

9

Avg. Leads/day

16

Avg. Leads/month

6

Avg. Time Spend/day (hrs)

241h 28m

Avg. Time Spend/month hh:mm

1.5

Leads Generated/Hour

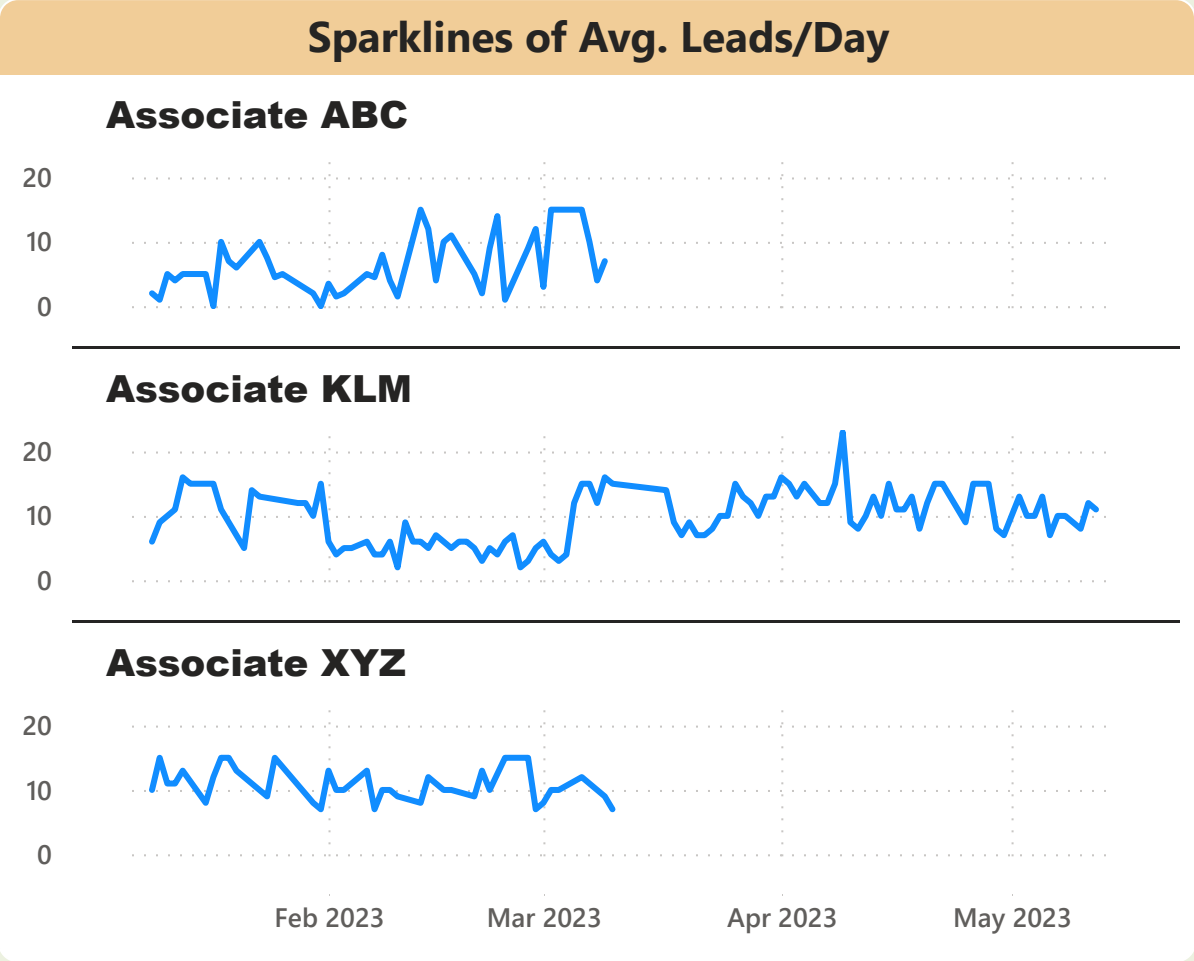
1776

Total Leads

Associate ABC

Associate KLM

Associate XYZ



Month	Total Leads	Leads Previous Month	Leads MoM Growth (%)
January	454		0.00%
February	492	454	8.37%
March	379	492	-22.97%
April	338	379	-10.82%
May	113	338	-66.57%

Dataset Summary:

- The dataset covers 203 days of lead generation activities.

- Two key columns: 'No. of Leads' and 'Time Spend on Leads Generation (in mins)'.

Observations:

• 'No. of Leads' ranges from 0 to 23 with an average of 8.93, showing moderate variation.

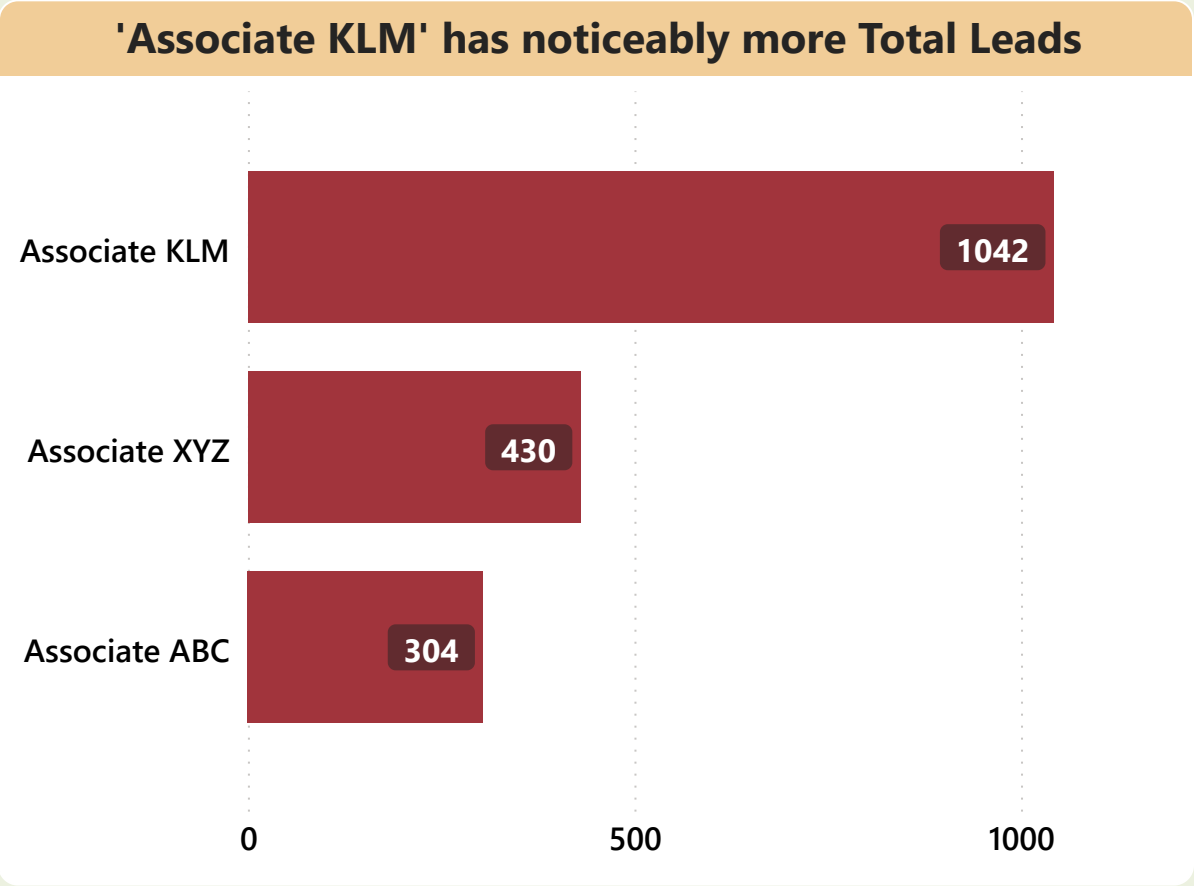
• 'Time Spend' ranges from 2 to 600 minutes with an average of 363.36, indicating notable day-to-day variability.

• 10 days had zero leads, potentially requiring further investigation.

• Predominance of even values in 'Time Spend' may suggest a pattern in time allocation.

• Some outliers are found in 27th January data. So I remove these data.

• The information about how associates are generating leads is missing. This data is crucial for gaining deeper insights and developing a strategy.



Weekday	Total Leads
Monday	312
Tuesday	300
Friday	282
Wednesday	281
Thursday	275
Sunday	168
Saturday	158
Total	1776

For Associate ABC has highest leads in start of the week like Monday and Thursday, and in contrast Associate KLM's leads are getting higher as the weekend are coming.

Associate XYZ don't follow above such pattern as they have high leads in Wednesday and Friday.

1/9/2023

5/12/2023

Associate ABC

Associate KLM

Associate XYZ

Comparison of Avg. Leads/Month

● Associate ABC ● Associate KLM ● Associate XYZ

Month	Associate ABC	Associate KLM	Associate XYZ
January	6	12	11
February	7	5	10
March	9	10	9
April	10	12	9
May	11	10	9

Insights 1

• April in Name Associate KLM made up 11.95% of Avg. Leads/month.

• Associate XYZ had the highest average Avg. Leads/month at 10.54, followed by Associate KLM at 10.08 and Associate ABC at 7.58.

Avg. Time Spend Across Months (in hrs)

● Associate ABC ● Associate KLM ● Associate XYZ ● Avg. Time Spend/month (hrs)

Month	Associate ABC	Associate KLM	Associate XYZ	Avg. Time Spend/month (hrs)
January	100	140	80	326
February	130	130	130	391
March	40	170	50	249
April	0	160	0	163
May	0	80	0	78

Insights 2

• April in Name Associate KLM made up 11.95% of Avg. Time Spend/month (hrs).

• Associate XYZ had the highest average Avg. Time Spend/month (hrs) at 10.54, followed by Associate KLM at 10.08 and Associate ABC at 7.58.

Distribution of Avg. Leads/day and Avg. Time Spend/Day Across Months

● Avg. Leads/day ● Avg. Time Spend/day (hrs)

Month	Avg. Leads/day	Avg. Time Spend/day (hrs)
January	9	6
February	7	5
March	10	7
April	13	6
May	10	7

Insights 3

• At 13, April had the highest Avg. Leads/day and was 83.20% higher than February, which had the lowest Avg. Leads/day at 7.

• Avg. Leads/day and Avg. Time Spend/day (hrs) diverged the most when the Month was April, when Avg. Leads/day were 6 higher than Avg. Time Spend/day (hrs).

Comparison of Average Leads/Day

● Associate ABC ● Associate KLM ● Associate XYZ

Day	Associate ABC	Associate KLM	Associate XYZ
1	3	9	10
2	6	8	10
3	2	7	10
4	8	8	12
5	12	12	12
6	8	10	12
7	6	10	7
8	6	10	10
9	4	12	9
10	2	8	10
11	5	9	11
12	4	9	11
13	10	11	11
14	12	10	12
15	4	12	11
16	7	10	9
17	5	11	11
18	10	10	15
19	7	7	15
20	5	8	11
21	2	7	13
22	9	10	10
23	11	9	11
24	5	8	12
25	4	8	15
26	5	10	15
27	9	8	15
28	12	11	7
29	2	10	8
30	2	10	8
31	0	14	7

Insights 4

• Between Sunday, January 1, 2023 and Tuesday, January 31, 2023, Associate KLM had the largest increase in Avg. Leads/day (50.00%) while Associate XYZ had the largest decrease (33.33%).

• Across Name, Associate XYZ had the most interesting recent trend and started trending down on Friday, January 27, 2023, falling by 53.33% (8) in 4 days.

Name	Total Leads	Avg. Time Spend/month hh:mm	Avg. Leads/month	Leads Generated/Hour
Associate ABC	304	89h 1m	7	1.1
Associate KLM	1042	136h 34m	10	1.5
Associate XYZ	430	85h 50m	11	1.7
Total	1776	241h 28m	16	1.5

Forecast of Total Leads for Next 10 Days

Day	Total Leads
1	20
2	35
3	15
4	30
5	25
6	10
7	20
8	15
9	25
10	20
11	10
12	25
13	20
14	10
15	25
16	20
17	10
18	25
19	20
20	10
21	25
22	20
23	10
24	25
25	20
26	10
27	25
28	20
29	10
30	25
31	20
32	10
33	25
34	20
35	10
36	25
37	20
38	10
39	25
40	20

Insights 5

• Total Leads trended down, resulting in a 38.89% decrease between Monday, January 9, 2023 and Friday, May 12, 2023.

• Total Leads started trending down on Wednesday, April 26, 2023, falling by 26.67% (4) in 16 days.

• Total Leads jumped from 4 to 22 during its steepest incline between Saturday, March 4, 2023 and Friday, March 10, 2023.

Short Summary:

• The performance of ABC is not up to mark as compared to XYZ and KLM. ABC also consume more time to generate leads and conversion rate(Leads Generated/hour) is also low.

• In terms of Conversion rate, XYZ is performing so well than others and their average leads per month is also higher than others.

Recommendations:

• ABC must work hard on weekend as well as leads are low in weekend as compared to start of week. Try to increase their conversion rate and average leads/month.

• XYZ is performing well but I suggest them to try generate leads on weekend as well. So they can improve their performance than others.

• KLM is performing decent in all days of the week. Compared to others, they have high leads but they should try to increase their conversion rate by generating leads on Wednesday.

• MoM growth of Leads generation is not good. Associates and organization must adopt a strategy to generate more leads and increase conversion rate.