Total Leads

63

Total Converted Leads

16

Overall conversion Rate %

25.40%

High Score Leads %

33.33%

High Score Conversion Rate %

14.29%

LeadSource

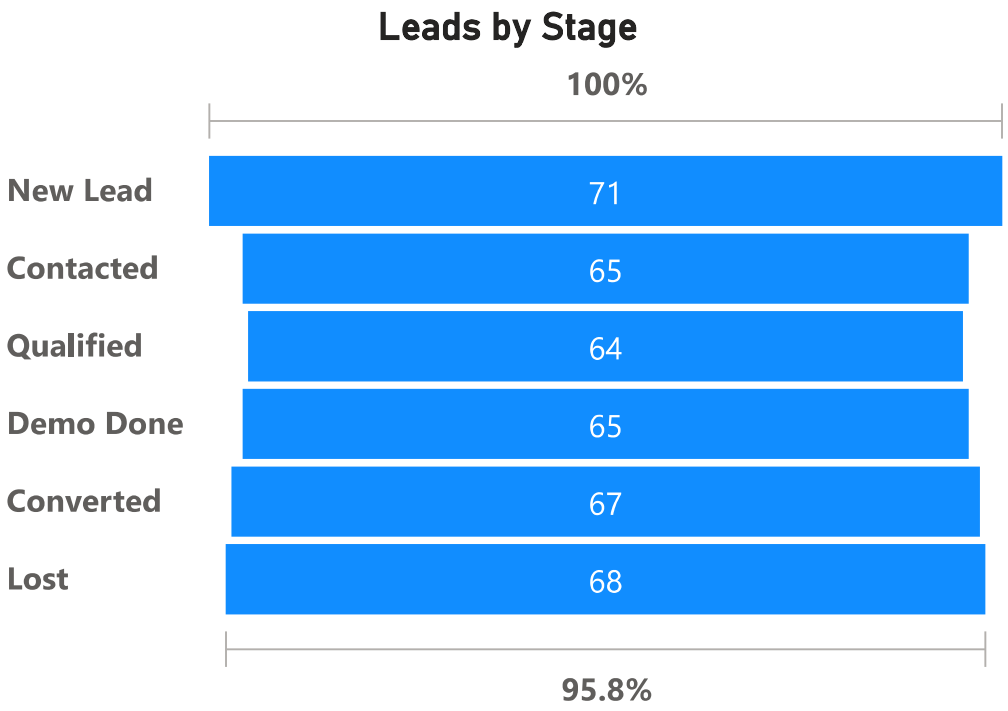
- [ ] Cold Email
- [ ] Google Ads
- [ ] LinkedIn
- [ ] Referral
- [x] Webinar
- [ ] Website

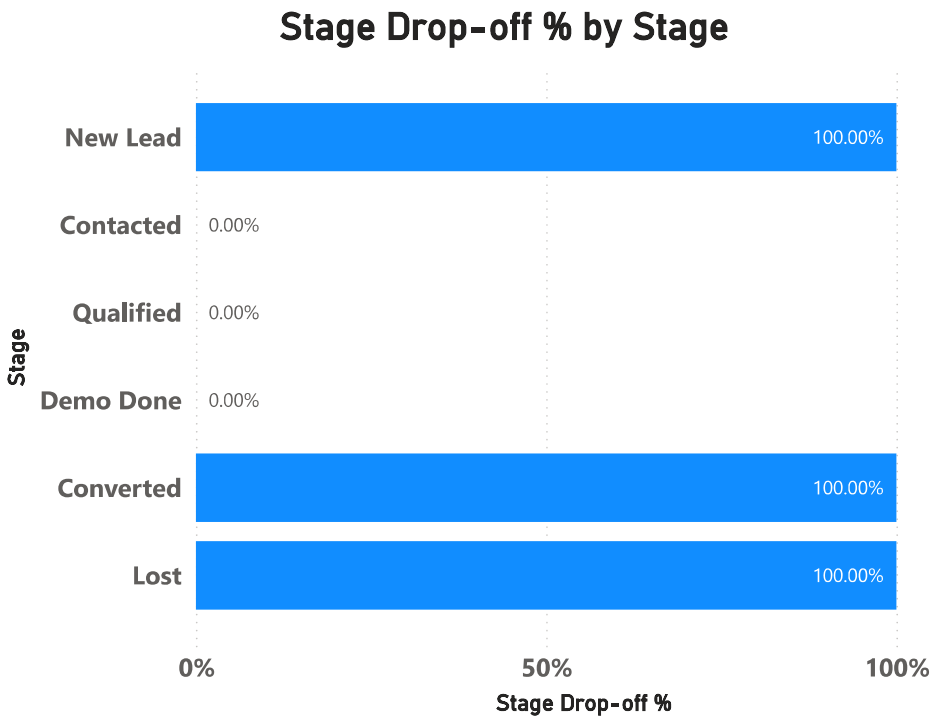
City

- [ ] Ahmedabad
- [ ] Bengaluru
- [ ] Bhopal
- [ ] Chennai
- [ ] Delhi
- [ ] Indore
- [ ] Jaipur
- [ ] Kolkata
- [ ] Lucknow

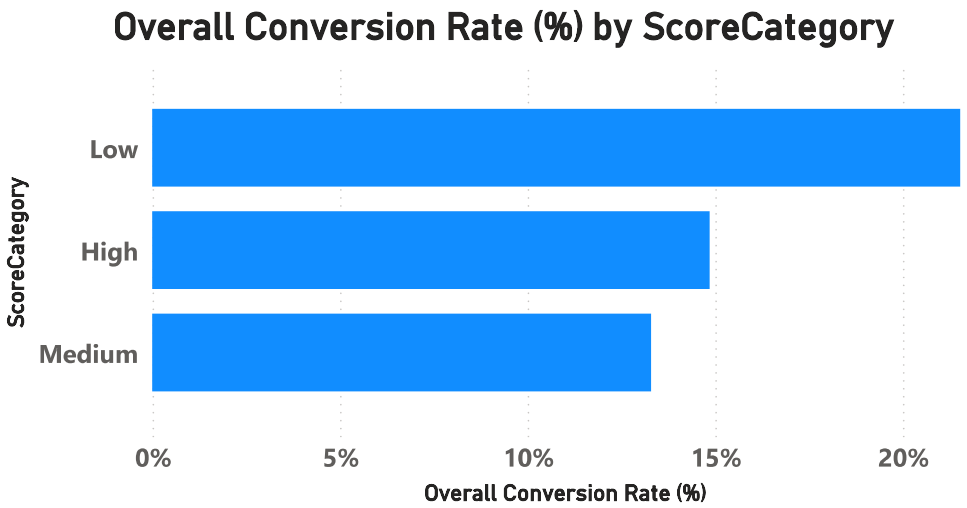
Industry

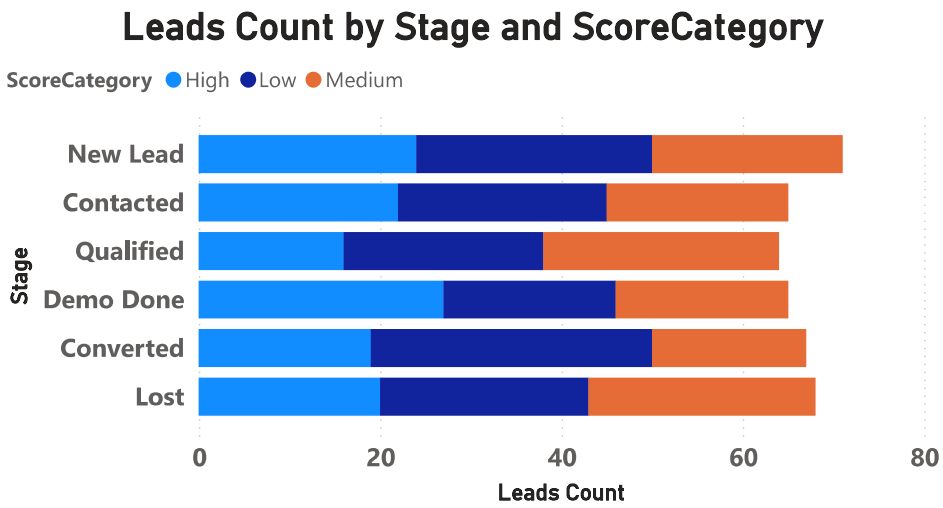
- [ ] Education
- [ ] IT Services
- [ ] Logistics
- [ ] Manufacturing
- [ ] Pharma
- [ ] Retail
- [ ] Trading

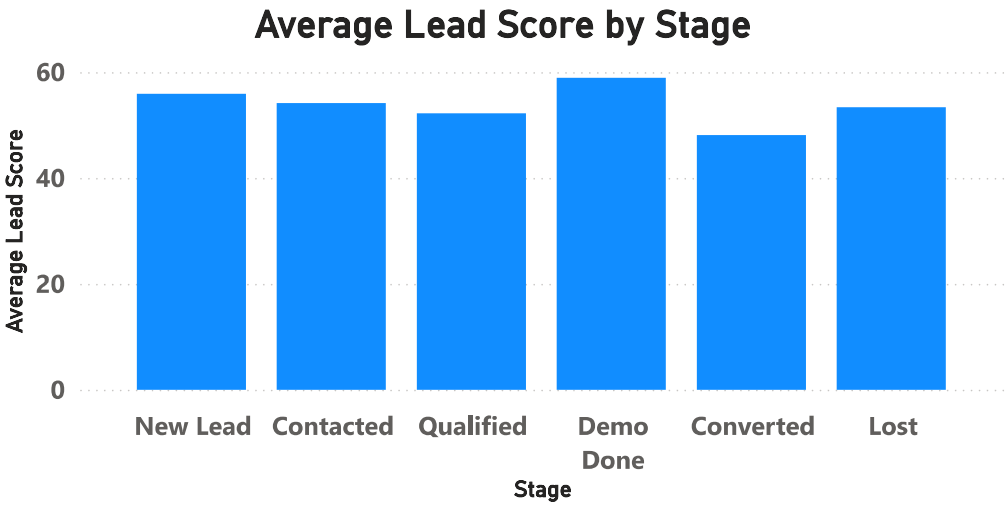


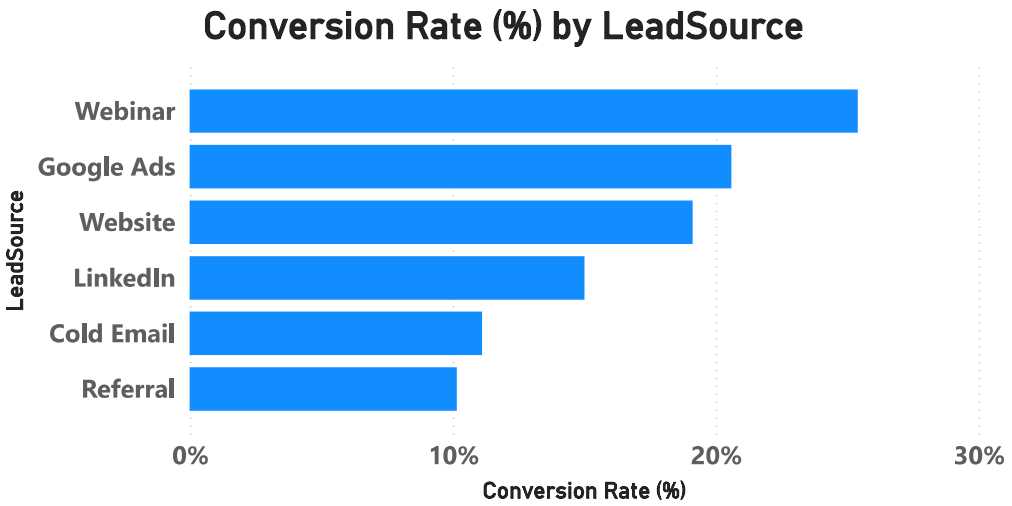


Sales Funnel

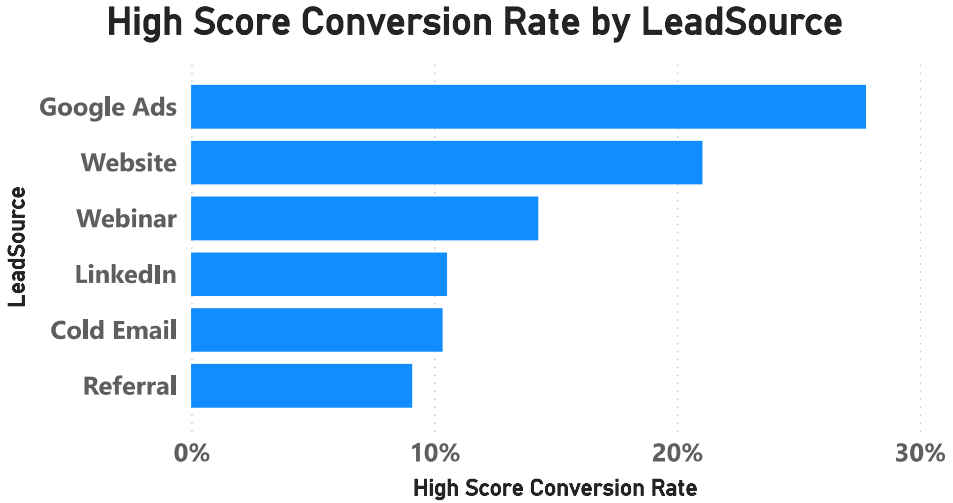

Overall Conversion Rate (%) by ScoreCategory
Low
High
Medium
ScoreCategory
0%
5%
10%
15%
20%
Overall Conversion Rate (%)


Leads Count by Stage and ScoreCategory
ScoreCategory High Low Medium
New Lead
Contacted
Qualified
Demo Done
Converted
Lost
Stage
0
20
40
60
80
Leads Count

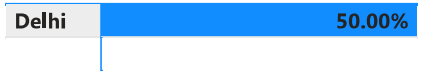

Average Lead Score by Stage
60
40
20
0
Average Lead Score
New Lead
Contacted
Qualified
Demo Done
Converted
Lost
Stage



LeadSource	Total Leads	Conversion Rate (%)	Average Lead Sc
Referral	69	10.14%	54
Cold Email	72	11.11%	57
LinkedIn	60	15.00%	52
Website	68	19.12%	52
Google Ads	68	20.59%	49
Webinar	63	25.40%	55



City Manufacturing



Industry

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- [ ] Kolkata

LeadSource

- [ ] Webinar