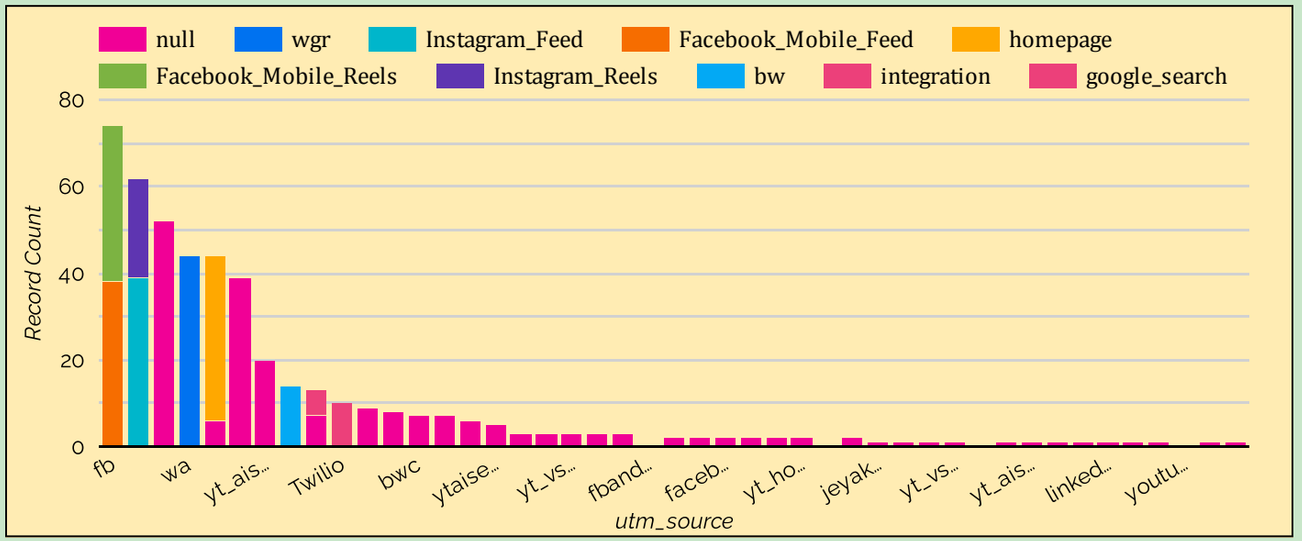
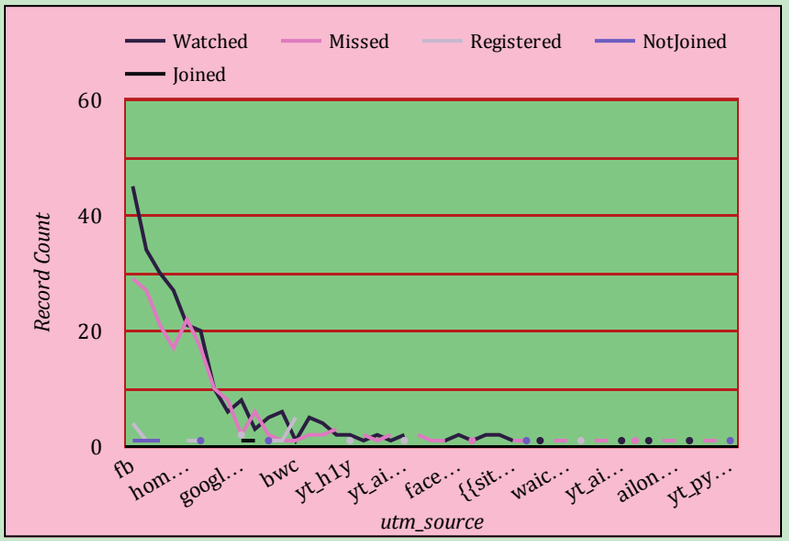
LEAD GENERATION ANALYSIS REPORT- MODEL 1

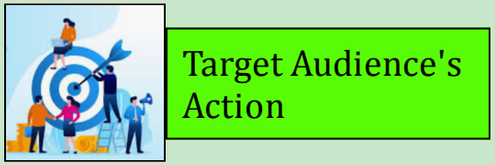
Channel & Medium Count



Channel Wise User Behaviour On Webinar



Target Audience's Action



SUMMARY - MODEL 1

1. The first bar plot gives insight about the count of source of channels (like - FB, Insta, YouTube, etc.,) and its sub categories (like - Instagram reels, fb feed, etc.,) through which the audience came to know about the existence of Hope AI institution.

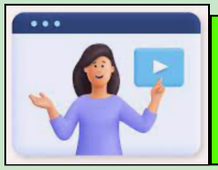
2. The second line plot gives insight about the count of channel wise user behaviour (state) towards the webinar (like - joined, not joined, watched, etc.,).

3. The third tree map gives insight about the count of webinar completion status i.e action (like finished, converted, etc.,) of target audiences (like IT- professional, Non-IT professional, job seeker, etc.,).

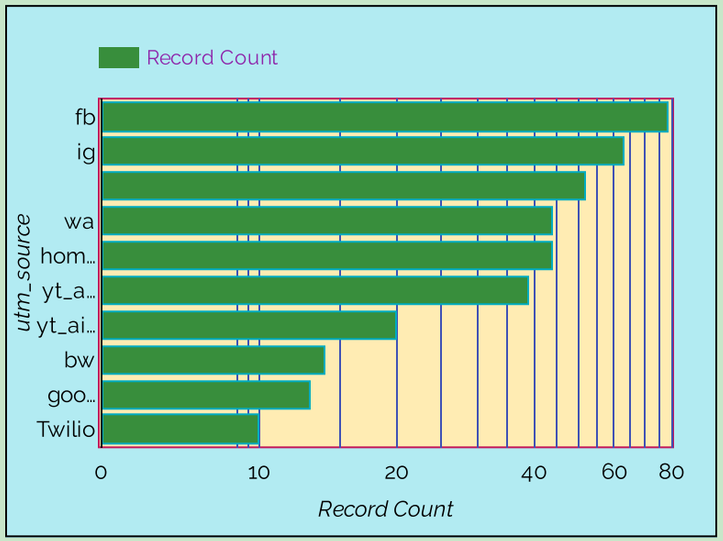
LEAD GENERATION ANALYSIS REPORT - MODEL 2

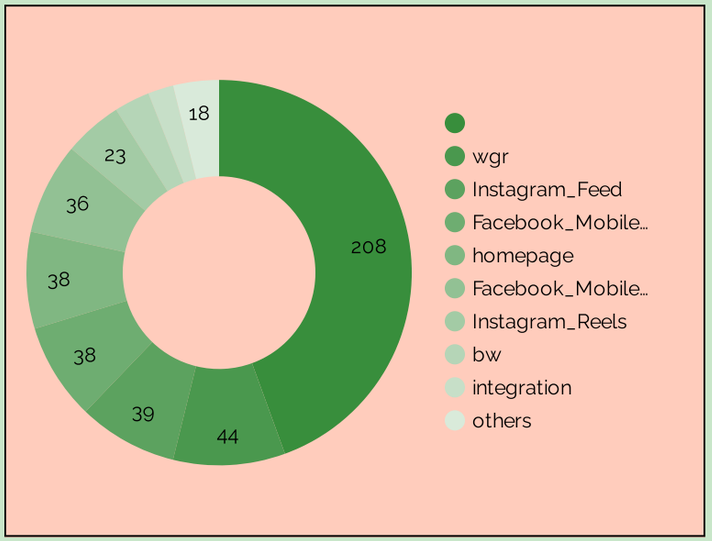
Channel Count

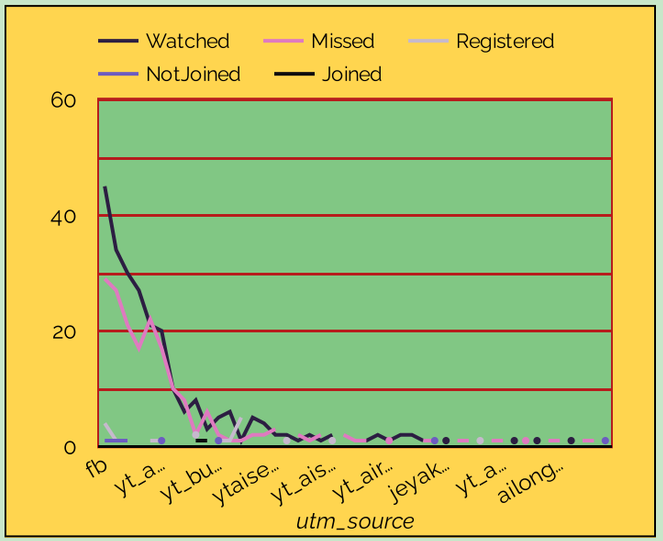
Medium Count



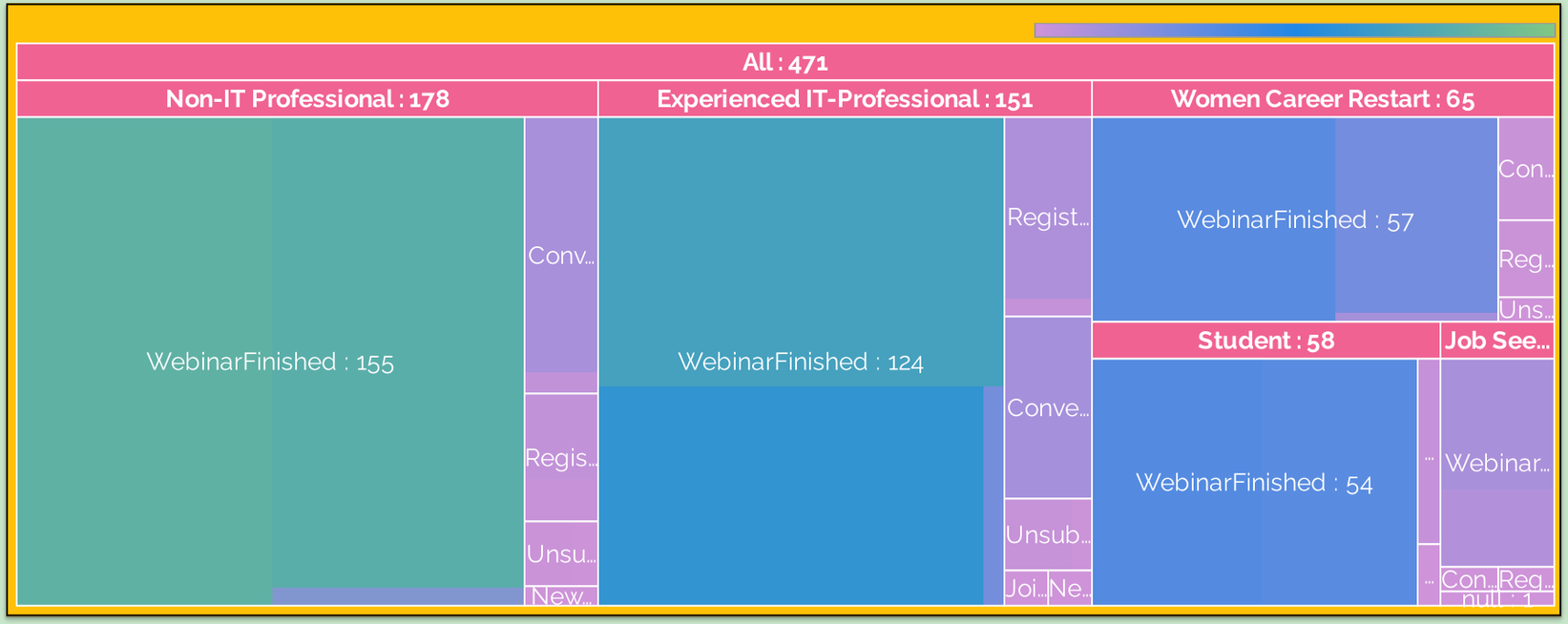
Channel Wise User Behaviour(State) On Webinar







Target Audience's Action



SUMMARY - MODEL 2

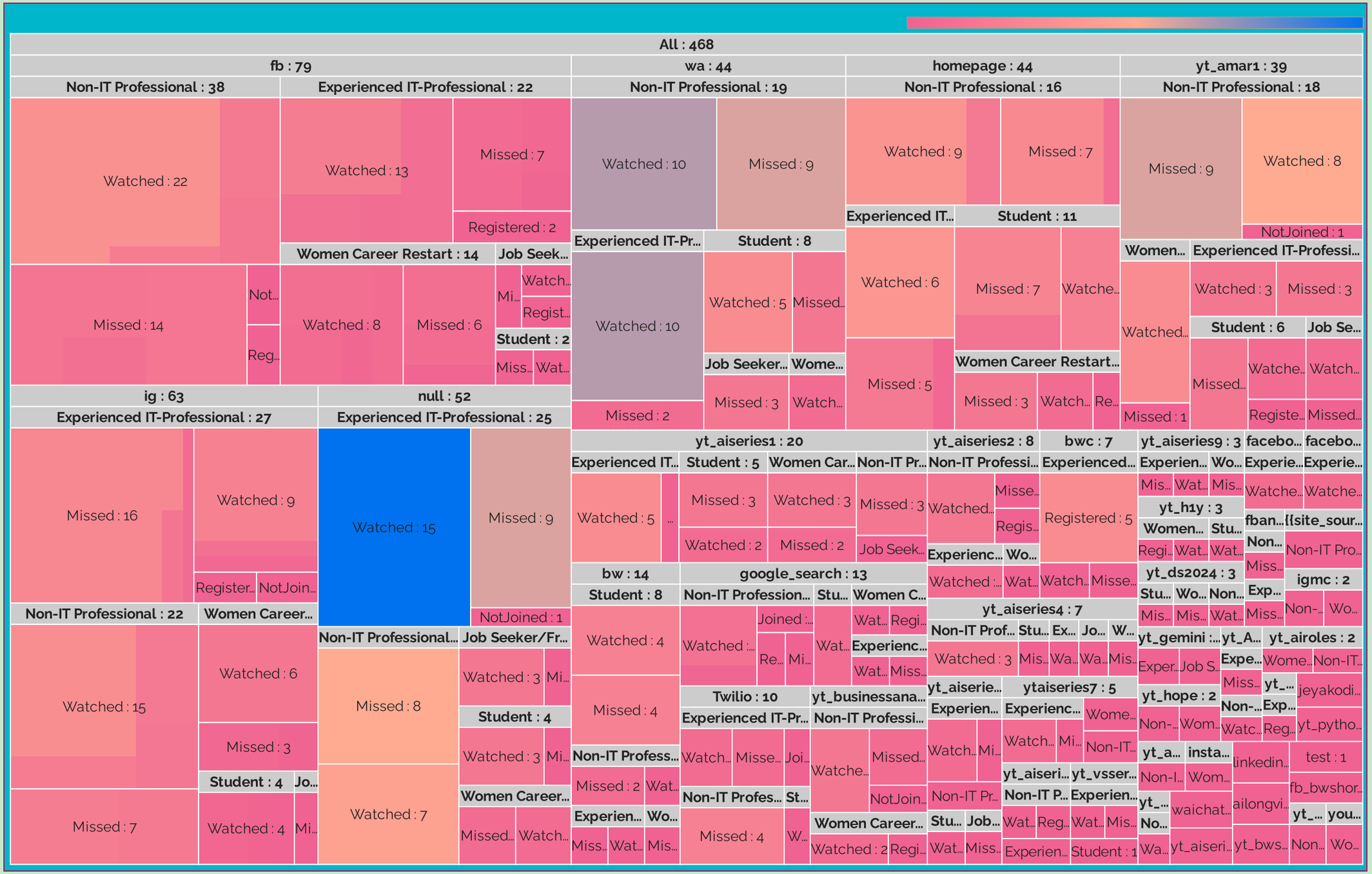
1. The first bar plot gives insight about the count of source of channels (like - FB, Insta, YouTube, etc.,)

2. The second doughnut plot gives insight about the count of sub categories (like - Instagram reels, fb feed, etc.,) through which the audience came to know about the existence of Hope AI institution.

3. The third line plot gives insight about the count of channel wise user behaviour (state) towards the webinar (like - joined, not joined, watched, etc.,).

4. The fourth tree map gives insight about the count of webinar completion status i.e action (like finished, converted, etc.,) of target audiences (like IT- professional, Non-IT professional, job seeker, etc.,)

LEAD GENERATION ANALYSIS REPORT - MODEL 3



SUMMARY- MODEL 3

The tree map gives insights about the counts of source of channels (like - FB, Insta, YouTube, etc.,) & its sub categories (like - Instagram reels, fb feed, etc.,) through which the audience came to know about the existence of Hope AI institution, channel wise user behaviour (state) towards the webinar (like - joined, not joined, watched, etc.,) & webinar completion status i.e action (like finished, converted, etc.,) of target audiences (like IT- professional, Non-IT professional, job seeker, etc.,).

LEAD GENERATION ANALYSIS TABULATION REPORT - MODEL 4

state / action / Record Count										
				Watched				Missed		
areYou	utm_so...	utm_me...	utm_ca...	Webin...	Conve...	Unsub...	Regist...	Webin...	Unsub...	Regist.
Non-IT ...	fb	Facebo...	Foreign	7	-	1	-	3	-	
			Foreign...	3	-	-	-	3	-	
		Facebo...	Foreign	8	-	-	-	3	-	
			Foreign...	1	1	-	-	3	-	
		Others	Foreign...	-	-	-	-	2	-	
			Foreign	1	-	-	-	-	-	
	ig	Instagra...	Foreign	7	1	-	-	3	-	
			Foreign...	3	-	-	-	-	-	
		Instagra...	Foreign	1	1	-	-	4	-	
			Foreign...	2	-	-	-	-	-	
	wa	wgr	null	8	1	-	1	8	1	
	yt_amar1	null	null	7	1	-	-	9	-	
	homepa...	homepa...	homepa...	6	1	-	-	6	-	
		null	null	2	-	-	-	1	-	
	null	null	null	6	1	-	-	8	-	
	google_...	google_...	google_...	2	1	-	-	-	-	
		null	null	-	1	-	-	1	-	

SUMMARY - MODEL 4

The pivot table gives insights about the counts of target audiences (like IT-professional, Non-IT professional, job seeker, etc.,), source of channels (like - FB, Insta, YouTube, etc.,) and its sub categories (like - Instagram reels, fb feed, etc.,) through which the audience came to know about the existence of Hope AI institution, campaign & webinar completion status i.e action (like finished, converted, etc.,) as index & column as state (like - joined, not joined, watched, etc.,).