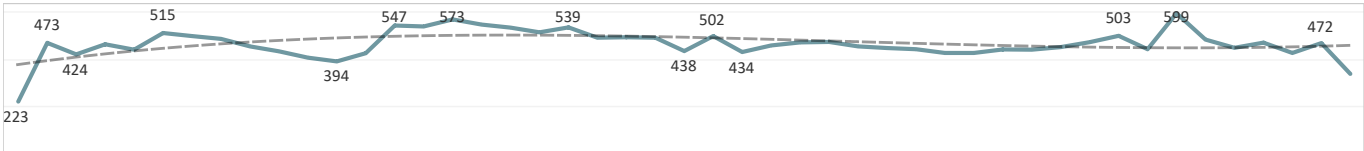


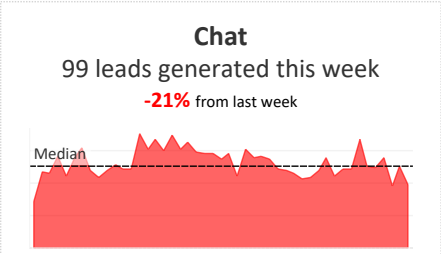
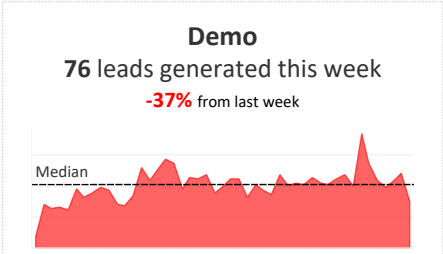
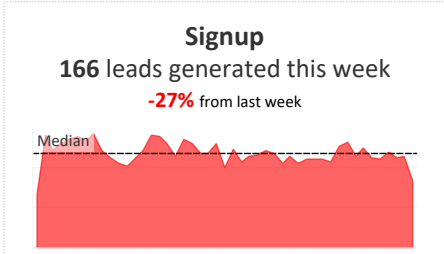
# LEADS: KEY PERFORMANCE INDICATORS

## Leads: Overall

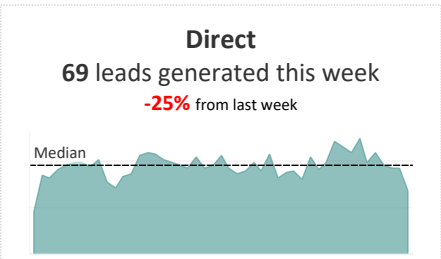
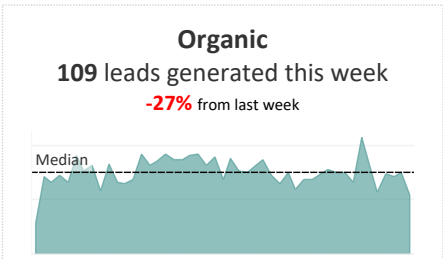
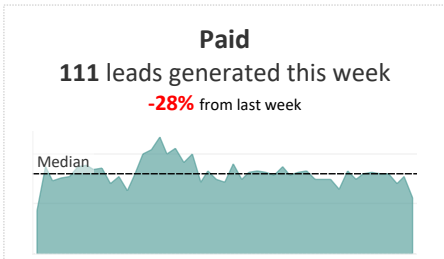
341 leads generated this week  
-28% from last week



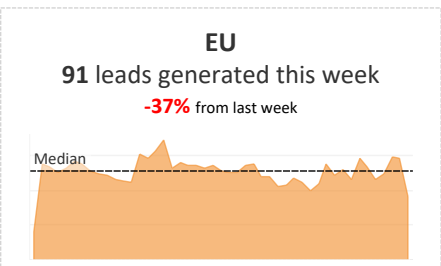
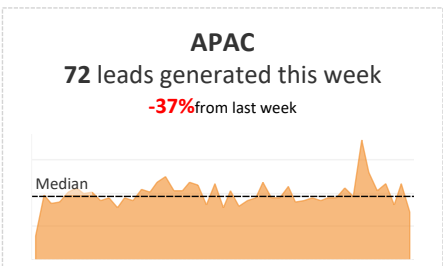
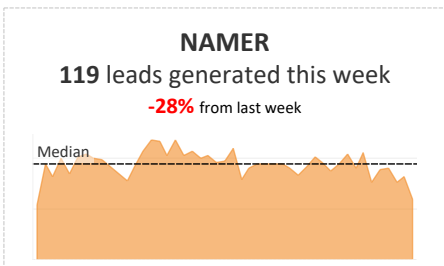
## # of Leads Generated: By Type



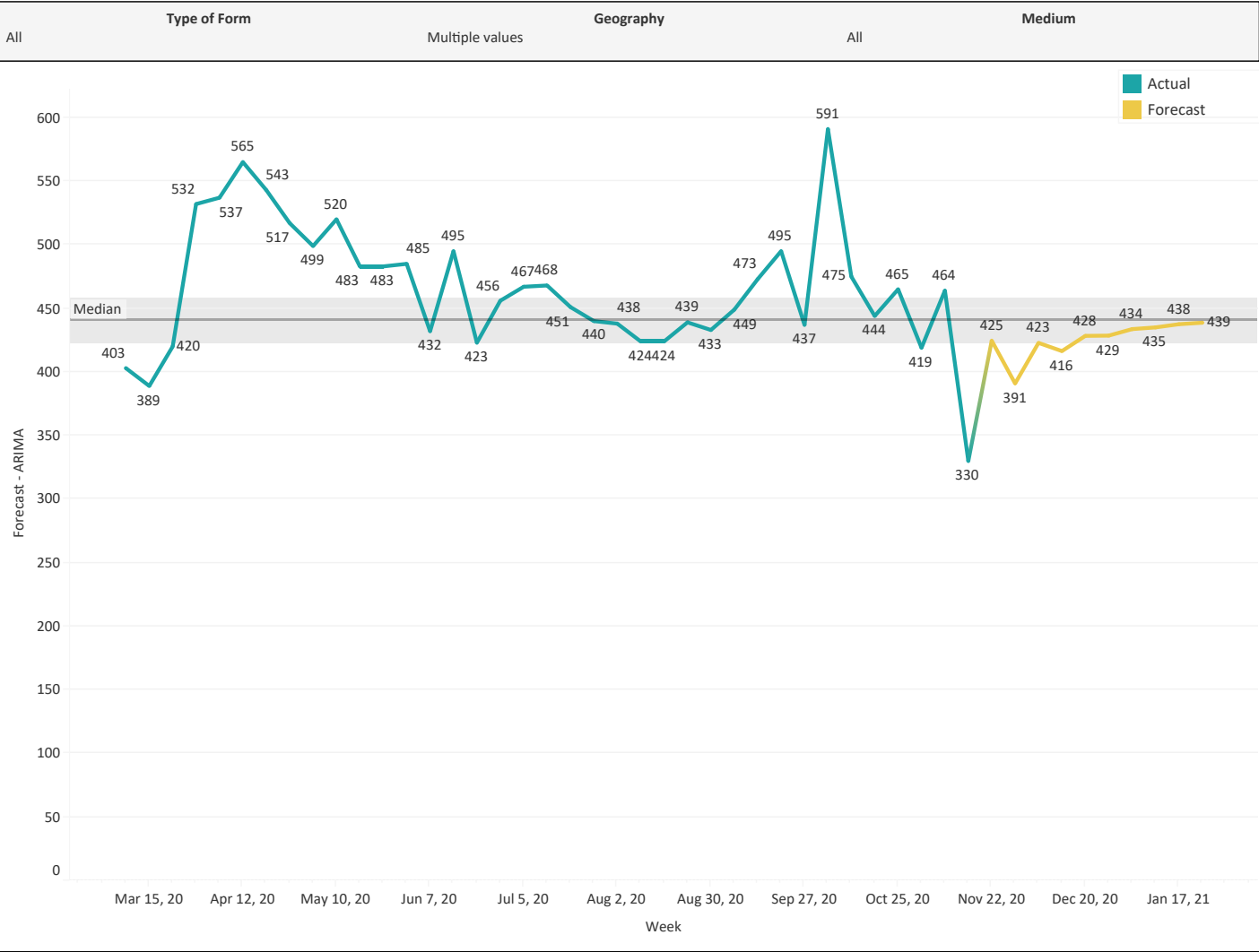
## # of Leads Generated: By Medium



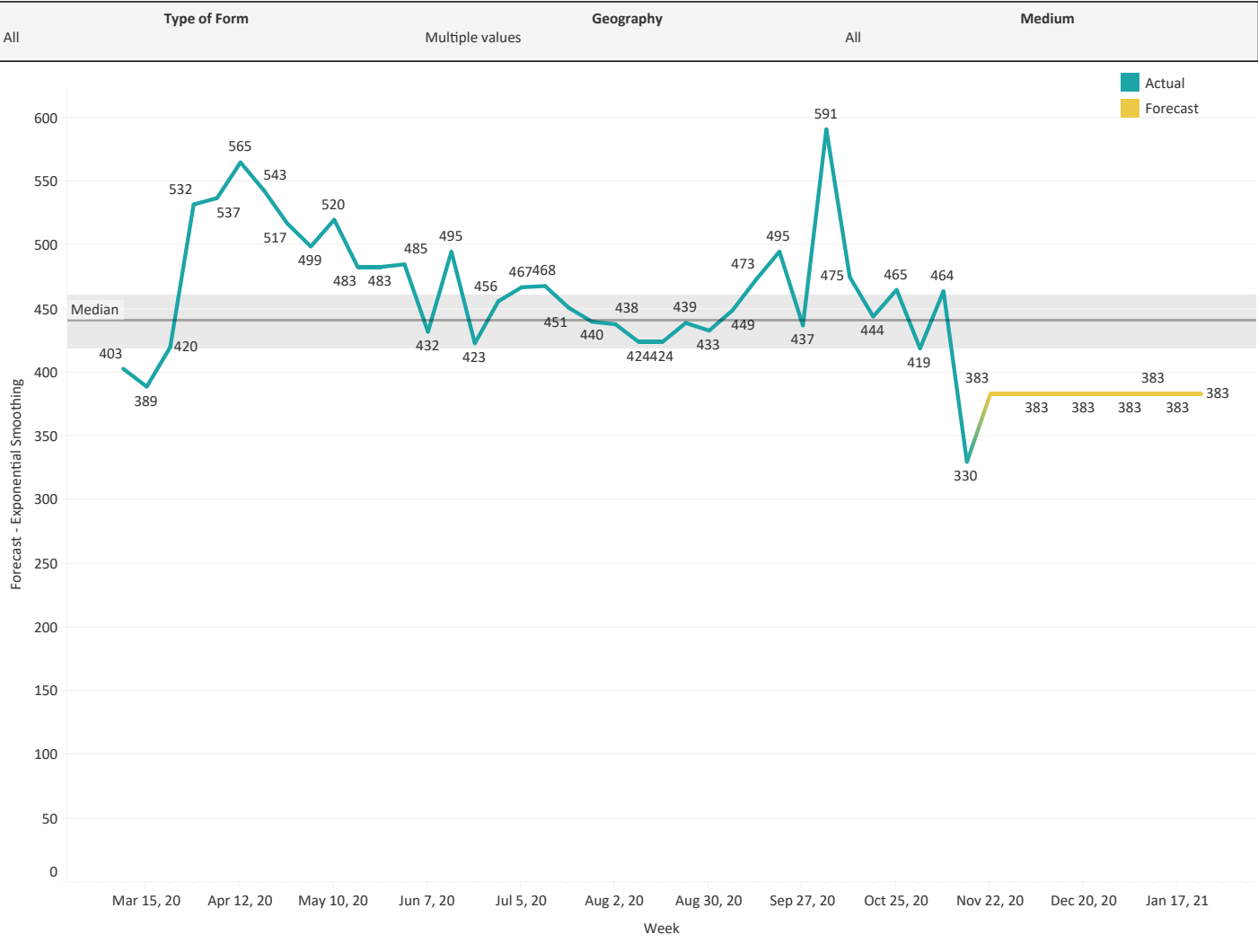
## # of Leads Generated: By Geography



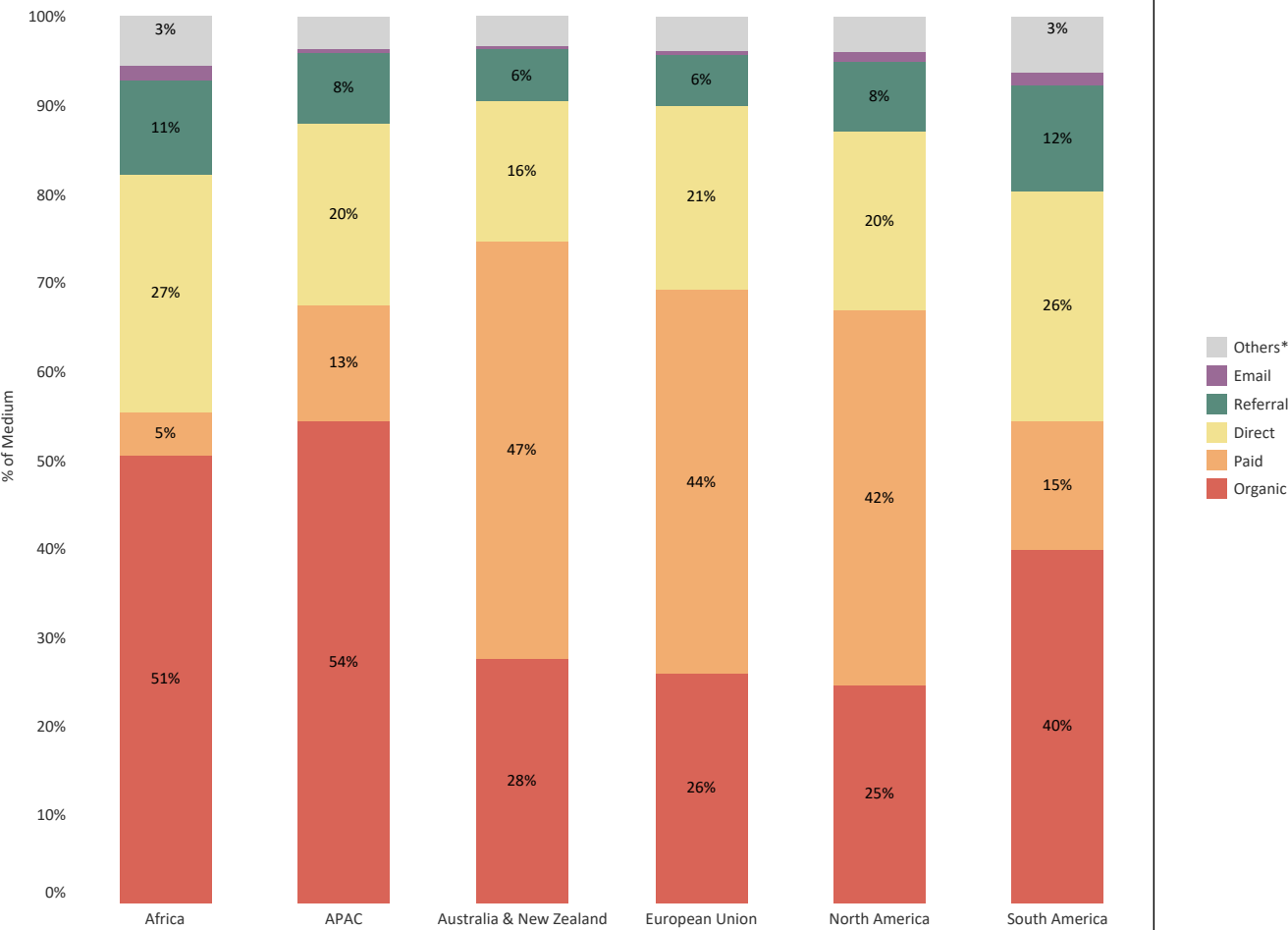
# ARIMA: FORECASTING METHOD



# EXPONENTIAL SMOOTHING: FORECASTING METHOD



# GEOGRAPHY VS MEDIUM



\* Clubbed values with low observations

