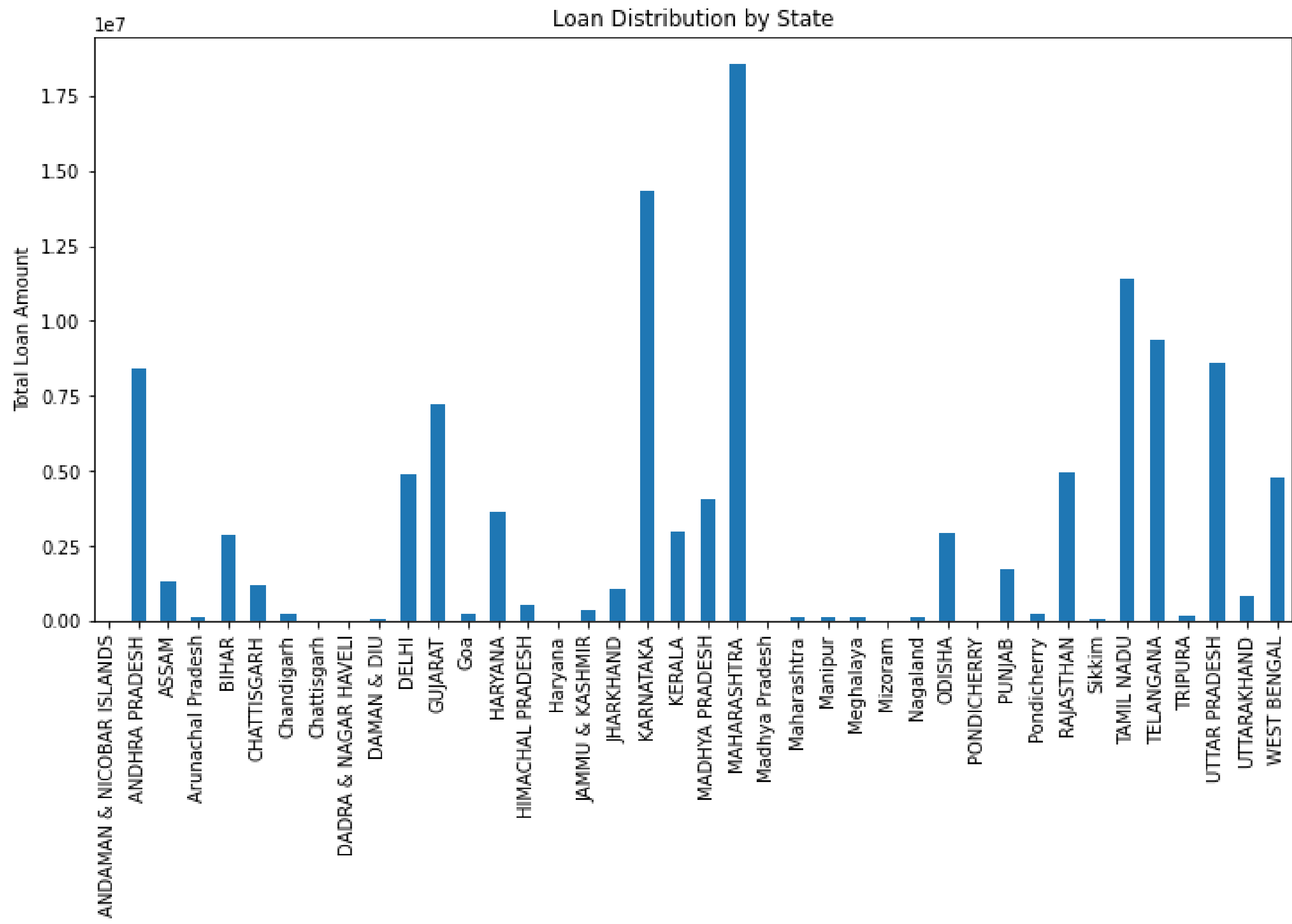


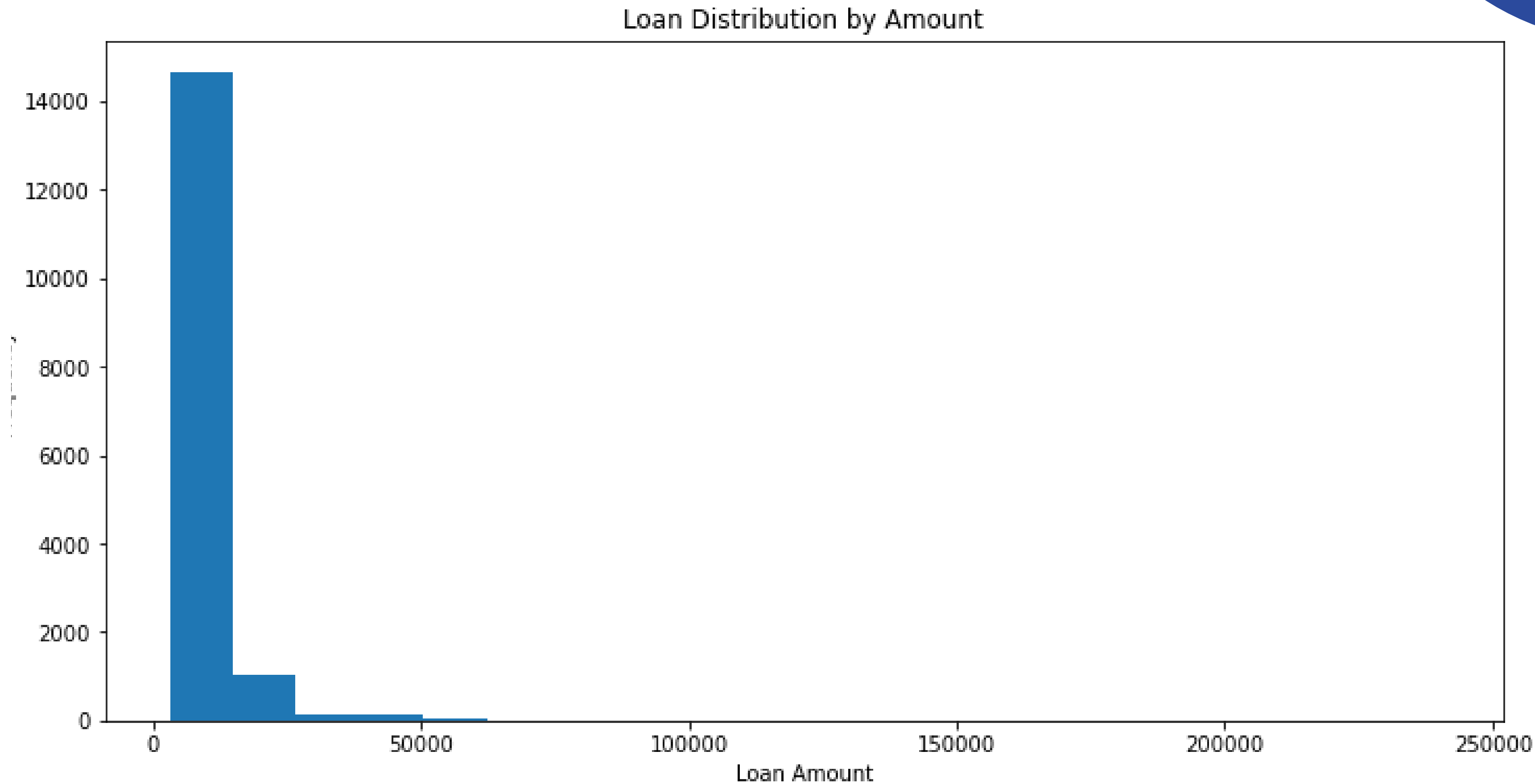
ANALYSIS REPORT



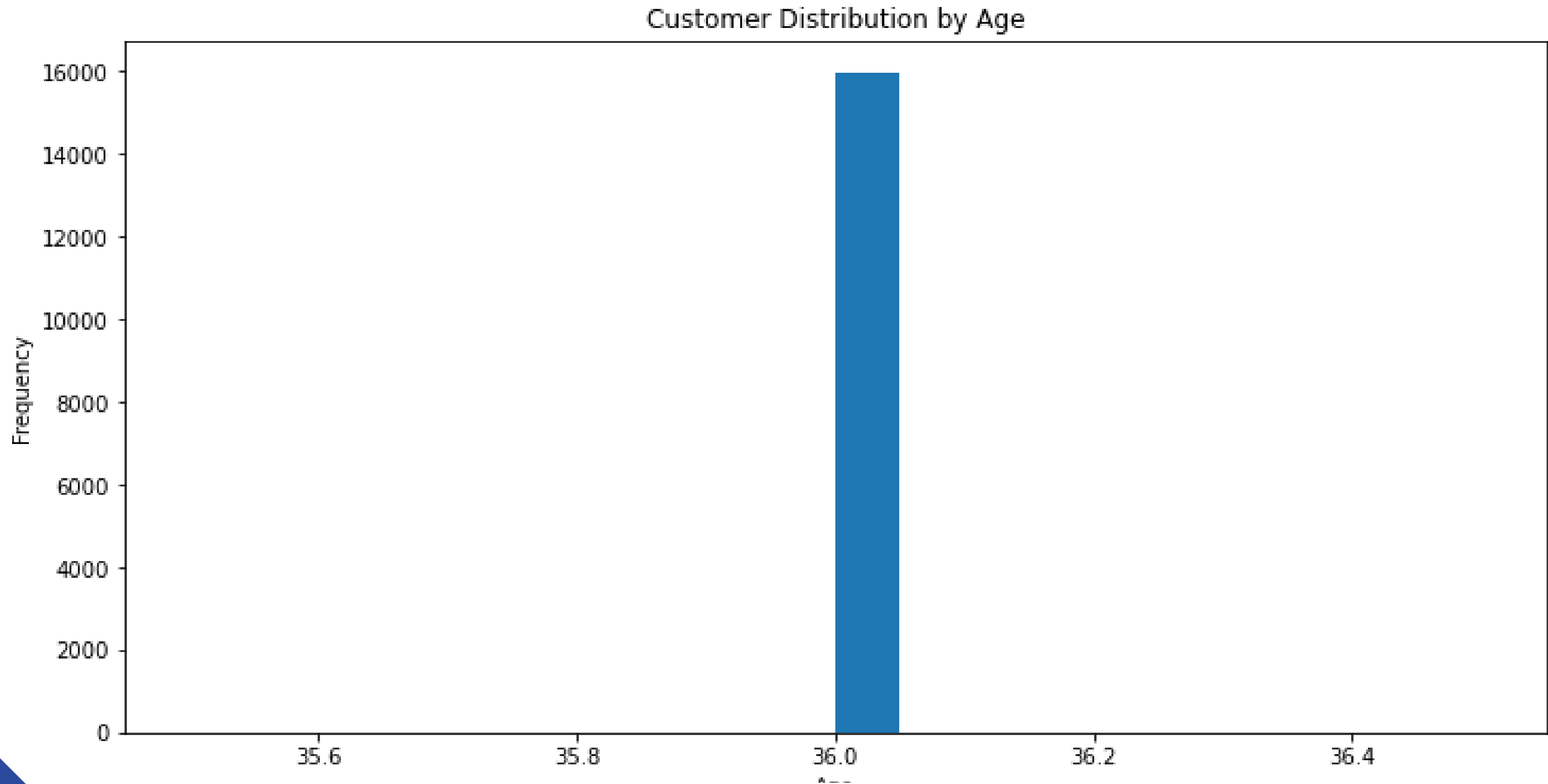
1. Distribution of loans across different states



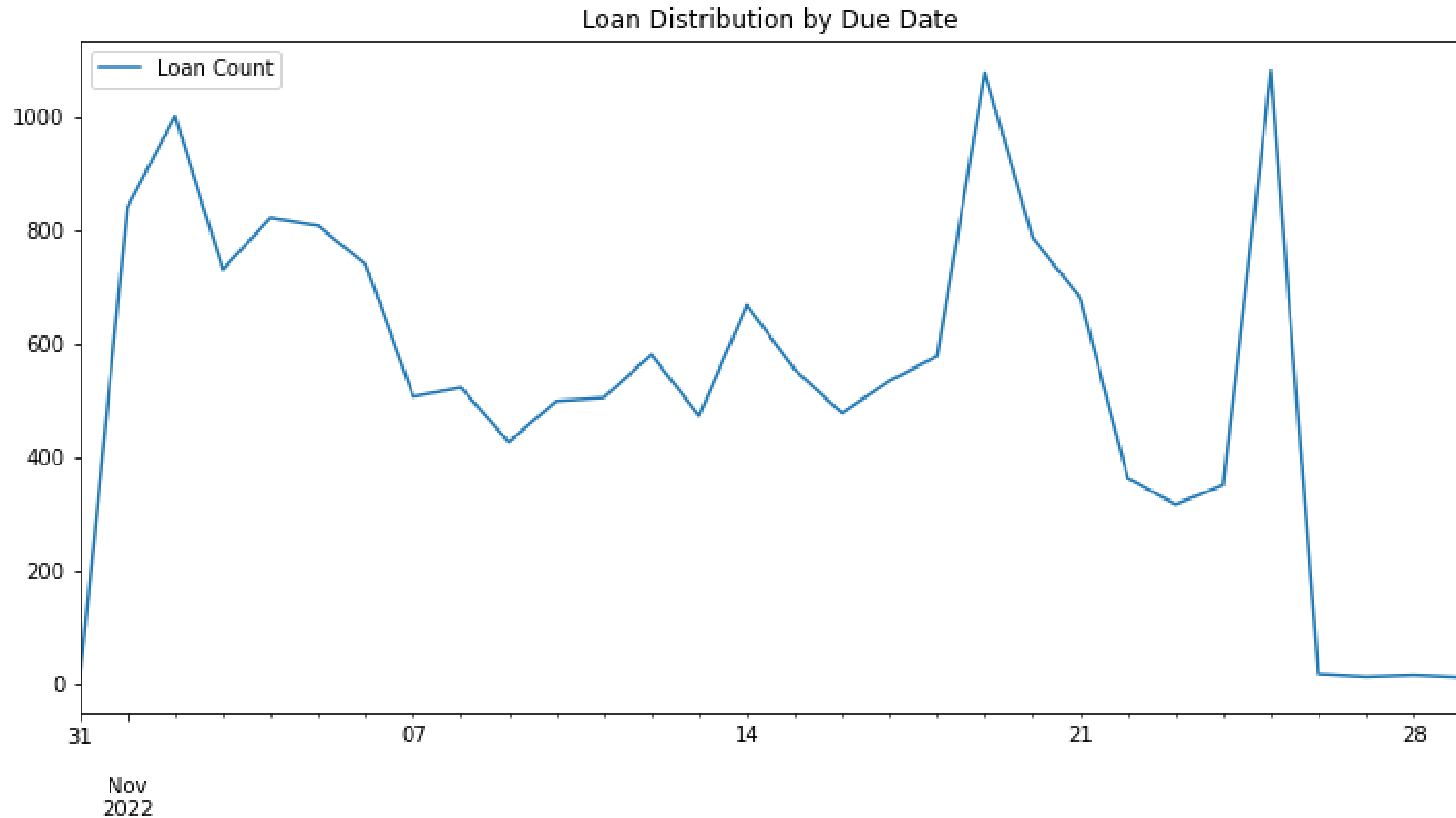
2. Distribution of loans across different amounts



3.Distribution of customers by age



4. Distribution of loans by due dates



5. Unique number of customers contacted every day - only completed calls are to be considered - How many unique borrowers did we contact on day 1, day 2 etc.

| | |
|------------|------|
| 2022-12-02 | 7845 |
| 2022-12-03 | 6929 |
| 2022-12-04 | 6103 |
| 2022-12-05 | 6284 |
| 2022-12-06 | 5665 |
| 2022-12-07 | 4261 |

6. Number of customers not contacted on every day. How many borrowers are not contacted on day 1, day 2 etc.

Ans: [3372, 4288, 5114, 4933, 5552, 6956]

7. Who are the customers who have been contacted the most

| | |
|---------|----|
| 1659081 | 38 |
| 1580447 | 30 |
| 1564892 | 28 |
| 1542440 | 28 |
| 1759399 | 27 |
| 1817574 | 27 |
| 1625201 | 26 |
| 1691978 | 26 |
| 1814726 | 26 |
| 1637862 | 26 |

These are the top 10 customers which are contacted the most

8. Who are the customers who have been contacted the least

| | |
|-------------|---|
| 16748071234 | 1 |
| 1754354 | 1 |
| 1754295 | 1 |
| 1611769 | 1 |
| 1611817 | 1 |
| 1754215 | 1 |
| 1754097 | 1 |
| 1753979 | 1 |
| 1612943 | 1 |
| 1753730 | 1 |

There are many customers who are contacted least time i.e. one time only out of them
I have listed 10 over here.

9.How many customers have never been reached out?

These 3 whose loan number is : [1519456, 1565907, 1718725]

10. Distribution of calls by states.

| | |
|---------------------------|---|
| State | |
| Nagaland | 2022-12-07T06:52:20.650Z2022-12-07T14:31:23.99... |
| TELANGANA | 2022-12-04T06:31:08.982Z2022-12-04T09:27:59.66... |
| Chandigarh | 2022-12-03T13:21:34.536Z2022-12-02T08:42:46.73... |
| KARNATAKA | 2022-12-03T13:16:04.150Z2022-12-04T05:50:06.50... |
| JHARKHAND | 2022-12-03T12:49:14.978Z2022-12-04T06:52:10.80... |
| Meghalaya | 2022-12-03T12:22:05.081Z2022-12-04T06:52:21.87... |
| ANDAMAN & NICOBAR ISLANDS | 2022-12-03T10:23:39.270Z2022-12-03T13:35:28.85... |
| UTTAR PRADESH | 2022-12-03T05:58:34.949Z2022-12-03T09:47:08.34... |
| MAHARASHTRA | 2022-12-02T13:26:29.198Z2022-12-04T14:09:47.84... |
| Chattisgarh | 2022-12-02T13:13:52.952Z2022-12-03T10:11:51.02... |
| WEST BENGAL | 2022-12-02T12:20:08.813Z2022-12-03T14:02:19.63... |
| Manipur | 2022-12-02T12:02:35.864Z2022-12-02T09:10:21.74... |
| UTTARAKHAND | 2022-12-02T10:55:36.600Z2022-12-07T12:34:23.10... |
| CHATTISGARH | 2022-12-02T09:52:52.526Z2022-12-02T11:21:21.99... |
| TAMIL NADU | 2022-12-02T09:52:08.869Z2022-12-02T12:51:43.83... |
| DAMAN & DIU | 2022-12-02T09:46:59.762Z2022-12-02T12:14:04.93... |
| Sikkim | 2022-12-02T09:38:18.829Z2022-12-03T07:04:21.98... |
| Goa | 2022-12-02T09:30:22.070Z2022-12-02T11:56:25.40... |
| Mizoram | 2022-12-02T09:29:46.660Z2022-12-03T07:34:27.40... |
| ANDHRA PRADESH | 2022-12-02T09:22:38.162Z2022-12-02T12:24:06.15... |
| Madhya Pradesh | 2022-12-02T09:21:42.440Z2022-12-02T12:04:10.697Z |
| DADRA & NAGAR HAVELI | 2022-12-02T09:12:36.150Z2022-12-02T13:06:34.07... |
| Pondicherry | 2022-12-02T09:10:37.221Z2022-12-02T11:39:05.44... |
| Haryana | 2022-12-02T09:06:16.290Z2022-12-02T12:02:21.35... |
| ASSAM | 2022-12-02T08:59:38.307Z2022-12-02T12:25:45.36... |
| Arunachal Pradesh | 2022-12-02T08:55:58.272Z2022-12-02T11:54:35.17... |
| MADHYA PRADESH | 2022-12-02T08:50:08.245Z2022-12-02T11:21:47.43... |
| TRIPURA | 2022-12-02T08:41:04.081Z2022-12-02T08:42:03.18... |
| Maharashtra | 2022-12-02T08:40:19.603Z2022-12-05T07:12:46.43... |
| PUNJAB | 2022-12-02T08:27:15.097Z2022-12-02T11:24:00.37... |
| DELHI | 2022-12-02T08:25:47.346Z2022-12-02T11:20:31.33... |
| HIMACHAL PRADESH | 2022-12-02T08:23:39.211Z2022-12-02T08:55:52.33... |

11.Distribution of calls by campaign ids

| Campaign ID | Calls Made |
|-------------|------------|
| 164168595 | 6905 |
| 164661895 | 6413 |
| 165448984 | 3736 |
| 170181308 | 3637 |
| 168801291 | 3545 |
| 167104482 | 3416 |
| 166203288 | 3391 |
| 166790104 | 3286 |
| 170740199 | 3280 |
| 168389540 | 3106 |

12. Unique number of customers by campaign ID

Campaign ID

| | |
|-----------|------|
| 164168595 | 6306 |
| 164661895 | 5833 |
| 165448984 | 3430 |
| 170181308 | 3419 |
| 168801291 | 3353 |
| 167104482 | 3227 |
| 166203288 | 3189 |
| 170740199 | 3128 |
| 166790104 | 3070 |
| 168389540 | 2925 |
| 171446618 | 2902 |
| 169508126 | 2878 |
| 172117487 | 2789 |
| 172948100 | 2663 |
| 167820924 | 2578 |
| 165448976 | 1576 |
| 173536581 | 1572 |
| 166203285 | 1450 |
| 166790108 | 1408 |
| 172503470 | 1134 |
| 167104488 | 1019 |
| 168389543 | 877 |
| 168801293 | 841 |

Thank You!!