

Employee Lead Generation Analysis Report

1. Executive Summary:

This report assesses the lead generation performance of Raj, Arya, and Ali over three months, focusing on leads generated, time spent, consistency, attendance, and efficiency. Key trends and insights are supported by statistical analysis and visualizations.

2. Data Statistics Summary:

Metric	Raj	Arya	Ali
Total Leads	447	474	488
Average Leads per Day	11	12	12
Minimum Leads in a Day	4	5	5
Maximum Leads in a Day	19	15	20
Total Time Spent on LG (mins)	10585	5569	9235
Average Time Per Lead (mins)	24	12	12
Total Incomplete Leads	14	9	3
Days Attended Reviews	39	41	40
Days Missed Reviews	2	0	1

Initial Observations:

- Ali demonstrated the highest lead completion (488) with minimal incompletes (3) and strong time efficiency (~12 mins/lead), like Arya. In contrast, Raj showed lower efficiency with 24 mins/ lead.
- Review attendance was consistently high across all associates.

3. Analytical Insights

3.1. Lead Generation Efficiency

Efficiency = Total Leads / Total Time Spent

Associate	Efficiency
Arya	0.0851 (highest)
Ali	0.0528
Raj	0.0422

Insight: Arya is the most efficient, generating the highest number of leads per minute spent.

3.2. Daily Performance Variability

Associate	Standard Deviation (Leads)
Raj	2.65
Arya	2.16
Ali	3.04 (highest)

Insight: Ali shows the most fluctuation in daily performance. Arya remains the most consistent.

3.3. Time Management Correlation

Associate	Correlation (Time/Lead vs. Leads)
Raj	-0.33
Arya	-0.51
Ali	-0.36

Insight: All associates show a negative correlation. The less time spent per lead, the more leads generated. Arya's performance is most strongly influenced by this factor.

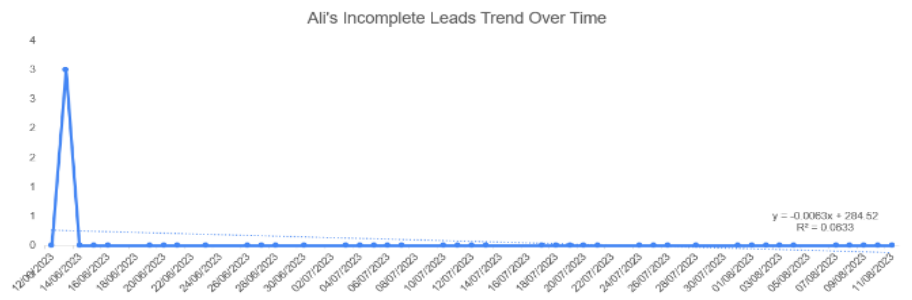
3.4. Impact of Team Reviews

Associate	Avg. Leads (Attended)	Avg. Leads (Missed)	% Difference
Raj	10.92	10.5	+4.03%
Arya	11.56	0.00	N/A
Ali	11.93	11.00	+8.41%

Insight: Review attendance correlates positively with performance, especially for Ali.

3.5. Incomplete Leads Over Time

Associate	Total Incomplete Leads
Raj	14
Arya	9
Ali	3 (lowest)



Insight: The supporting line chart illustrates that Ali has consistently reduced incomplete leads over time.

3.6. Performance Consistency (CV)

Associate	Coefficient of Variation (CV)
Arya	0.19 (most consistent)
Raj	0.24
Ali	0.26

Insight: Arya demonstrates the highest consistency in performance across the timeline.

3.7. High-Performance Days (Top 10%)

Associate	Avg. Time on Top 10% Days (mins)
Raj	314
Arya	161
Ali	251

Insight: Raj invests the most time on his best-performing days.

3.8. Optimal Time Threshold

Insight: Based on heatmaps, scatter plots, and performance distributions:

- The optimal time threshold appears to be 240-260 minutes per day.
- Spending 250+ minutes daily tends to yield higher lead counts, particularly for Raj and Ali.

3.9. Weekday vs. Weekend Performance Analysis

Associate	Weekday Avg	Weekend Avg	% Difference
Raj	10.77	12.00	-10.21%
Arya	11.67	10.00	+16.67%
Ali	12.21	16.00	-23.68%

Insight: Arya performs better on weekdays, while Raj and Ali excel on weekends.

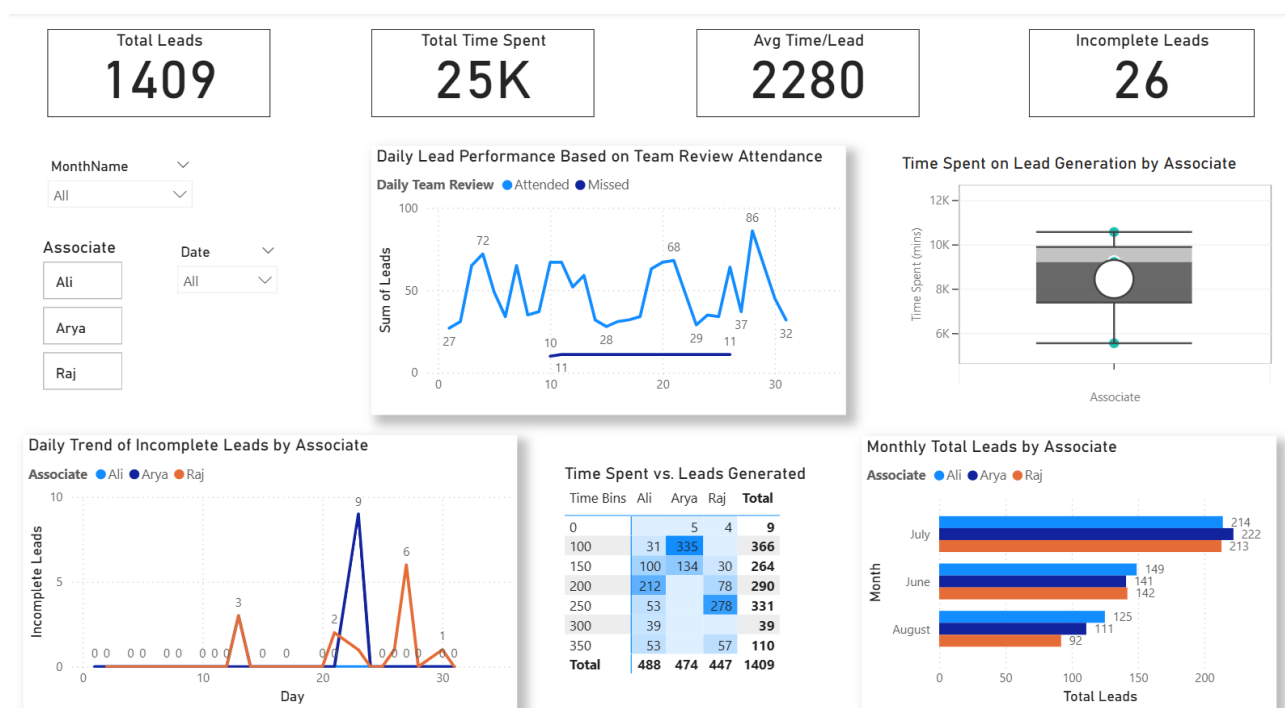
3.10. Predictive Analysis: Leads vs. Time

A simple linear regression model was used to predict monthly leads based on time spent. Model accuracy was evaluated using RMSE (Root Mean Squared Error), translated to monthly impact:

Associate	Projected Leads (Sept 2023)	Actual Monthly Avg	RMSE (Daily)	Est. Monthly Error
Raj	240-260	~253	2.01	±60 leads
Arya	260-275	~264	2.02	±61 leads
Ali	270-290	~275	2.56	±77 leads

Insight: The model aligns well with Raj and Arya's actual monthly performance. Ali shows more daily variability, reflected in a higher RMSE and broader margin of error. Overall, the model reliably captures lead trends based on time spent.

4. Dashboard (Snapshot):



5. Recommendations for the Business Development Team:

- Promote Arya's approach as a benchmark for time efficiency (0.085 leads/min) and consistency (lowest CV).
- Make daily team reviews mandatory as attendance is clearly linked to higher output, especially for Ali (+8.41%).
- Adjust shift allocations. Assign Raj and Ali to weekends (where they perform best), and Arya to weekdays (her peak period).
- Replicate top performance conditions, such as longer uninterrupted work periods (e.g., Raj: 314 mins), minimal distractions, and high-quality lead sources.
- Encourage a target range of 250-270 minutes/day for lead generation, as it consistently aligns with higher productivity.
- Support Raj and Ali with routine-building tools and coaching, drawing on Arya's structured workflow.
- Adopt Ali's lead validation and completion techniques team-wide, as he has the fewest incomplete leads (3) and shows a consistent downward trend.
- Use simple linear regression models (RMSE ~2.0-2.5) to predict daily or weekly leads and inform staffing decisions, resource planning, and individual performance forecasting.