

# Agent Recruitment Dashboard

- 1) Applicants by Gender
- 2) Applicants by Marital Status
- 3) Business Sourced by Applicant Age

## Agents Overview

- 1) Agents conversion rate by Qualification
- 2) Agents conversion rate by Occupation & Gender

## Agents Conversion

- 1) Count of Managers by Gender
- 2) Count of Managers by Marital Status
- 3) Avg total business by Gender
- 4) Top Managers

## Managers Overview

- 1) Previous Agent Applications Conversion Rate by Manager Grade
- 2) Agent Recruitment Rate

## Impact of Managers on Agents Recruitment

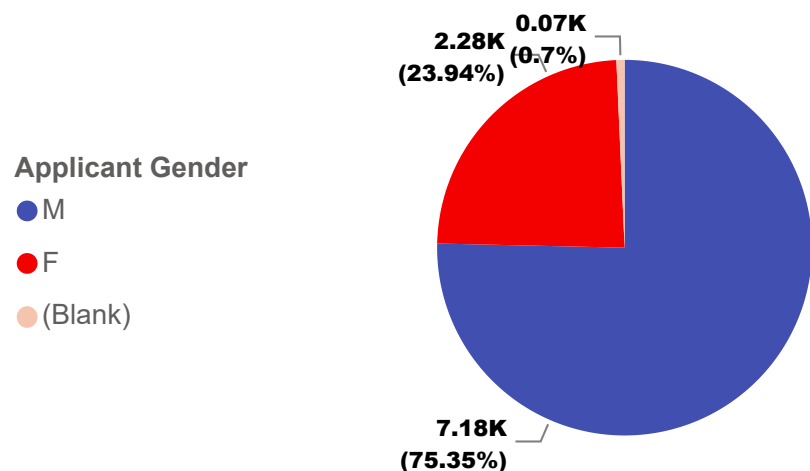


Main Menu

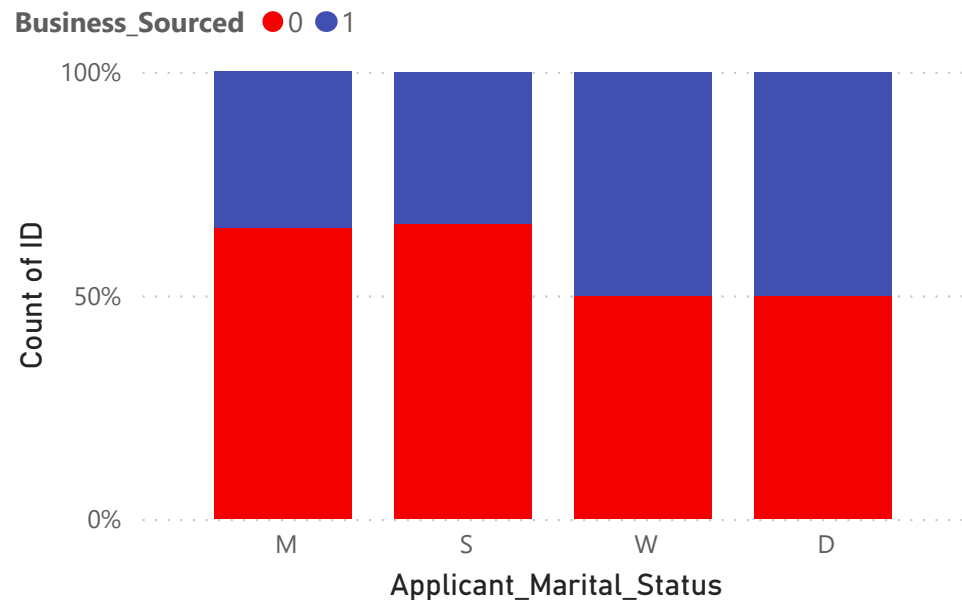
# Agents Overview

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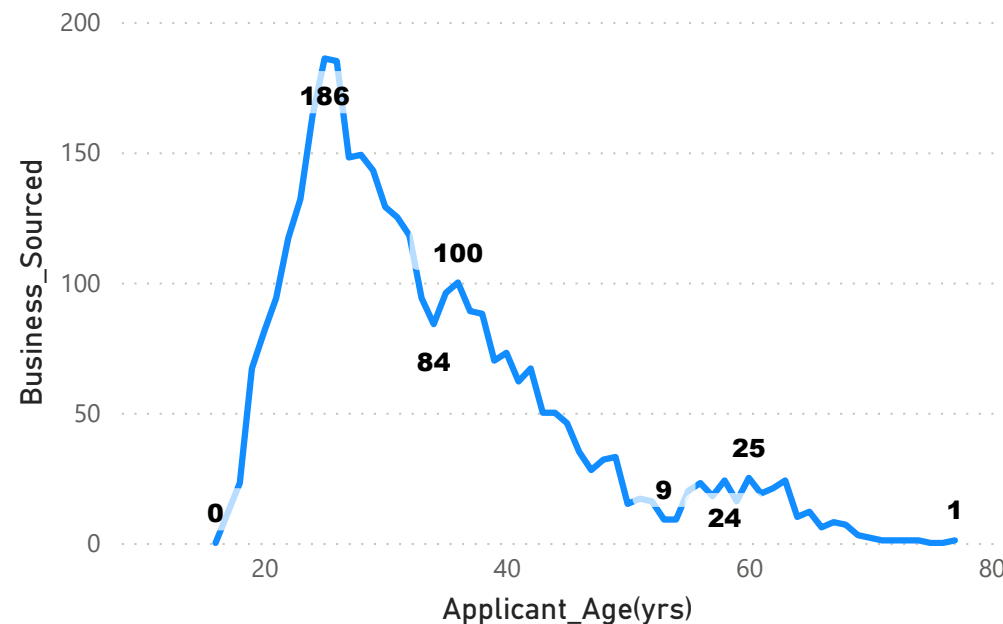
## Count of Applicants by Gender



## Count of Applicants by Marital Status



## Business\_Sourced by Applicant\_Age(yrs)



### Year, Quarter

- ☐ 2007
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4
- ☐ 2008
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4

### Key Points

- > Of total applications received, it comprises of 75.35% male applicants
- > 50% of the Widow and Divorced are recruited.
- > Applicants of 25yrs age are highly recruited. As the data suggests 186 applicants of 25yrs age have been recruited.
- > Applicants below 20yrs and above 70yrs are recruited less.

# Agent Conversion Rates

Year, Quarter ▾

All ▾

→  
Next

## Agents conversion rate by Qualification

Applicant_Qualification	Count of ID	Business_Sourced	Business_Sourced Ratio
Class XII	5806	1913	32.95%
Graduate	3195	1196	37.43%
Class X	225	66	29.33%
Others	132	61	46.21%
Masters of Business Administration	74	27	36.49%
Associate / Fellow of Institute of Chartered Accountants of India	3	1	33.33%
Associate/Fellow of Insurance Institute of India	1	1	100.00%
Certified Associateship of Indian Institute of Bankers	1	1	100.00%
Professional Qualification in Marketing	1	1	100.00%
<b>Total</b>	<b>9460</b>	<b>3267</b>	<b>34.53%</b>

## Agents conversion rate by Occupation & Gender

Applicant_Gender	Applicant_Occupation	Count of ID	Business_Sourced	Business_Sourced Ratio
F	Student	40	25	62.50%
F	Others	587	249	42.42%
M	Student	61	24	39.34%
F	Salaried	992	375	37.80%
F		293	108	36.86%
F	Business	343	122	35.57%
M	Others	1378	476	34.54%
M	Salaried	2795	956	34.20%
M	Business	1960	653	33.32%
M		862	279	32.37%
F	Self Employed	26	0	0.00%
M	Self Employed	123	0	0.00%
<b>Total</b>		<b>9460</b>	<b>3267</b>	<b>34.53%</b>

### Key Points

> Applicants who have their 'Others' as Qualification have top conversion rates. Apart from that, agents how have done 'Graduation' have 37.43% chances of getting converted then comes 'Masters of Business Administration' with 36.49%

> Applicants who are students and have gender 'Female' have been recruited more.  
Applicants who are 'Self-employed' aren't recruited.

Main Menu

Total Num of Products  
(including Cat\_A)

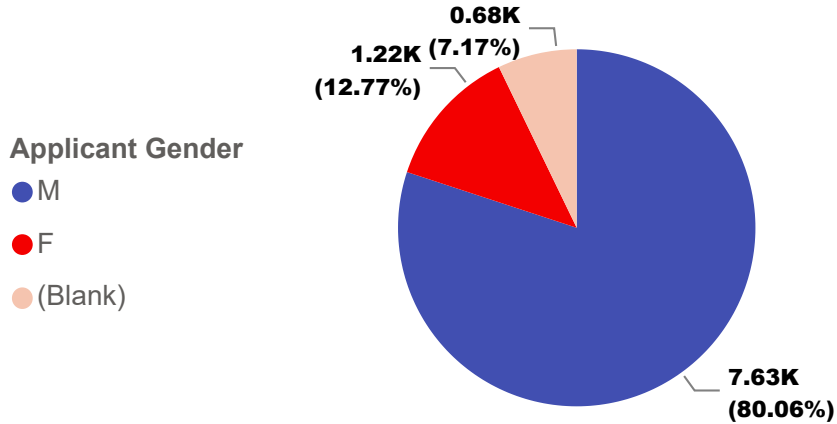
126.32K

Total Manager Business  
(including Cat\_A)

3.25bn

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### Count of Managers by Gender



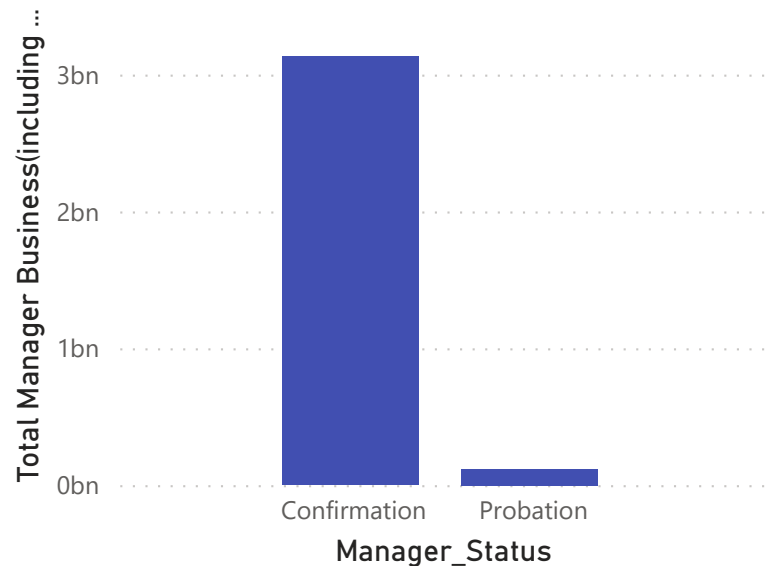
### Top 5 Managers by Business

Manager_ID	Total Manager Business(including Cat_A)
2/18/1966+5/11/2006+F+Level 1	53015338.00
3/15/1970+10/9/2006+M+Level 2	41746552.00
5/27/1955+6/12/2006+F+Level 1	39901030.00
5/5/1969+7/12/2001+F+Level 1	37820214.00
3/29/1969+11/3/2001+F+Level 2	35350942.00
Total	207834076.00

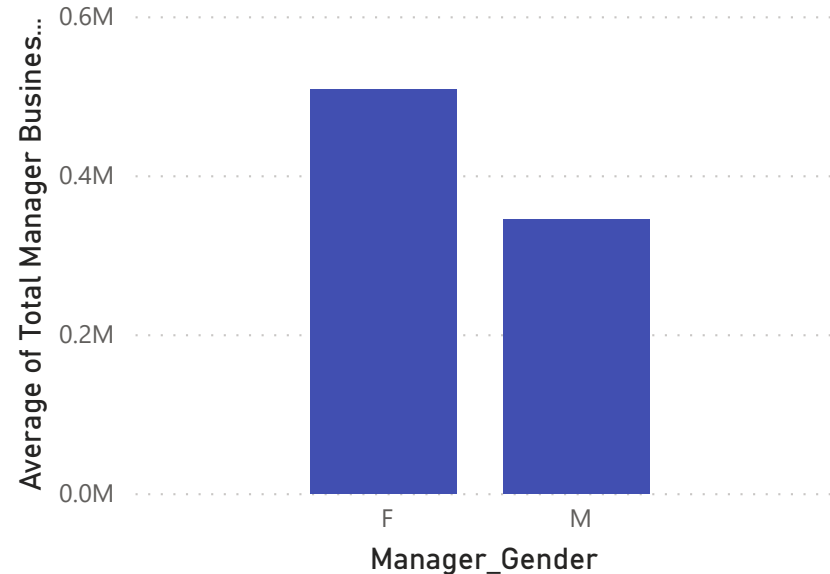
### Top 5 Managers by Products sold

Manager_ID	Total Num Products(including Cat_A)
2/11/1961+12/29/2005+M+Level 1	1320.00
7/8/1978+12/20/2004+M+Level 1	1110.00
7/22/1978+2/12/2005+M+Level 1	1106.00
10/11/1975+5/7/2001+F+Level 2	978.00
5/27/1955+6/12/2006+F+Level 1	944.00
Total	5458.00

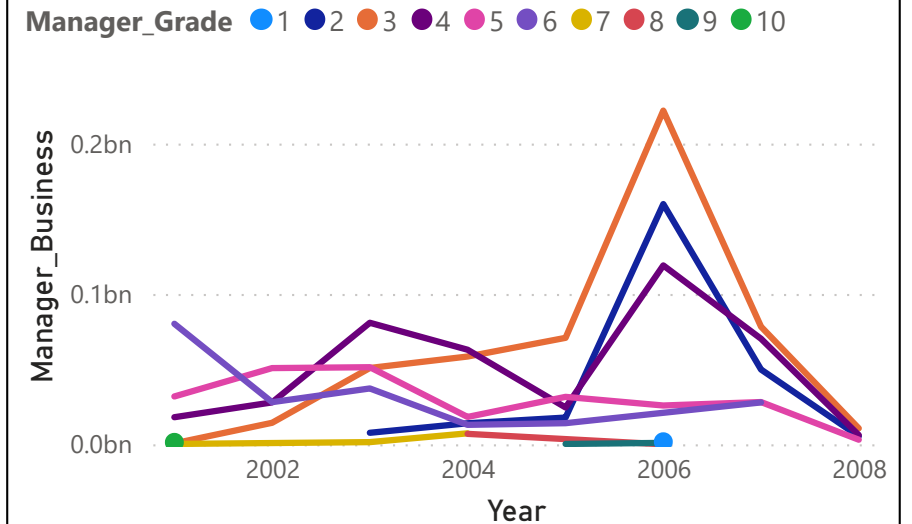
### Total Business by Manager Status



### Average total business by Gender

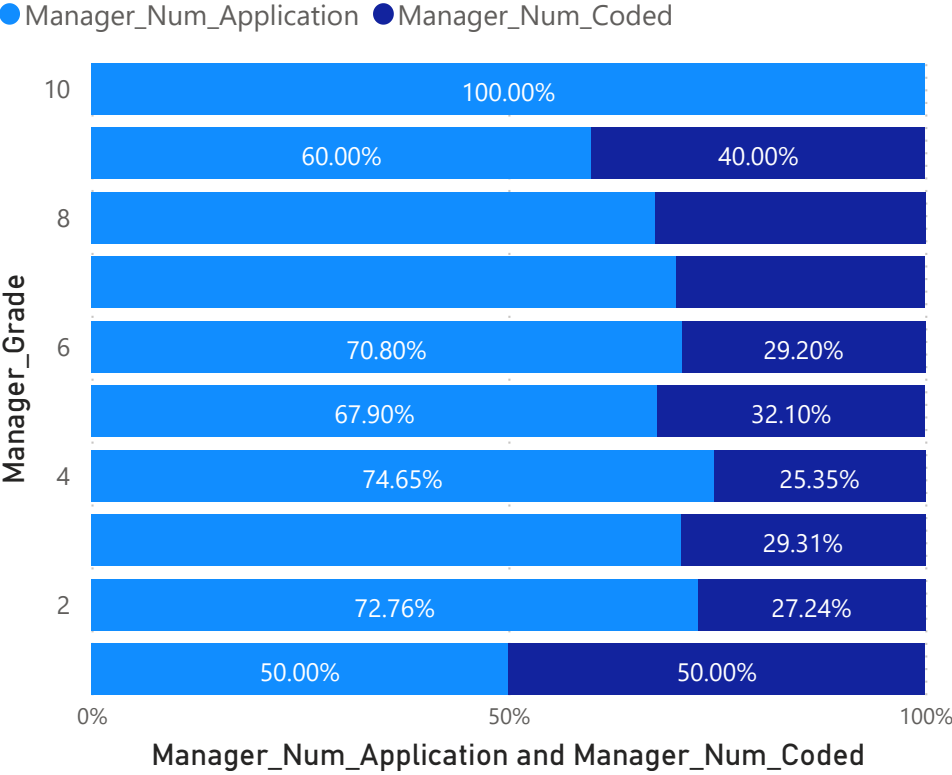


### Total Business by Year and Manager Grade



# Impact of Managers on Agents Recruitment

## Previous Agent Applications Conversion Rate by Manager Grade



## Agent Recruitment Rate

Manager_ID	Total Manager Business(including Cat_A)	Total Num Products(including Cat_A)	Manager_Num_Application	Manager_Num_Coded	Count of ID	Business_Sourced	Business_Sourced Ratio
+++					683	236	34.55%
2/11/1961+1/13/2007+M+Level 1	18543863.00	809.00	84	58	24	14	58.33%
10/11/1975+5/7/2001+F+Level 2	25830034.00	978.00	69	40	23	12	52.17%
6/10/1959+9/9/2006+M+Level 2	4538914.00	188.00	64	36	19	12	63.16%
7/2/1967+12/26/2006+M+Level 2	16985210.00	896.00	139	41	28	12	42.86%
1/7/1976+4/16/2007+M+Level 3	33299436.00	488.00	74	51	21	11	52.38%
4/5/1979+8/15/2005+F+Level 1	20249650.00	554.00	82	53	20	11	55.00%
6/3/1969+7/23/2007+M+Level 4	12157472.00	296.00	48	20	24	11	45.83%
7/2/1958+5/31/2004+F+Level 1	7709764.00	262.00	34	37	16	11	68.75%
7/22/1978+2/12/2005+M+Level 1	19547730.00	1106.00	31	15	25	11	44.00%
9/19/1973+11/18/2002+M+Level 1	9005842.00	256.00	42	23	16	11	68.75%
1/2/1970+8/14/2003+M+Level 1	11803950.00	634.00	35	16	20	10	50.00%
10/2/1972+10/9/2003+M+Level 1	9675500.00	486.00	24	11	17	10	58.82%
2/14/1968+7/31/2003+M+Level 1	8337732.00	492.00	29	23	17	10	58.82%
Total	3248377475.00	126324.00	17155	6712	9527	3267	34.29%

### Key Points

- > Previously Grade 1 managers have recruited more applicants from the number of applications they have received. They have recruited 50% of the applicants who had applied.
- > Grade 10 managers haven't recruited any.
- > Observing the pattern in the data, 34.29% of the applicants get recruited out of the total applications.