



# Executive Summary

28K

Total Outreach

12.40K

Total applicants

900

Conversion Response

1299

Positive Responses

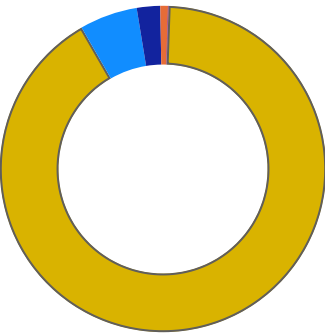
3.23%

Conversion Rate %

26.9%

Positive Response Rate %

## Outcome Effectiveness



Outcome\_1

● Not conn...

● Disconne...

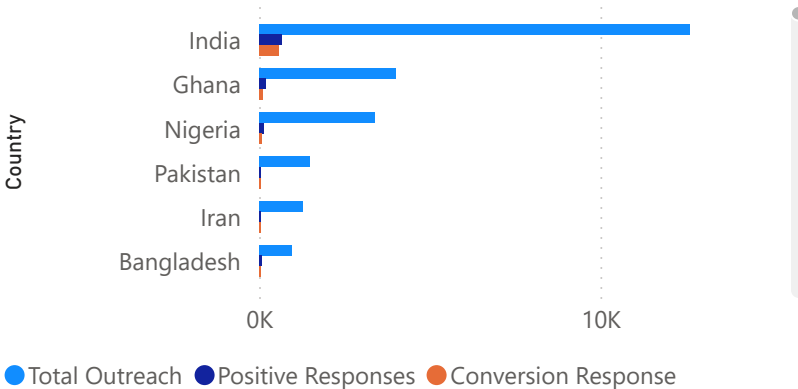
● Complete...

● Not inter...

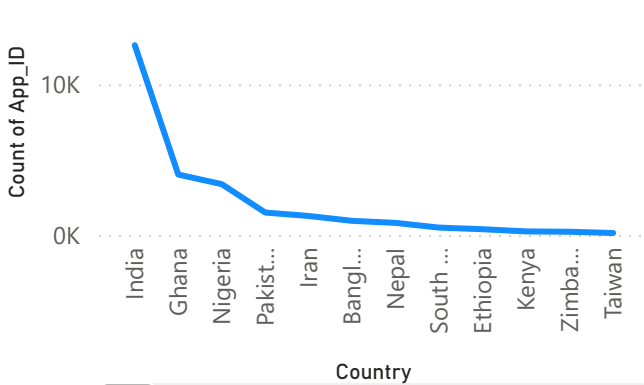
● Already E...

● Applicati...

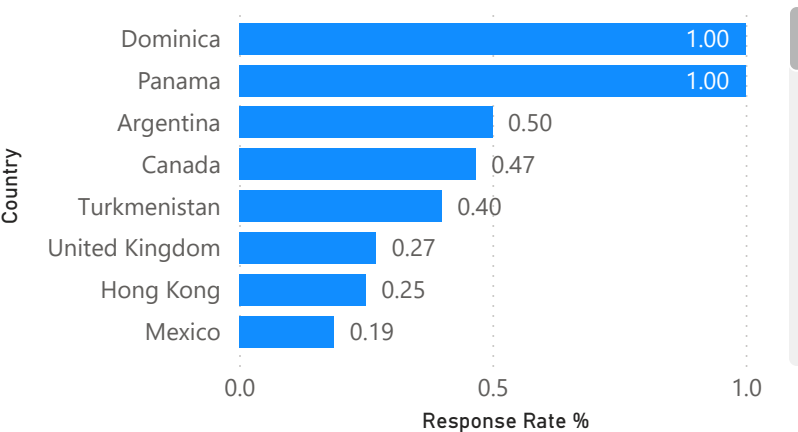
## Country-wise Outreach & Positive Responses



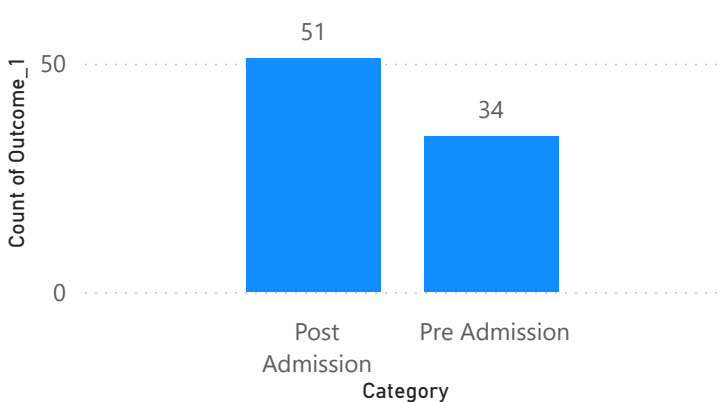
## Top Country by Applicants



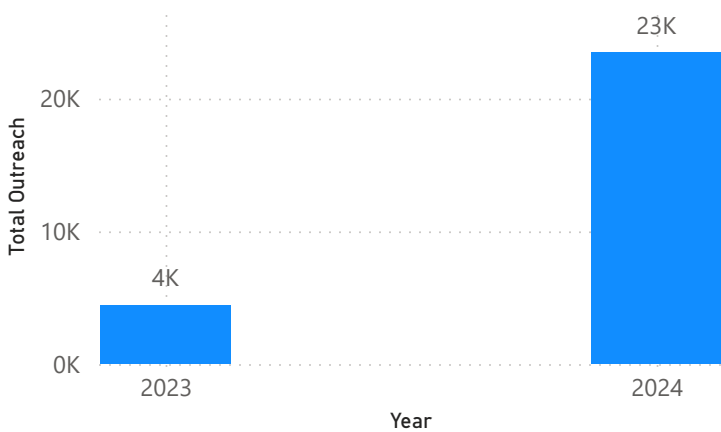
## Response Rate % by Country



## Total Enrolled by Category

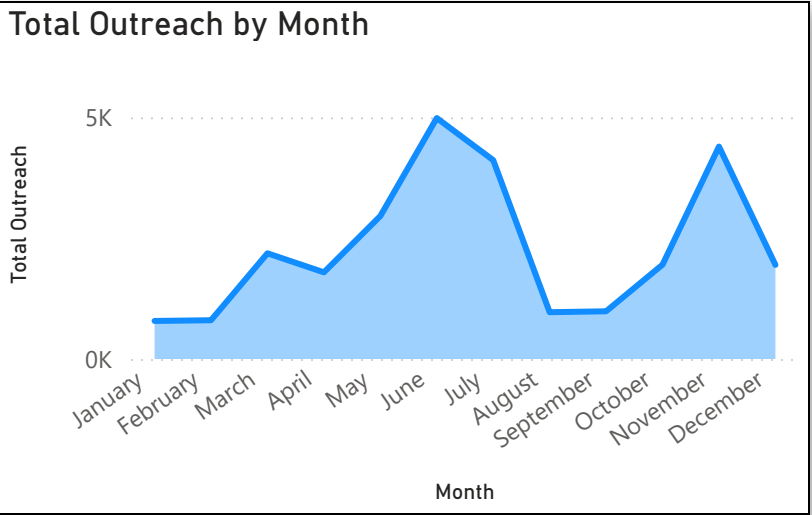


## Total Outreach by Year

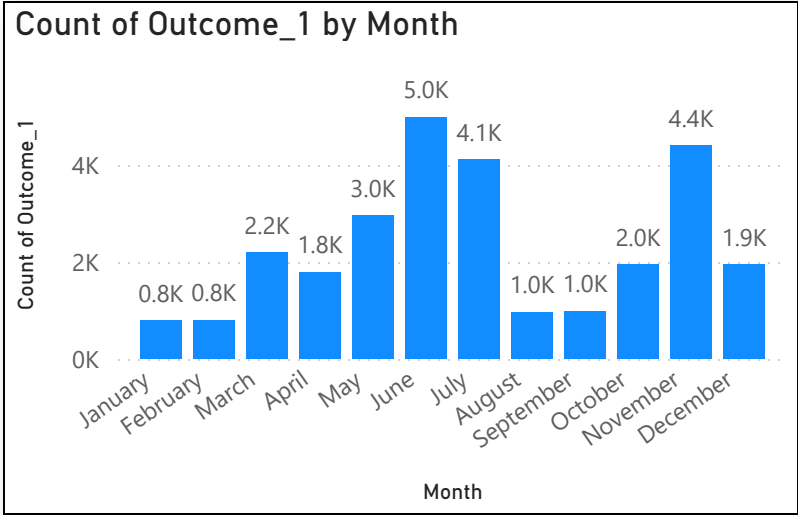


# Outreach Trends

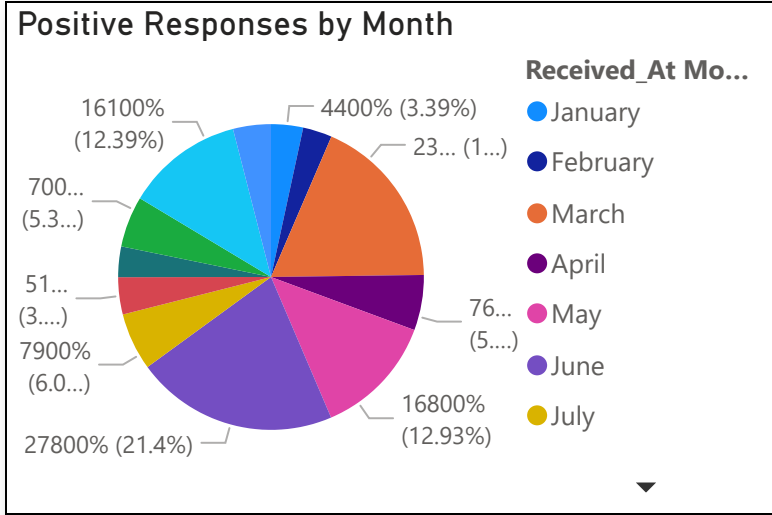
## Total Outreach Over Time



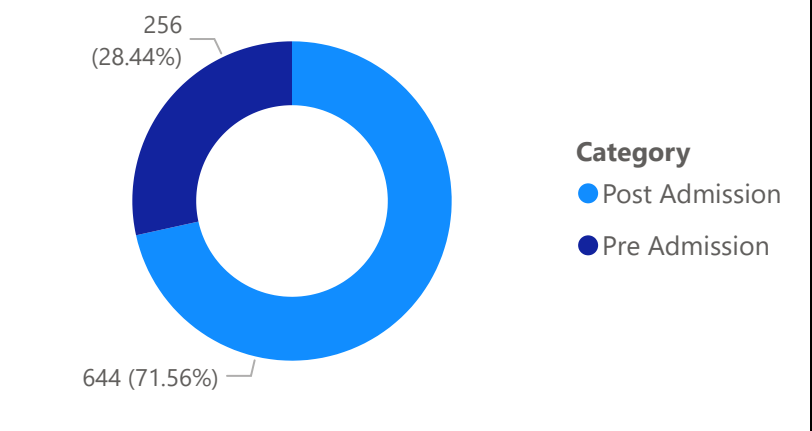
## Outcome Distribution by Month



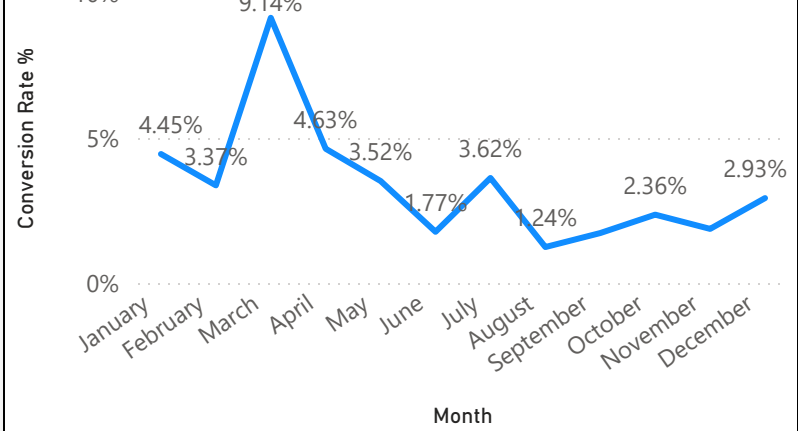
## Positive Responses by Month



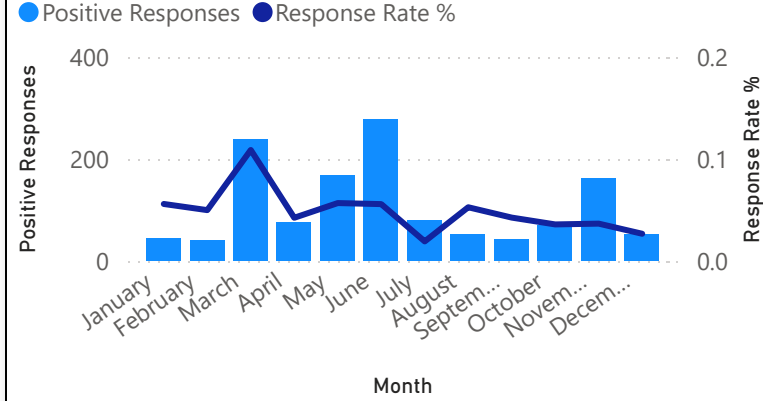
## Conversion Response by Category



## Conversion Rate % by Month



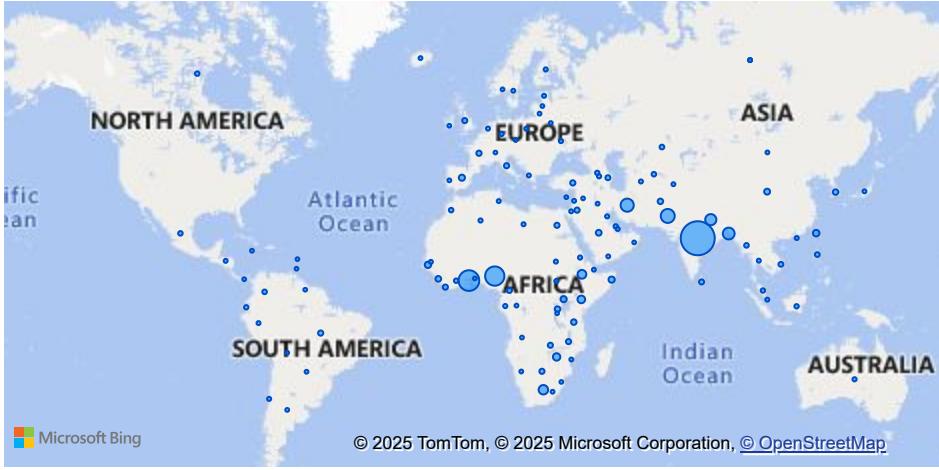
## Positive Responses and Response Rate % by Month



# GEOGRAPHICAL & SEGMENT INSIGHTS

## Total Outreach by Country

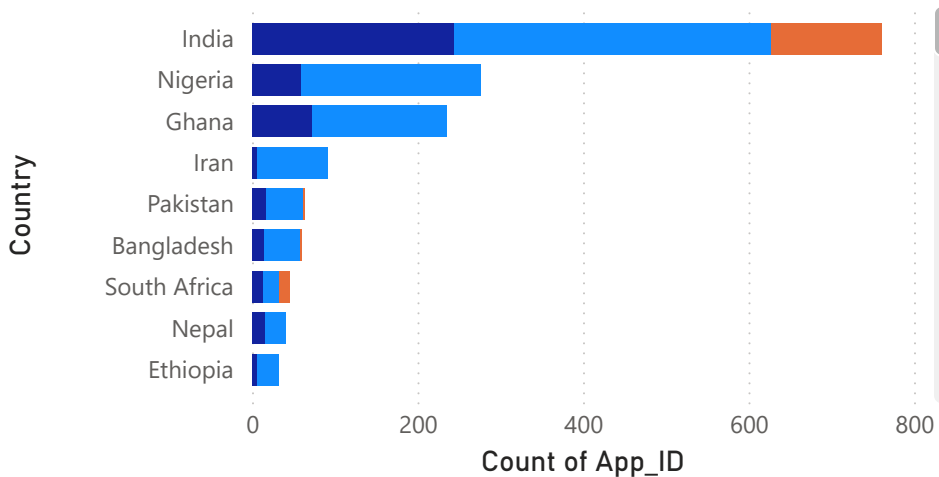
Total Outreach, Conversion Response and Positive Responses by Country



## Top Applicants and Outcomes by country

Count of App\_ID by Country and Outcome\_1

Outcome\_1 ● Completed ap... ● Connected ● Disconnected ● Not interested

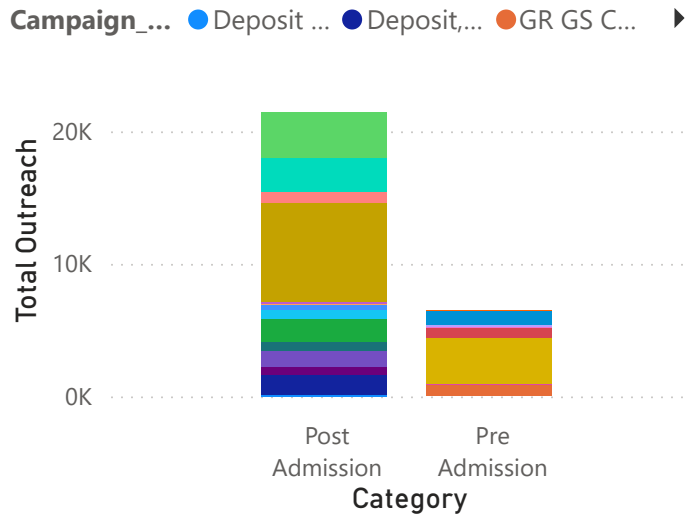


## Country-wise Detailed Metrics

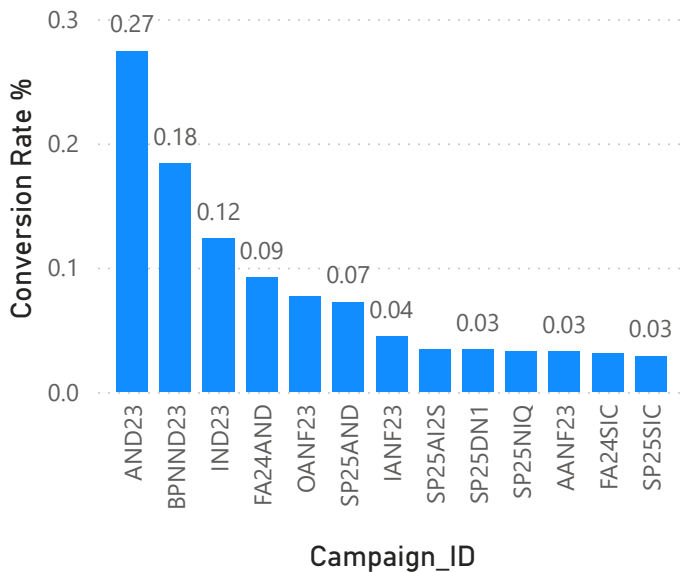
Country	Total Outreach	Response Rate %
Afghanistan	57	0.09
Albania	4	
Algeria	7	
Angola	2	
Argentina	2	0.50
Armenia	8	
Australia	7	
Azerbaijan	33	0.03
Bahrain	12	
Bangladesh	939	0.08
Belarus	2	
Bolivia	3	
Botswana	41	
Brazil	44	
Burundi	1	
Cameroon	40	0.10
Canada	15	0.47
Chile	6	
China	84	0.02
Colombia	19	0.11
Total	27875	0.05

# CAMPAIGN PERFORMANCE

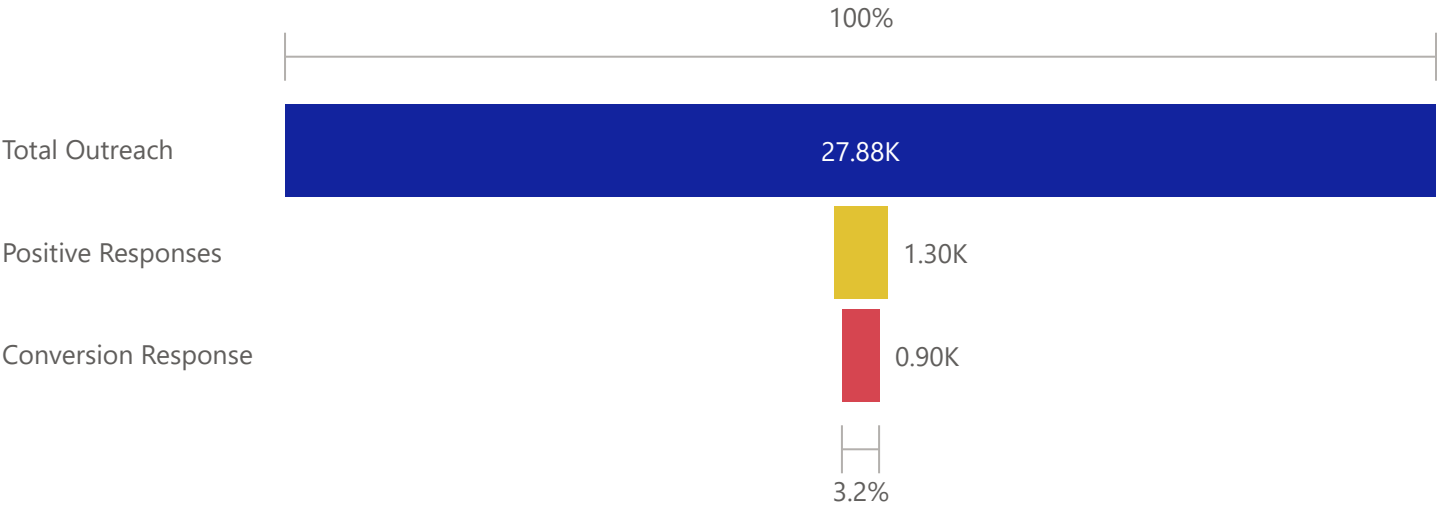
Total Outreach, Positive Responses and Conversion Response by Category and Campaign\_Name



Conversion Rate % by Campaign\_ID



Total Outreach, Positive Responses and Conversion Response



Campaign_ID	Total Outreach	Response Rate %
FA24IP	7520	0.05
SP25IP	3474	0.02
FA24SIC	3399	0.06
IANF23	2499	0.05
FA24AND	1803	0.11
SP25SIC	1500	0.03
SP25DSP	1212	0.12
IND23	1120	0.01
SP25AI2S	898	0.07
FA24DNI	870	0.01
DANE24	709	0.02
DNA24	638	0.02
FA24DNA	632	0.00
SP25AND	610	0.02
AANF23	401	0.03
SP25NIQ	123	0.03
BPND23	109	0.01
CTKANF23	107	0.09
BPANF23	105	0.04
AND23	73	0.03
Total	27875	0.05