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1- Problems' statements:

A. Calls response rate in Ramadan times

Challenge: Checking how long does it take to work on assigned leads in Ramadan.

Solution: We measured the response time for the first week in Ramadan to identify delays, optimize the follow-up process and measure the agent response speed, filtered from **07-03-2025** to **01-03-2025**.

B. Ineffective Call Timing for (Digital - Inbound) lead source

Challenge: We need to distinguish between unreached calls timing for each lead source.

Solution: We analyzed call logs to determine the best hours and days for reaching doctors and receiving positive responses, one for digital leads and the other for Inbound calls.

C. Agent Performance Variability during fasting

Challenge: During Fasting hours, working on calling Drs maybe hard somehow, so we need to find the performance of each agent

Solution: We evaluated each agent's performance by measuring their reachability rate (answered calls) and interest rate (successful conversions). Data is used from phone calls table.

D. High Unreachability During Certain Hours for (Digital - Inbound) lead source:

Challenge: Calls made during Fasting hours often go unanswered, wasting time and resources.

Solution: We identified the hours with the highest unreachability rates for each lead source per day in Ramadan. And recommended adjustments to calling schedules according to the new timing.

E. Identifying Optimal and Ineffective Call days for (Digital - Inbound) lead source

Challenge: Calls made during certain days result in lower engagement and unanswered calls.

Solution: We analyzed call success rates across week days to determine the distribution of agent outreach, optimizing scheduling for maximum efficiency

F. Identifying Average calls per Ramadan days for each agent.

Challenge: We need to check the distribution of calls per Ramadan days for each agent to measure performance.

Solution: We analyzed call success rates across different hours to determine the best and worst times for agent outreach, optimizing scheduling for maximum efficiency.

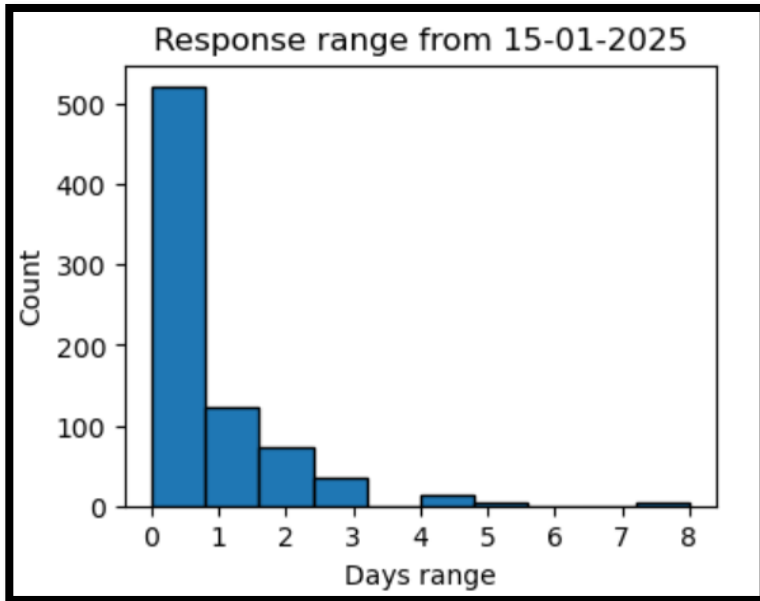
Important notes:

1- The used data is filtered by the period from **1st Mar 2025** to **7th Mar 2025**.

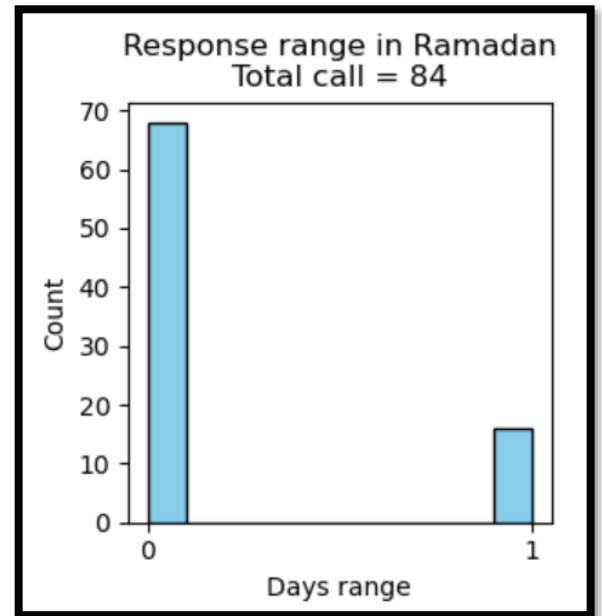
2- The number of unique calls in the data are about 3071 rows (leads) from 6987 calls

2.1 Response Time:

Normal days



In Ramadan



Summary statistics about days range:

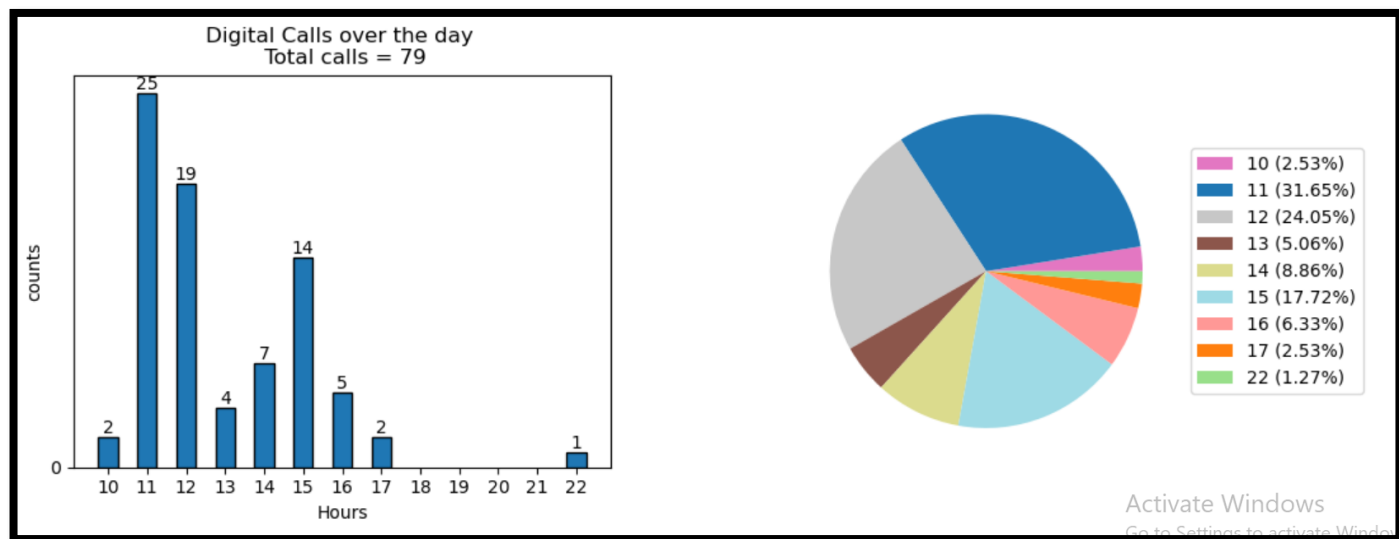
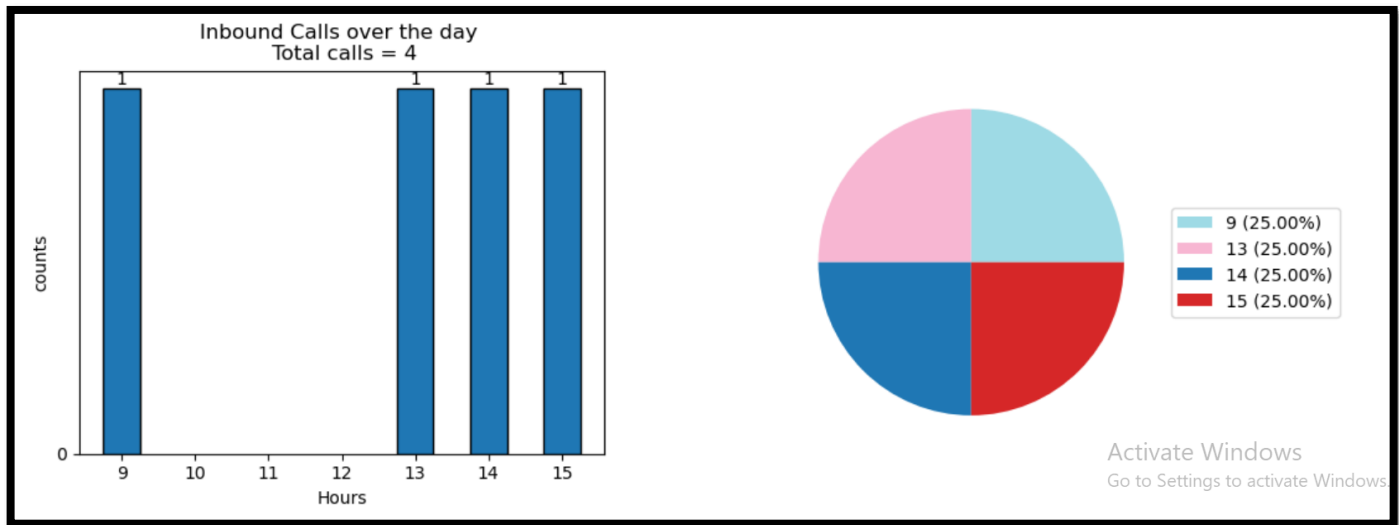
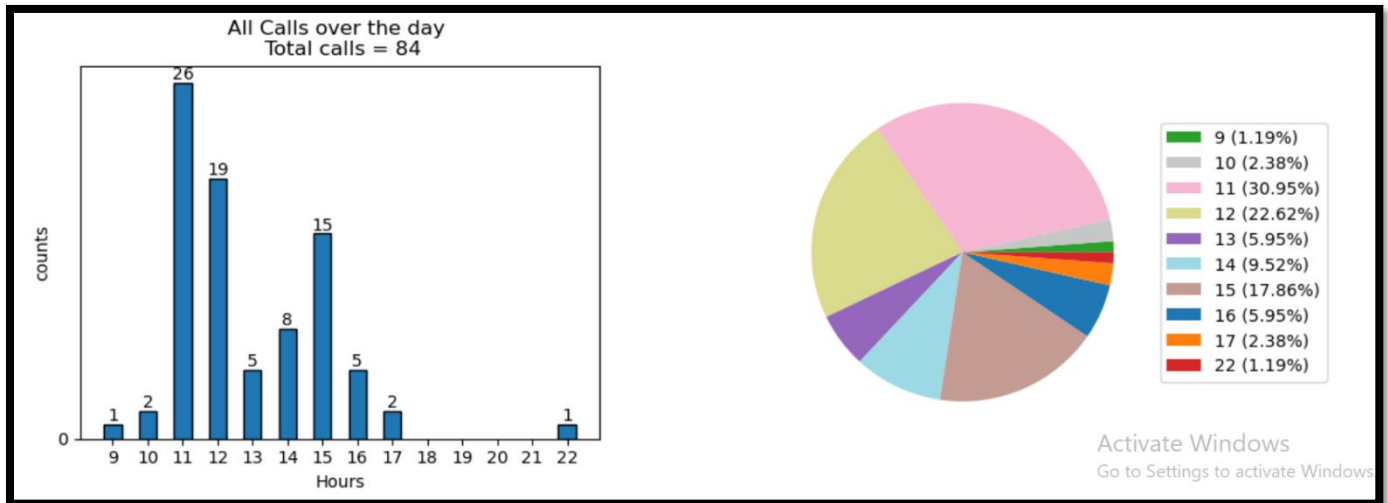
Min days = 0
Max days = 8
Average days = 0.6224226804123711
Most frequent range = 0

Summary statistics about days range:

Min days = 0
Max days = 1
Average days = 0.19
Most frequent range = 0

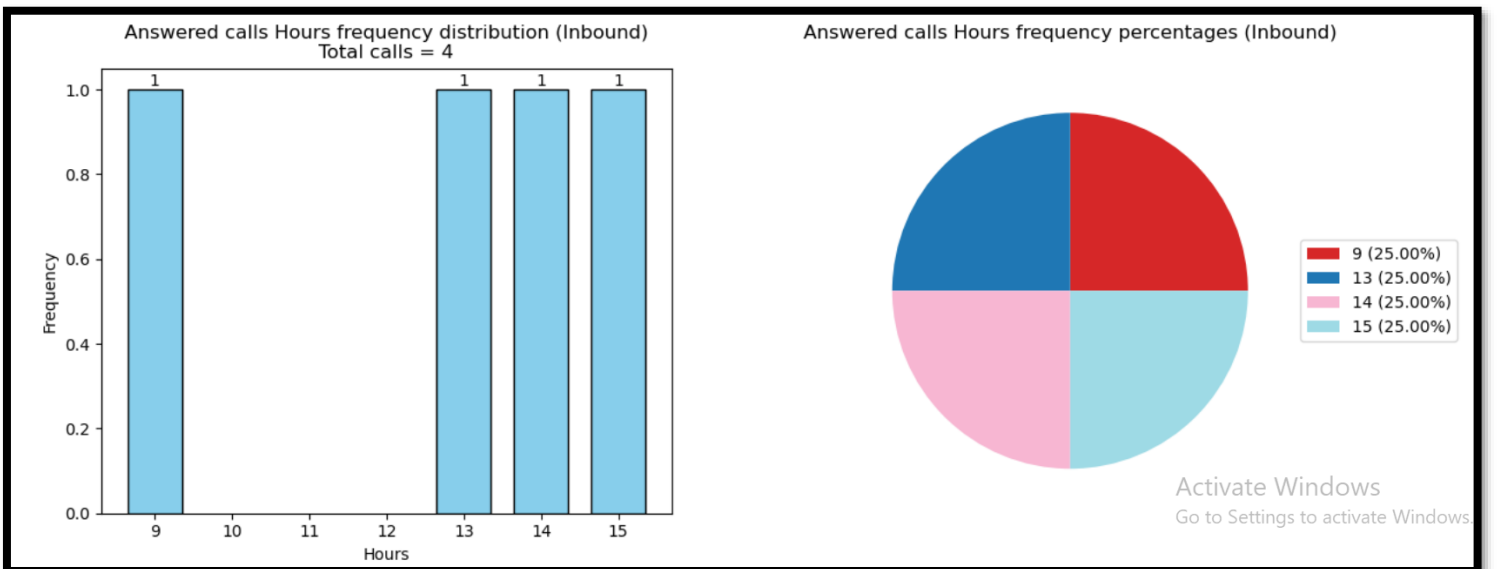
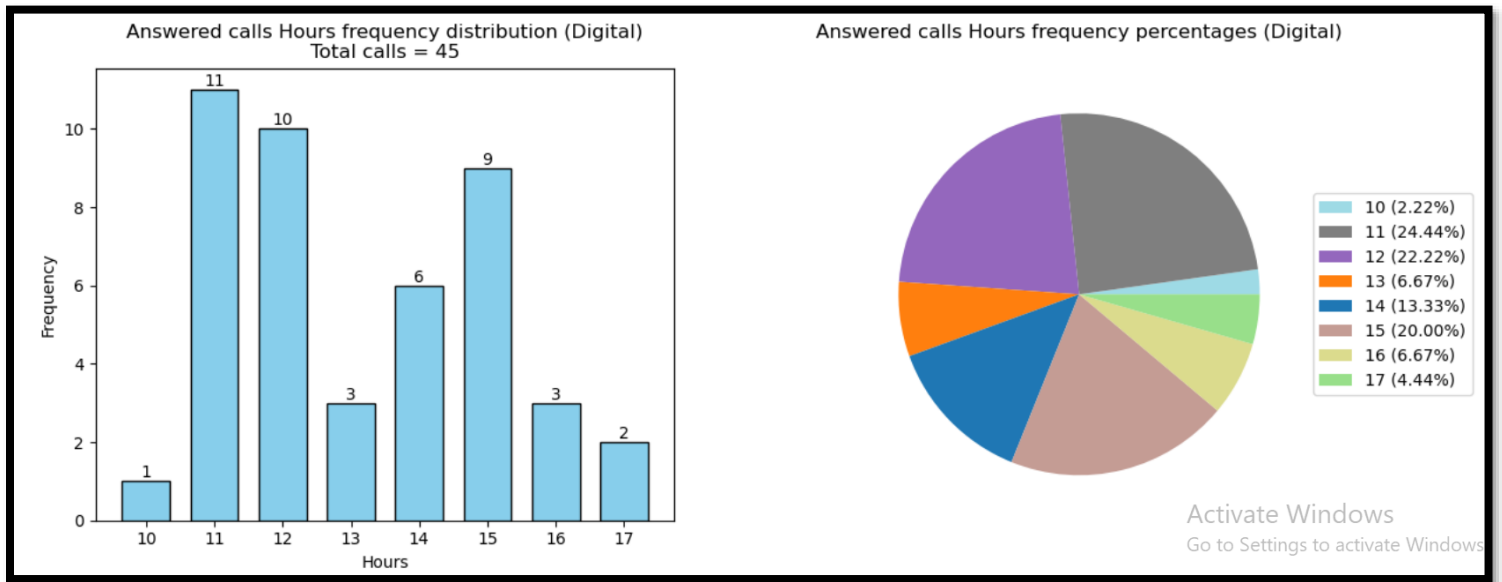
2.2 Calls distribution in Ramadan hours - (All sources – Inbound - Digital) leads:

Insight results:



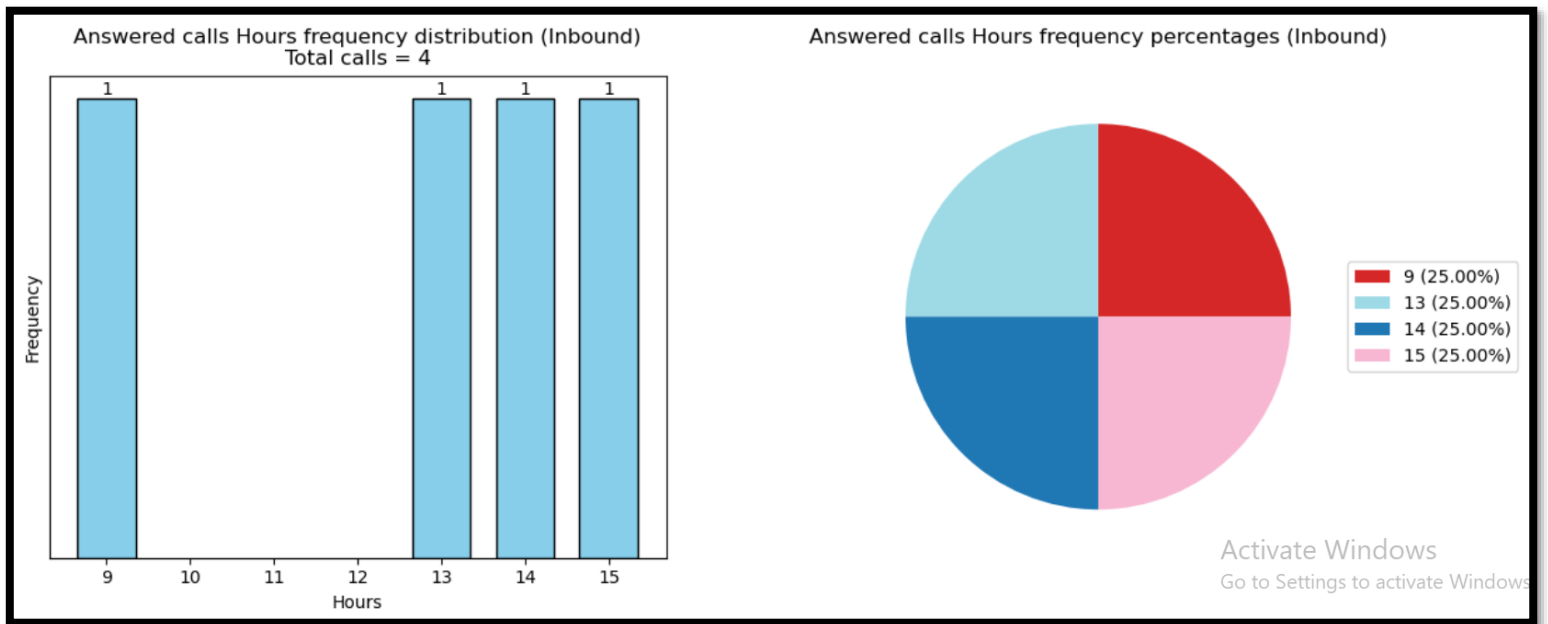
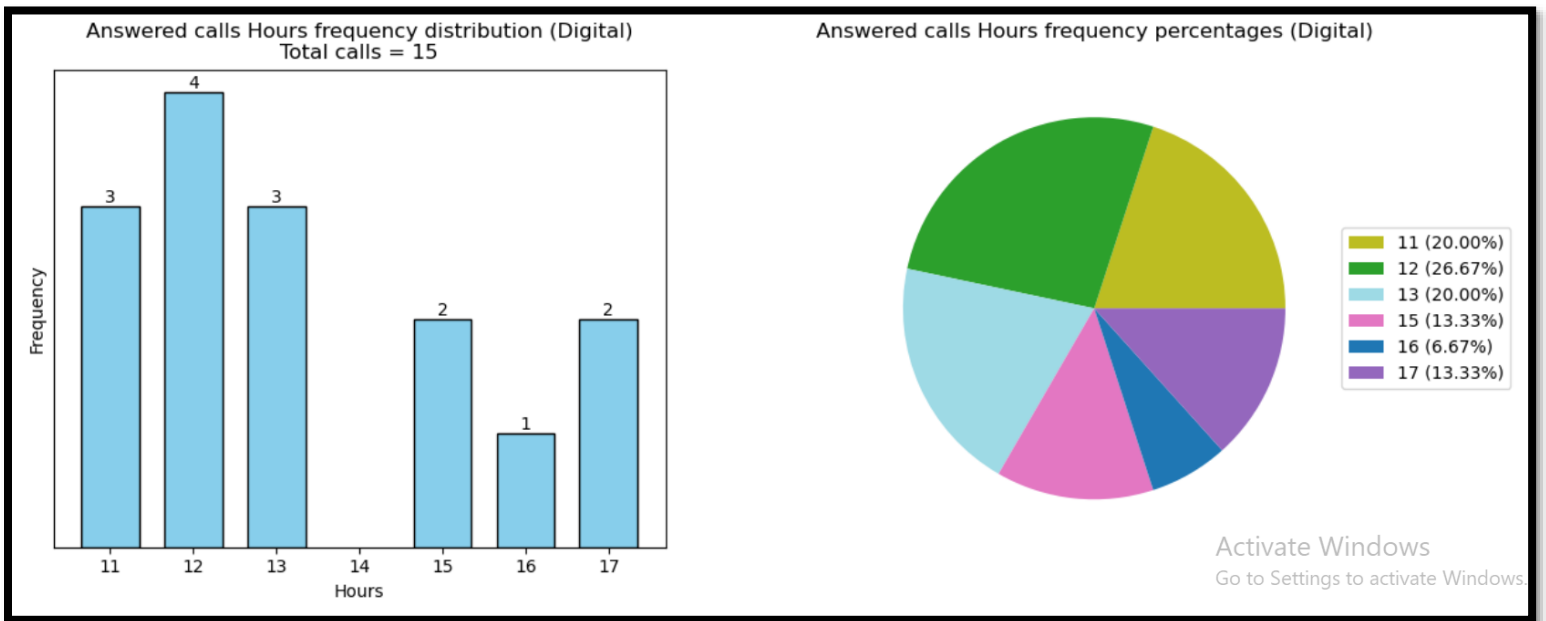
2.3 Best Hours for answered calls:

2.2.1 Best time to get answered (Digital - Inbound) calls:

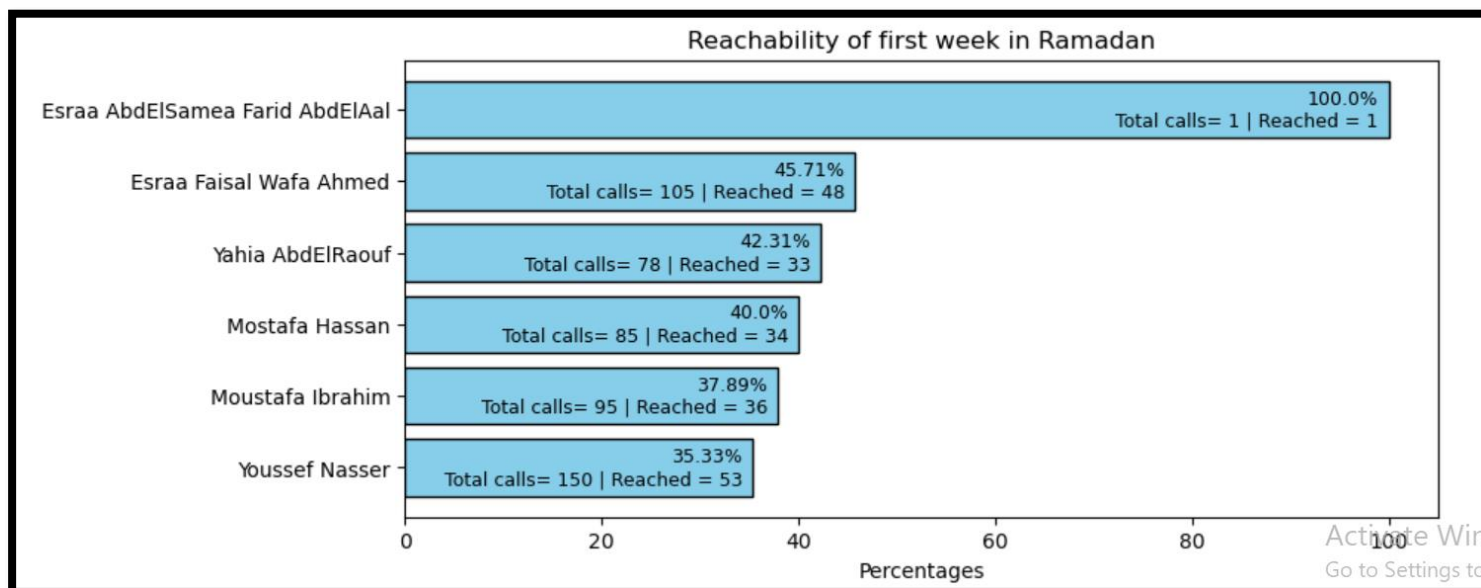


2.3 Best Hours for positive call results:

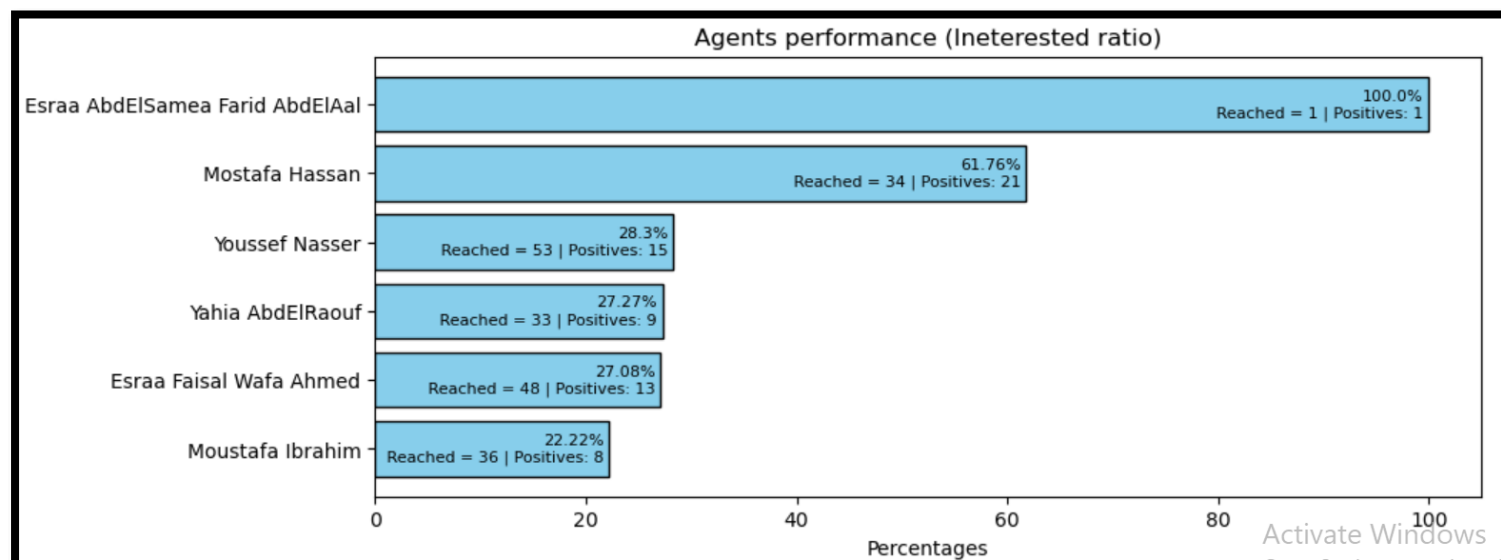
2.2.2 Best hours to get interested (Digital - Inbound) calls results:



2.4 Agent calls reachability – First week in Ramadan:



2.5 Agents interested result rate – First week in Ramadan:

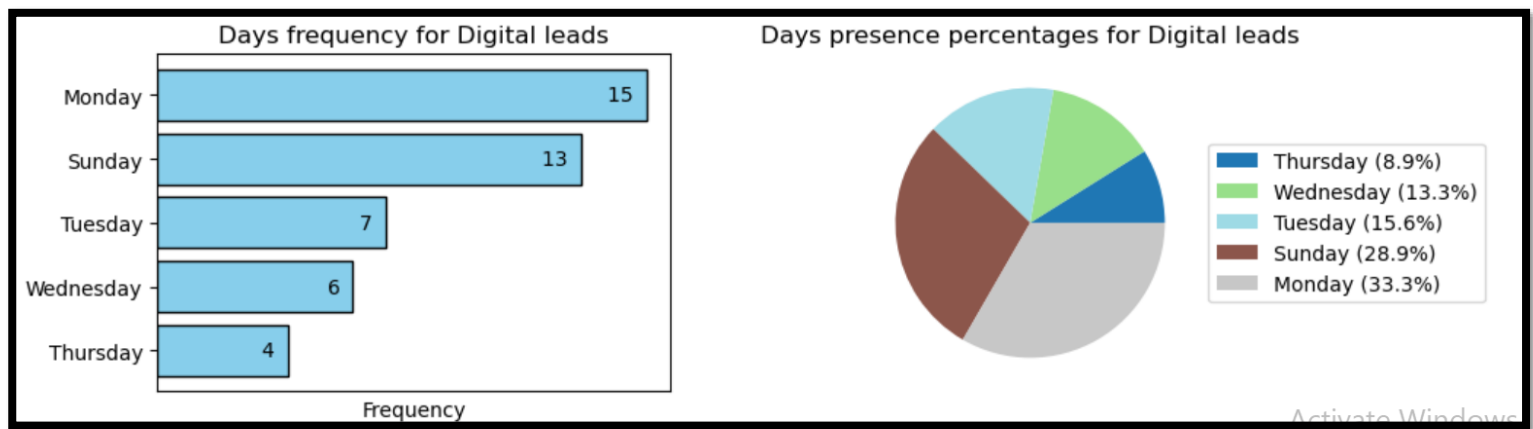


2.6 Answered calls days – (Digital – Inbound):

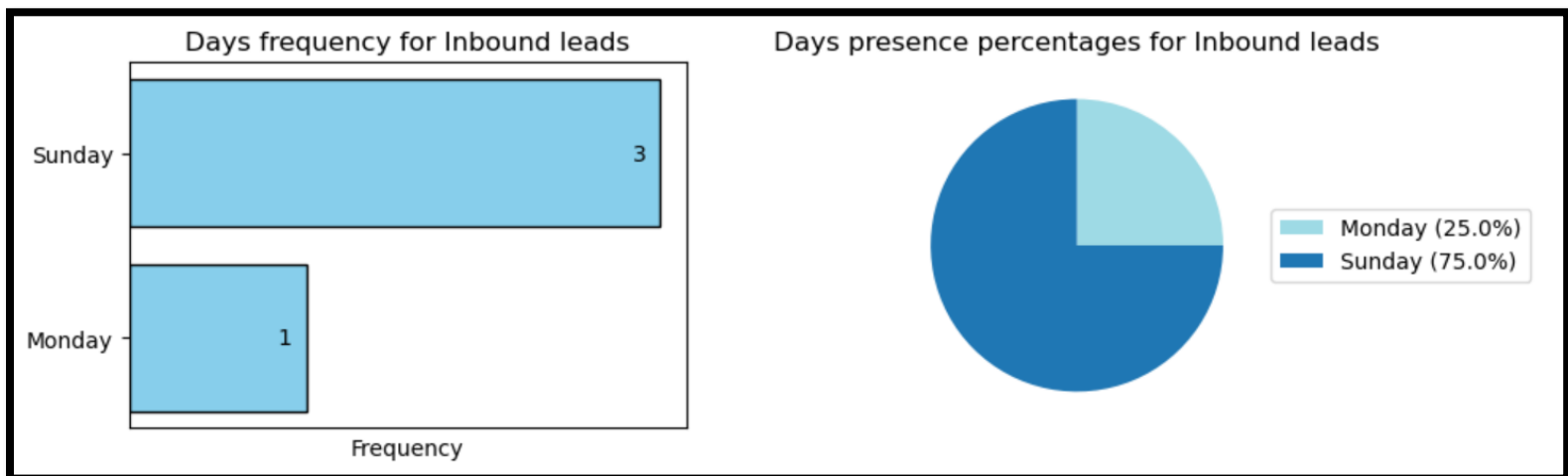
Problem statement:

Finding the most frequent days and days percentage that we got reachability at them.

Digital leads:



Inbound leads:

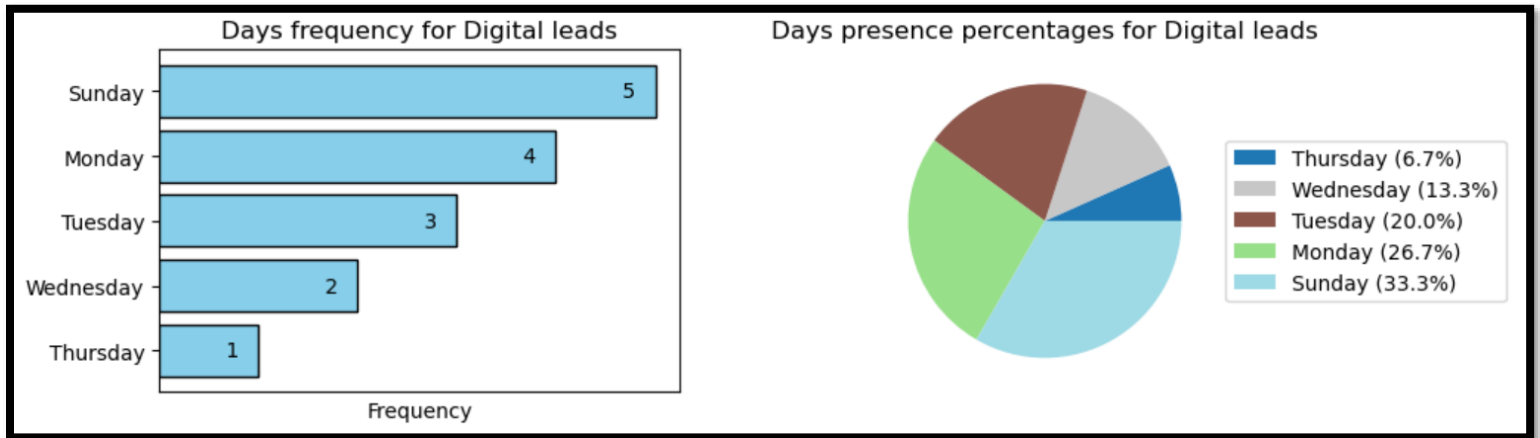


2.7 Positive calls results days – (Digital – Inbound):

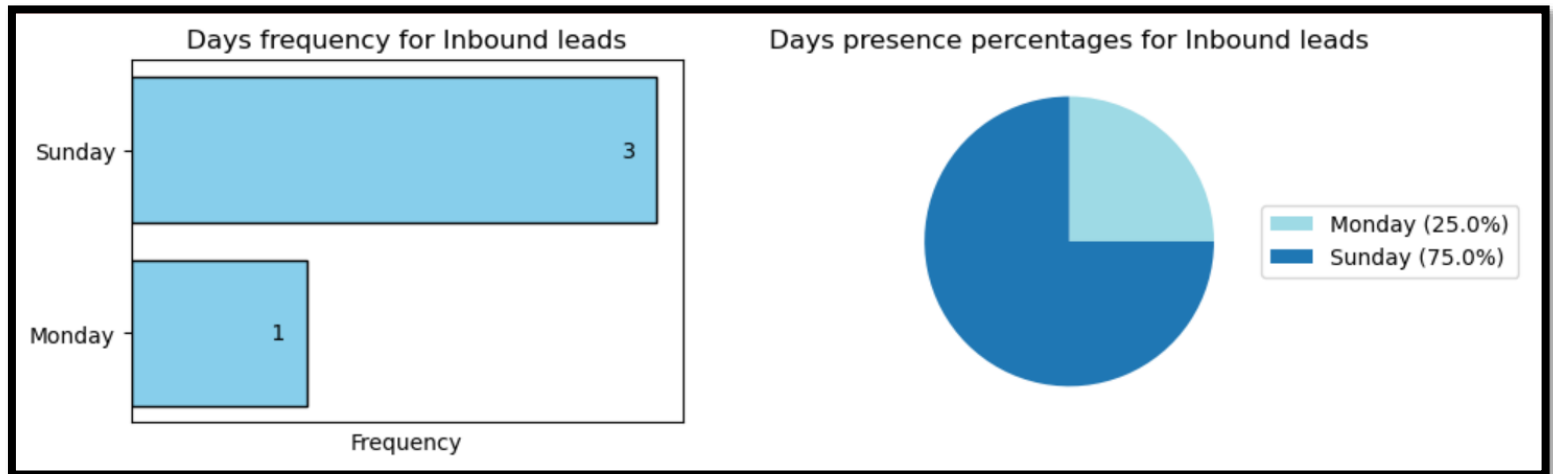
Problem statement:

Finding the most frequent days and days percentage that we got in the positive reached calls result

Digital leads:



Inbound leads

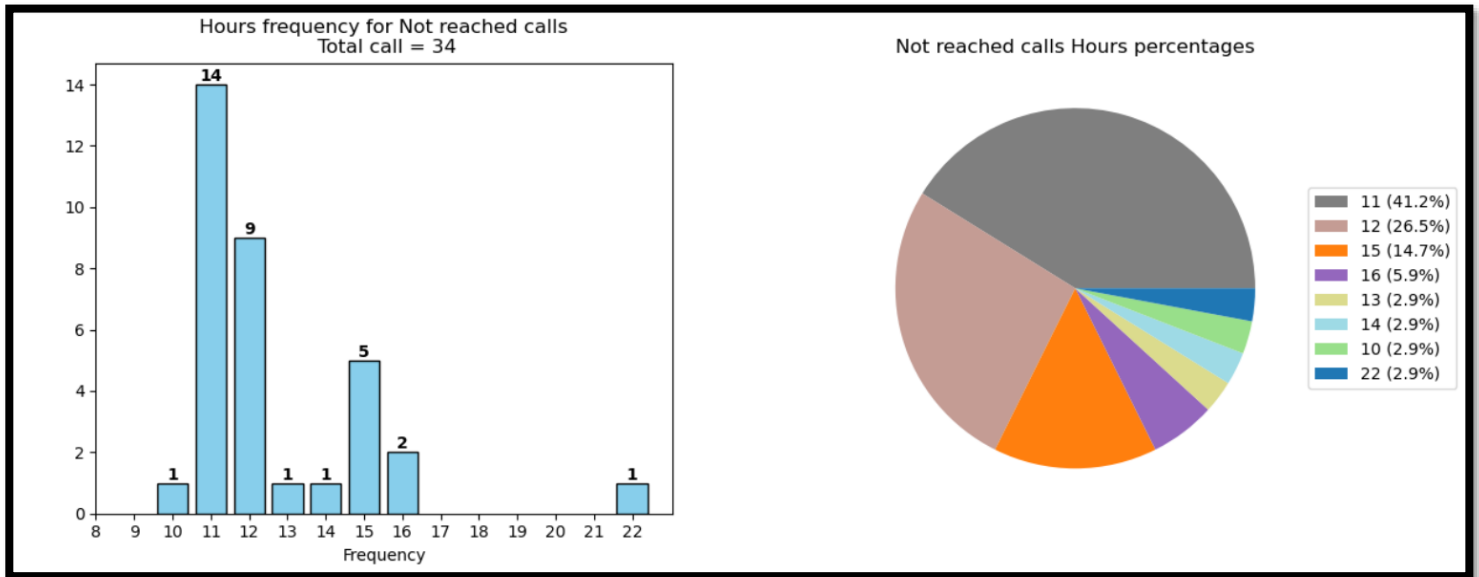


2.8 Hours that cause Unreached calls:

Problem statement:

Finding the average hours and their percentage that includes unreached calls during Ramadan day.

Digital leads:

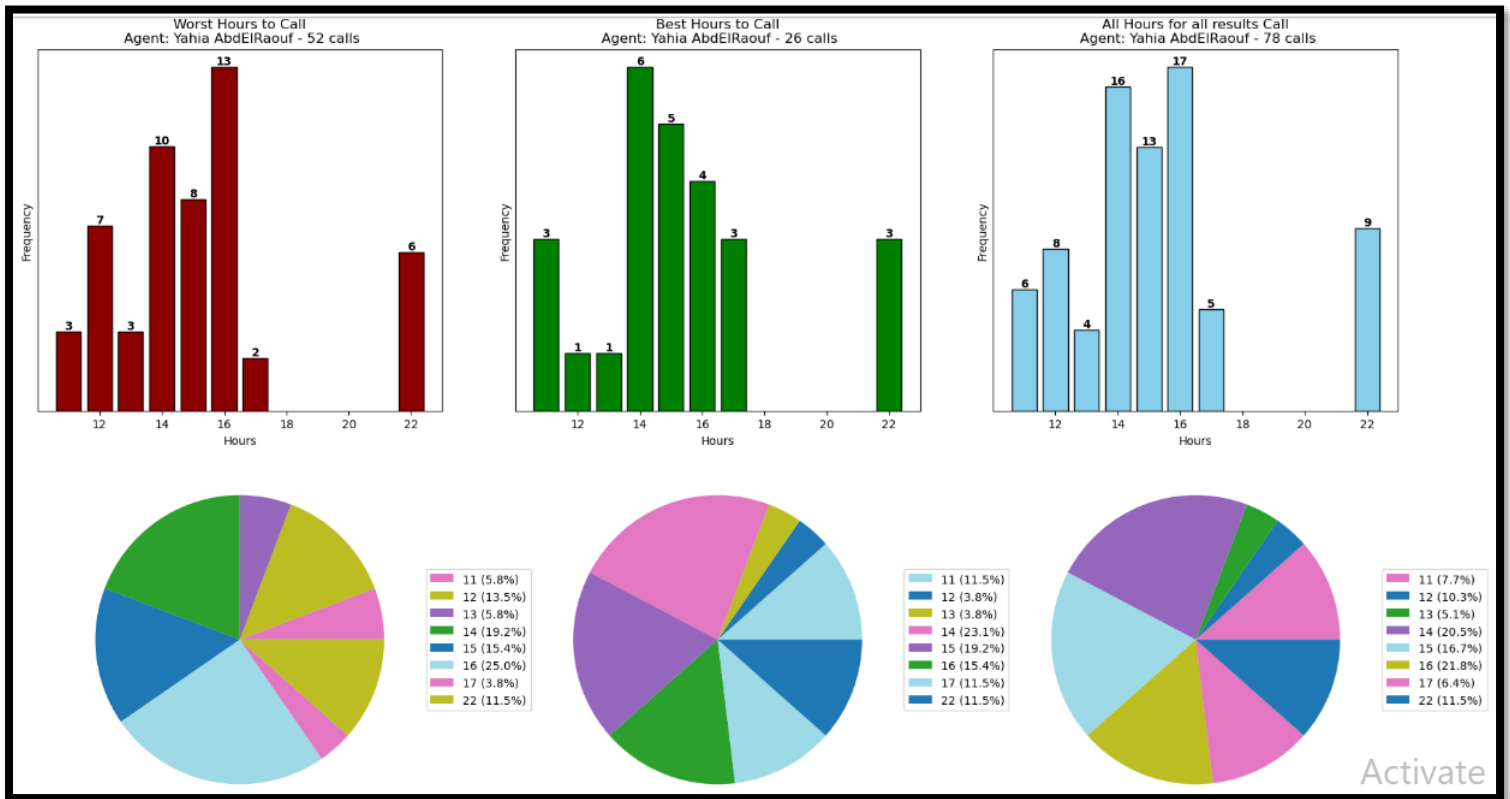


In bound leads results:

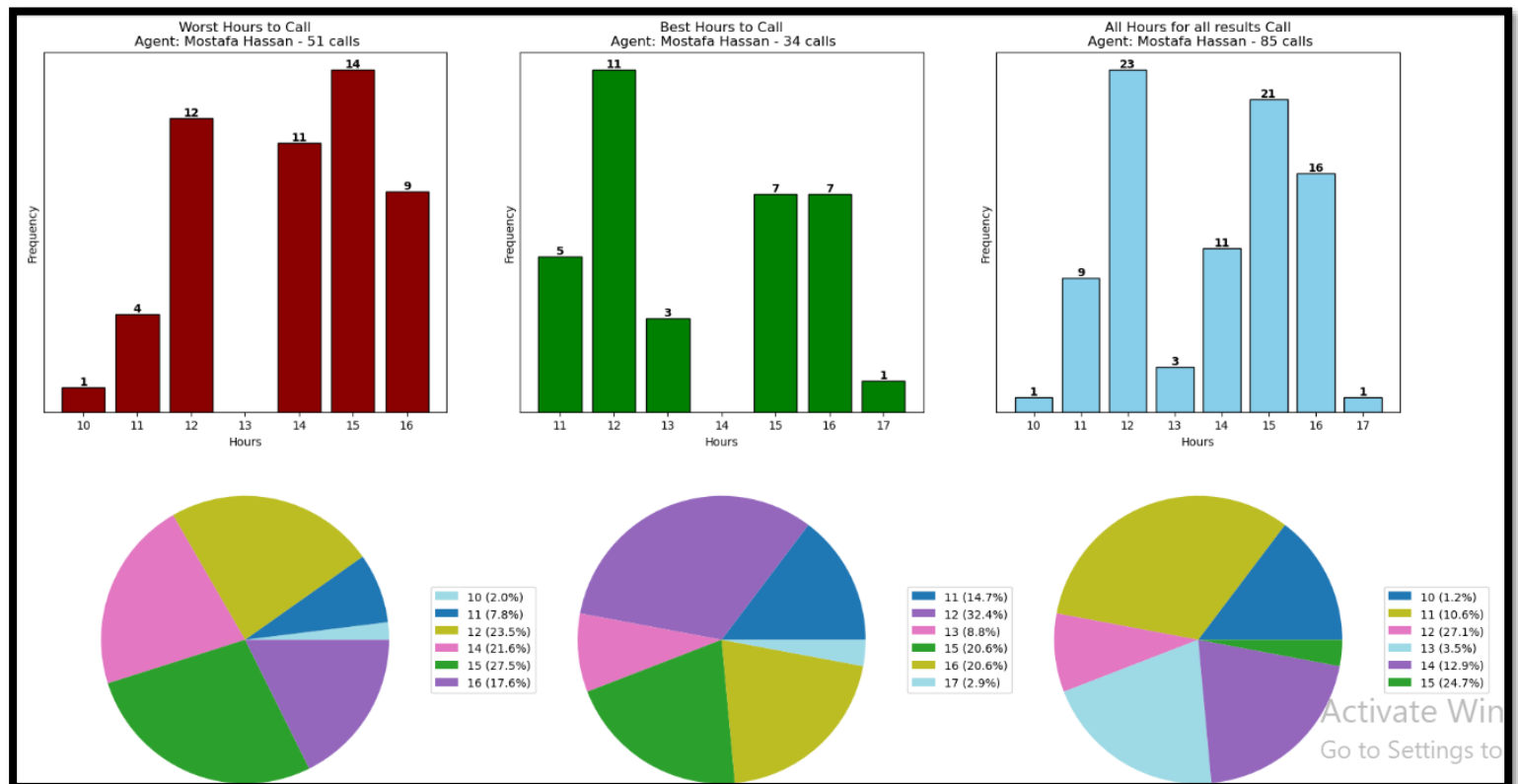
There are 0 Inbound leads from total leads, with percentage 0.0%

2.9 Best and Worst hours to call for each agent:

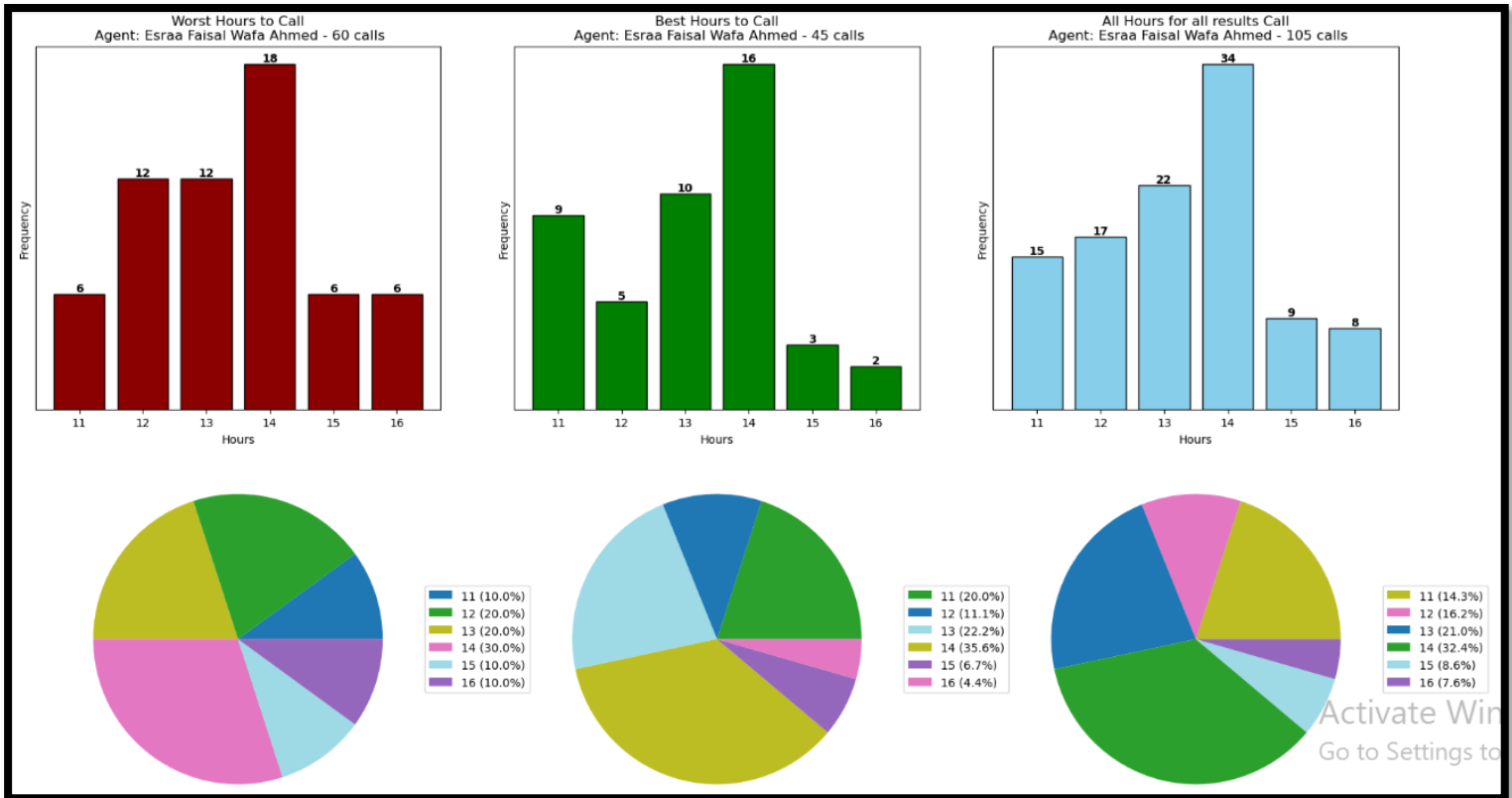
2.9.1 Yahia:



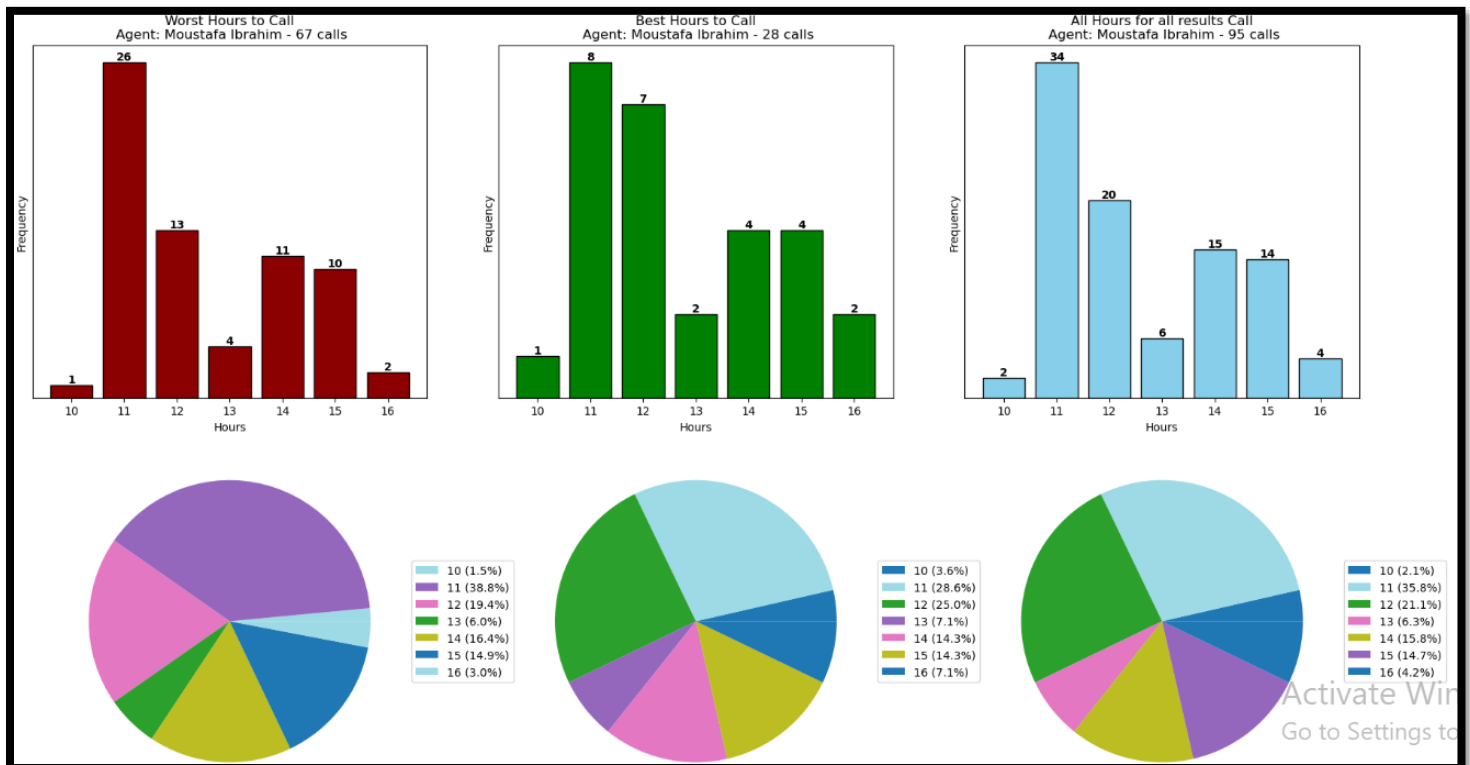
2.9.2 Mostafa Hasan:



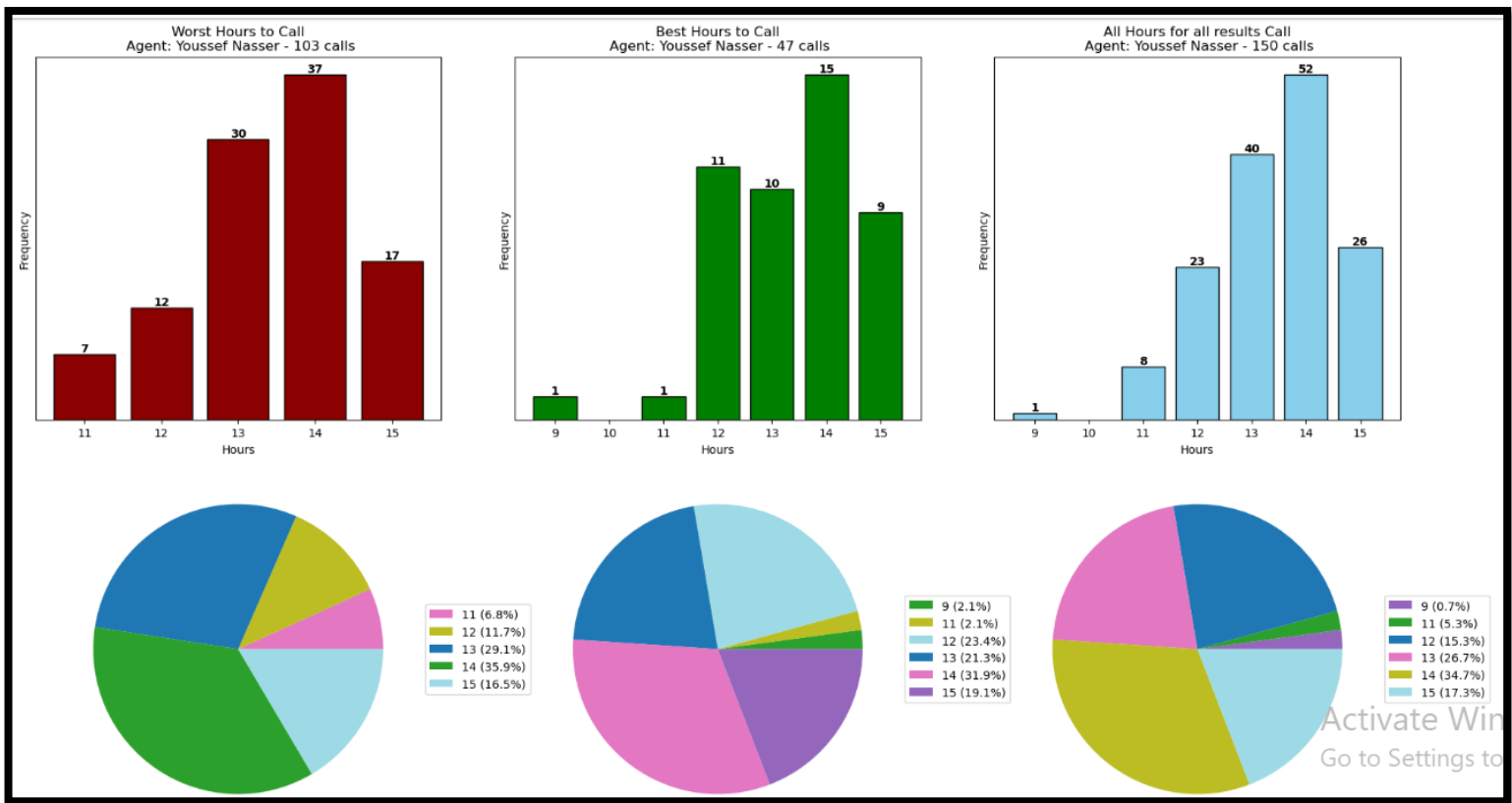
2.9.3 Esraa:



2.9.4 Mostafa ibrahim:

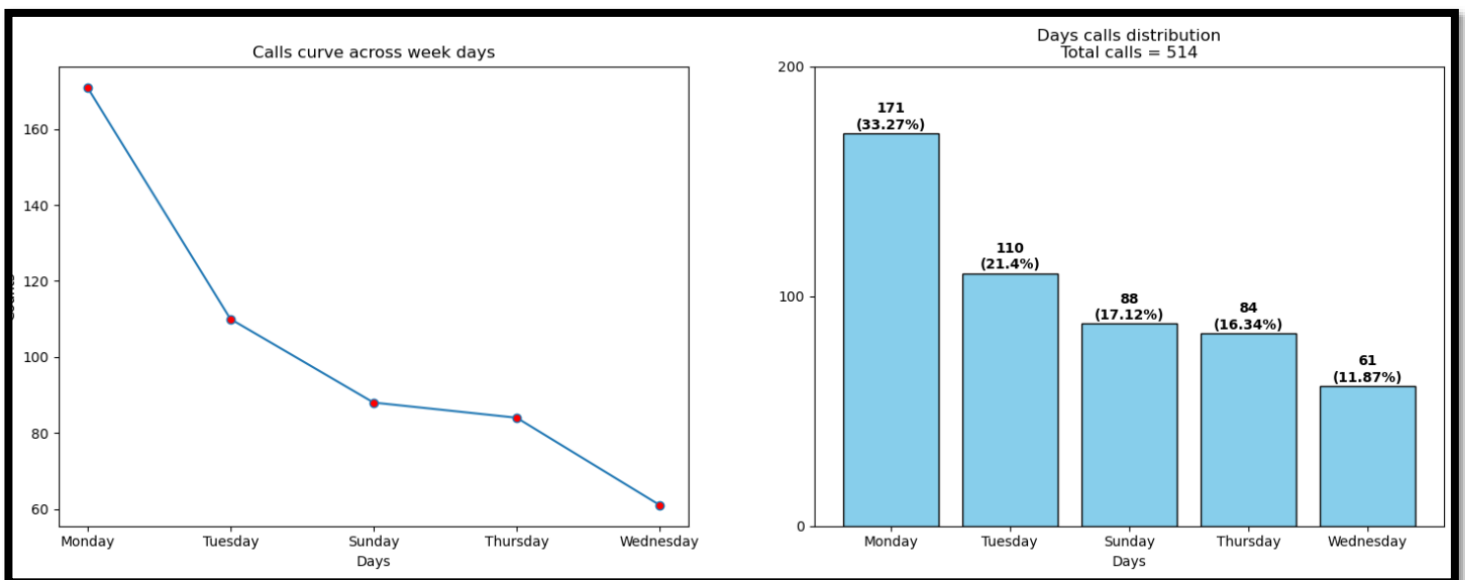


2.9.5 Yousef:



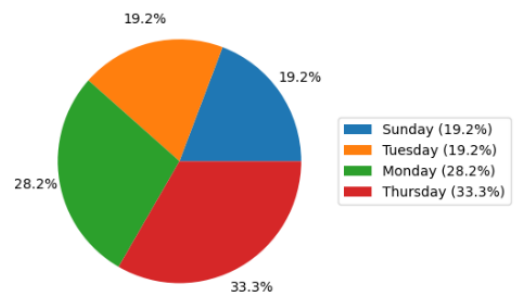
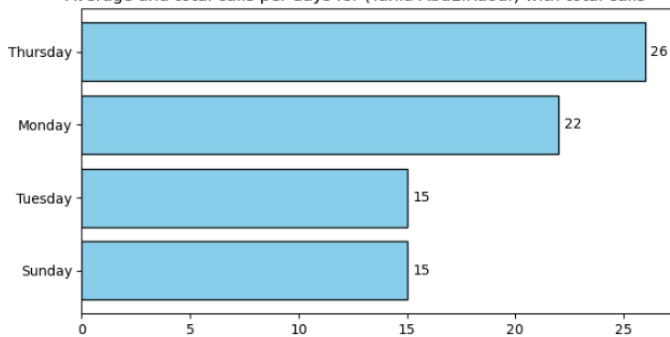
2.10 Relationship between Day name & calls counts:

Problem statement: Finding the distribution of the calls' days.

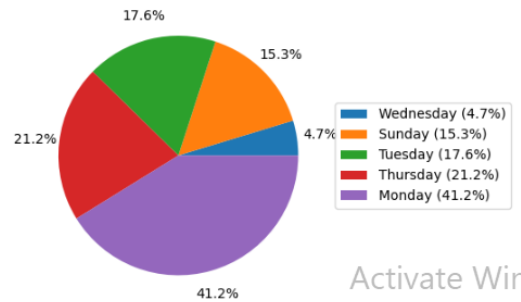
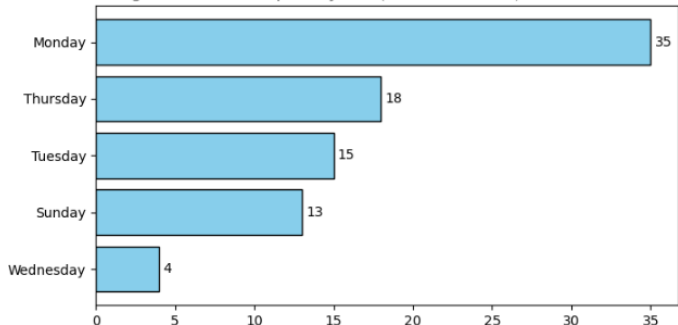


2.11 Agent average calls per days:

Average and total calls per days for (Yahia AbdElRaouf) with total calls = 78

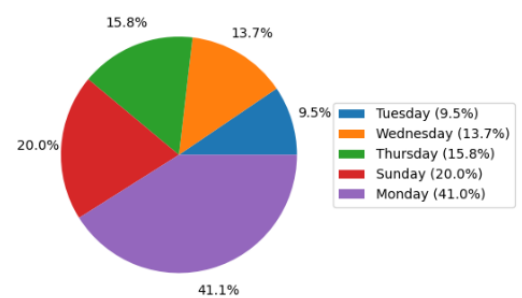
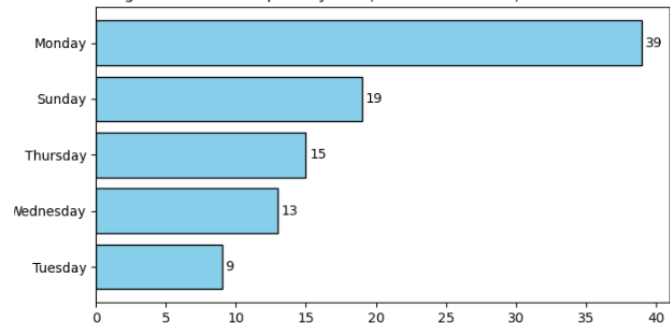


Average and total calls per days for (Mostafa Hassan) with total calls = 85

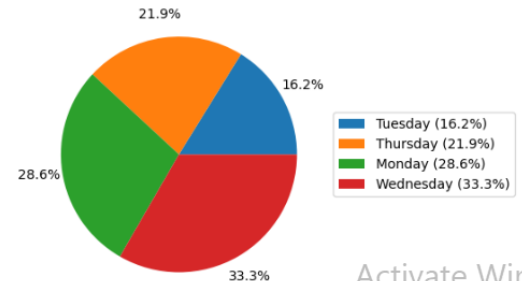
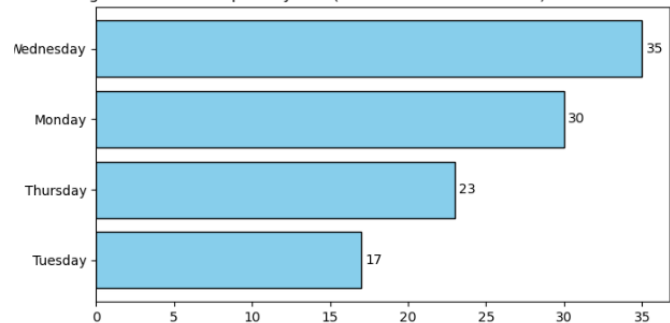


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Average and total calls per days for (Moustafa Ibrahim) with total calls = 95

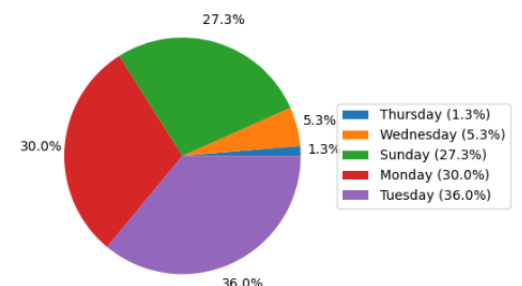
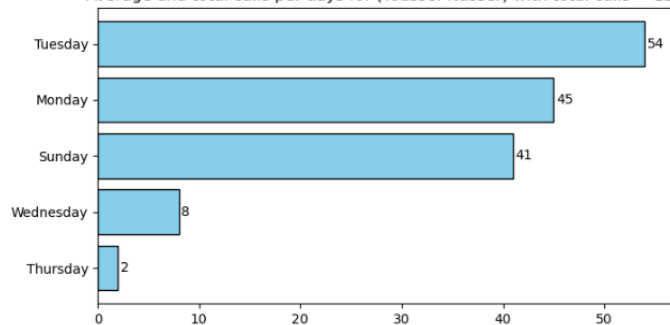


Average and total calls per days for (Esraa Faisal Wafa Ahmed) with total calls = 105



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Average and total calls per days for (Youssef Nasser) with total calls = 150



Conclusions & recommendations:

- The min range starting from **1st Mar 2025** is 0 days, which indicates that the response is very fast, also the average delay to call is about 5 hours a day.
- Most frequent call hours in digital leads are done in (11 – 12 - 15) PM.
- Most frequent call hours in Inbound leads are done in (9 – 13 – 14 - 15) PM.
- We need to increase the calls in the remaining hours, specially in the period from 13 to 17 PM.
- The top hours that give us interested results are **(11 – 12 – 15) PM**, Based on the calls distributions.
- The top hours that give us positive results are **(11 – 12 – 13) PM**, although we don't make many calls in the hour **13**, but it has a good result in the positive calls results.
- **Esraa Faisal** has the highest reachability by 45.71% with total calls 105 and 48 reached calls then **Yahia** with 42.31% total calls 78 and 33 reached calls.
- Top achievers in the interest rate are **Mostafa Hassan** has a good interest rate (61.76%) and **Youssef Nasser** with rate (28.3%) although their reached calls number are more than **Esraa** and **Yahia** and despite that their total calls are little than **Esraa and Yahia**.
- About the calls distribution across the week the top days are (Monday – Tuesday – Sunday – Thursday – Wednesday) respectively.
- We can recommend increase the calls on these days if we need a higher response rate with respect to avoiding the delay or slower response which we discussed on the first point.
- **Monday** and **Sunday** are the top days that have reachability results respectively for digital leads.
- **Sunday** is the highest day for in bound calls with 3 call out of 4, and the fourth one is for **Monday**.
- Weekends (Friday – Saturday) don't have any call done in.
- **Sunday & Monday** are the highest days respectively that give us higher percentages in the **digital** positive reached calls results, although that the number of calls in **Monday** is greater than **Sunday**
- According to the distributions of calls hours which shows that the hours 12 and 11 pm has the highest calls. Also, they are the top hours in the unreached calls.
- According to the agents' performance, the hours (9- 10 – 17) have few calls, we can increase working in those calls.