

ANALYSIS AND INFERENCE

The screenshot shows a database management tool interface. The SQL 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 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';
```

The result grid shows 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-be1e-340990e58fa4	ade5782c-35b7-4049-8e08-df53c0e41e50	"Gujarat"
Company Q	5/26/2023 8:57	2de36372-3966-4c4b-839f-26a5d40c6eb	beca0d09-cf29-4734-ae9c-17698db0ebdc	"Gujarat"
Company H	08-01-2023 10:14	83c6a0b3-744c-469f-9eb9-ceab3f5c6456	d2bb1e5e-e8a9-4ef3-8f50-187351a55b06	"Gujarat"
Company S	6/20/2023 11:32	3f864594-91b7-4e63-afbe-aaa7b3f6633d	dfc3a3f2-7f59-43e7-9622-f71fe1b188e8	"Gujarat"

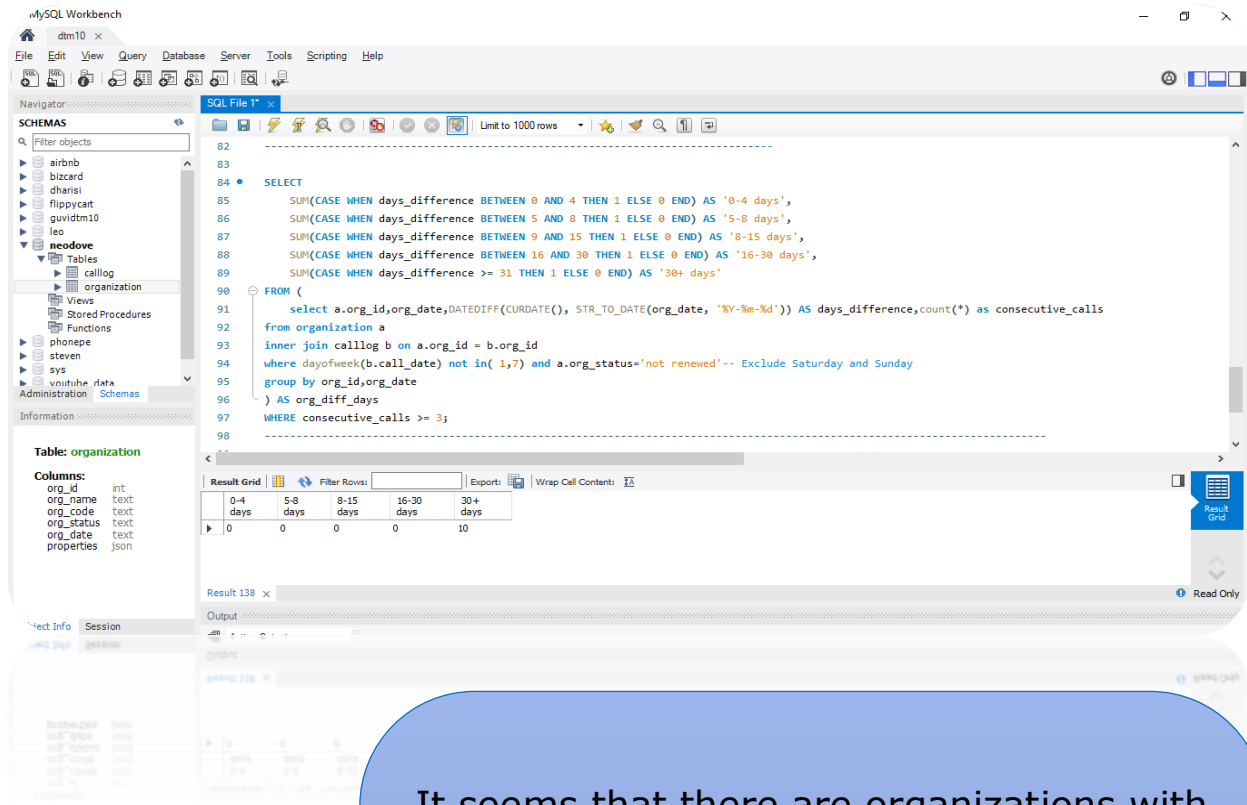
INFERENCE

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



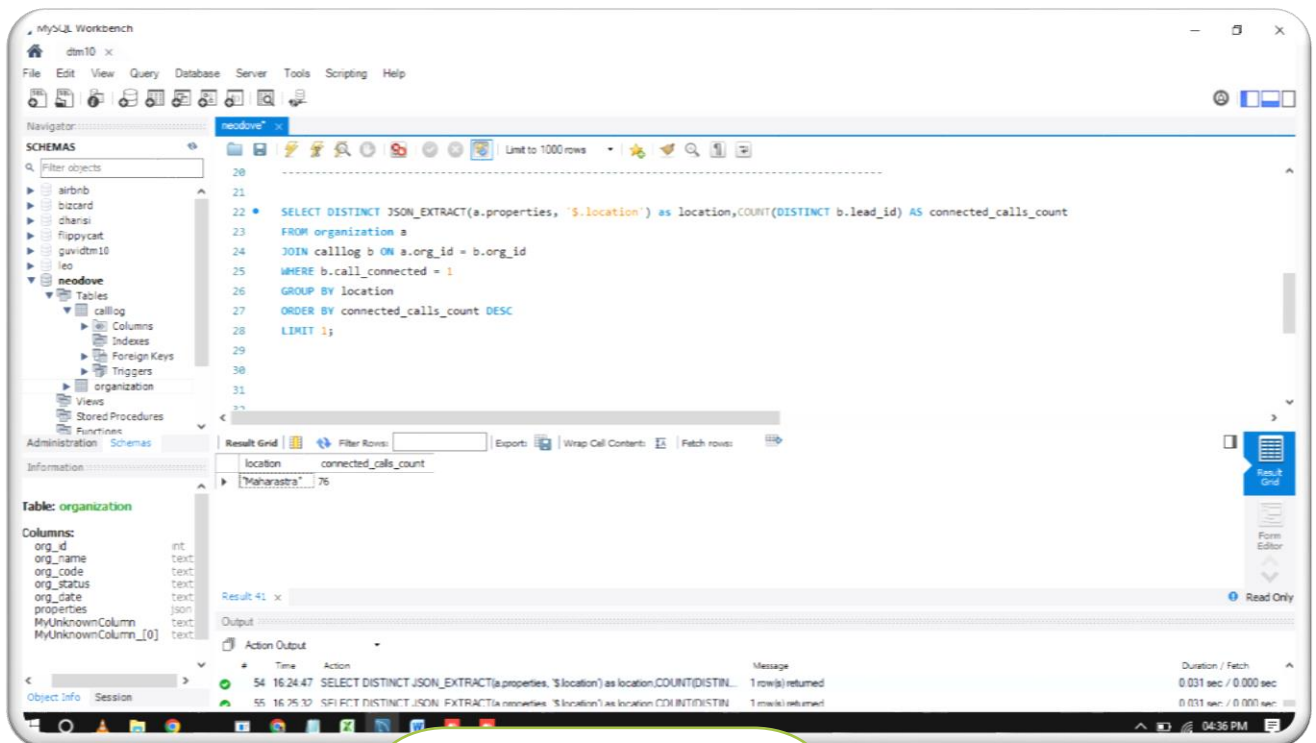
INFERENCE

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.

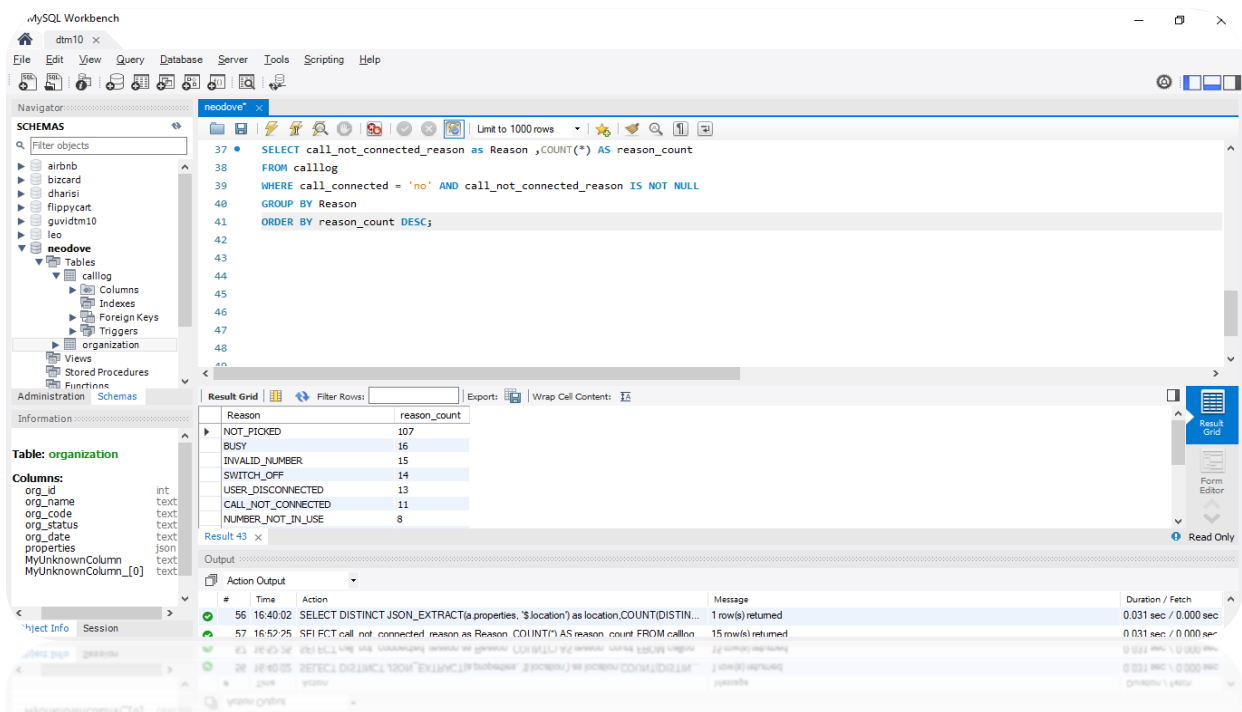
MY ANALYSIS

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), recipient 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 shows the MySQL Workbench interface. The SQL editor contains the following query:

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

The Results grid displays 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 Output tab shows the following messages:

#	Time	Action	Message	Duration / Fetch
56	16:40:02	SELECT DISTINCT JSON_EXTRACT(a.properties, '\$location') as location,COUNT(DISTIN...	1 row(s) returned	0.031 sec / 0.000 sec
57	16:52:25	SP FCT call not connected reason as Reason COUNT(*) AS reason_count FROM calllog	15 row(s) returned	0.031 sec / 0.000 sec

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.