

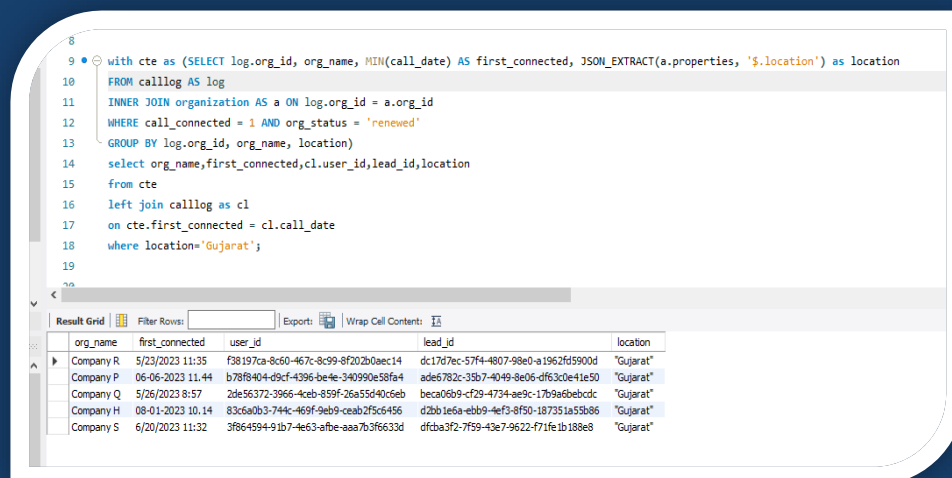
ANALYSIS AND INFERENCE

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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 callog 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 callog as cl
on cte.first_connected = cl.call_date
where location='Gujarat';
```



The screenshot shows a SQL query editor with a query window and a results window. The query is as follows:

```
with cte as (SELECT log.org_id, org_name, MIN(call_date) AS first_connected, JSON_EXTRACT(a.properties, '$.location') as location
FROM callog 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 callog as cl
on cte.first_connected = cl.call_date
where location='Gujarat';
```

The results window displays a table with the following data:

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-33b7-4049-8e06-df630e41e50	"Gujarat"
Company Q	5/26/2023 8:57	2de56372-3966-4ceb-859f-26a55d40c6eb	beca0609-cf29-4734-ae9c-17b9a6bebcd	"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-aaa7b3f6c33d	dfcbe3f2-7f59-43e7-9622-471fe1b188e8	"Gujarat"

ANALYSIS AND INFERENCE

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 callog 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;
```

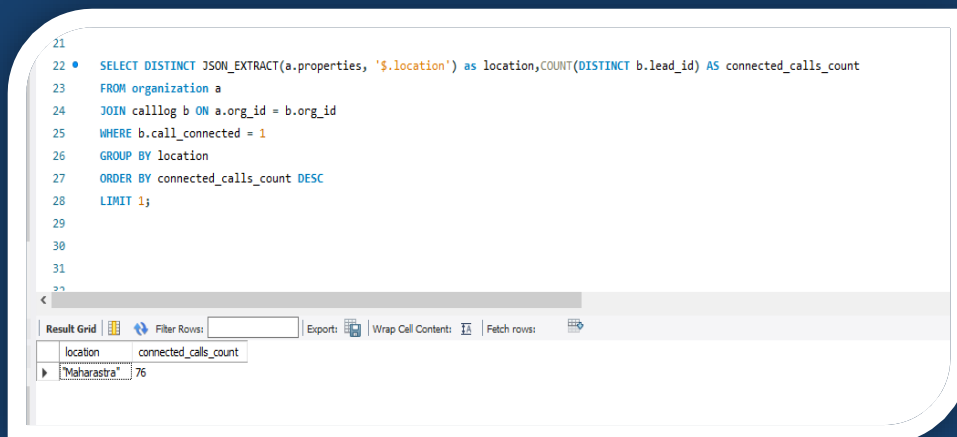
The screenshot shows a SQL query editor with a query window and a results grid. The query is identical to the one in the previous block. The results grid shows the following data:

	0-4 days	5-8 days	8-15 days	16-30 days	30+ days
1	0	0	0	0	10

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

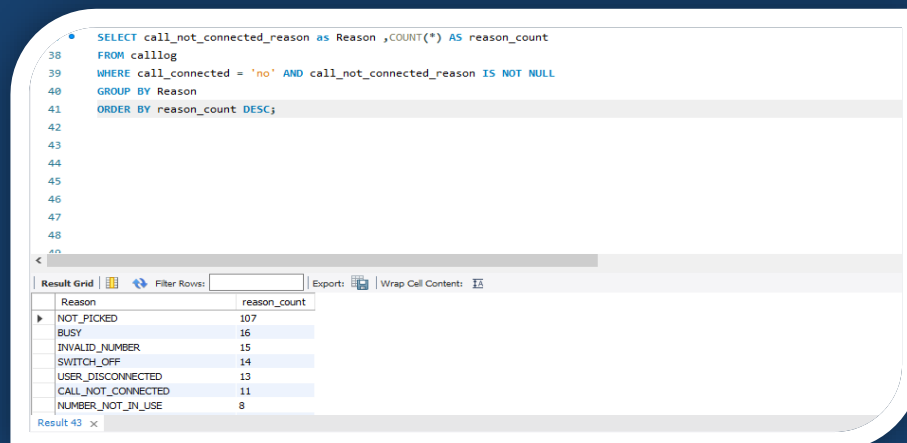
```
SELECT DISTINCT JSON_EXTRACT(a.properties, '$.location') as location, COUNT(DISTINCT b.lead_id) AS  
connected_calls_count  
FROM organization a  
JOIN calllog b ON a.org_id = b.org_id  
WHERE b.call_connected = 1  
GROUP BY location  
ORDER BY connected_calls_count DESC  
LIMIT 1;
```



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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;
```

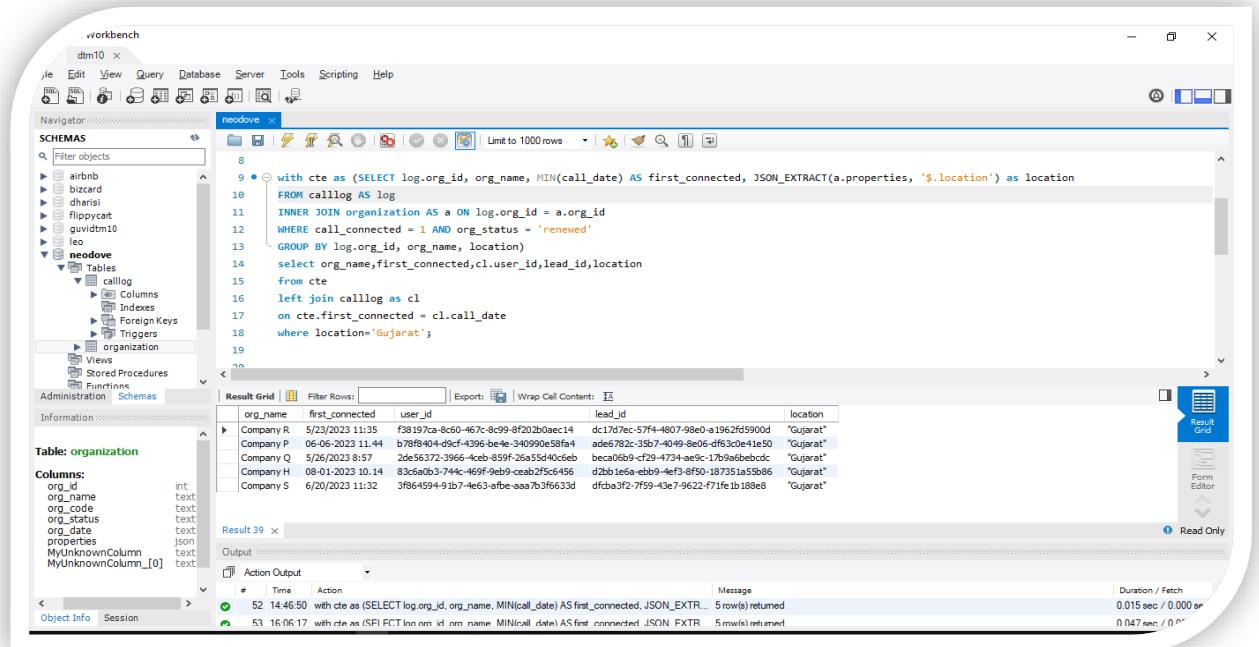


The screenshot shows a SQL query editor with a query that filters for calls not connected and lists the reasons for disconnection. Below the query, a 'Result Grid' displays the results, sorted by the count of each reason in descending order.

Reason	reason_count
NOT_PICKED	107
BUSY	16
INVALID_NUMBER	15
SWITCH_OFF	14
USER_DISCONNECTED	13
CALL_NOT_CONNECTED	11
NUMBER_NOT_IN_USE	8

ANALYSIS AND INFERENCE

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



The screenshot shows a database workbench interface with a SQL query editor and a results grid. The query is a complex SQL statement using Common Table Expressions (CTEs) to find the first connected call date for organizations in Gujarat that have renewed their status. The results grid displays the following data:

org_name	first_connected	user_id	lead_id	location
Company R	5/23/2023 11:35	f38197ca-8c50-467c-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-17b9a8beebcd	Gujarat
Company H	08-01-2023 10:14	83c5a0b3-744c-469f-9eb9-ceab2f5c6456	d2bb1e6a-ebb9-4ef3-8f50-187351a55b86	Gujarat
Company S	6/20/2023 11:32	3f864594-91b7-4e63-afbe-aaa7b3f6633d	dfc3a3f2-7f59-43e7-9622-471fe1b188e8	Gujarat

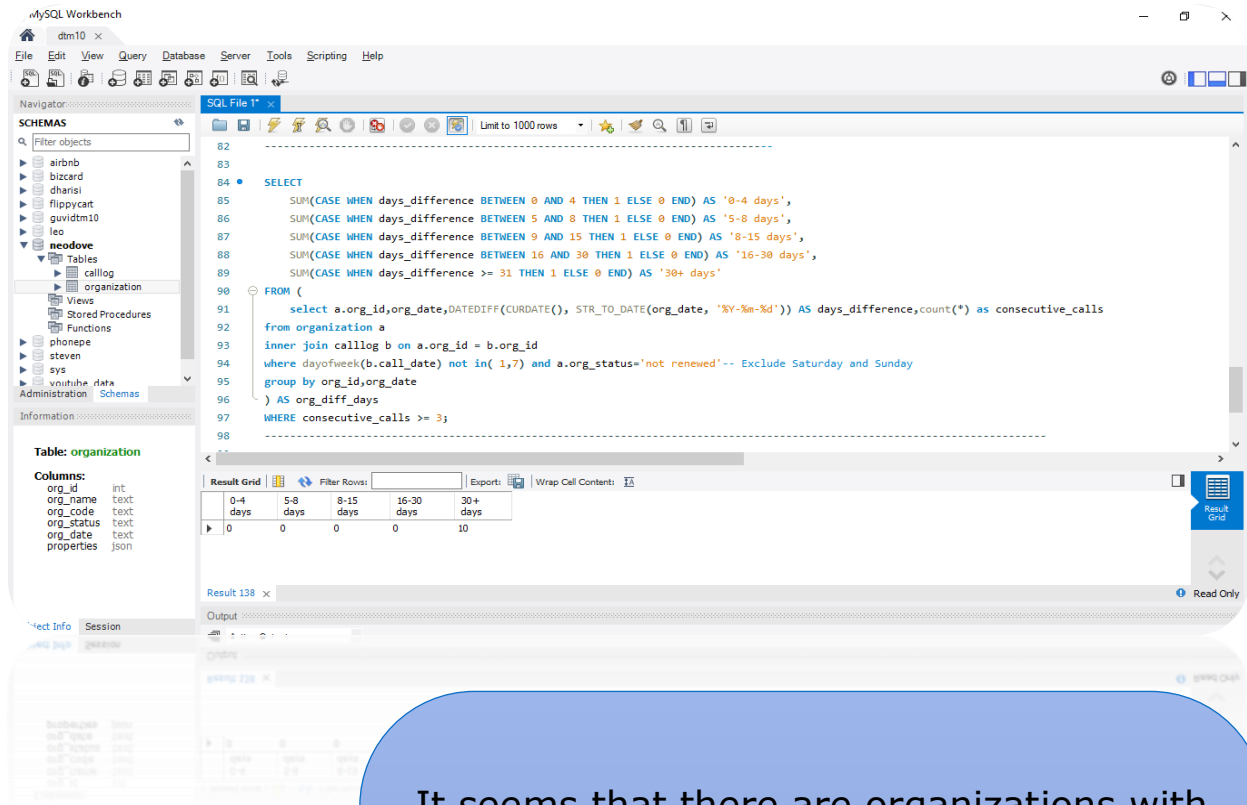
INFERENCE

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 crucial 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 satisfaction specifically within Gujarat

ANALYSIS AND INFERENCE



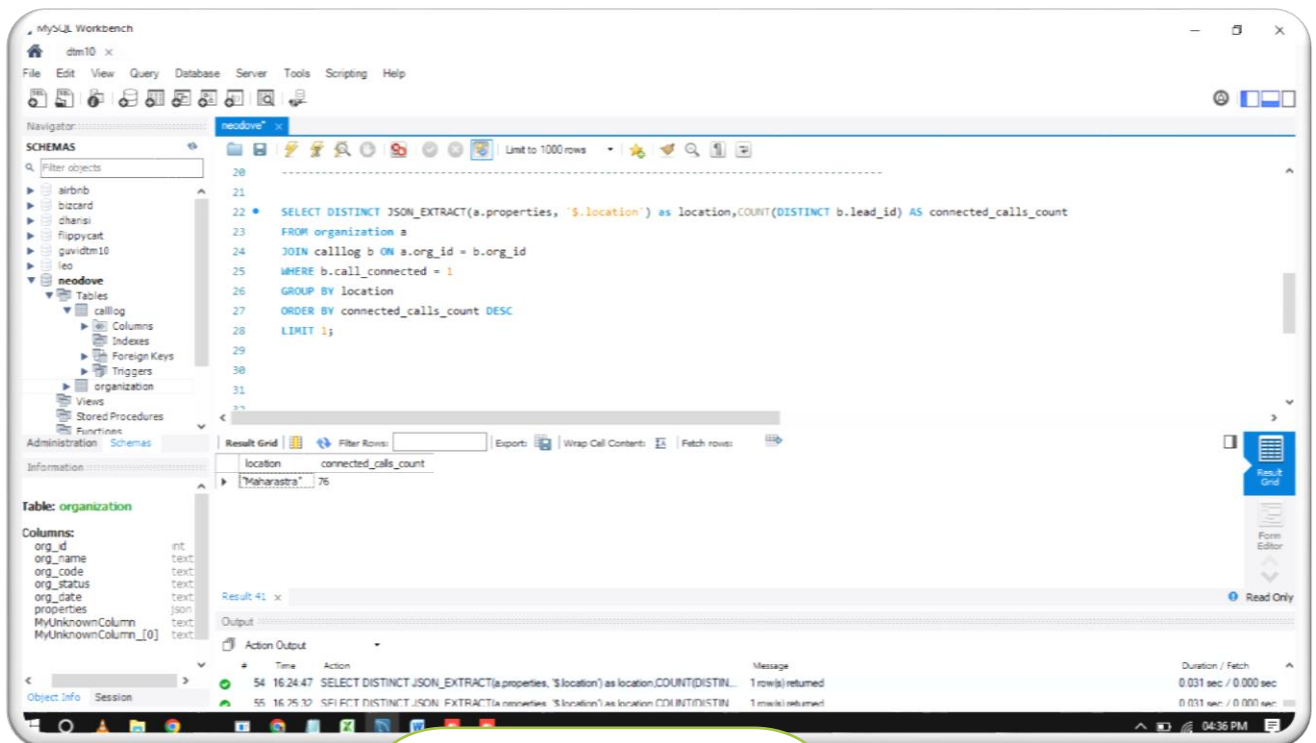
INFERENCE

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



The screenshot shows the MySQL Workbench interface. The SQL editor contains the following query:

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

The Results Grid shows the following data:

location	connected_calls_count
Maharashtra	76

The left sidebar shows the Schemas pane with the 'organization' table selected. The bottom status bar shows the query execution details: 54 16:24:47 SELECT DISTINCT JSON_EXTRACT(a.properties, '\$.location') as location, COUNT(DISTINCT b.lead_id) AS connected_calls_count FROM organization a JOIN callog b ON a.org_id = b.org_id WHERE b.call_connected = 1 GROUP BY location ORDER BY connected_calls_count DESC LIMIT 1; 1 row(s) returned. Duration / Fetch: 0.031 sec / 0.000 sec.

INFERENCE

Based on the findings, Maharashtra 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

Maharashtra 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.

ANALYSIS AND INFERENCE

INFERENCE

The analysis suggests that most frequent call failures are due to issues like the call not being answered (Not Picked), receipt 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.

The screenshot displays the MySQL Workbench interface. The left sidebar shows the 'SCHEMAS' tree with 'neodove' selected. The main editor contains a SQL query: `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;`. The 'Result Grid' shows the following data:

Reason	reason_count
NOT_PICKED	107
BUSY	16
INVALID_NUMBER	15
SWITCH_OFF	14
USER_DISCONNECTED	13
CALL_NOT_CONNECTED	11
NUMBER_NOT_IN_USE	8

The bottom panel shows the 'Output' tab with a log of SQL execution messages, including 'SELECT DISTINCT JSON_EXTRACT(a.properties, '\$location') as location,COUNT(DISTIN...' and 'SELECT call_not_connected_reason as Reason ,COUNT(*) AS reason_count FROM calllog'.

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.