

Antarctica Global

Data Cleaning

- I have changed the format of the column “Date” from General to short date format and merge all the three sheets into one single sheet by adding a new column named “Emp name” to identify each employee precisely.
- I have noticed some blank fields and Outliers so I have removed all of them.
- I have mentioned my initial observation below in a table format –

Emp name	Total workdays	Total leads	Total time spent (mins)	Outlier's percentage
Associate ABC	47	244	12270	19%
Associate XYZ	41	396	14130	12%
Associate KLM	107	1054	41170	00%

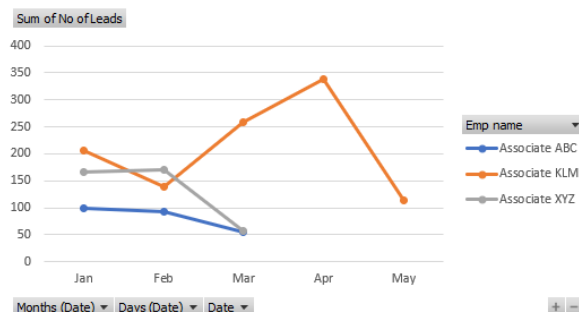
Data Exploration

1. Average number of leads generated per day – 9
2. Average time spent per day by all associates – 378 minutes
3. Conversion rate (leads per hour) - 1.50
4. Total leads generated – 1694
5. Associate generated the most leads – Associate KLM (1054 leads)
6. Associate spent the most time on lead generation – Associate ABC (50 minutes/lead)
7. Associate who is underperforming – Associate ABC

Emp name	Average leads per day	Total workdays
Associate ABC	6	47
Associate XYZ	11	41
Associate KLM	10	107

Data Visualization and Analyze:

Months	No of Leads
Jan	471
Feb	401
Mar	371
Apr	338
May	113
Grand Total	1694



Employee Lead Generation Dashboard

- ☐ Associate ABC
- ☐ Associate KLM
- ☐ Associate XYZ

Total Leads
1694

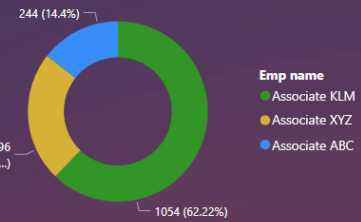
Total time (mins)
68K

Total Workdays
181

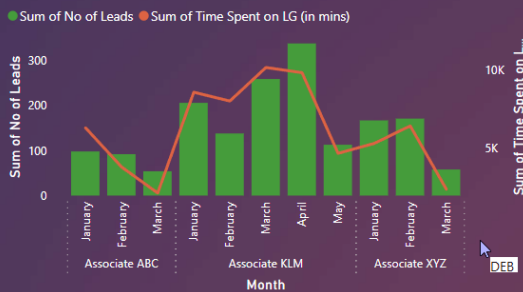
Num of Emp
3

Emp name	Sum of No of Leads	Sum of Time Spent on LG (in mins)	Time/leads
Associate ABC	244	12270	50.29
Associate KLM	1054	41170	39.06
Associate XYZ	396	14130	35.68
Total	1694	67570	39.89

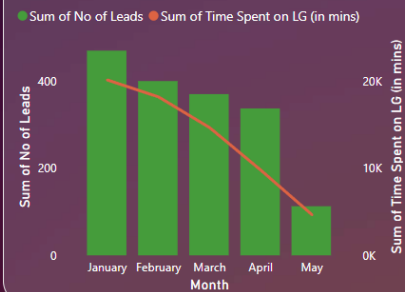
Total leads per employee



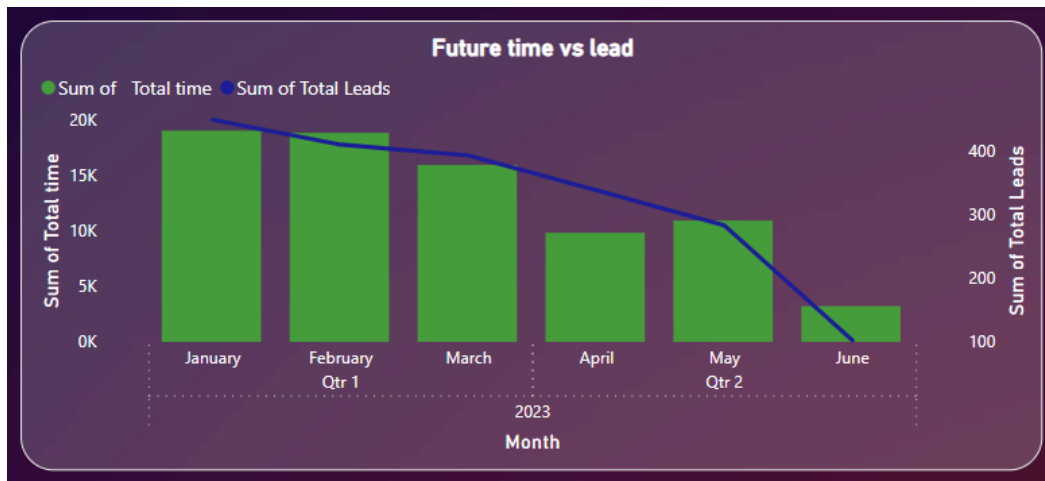
Trend of leads per employee



Lead vs Time Spent



Future Forecast



Recommendation

- Associate ABC is need to go through personalized training in order generate more leads in the same time.
- Before spending time on leads they should take some times in order to check possibility of conversion per lead.
- All the employees should give some extra training over communication and customer's psyche in order to convert leads quickly.
- It will be great if we could create a CRM (Customer Management Relationship) system in order to track employee's interaction with customers, conversion rate etc.