ANALYSIS AND INFERENCE

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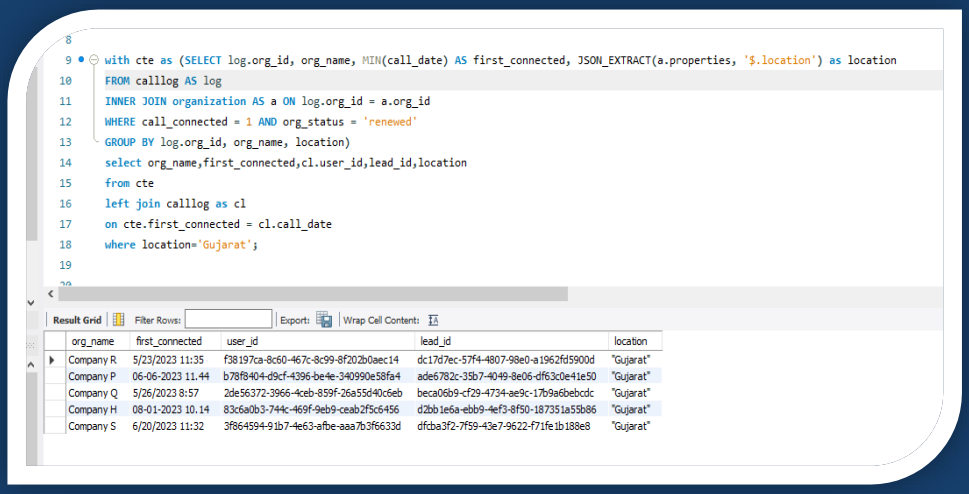
1. Find the first connected call for all the renewed organizations from the Gujarat location

```
with cte as (SELECT log.org_id, org_name, MIN(call_date) AS first_connected,
JSON_EXTRACT(a.properties, '$.location') as location
FROM calllog AS log
INNER JOIN organization AS a ON log.org_id = a.org_id
WHERE call_connected = 1 AND org_status = 'renewed'
GROUP BY log.org_id, org_name, location)
select org_name,first_connected,cl.user_id,lead_id,location
from cte
left join calllog as cl
on cte.first_connected = cl.call_date
where location='Gujarat';
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

org_name	first_connected	user_id	lead_id	location
Company R	5/23/2023 11:35	f38197ca-8c60-467c-8c99-8f202b0aec14	dc17d7ec-57f4-4807-98e0-a1962fd5900d	"Gujarat"
Company P	06-06-2023 11.44	b78f8404-d9cf-4396-be4e-340990e58fa4	ade6782c-35b7-4049-8e06-df63c0e41e50	"Gujarat"
Company Q	5/26/2023 8:57	2de56372-3966-4ceb-859f-26a55d40c6eb	beca06b9-cf29-4734-ae9c-17b9a6bebcdc	"Gujarat"
Company H	08-01-2023 10.14	83c6a0b3-744c-469f-9eb9-ceab2f5c6456	d2bb1e6a-ebb9-4ef3-8f50-187351a55b86	"Gujarat"
Company S	6/20/2023 11:32	3f864594-91b7-4e63-afbe-aaa7b3f6633d	dfcba3f2-7f59-43e7-9622-f71fe1b188e8	"Gujarat"

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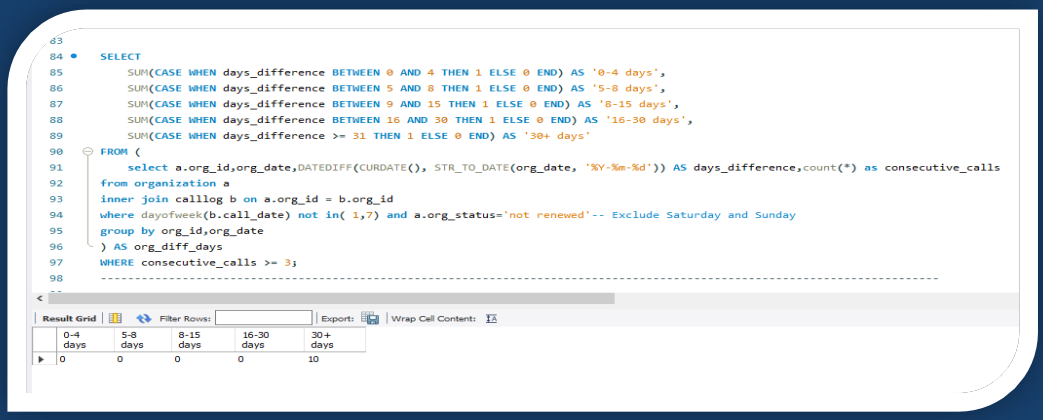
2. Find the count of organizations that had three consecutive calls (excluding Saturday and Sunday) within 0-4 days, 5-8 days, 8-15 days, 16-30 days,30+ days of organization creation
a. Perform this analysis for both renewed and not renewed organizations

```
SELECT
    SUM(CASE WHEN days_difference BETWEEN 0 AND 4 THEN 1 ELSE 0 END) AS '0-4 days',
    SUM(CASE WHEN days_difference BETWEEN 5 AND 8 THEN 1 ELSE 0 END) AS '5-8 days',
    SUM(CASE WHEN days_difference BETWEEN 9 AND 15 THEN 1 ELSE 0 END) AS '8-15 days',
    SUM(CASE WHEN days_difference BETWEEN 16 AND 30 THEN 1 ELSE 0 END) AS '16-30 days',
    SUM(CASE WHEN days_difference >= 31 THEN 1 ELSE 0 END) AS '30+ days'
FROM (
    select a.org_id,org_date,DATEDIFF(CURDATE(), STR_TO_DATE(org_date, '%Y-%m-%d')) AS days_difference,count(*) as consecutive_calls
from organization a
inner join calllog b on a.org_id = b.org_id
where dayofweek(b.call_date) not in( 1,7) and org_status='not renewed' -- Exclude Saturday and Sunday
group by org_id,org_date
) AS org_diff_days
WHERE consecutive_calls >= 3;
```



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3. Identify the location with the maximum number of connected calls for unique leads

```
SELECT DISTINCT JSON_EXTRACT(a.properties, '$.location') as location,COUNT(DISTINCT b.lead_id) AS
connected_calls_count
FROM organization a
JOIN calllog b ON a.org_id = b.org_id
WHERE b.call_connected = 1
GROUP BY location
ORDER BY connected_calls_count DESC
LIMIT 1;
```

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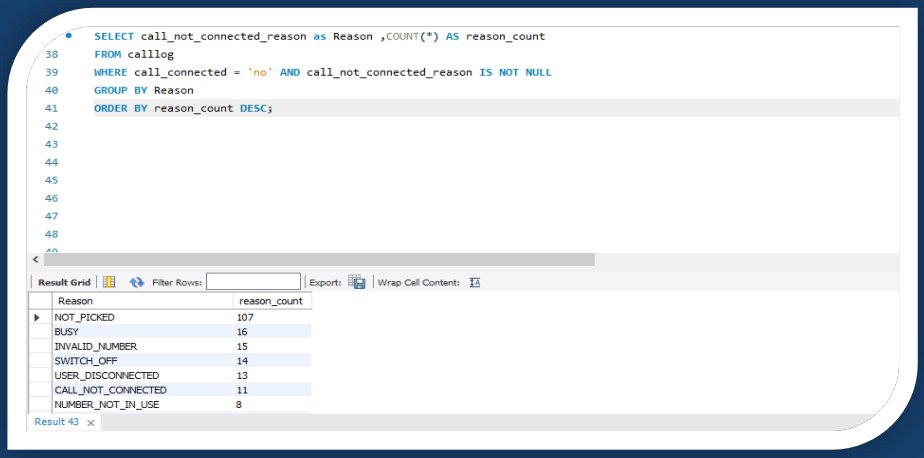
4.For calls not connected, identify the most common reason(s) for why the call was not connected.

```
SELECT call_not_connected_reason as Reason ,COUNT(*) AS reason_count
FROM calllog
WHERE call_connected = 'no' AND call_not_connected_reason IS NOT NULL
GROUP BY Reason
ORDER BY reason_count DESC;
```



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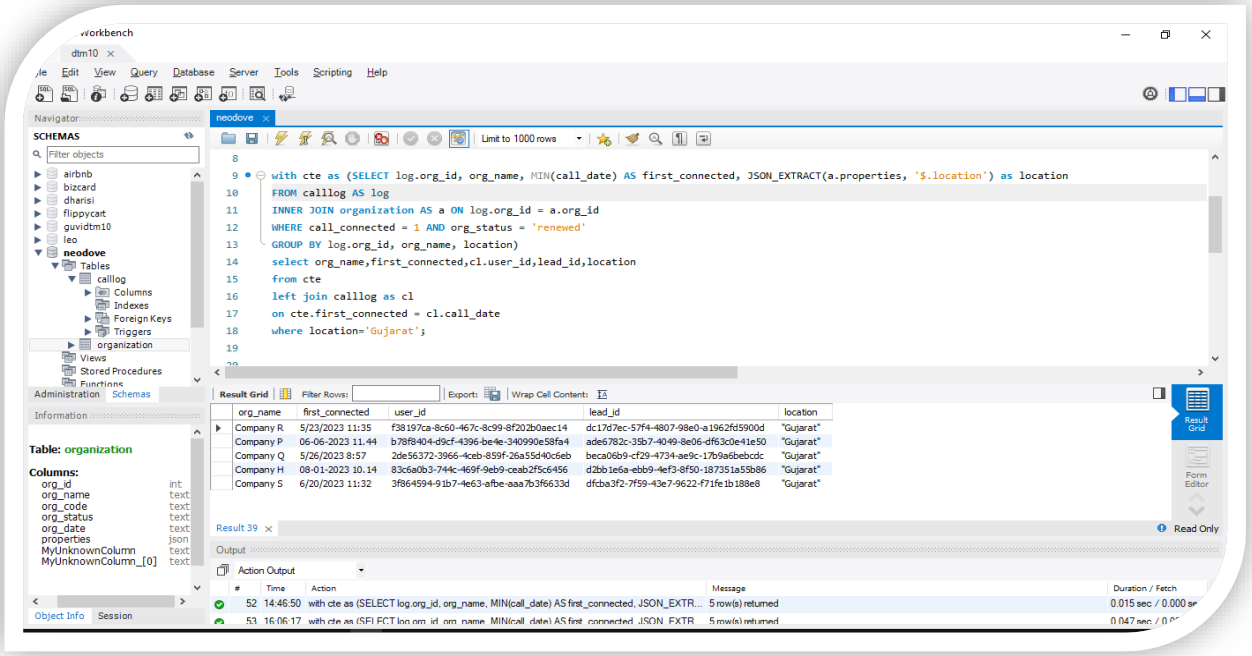
5. Create a summary for your analysis to summarize your findings and inference for the above queries.



INFERENCE

The analysis provides insights into the timing of initial successful interaction (first connected calls) with renewed organizations in Gujarat. By examining the first connected call dates, organization can gauge the effectiveness of their outreach efforts and identify potential trends or patterns in communication with leads. This information can be used to optimize communication strategies, prioritize follow-ups, and enhance overall engagement with leads in Gujarat

MY ANALYSIS

The analysis centers on renewed organizations, aiming to gauge the efficacy of post renewal communication efforts. By focusing on Gurajat, it tailors strategies to the local market, offering precise insights. Highlighting the timing of first connected calls sheds light on initial post renewal interactions. Utilizing common table expression enhances query efficiency, streamlining the process calculating these cruicial dates. Ultimately the derived insights empower actionable strategies, enabling optimized communication, prioritized follow ups and enhanced engagement, all geared towards boosting lead conversion and customer satisfication specifically within Gujarat

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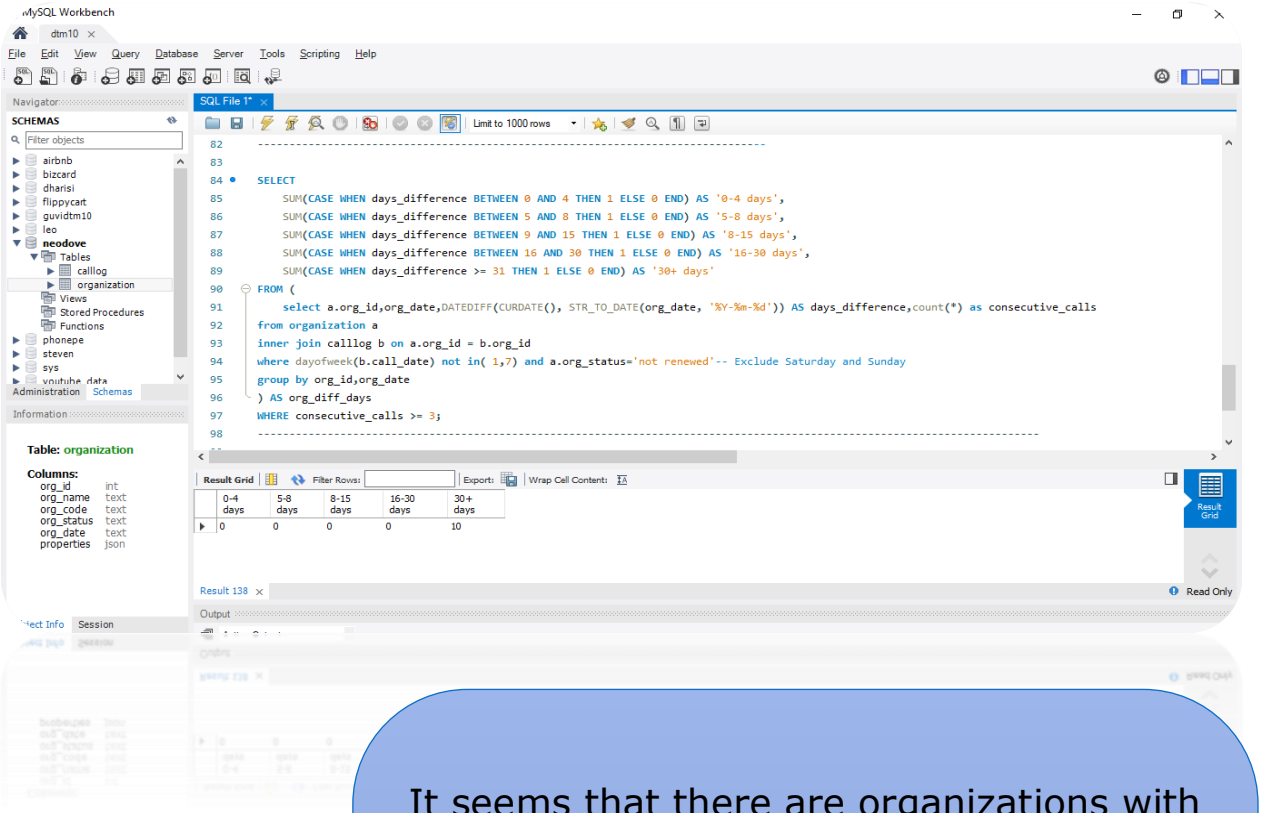


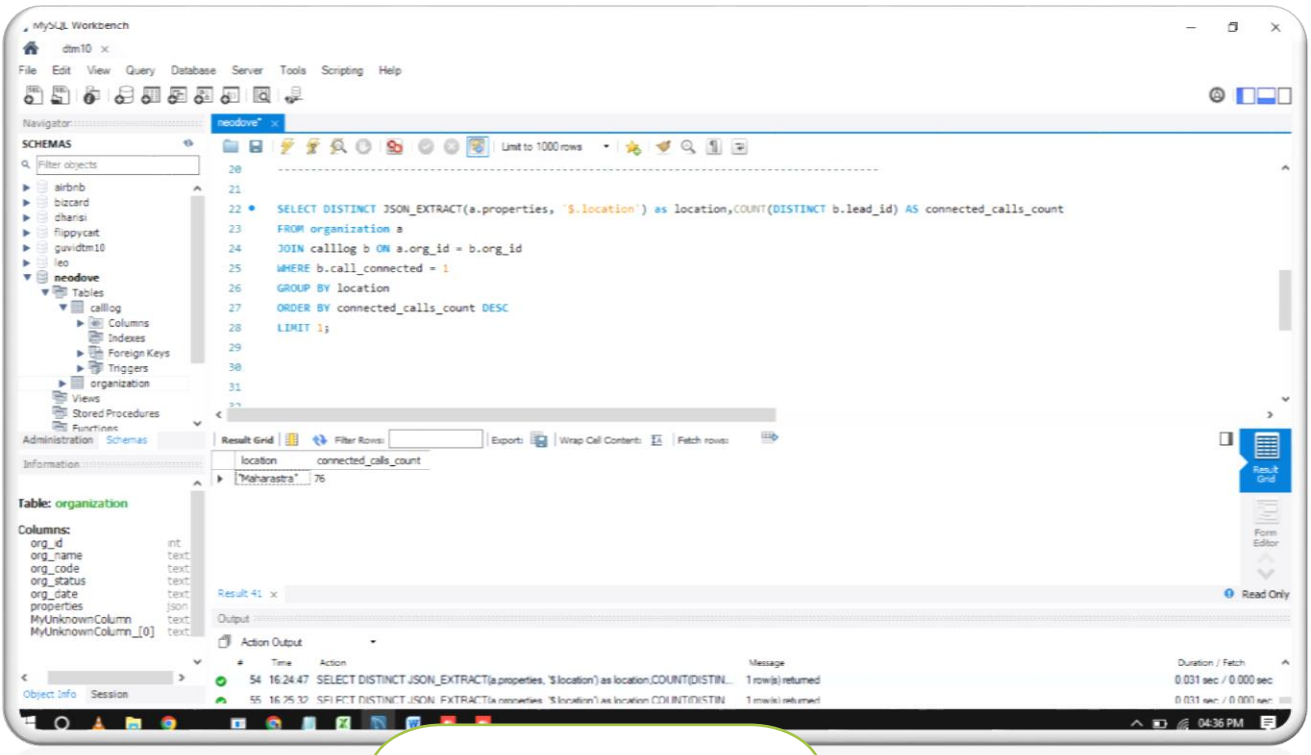
INFERENCE

It seems that there are organizations with a lapse of 30 or more days between consecutive calls, which might indicate a pattern of disengagement or decreased activity from these organizations. It could be beneficial to further investigate these cases to understand the reasons behind the extended gaps in communication and take appropriate actions to re-engage with these organizations if necessary.

MY ANALYSIS

The query offers insights into call frequency distribution, focusing on organizations with longer intervals since last activity. It identifies dormant organizations with over 30 days of inactivity, indicating potential areas for re-engagement. Periodic trend analysis aids in adjusting contact organization renewal rates.

ANALYSIS AND INFERENCE



INFERENCE

Based on the findings,Maharastra demonstrates a significant number of connected calls for unique leads. This indicates effective communication and engagement strategies within the region. Further exploration into the specific factors contributing to this success could provide valuable insights for optimizing communication efforts and enhancing lead conversion rates.

MY ANALYSIS

Maharastra exhibits a significant count of 76 connected calls for unique leads, implying effective communication strategies.Further exploration into communication tactics, lead quality, follow-up efficiency and market dynamics is advised for optimizing strategies.These insights can enhance engagement and conversion rates, driving overall business performance in the region.

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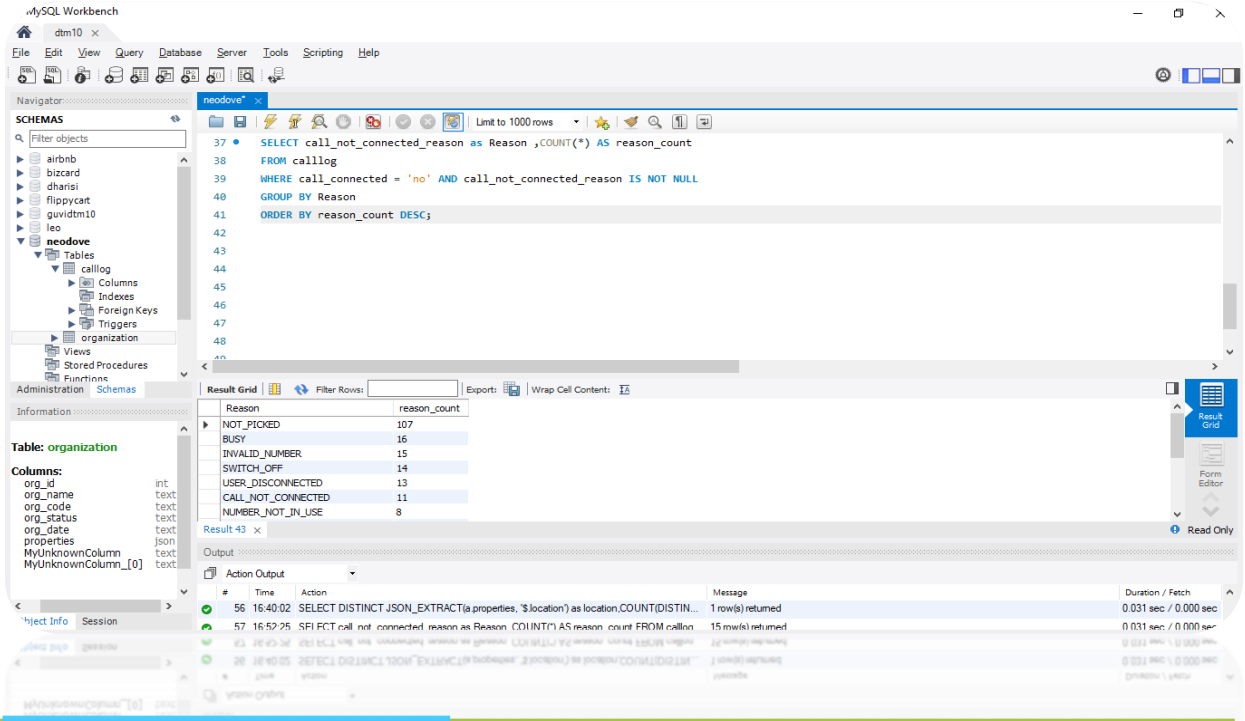
The analysis suggests that most frequent call failures are due to issues like the call not being answered (Not Picked), receipient being busy and invalid numbers. Understanding these reasons can help organizations improve their communication strategies address technical issues, and enhance overall call success rates. Further investigation into less common reasons can also provide insights for targeted improvements in call handling processes.



MY ANALYSIS

To enhance lead engagement and conversion rates, organization can strategize time sensitive follow-up for “Not Picked” calls and conduct lead quality assessments to mitigate “Invalid Number” instances. Personalized communication and technical infrastructure improvements address issues like “Busy” calls and technical barriers. Integrating feedback and specialized handling for rare reasons.