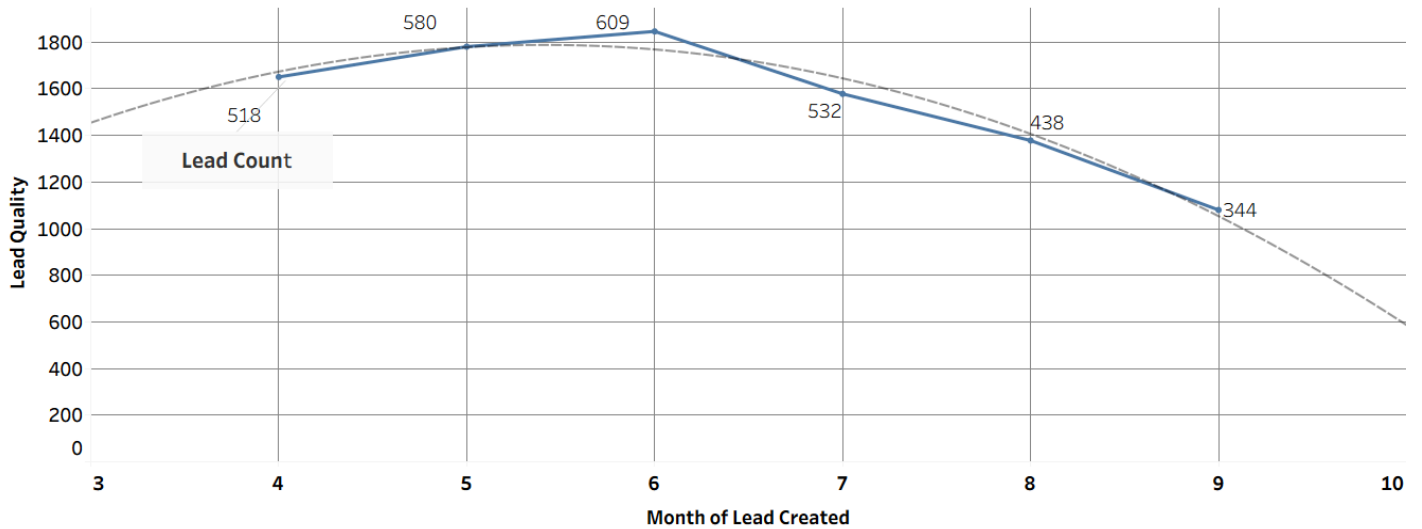


# Lead Quality Assessment

## Lead Quality Trend over time

- The overall lead quality score initially went up month on month until June, after which it began to decline. (does not account for the individual lead-level quality scores)

MoM Overall Lead Quality Trend

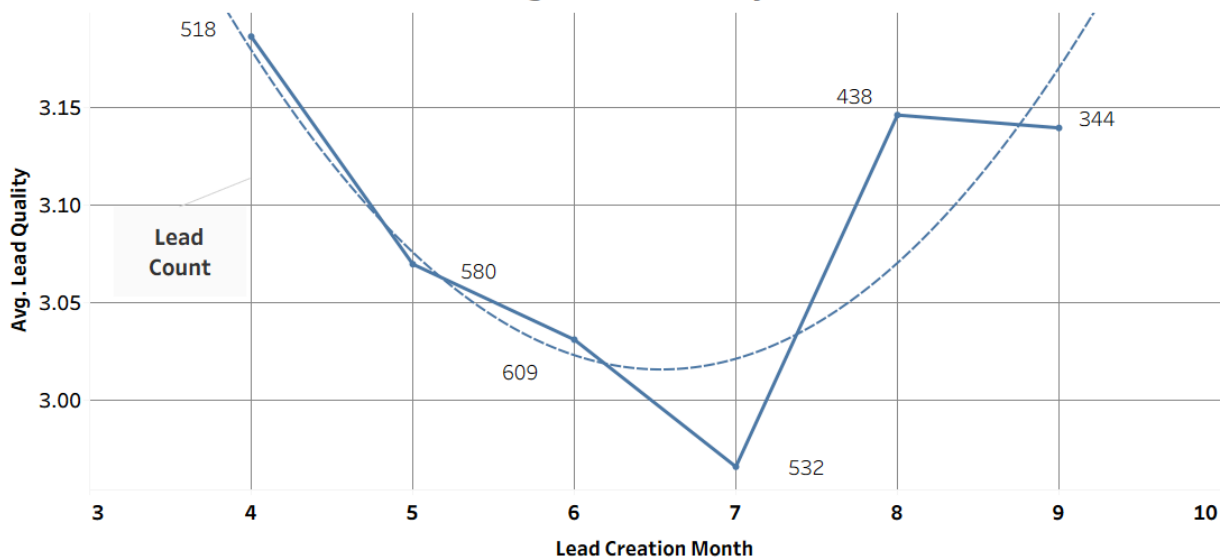


Model Used: 2nd Degree Polynomial Regression

R-squared: 0.97 (Explains 97% of the variation in the distribution of the mean lead quality)

P-value: 0.005 (Statistically Significant, NOT BY CHANCE)

MoM Average Lead Quality Trend

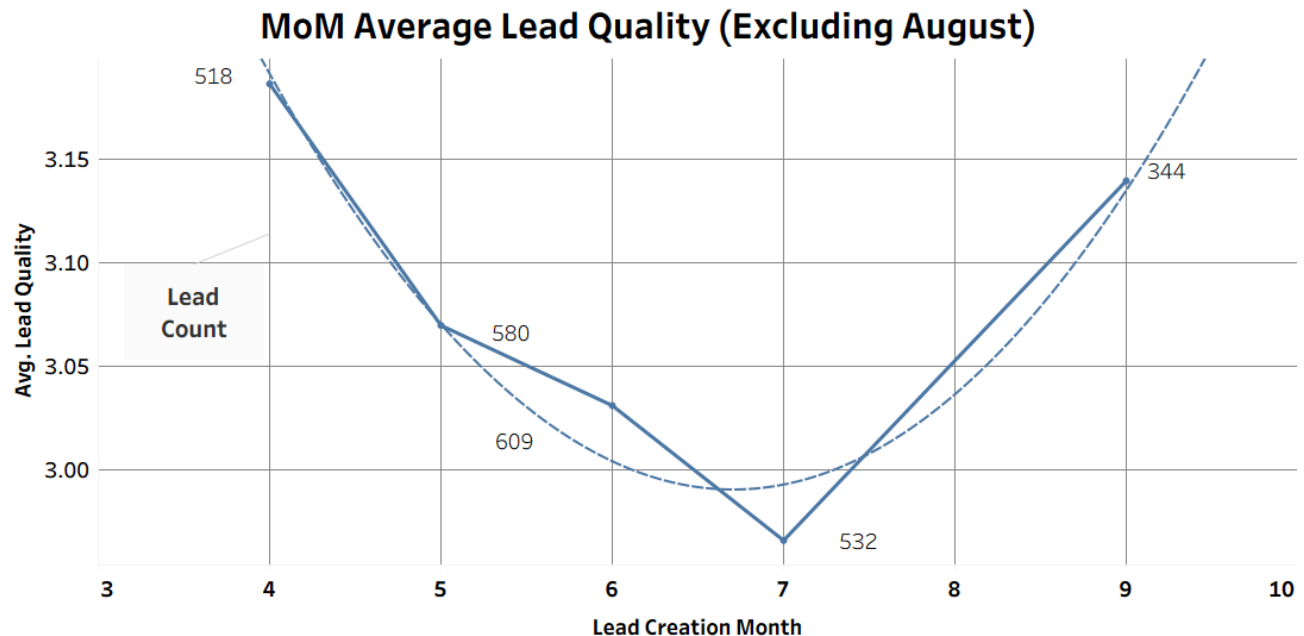


Model Used: 2nd Degree Polynomial Regression

R-squared: 0.71 (Explains 71% of the variation in the distribution of the mean lead quality)

P-value: 0.16 (Model trend is *BY CHANCE*)

- On excluding the August month from trendline analysis for the average lead quality, there is a clear U shaped pattern which suggests some strategic changes were implemented in that month.



Model Used: 2nd Degree Polynomial Regression

R-squared: 0.95 (Explains 95% of the variation in the distribution of the mean lead quality)

P-value: 0.049249 (Statistically Significant, *NOT BY CHANCE*)

- Even though the lead count goes down in August, the average lead quality shows **sharp increase of 6.07%**. This suggests fewer but more quality leads.

Month	Lead Count	Average LeadQuality	% Increase Overall	% Increase Average
Apr	518	3.186293436	Unknown	Unknown
May	580	3.069827586	11.97%	-3.66%
Jun	609	3.031198686	5.00%	-1.26%
Jul	532	2.966165414	-12.64%	-2.15%
Aug	438	3.146118721	-17.67%	6.07%
Sep	344	3.139534884	-21.46%	-0.21%

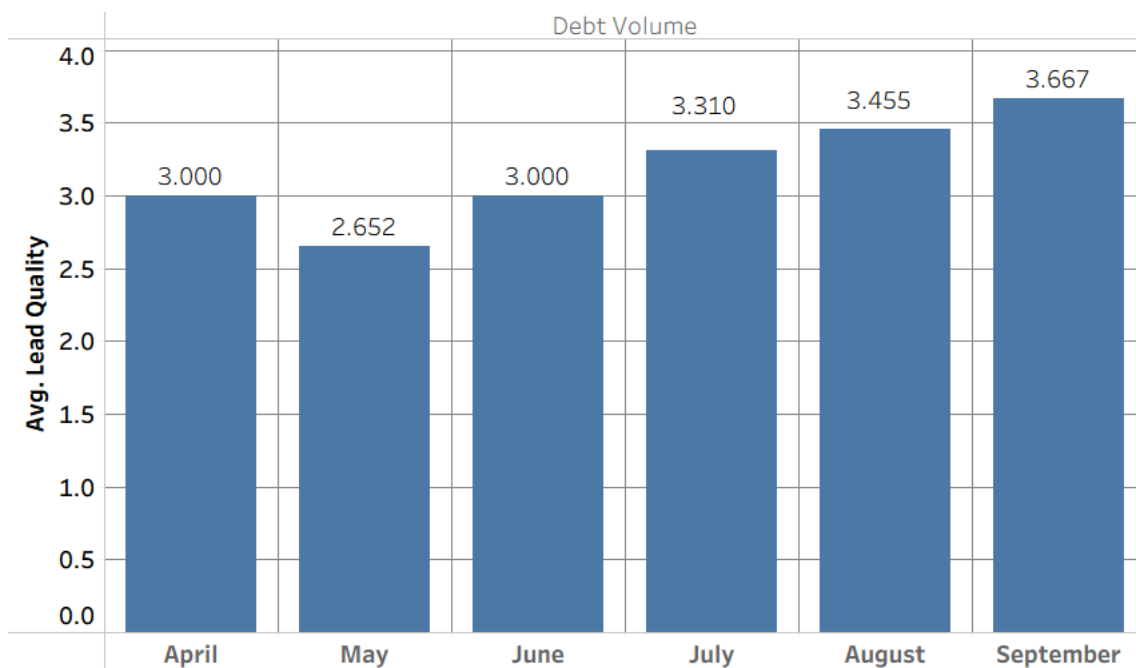
Week	LeadQuality Count	LeadQuality Average	% Increase Overall	% Increase Average
16-07-2009 - 22-07-2009	108	2.898148148	-9.24%	2.34%
23-07-2009 - 29-07-2009	172	2.994186047	59.26%	3.31%
30-07-2009 - 05-08-2009	100	3.34	-41.86%	11.55%
06-08-2009 - 12-08-2009	101	3.168316832	1.00%	-5.14%
13-08-2009 - 19-08-2009	114	3.122807018	12.87%	-1.44%
20-08-2009 - 26-08-2009	87	3.057471264	-23.68%	-2.09%
27-08-2009 - 02-09-2009	92	3.097826087	5.75%	1.32%
03-09-2009 - 09-09-2009	73	3.164383562	-20.65%	2.15%

On further analysis it is clear that something changed in the **first week of August** as the average lead quality score sharply **went up by approximately 12%** (Highest of all weeks throughout).

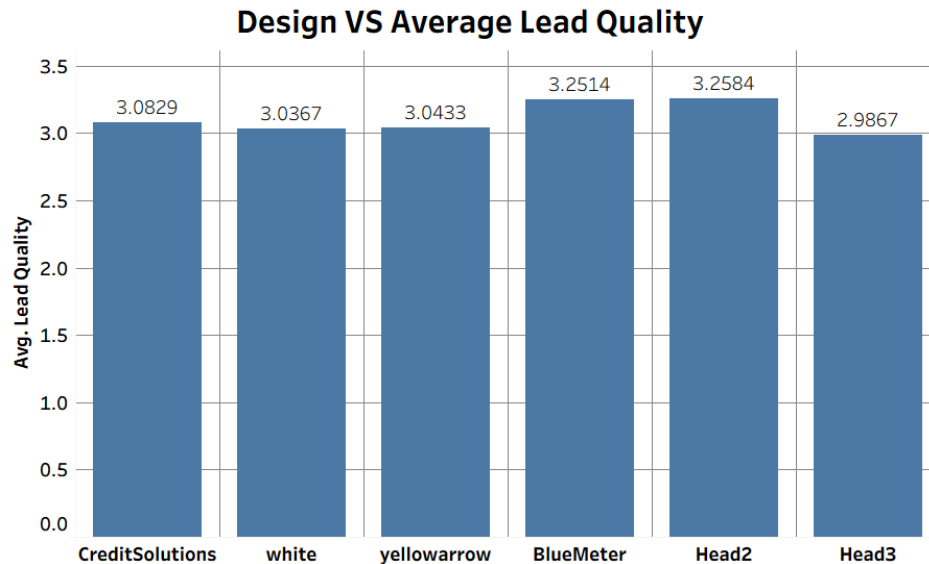
## Lead Quality Drivers

- In order to evaluate the Lead Quality Drivers, I would focus my analysis on the 1st week of August (30th July to 5th August) as it shows highest rise and 2nd week of July (9th July - 15 July) with the lowest average lead quality **decline of approximately 9%**.
- The Debt Volume campaign achieved an average lead quality score of **4 & 4.14 during extreme weeks**, significantly outperforming the overall average of 3.08. It's overall average is at 3.1958.
- On further analysis it is revealed that Debt Volume is the only campaign whose performance consistently kept improving from May onwards.

### Debt Volume Performance



- This consistent improvement suggests that the campaign is either benefiting from iterative optimizations (e.g., better targeting, creatives) or aligning increasingly well with audience intent, making it a strong candidate for further scaling or A/B testing.
- The lead quality is not impacted by Ad Placement, who filled the ad form or the ad form background colour.
- Though the average lead quality is higher for the design Head2 followed by BlueMeter but these designs were only used in the first two months. If I compare the remaining three designs CreditSolution could be the winner, but these average are very close.



## Recommendations for improving lead quality by 20%

- Currently the Average Lead Quality is 3.083 and the aim is to get it up by 20% that is to an average value of 3.6996.
- How about we **bring back the Head2 design?** which had lead quality of 3.2584, greater than our current average lead score.
- Assuming all the other factors remain unchanged and average lead quality of this design remains at the same level, bringing in **5521 new leads** would help us **hit the target** of average lead score to 3.7.
- We can also focus on removing low-quality leads to get the average lead quality up. This way, even without increasing the number of leads, the overall quality can improve. This can be done by adding better filters in the form or tightening the targeting so that only serious users fill the form.

## Lead Quality Score assigned by me based on Call Status

Call Status	Lead Quality Score
Closed	6
EP Confirmed	5
EP Received	4.5
EP Sent	4
Customer Not Interested	3
Contacted - Doesn't Qualify	2
Unable to contact - Bad Contact Information	1
Contacted - Invalid Profile	1