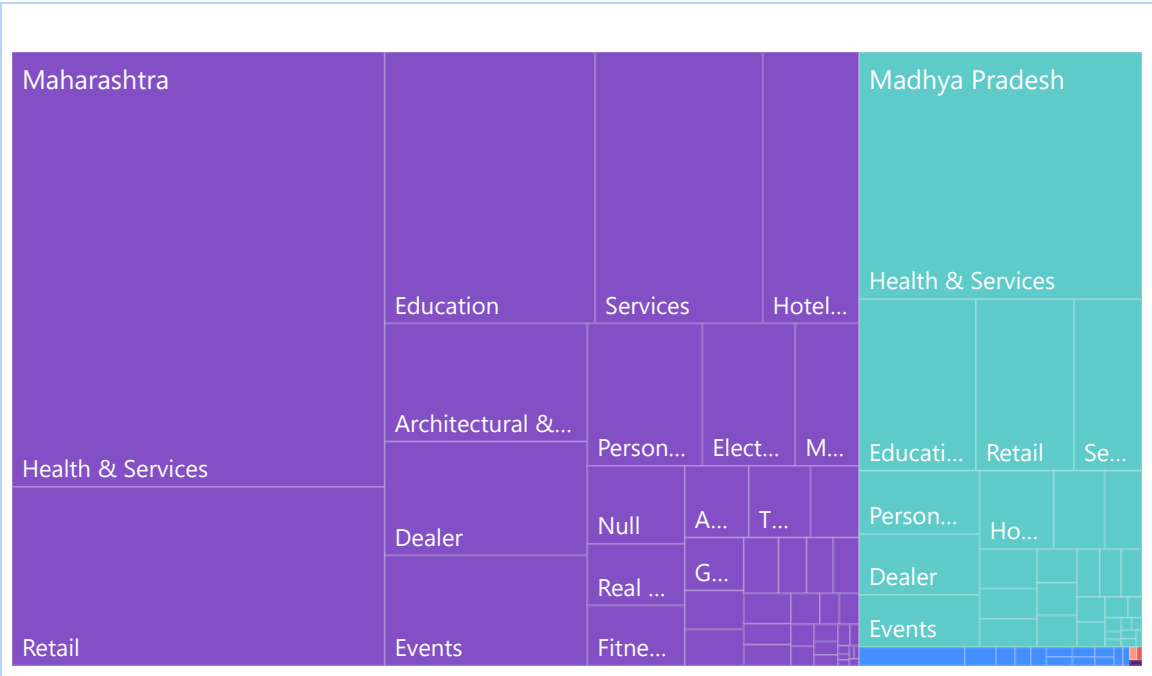
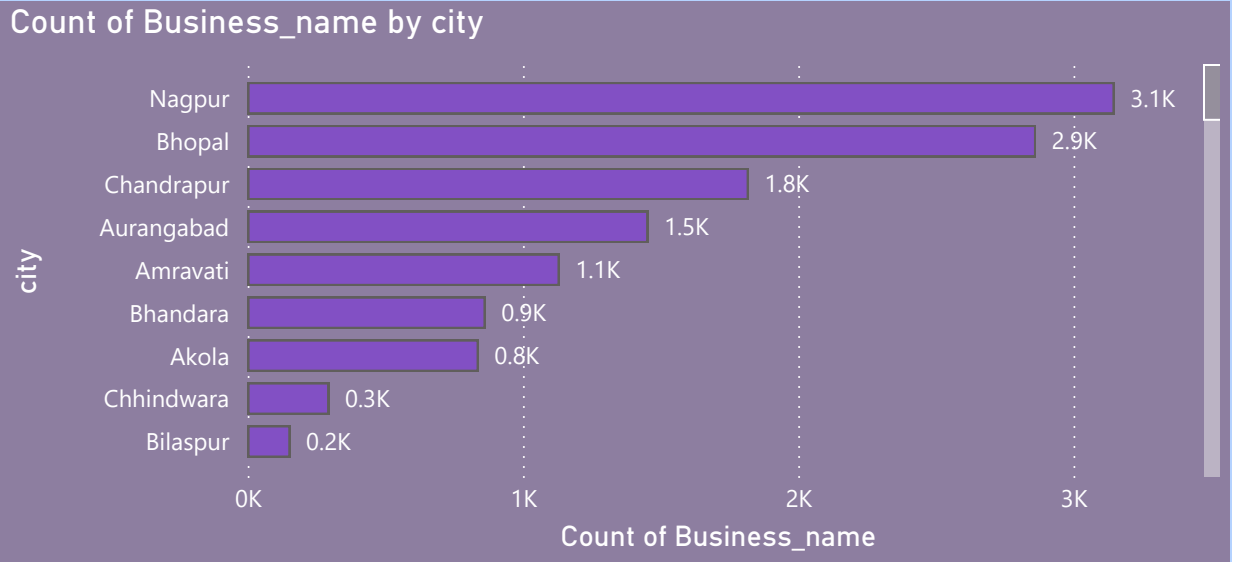
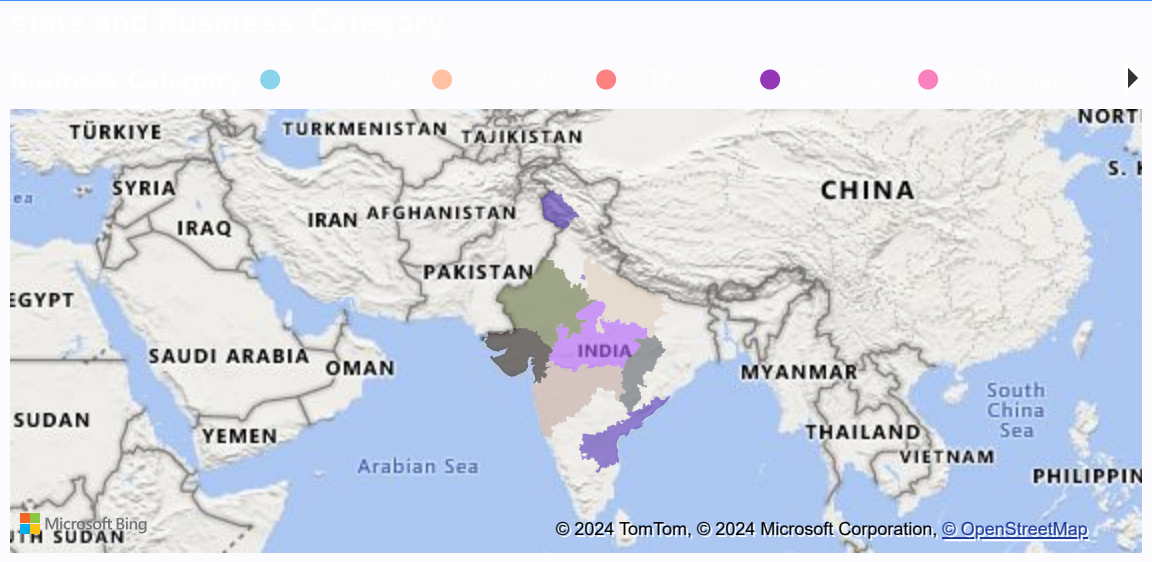
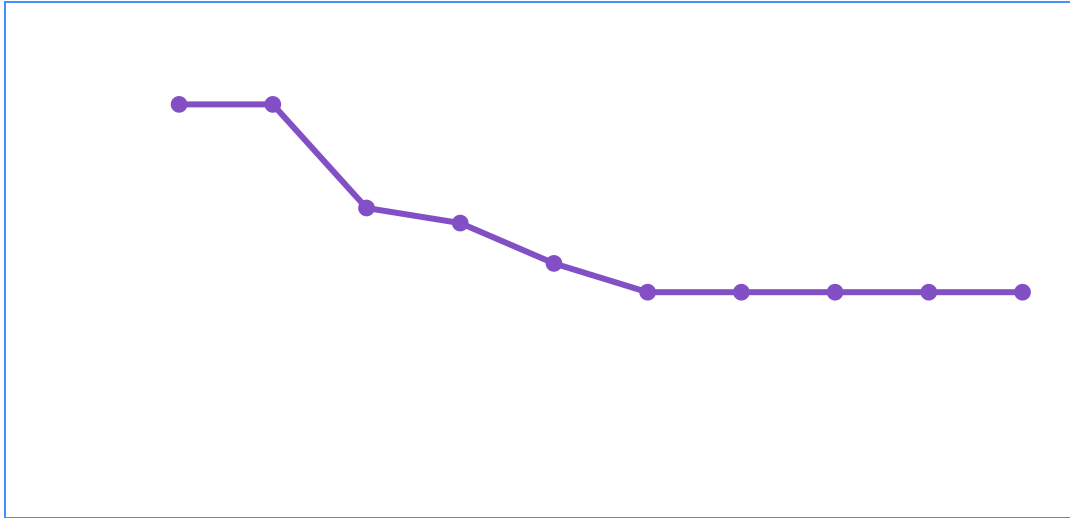


# Client Insights by Region



- INSIGHTS :-**
- Nagpur, Bhopal, and Chandrapur have the highest number of clients, with 3.1k, 2.9k, and 1.8k clients respectively.
  - Smaller client bases are found in districts like Bilaspur, Chhindwara and Akola respectively.

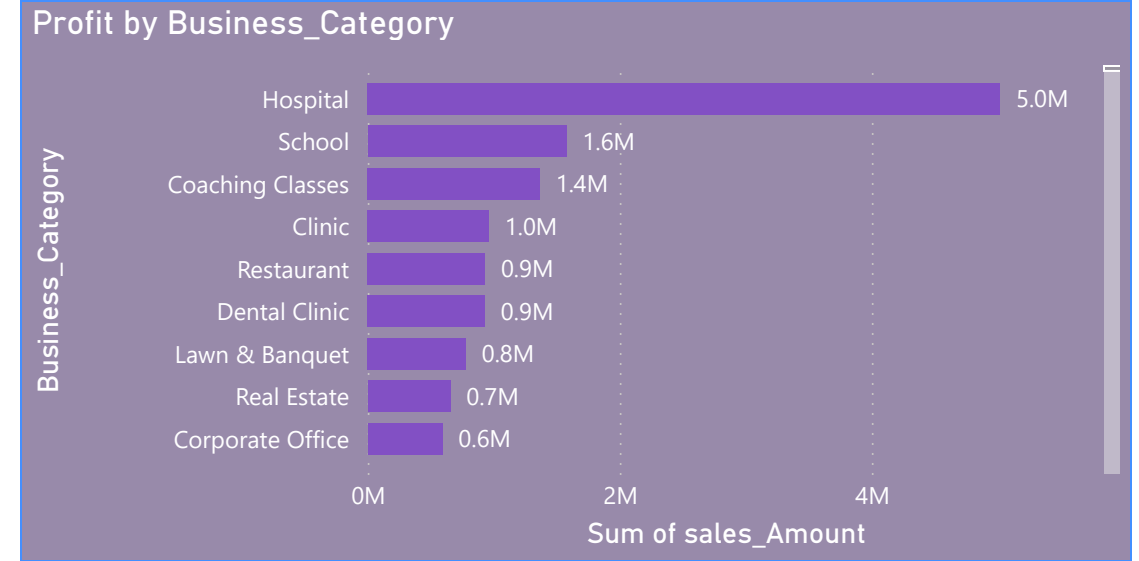
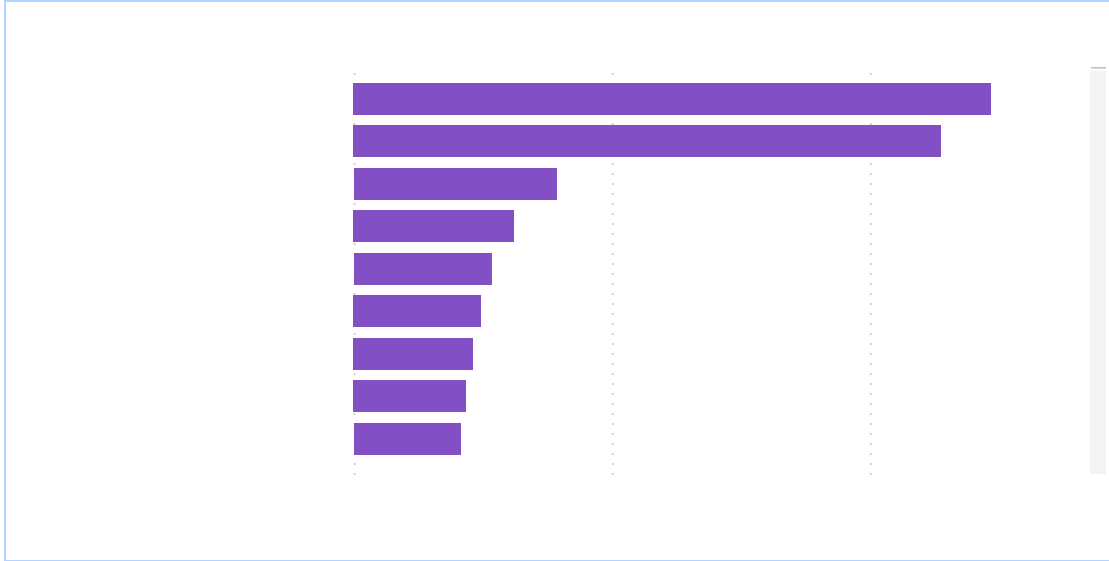


Business_ID	Login_date	Sum of sales_Amount	Sum of Profit	Sum of Expenses	Sum of GST_Amount
AEMB11765	03-12-2019	0.00	0.00	0.00	0.00
AEMN11717	08-01-2021	0.00	0.00	0.00	0.00
AEMN11767	31-07-2019	0.00	0.00	0.00	0.00
AGJB11762	03-12-2019	0.00	0.00	0.00	0.00
ALLB11763	03-12-2019	0.00	0.00	0.00	0.00
AMAN11703	29-11-2022	0.00	0.00	0.00	0.00
APDW11753	08-07-2019	0.00	0.00	0.00	0.00
BNDW11803	26-07-2019	0.00	0.00	0.00	0.00
BPDN11809	14-07-2019	0.00	0.00	0.00	0.00
Total		5,17,37,318.00	1,31,53,556.00	87,69,036.81	78,92,132.38

INSIGHTS :-

- The average of expense by year in 2021 is 70k followed by in ,while the last expense of year in 2022 is 18000.
- In 2021 the sum of sales amount is 414k ,profit is 105k and expense is 701k.
- The highest average expense is in the year 2021
- The lowest average expense is in the year 2022 .

## Key Client Types: Usage and Profit Analysis

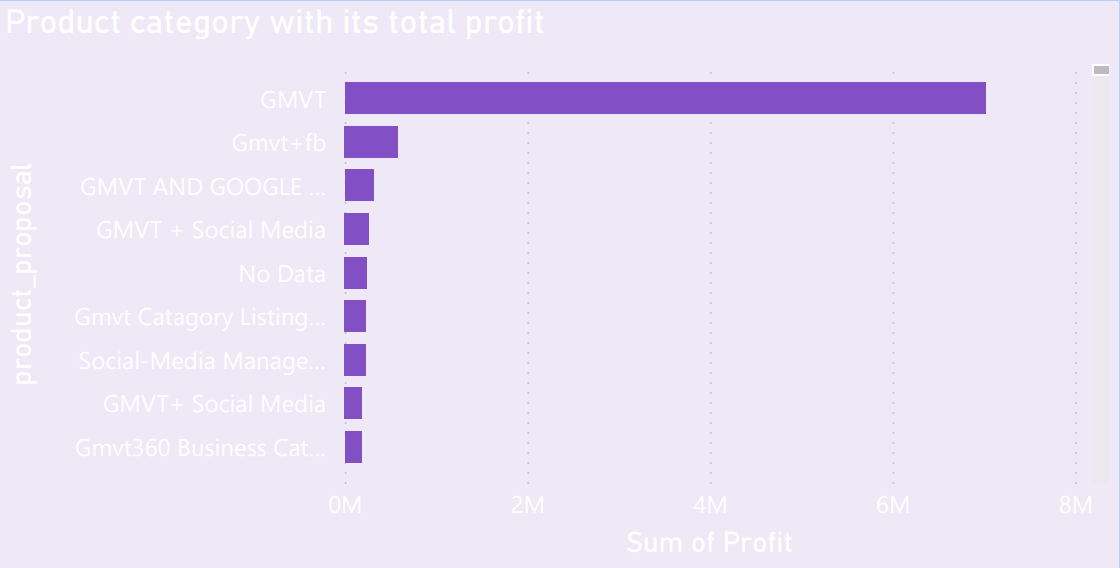


### INSIGHTS :-

- We observe that based on Category-Type Clinic, Hospital, Dental Clinics are having the maximum numbers of client usage.
- Based on Profitability Hospital , Clinic , Coaching Classes are the top-3 Category-Type having maximum profit among all others.

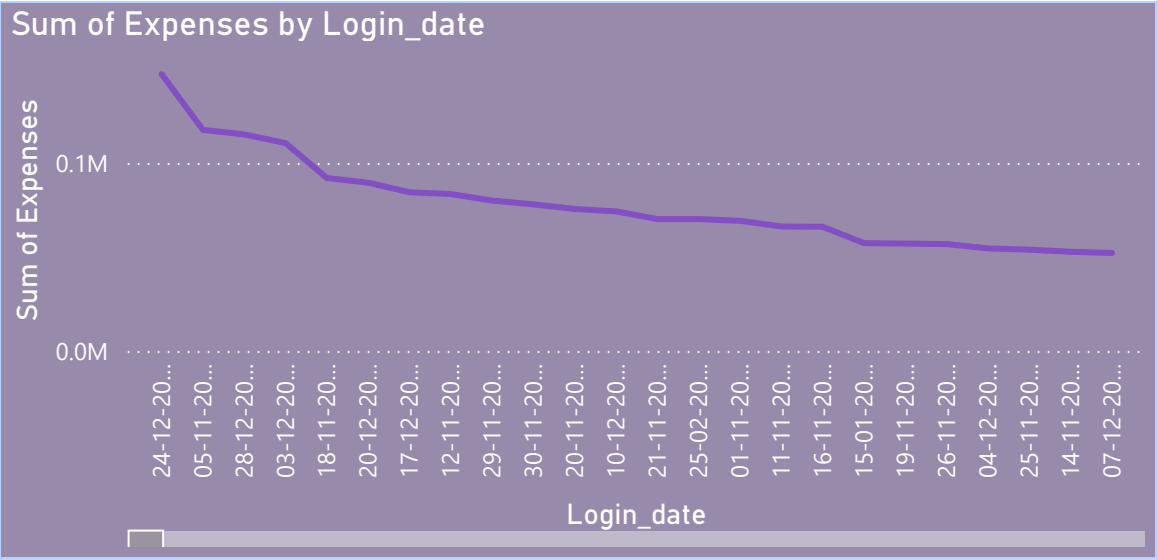
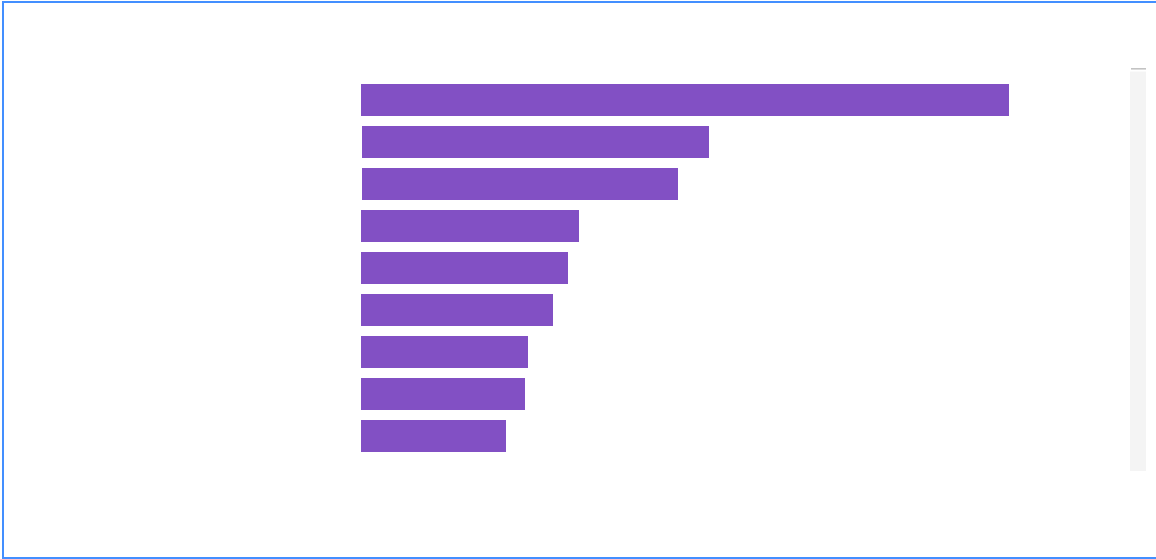
# Product Usage & Client Profitability Overview

product_proposal	Sum of Profit	Sum of sales_Amount
Youtube Page Management For 2 Months T	15,254.24	60,000.00
Whatsup Software	8,135.59	32,000.00
whatsapp software 1 year	3,559.32	14,000.00
Whatsapp Software	35,115.26	1,38,120.00
Whatsapp Massage 20K	9,000.00	35,400.00
Whatsapp Massage 10K	6,000.00	23,600.00
Whatsapp Massage	20,400.00	80,240.00
Whatsapp	5,084.75	20,000.00
WHATS UP SOFTWARE	13,159.32	51,760.00
WhatS Software	14,400.00	56,640.00
Whats App Software	5,084.75	20,000.00
Total	1,31,53,556.00	5,17,37,318.00



- INSIGHTS :-**
- Product like Gmvt, Gmvt+Fb lead, Gmvt+Social Media are the highly used products by the clients.
  - In terms of Profitability Youtube page Management, Whatsapp software are the product having high profit sales value in market.

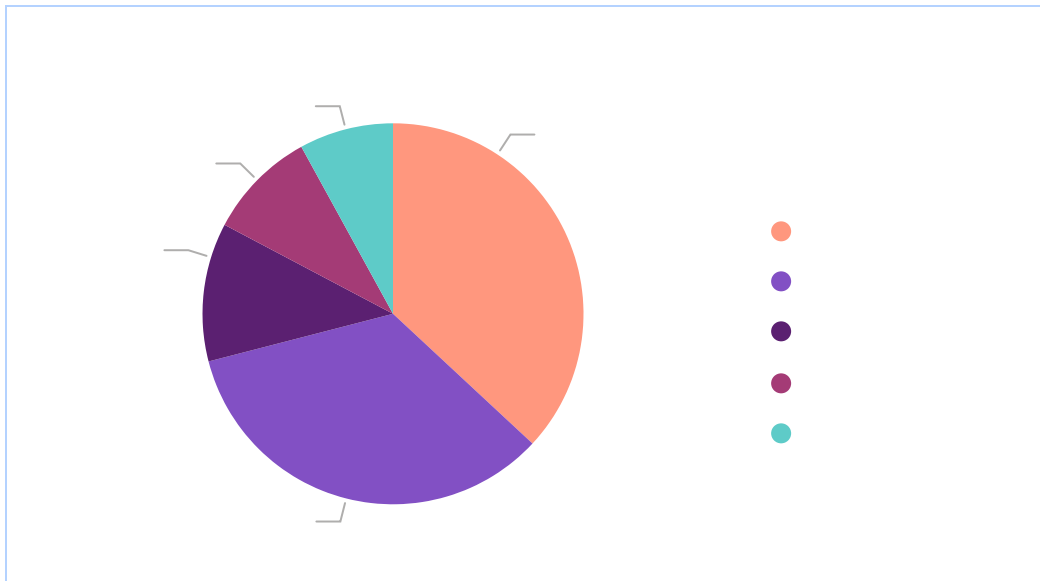
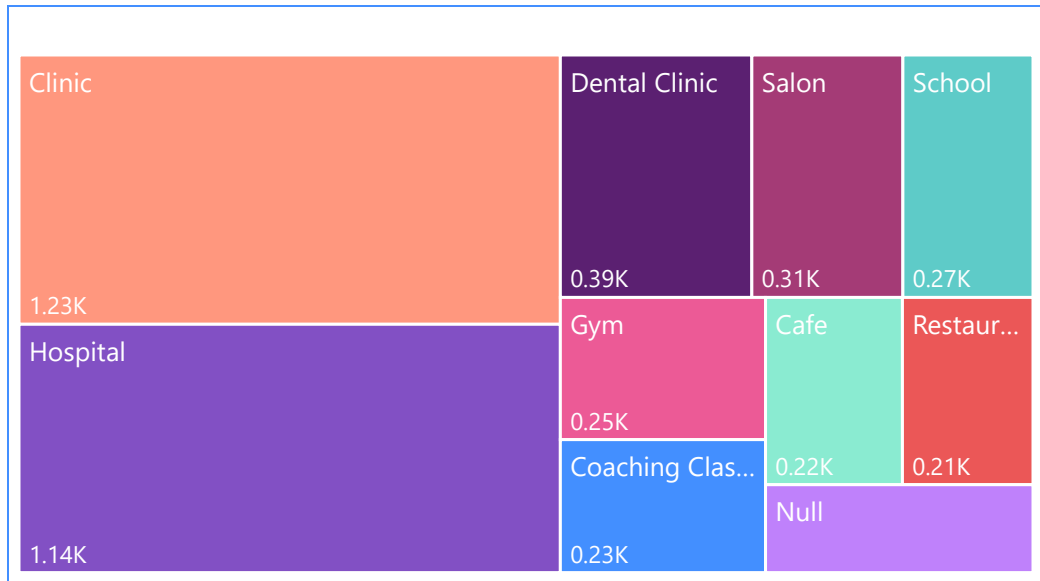
# Expense Reduction for Maximizing Profit



## INSIGHTS :-

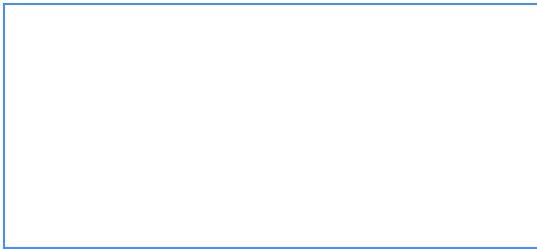
Significant expenses are incurred from Ayushman Hospital, Maitreya Developers, and Frame.  
An investigation is needed to understand the high costs associated with these businesses.

# Client Portfolio Overview by Segments



## INSIGHTS :-

- As we analysis on the basis of Business\_category, the count of business\_category is 21.80k.
- We have listed top-10 Category-Type based on high clients numbers, in which Clinic have the maximum numbers of client around 1.23k , and hospital with 1.14k , Dental Clinic with 0.39k .



Telecallers' Contribution to Sales Success

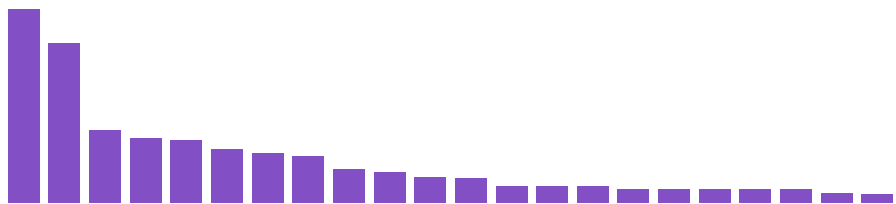


51.74M

Sum of sales\_Amount

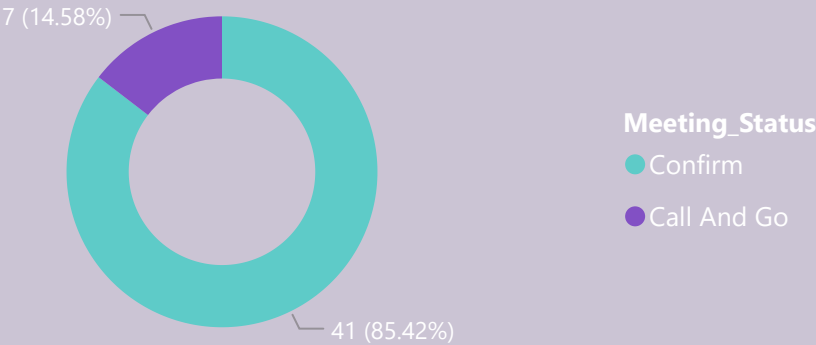
13.15M

Sum of Profit



Telecaller_name	Sum of sales_Amount	Sum of Profit	Sum of NetAmount	First Meeting_St
Abhishek	24,000.00	6,101.69	10,169.49	Confirm
Amit	11,800.00	3,000.00	5,000.00	Confirm
Anmol				Confirm
Apeksha	92,000.00	23,389.84	38,983.06	Confirm
Balaji	18,880.00	4,800.00	8,000.00	Confirm
Dharshan	43,000.00	10,932.20	18,220.34	Confirm
Dhupendra	89,660.00	22,794.92	37,991.53	Confirm
Dikshita				Confirm
Total	5,17,37,318.00	1,31,53,556.00	2,19,22,592.81	Call And Go

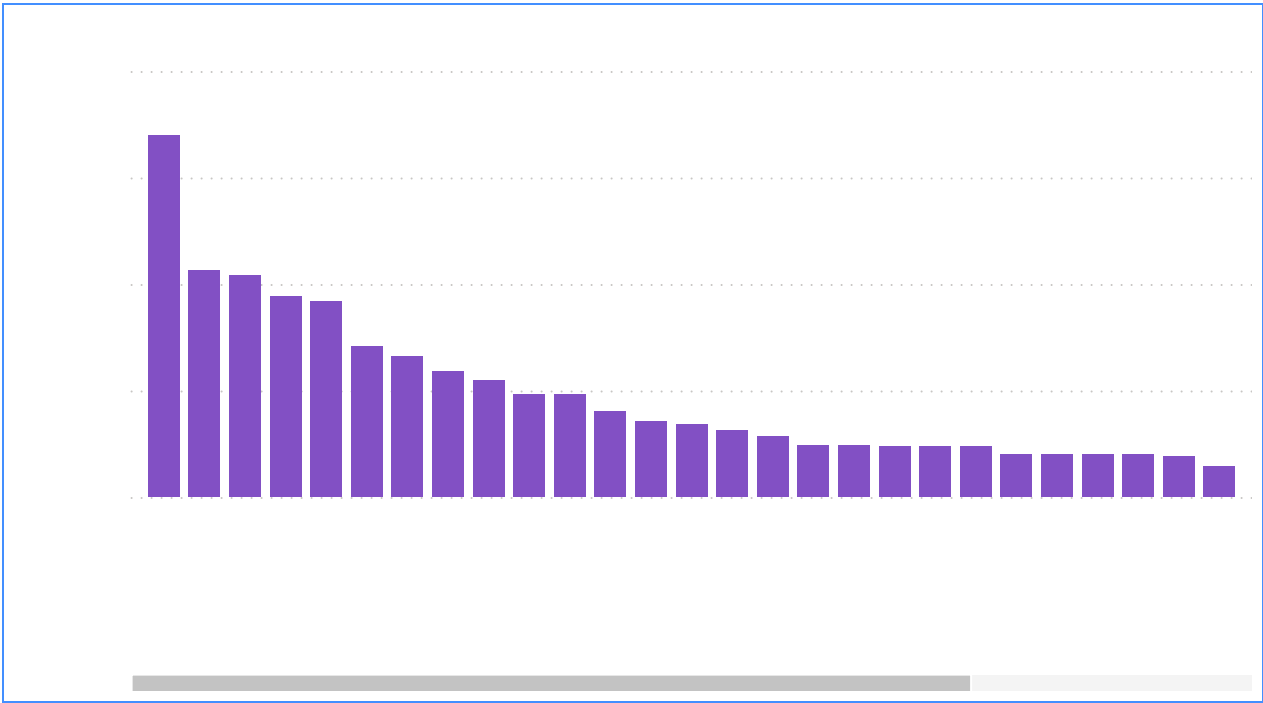
Count of Telecaller\_name by Meeting\_Status



INSIGHTS :-

- Telecaller have done the meetings in which 85.42% meetings were confirmed and 14.58% of meeting status is call and go.
- Raj has scheduled the maximum number of sales with around 276k, followed by Mayuri with 228k of sales, and Neelam with around 103k of sales.

# BDM Impact on Different Client Segments



## INSIGHTS :-

- Vishakha has scheduled the maximum number of sales with around 169kk, followed by neha with 106k of sales, and Neelam with around 103k of sales.

Business_ID	Sum of sales_Amount	Sum of Profit	First Meet
1BMA1			Confirm
Abhinay			Confirm
2DHN3			Confirm
Dheeraj			Confirm
2HVA4			Confirm
Suraj			Confirm
2RAC2			Confirm
Vikrant			Confirm
3CMB5			Confirm
Dupen_1			Confirm
3CNN6			Confirm
Abhishek			Confirm
Darshan			Confirm
3CRA13			Confirm
Total	5,17,37,318.00	1,31,53,556.00	Call And

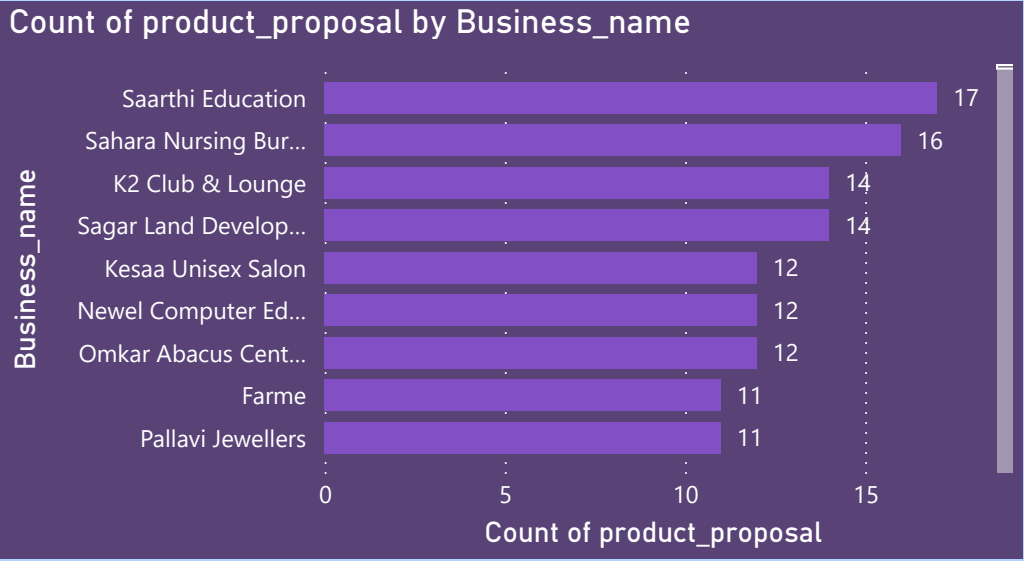


# Business Product Retention Overview

Business_ID	Business_name	product_proposal	Count of product_proposal
ZBJA11688	Zuber Biryani	GMVT + Social Media	2
ZAZA11687	Zuber Aluminium & Glass Shop	GMVT	1
ZFAB11686	Zuari Furniture Store	Gmvt+fb	2
ZTZB11685	Zs Associates	GMVT	1
ZRAA11684	Zope & Sons	Gmvt+fb	2
ZCNB11683	Zoop Cafe	GMVT	1
ZPMB11682	Zoom Digital Studio	GMVT + Social Media	1
ZBZN12914	Zk Services	Phone Number Update	1
ZHKN11681	Zionspa	Social-Media Management	1
ZHNN11680	Zion Cottage	GMVT	1
ZHDN12913	Zion Hospital	GMVT	1

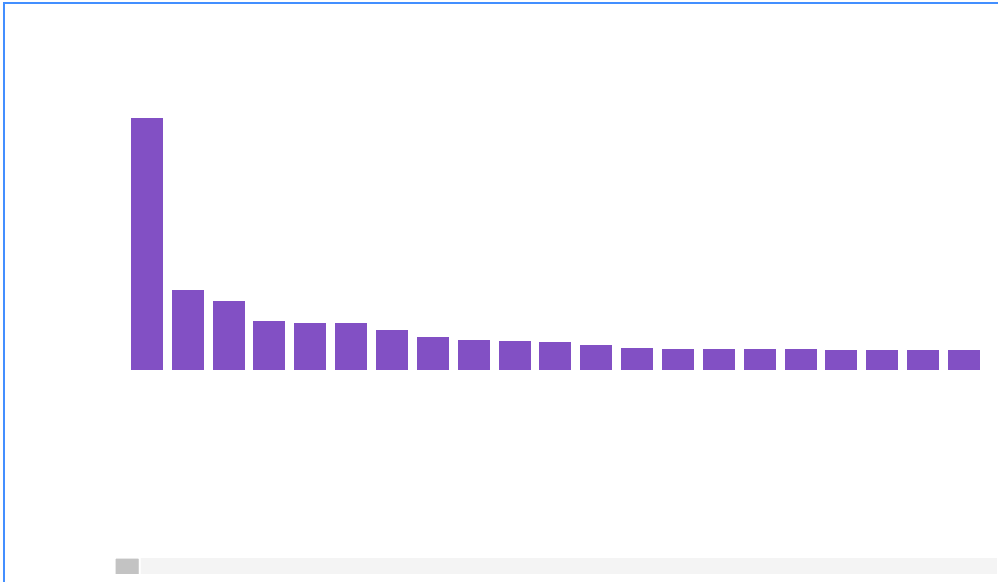
## INSIGHTS :-

- Saarthi Education with 17, Sahara Nursing with 16, and K2 Club with 14 are the high top businesses which have both same and different retention products.



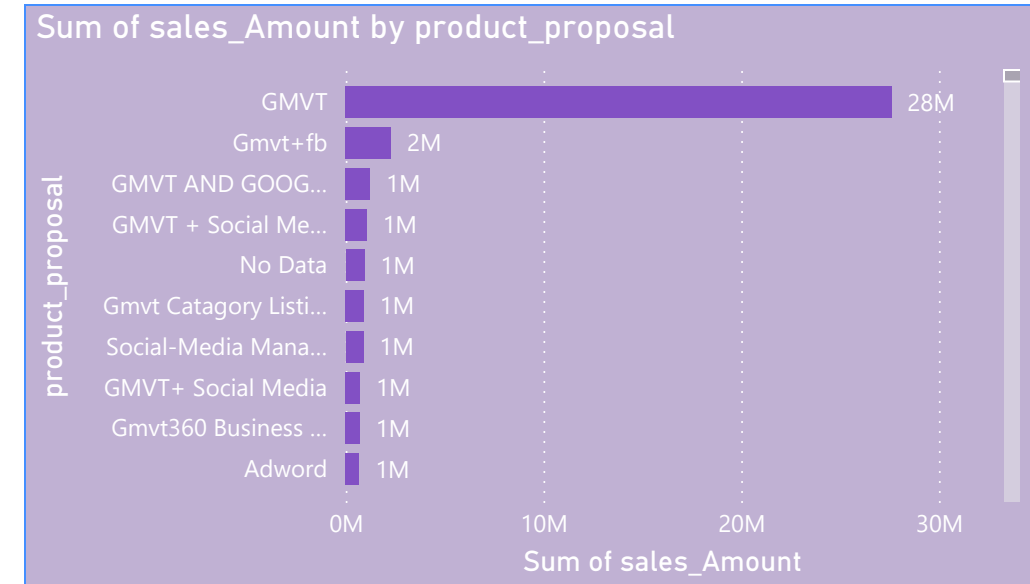


## Best Performing Products and Categories

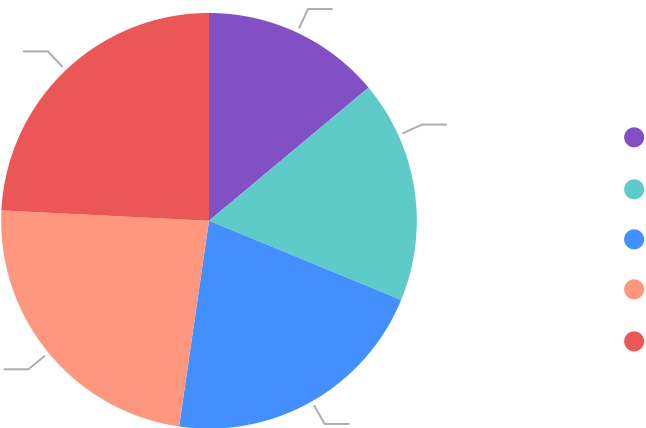


### INSIGHTS :-

We have listed the top-10 Best-selling product and category among which from category-type "Hospital" is the top ranker , and from Product "Gmvt" is the top ranker.

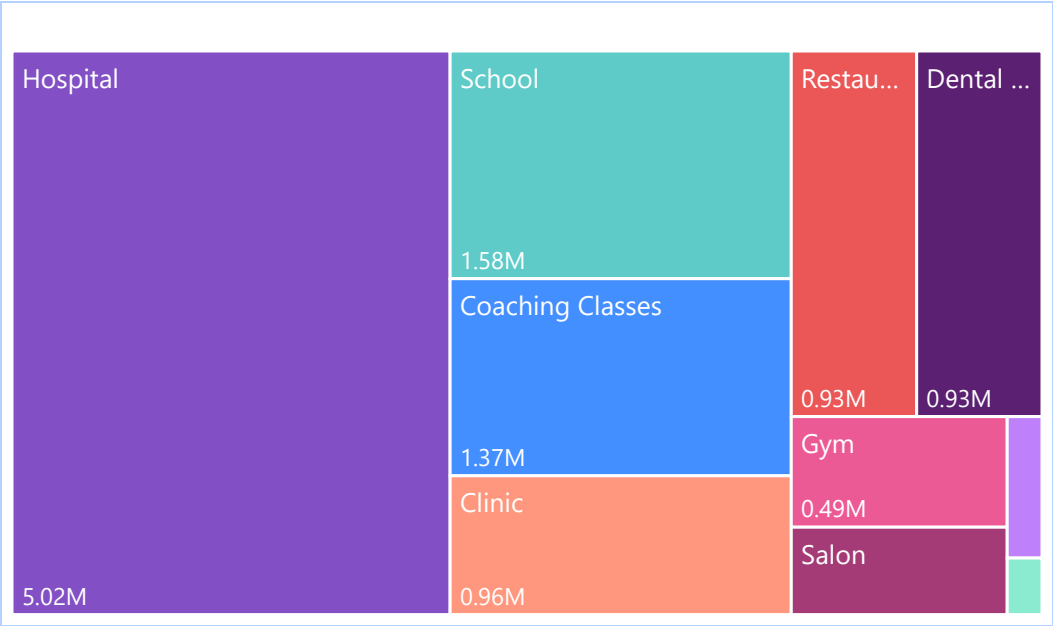


# Top Selling Amount Analysis



## INSIGHTS :-

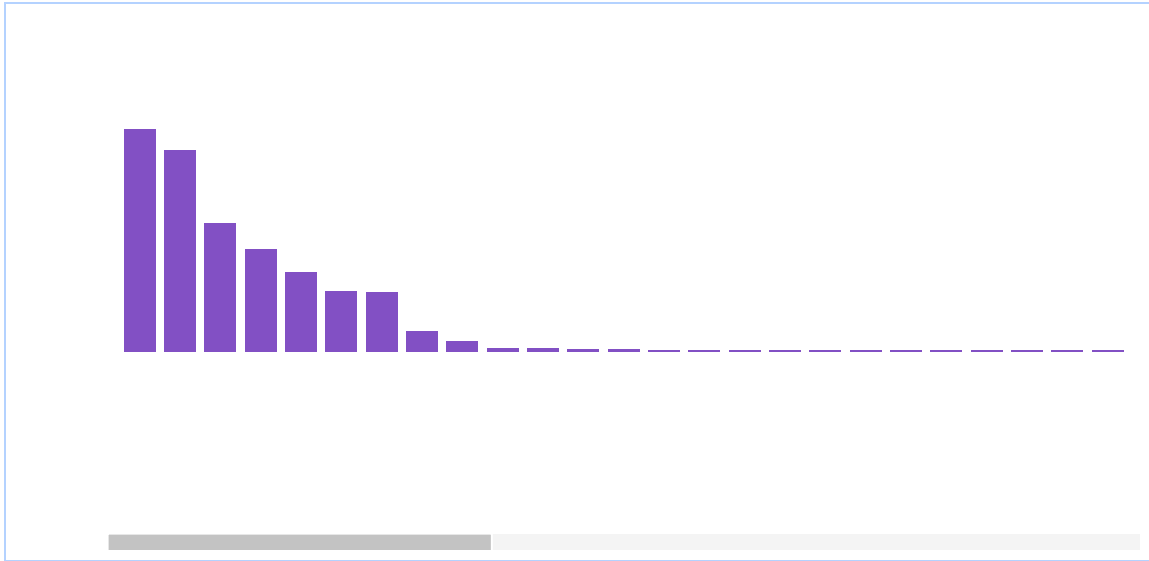
We have listed the top-10 Selling Amounts ,but the most popular selling amount is 15,000/- rupees and followed by 14,800/- rupees respectively. and by category Hospital is on the top followed by school and coaching classes.





ies with

## Businesses with Fewer Than 10 Businesses: Meeting Insights



Business_Category	city	Meeting_Status	Count of Meeting_Status
Aiat Classes	Nagpur	Confirm	1
Boutiqee	Bhopal	Confirm	1
Cadd Center	Chandrapur	Confirm	1
Caterers	Nagpur	Confirm	2
Catering Services	Nagpur	Confirm	2
Clinic	Bhopal	Confirm	1
Clinic	Wardha	Confirm	1
Clinical Research Institute	Indore	Confirm	1
Clothing Store	Nagpur	Confirm	1
Dance Academy	Aurangabad	Confirm	1
Dental Clinic	Nagpur	Confirm	2

### INSIGHTS :-

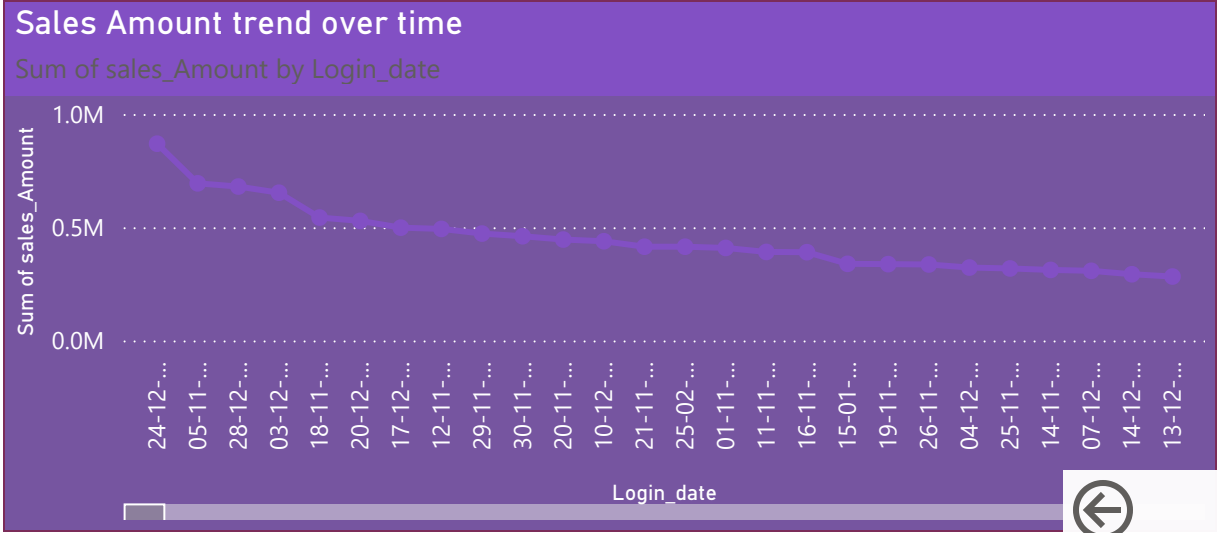
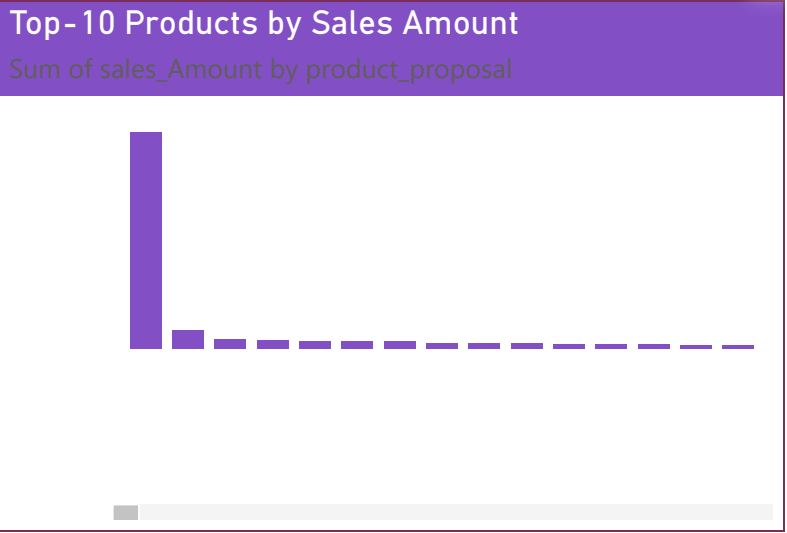
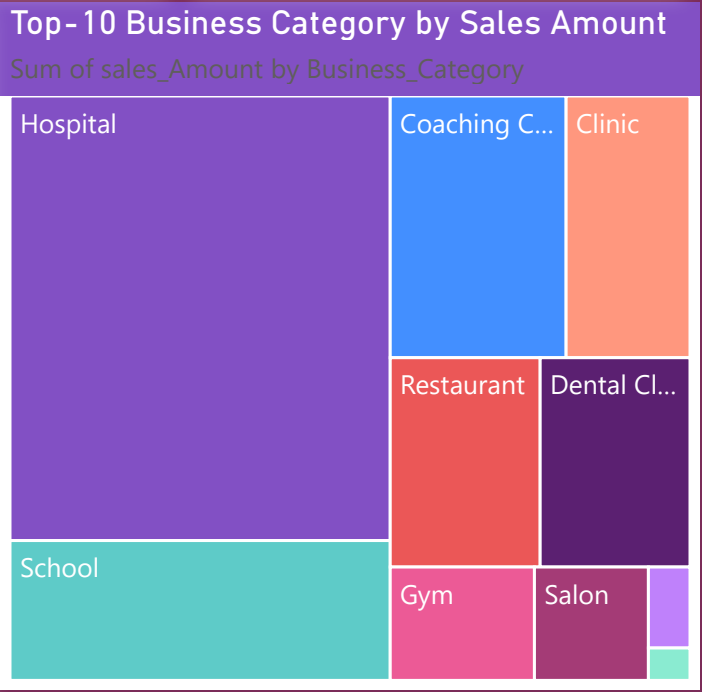
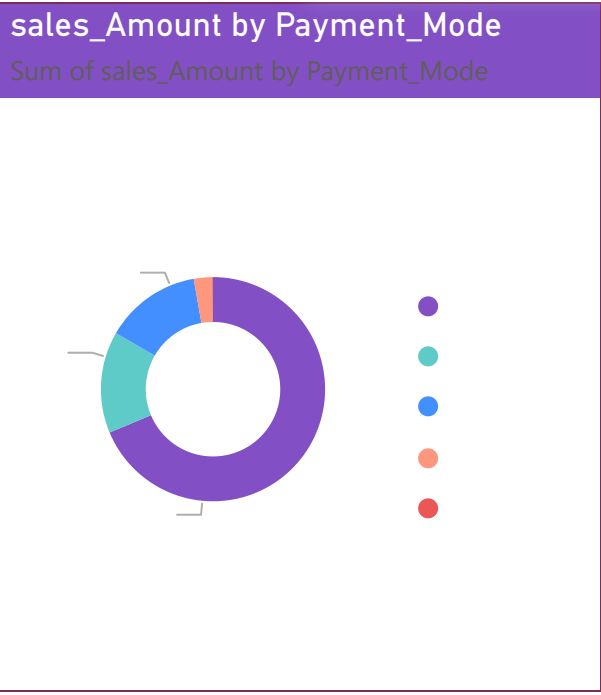
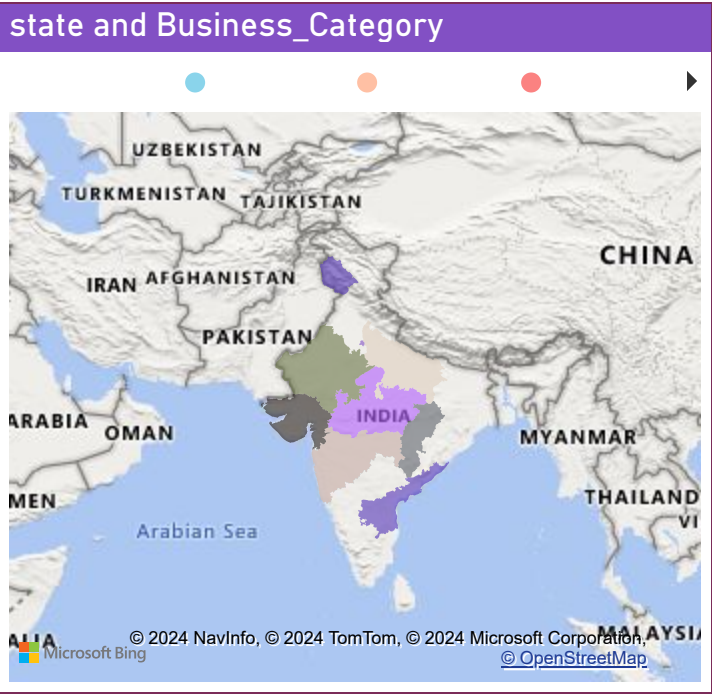
Nagpur is on the top having fewer then 10 business meeting,followed by bhopal on the second and chandrapur on third in these list.

▼

All▼

▼

All▼



All

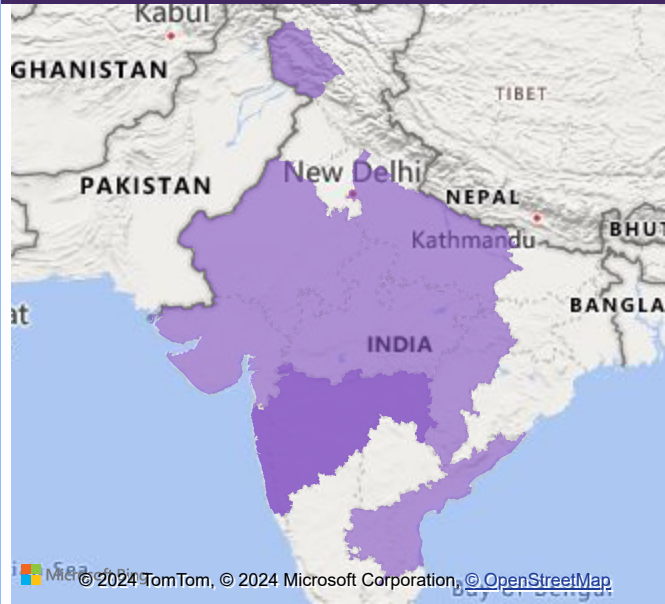
All

# Meeting Dashboard

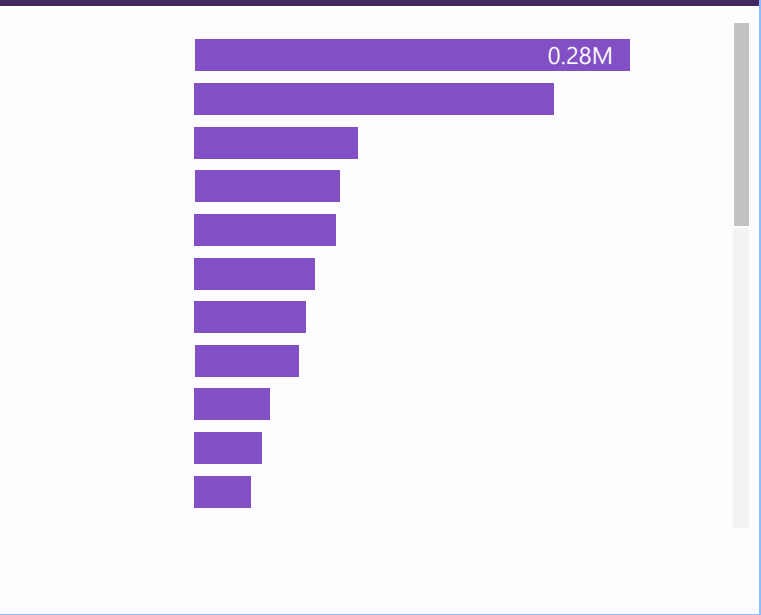
All



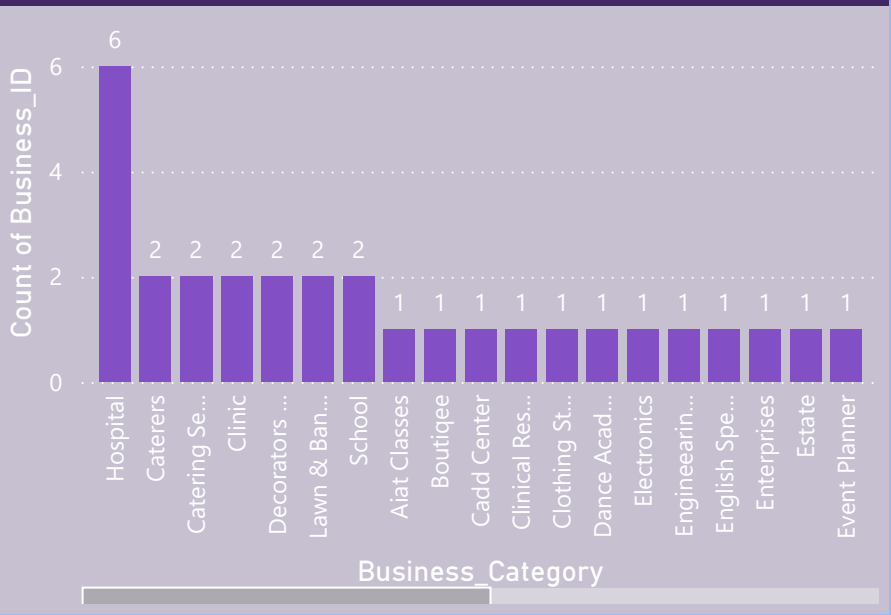
state



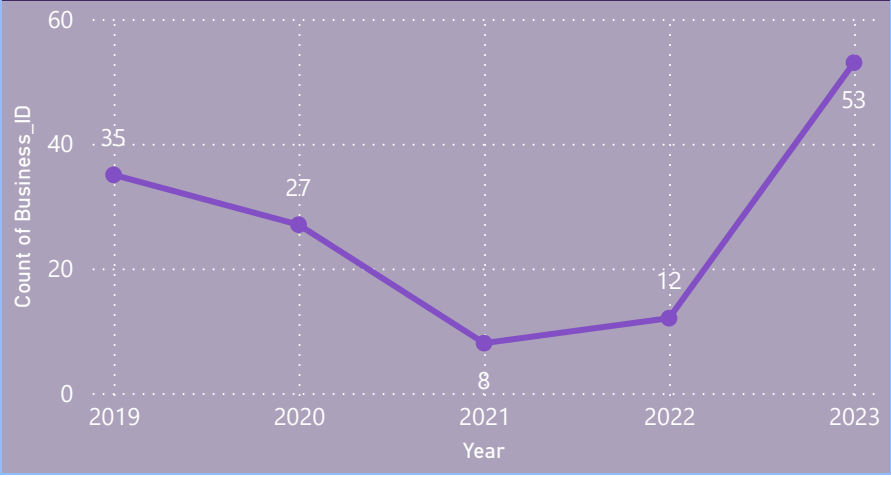
Meetings by Telecallers



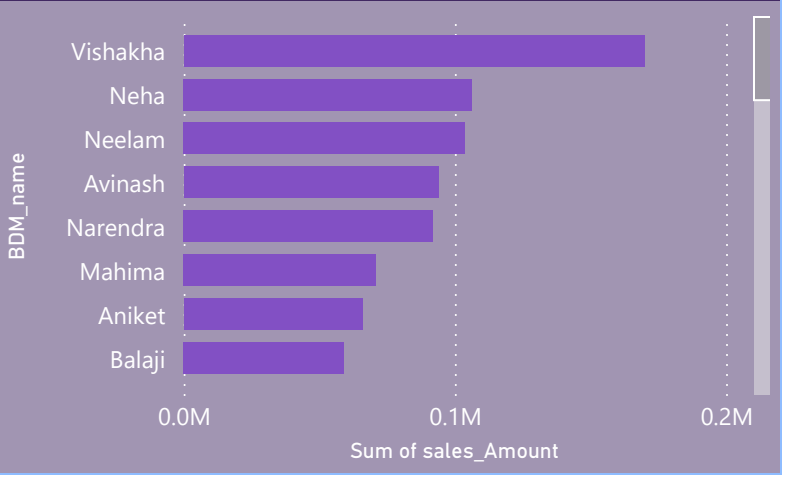
Meeting Outcomes by category



Total Meetings Over Time



Meetings by BDM\_name



City less than 10 Business\_meetings

