

Hello Team,

**Objective :**

1. Increase UniCreds Lead Created to Processing %

**Data Description :**

**Leads Created between :** *March 1st, 2024 - March 31th, 2024*

**Leads removed :** *Repeat Leads, Admission status - Not Applied ,Lost reason - 'junk-lead', 'indian-university', 'low-loan-amount', 'not-applied'*

**Analysis Type :** *Without roll over*

**P% :** *Lead - Processing %*

**Suggestions for action :**

1. Login agents - Cater to leads within 2 hours (or ASAP)
2. Login agents - Keep Task violations under 20% per lead (ideally zero%)
3. Login agents - Reduce Follow-up violations (Day 1, 2, 3, 5, 7) (calculated using notes)
4. Improving the Quality and decreasing the volume of partner leads can improve Lead to Processing CVR significantly; If Lead to processing CVR of Partner leads increases from 5% to 9%, overall Lead to Processing will increase from 10% to 10.8%
5. Login agents - Increase operating hours and days via roster

**Data Insights :**

1. Login Agent - Time to 1st Note vs P% (01/03/2024 to 31/03/2024)
  - a. P% is 16.3% for leads with Time to 1st Note less than 2 hours
  - b. P% is 9.3% for leads with Time to 1st Note between 24 & 48 hours
2. Login Agent - Task Violations per lead vs P% (01/03/2024 to 31/03/2024)
  - a. 80% of the tasks have zero violations [GOOD NEWS]
  - b. P% is 12.4% for leads with Violated Tasks 0%
  - c. P% is 10% for leads with Violated Tasks > 20%
  - d. 12% leads have >0 Tasks Violation
3. Login Agent - Follow-up violations vs P% (01/03/2024 to 31/03/2024) {(calculated using notes)}
  - a. P% is 12.8% for leads with =0 Follow-up Violations
  - b. P% is 4.4% for leads with >0 Follow-up Violations
  - c. 32% leads have Follow-up Violations
4. Login Agent - Time first note vs P% (01/03/2024 to 31/03/2024)
  - a. New Agents have bad Time to 1st Note (Sai Bhargav, Pravalika Engu, Ashna Pathan)
5. Login Agent - Time first note vs P% (01/03/2024 to 31/03/2024)

- a. Experienced Agents have higher P% (Aditya Singh > Heena Khan > Ritu Jaiswal > Saniya Shaikh > Others)
6. Login Agent - Time first note vs P% (01/03/2024 to 31/03/2024)
  - a. P% is highest for (Referral 47% > Direct 21% > MoEngage 15% > Others 9%)
  - b. Partner leads and UniScholars leads has poor performance ~5.5% (Lead to Processing) whereas others 12.5%
7. Destination Country vs Lead to Processing % (01/03/2024 to 31/03/2024)
  - a. P% is highest for Australia 14% followed by UK 12%
8. Time Series - Lead Created Day of Week vs Lead to Processing % (01/03/2024 to 31/03/2024)
  - a. P% is lowest for Leads Created on Tue 9% < Wed, Thu 10% < Others 11.3%
9. Time Series - Lead Created Hour vs Lead to Processing % (01/03/2024 to 31/03/2024)
  - a. P% is high for Leads Created {{11 am to 7 pm 10.3%}} > {{7 pm to 3 am 9.6%}} > {{3 am to 11 am 9.3%}}
  - b. It is possible that leads created from 8 PM to 5 AM have untapped potential for higher P%
    - i. Because, 5 AM to 9 AM leads have lower P% - while both are catered with delay on next working day

#### Detailed Data -

1. Login Agent - Time to 1st Note vs P% (01/03/2024 to 31/03/2024)

time_to_first_notes_bucket	Leads	% Distribution	prcsng Leads	Lead to Processing %
No Notes	26	0.4%	0	0.0%
Less than 2 hours	1422	22.0%	232	16.3%
2 hours to 6 hours	800	12.4%	69	8.6%
6 hours to 24 hours	1990	30.8%	205	10.3%
24 hours to 48 hours	742	11.5%	69	9.3%
48 hours to 72 hours	416	6.4%	30	7.2%
More than 72 hours	1064	16.5%	46	4.3%

2. Login Agent - Task Violations per lead vs P% (01/03/2024 to 31/03/2024)

Task Violations per lead	Leads	% Distribution	prcsng Leads	Lead to Processing %	total_tasks	% total_tasks
No tasks assigned	1690	26.2%	63	3.7%	0	0.0%
Zero task violation	3978	61.6%	493	12.4%	12337	81.1%
Less than 20%	78	1.2%	15	19.2%	579	3.8%

task violation						
20%-50% task violation	505	7.8%	55	10.9%	1800	11.8%
Greater than 50%	209	3.2%	25	12.0%	502	3.3%

3. Login Agent - Follow-up violations vs P% (01/03/2024 to 31/03/2024) {(calculated using notes)}

Follow-up violation	Leads	% Distribution	prcsng Leads	Lead to Processing %
0	4367	67.6%	559	12.8%
1	2093	32.4%	92	4.4%

4. Login Agent - Time first note vs P% (01/03/2024 to 31/03/2024)

Login Agent	Leads	Lead share %	prcsng Leads	Lead to Processing %	Leads with Notewithin_24hrs	Leads with taskviolation_below20percent
Bhagyashree Beri	377	5.8%	34	9.0%	59%	50%
Vidhi \t\t Khandor	351	5.4%	32	9.1%	57%	71%
John Sandeep	324	5.0%	14	4.3%	53%	41%
Saniya Shaikh	310	4.8%	36	11.6%	87%	79%
Param Zaveri	305	4.7%	44	14.4%	90%	74%
Akshara Cherumetal	304	4.7%	30	9.9%	85%	79%
Rabiya Ansari	302	4.7%	37	12.3%	55%	74%
Janmesh Kollencheri	295	4.6%	32	10.8%	52%	75%
Ritu Jaiswal	295	4.6%	30	10.2%	87%	80%
Nandini Kasala	283	4.4%	30	10.6%	43%	41%
Aawez \t\t\t Qureshi	276	4.3%	30	10.9%	53%	83%
Samreen Rathod	271	4.2%	22	8.1%	51%	81%
Moinuddin Tinwala	261	4.0%	29	11.1%	58%	69%
Yash Naidu	261	4.0%	25	9.6%	63%	69%
Aditya Singh	248	3.8%	36	14.5%	91%	47%
Heena Khan	231	3.6%	36	15.6%	88%	80%
Sai Bhargav	218	3.4%	7	3.2%	16%	43%
Asif Khan	209	3.2%	29	13.9%	79%	10%

Pravalika Engu	208	3.2%	3	1.4%	27%	53%
Animesh Mayekar	194	3.0%	14	7.2%	80%	34%
Disha Shah	174	2.7%	23	13.2%	86%	77%
Nisha Ambavane	173	2.7%	18	10.4%	72%	61%
Fahaad Khan	153	2.4%	21	13.7%	67%	77%
Saurabh Raul	131	2.0%	20	15.3%	87%	32%
Ashna Pathan	95	1.5%	1	1.1%	32%	61%
Fasi Ahmed	91	1.4%	10	11.0%	87%	68%

5. Time Series - Lead Created Day of Week vs [Created to Processing] % (01/03/2024 to 31/03/2024)

Created Day	Leads	Lead Share %	Processing	Lead to Processing %
Mon	740	11%	85	11%
Tue	1656	26%	134	8%
Wed	1090	17%	112	10%
Thu	1113	17%	113	10%
Fri	886	14%	97	11%
Sat	598	9%	70	12%
Sun	377	6%	40	11%
<b>Grand Total</b>	<b>6460</b>	<b>100%</b>	<b>651</b>	<b>10%</b>

6. Time Series - Lead Created Hour vs Lead to Processing % (01/03/2024 to 31/03/2024)

Bucket	Leads	Lead Share %	Processing	Lead to Processing %
11 am to 7 pm	4552	70%	469	10.3%
3 am to 11 am	694	11%	65	9.4%
7 pm to 3 am	1214	19%	117	9.6%
Grand Total	6460	100%	651	10.1%

Created Hour	Leads	Lead Share %	Processing	Lead to Processing %	Leads with first note under 2 hrs	%Leads with first note under 2 hrs
00	136	2%	10	7%	1	1%
01	76	1%	11	14%	1	1%

02	39	1%	6	15%	0	0%
03	28	0%	2	7%	0	0%
04	35	1%	4	11%	0	0%
05	25	0%	3	12%	0	0%
06	40	1%	2	5%	1	3%
07	69	1%	1	1%	0	0%
08	104	2%	9	9%	2	2%
09	168	3%	15	9%	20	12%
10	253	4%	31	12%	73	29%
11	567	9%	56	10%	183	32%
12	560	9%	55	10%	172	31%
13	487	8%	45	9%	205	42%
14	294	5%	38	13%	108	37%
15	856	13%	70	8%	186	22%
16	639	10%	61	10%	222	35%
17	409	6%	41	10%	160	39%
18	388	6%	59	15%	75	19%
19	352	5%	44	13%	7	2%
20	176	3%	22	13%	2	1%
21	357	6%	26	7%	0	0%
22	188	3%	19	10%	1	1%
23	214	3%	21	10%	3	1%
Grand Total	6460	100%	651	10%	0	0%

#### 7. Destination Country vs Lead to Processing % (01/03/2024 to 31/03/2024)

Country	Leads	Lead Share %	Processing	Lead to Processing %
USA	2734	42%	224	8%
UK	1817	28%	223	12%
Canada	491	8%	52	11%
EUR	432	7%	44	10%
Australia	419	6%	57	14%
Ireland	358	6%	34	9%
NZ	115	2%	6	5%
ROW	83	1%	9	11%
India	7	0%	2	29%

Grand Total	6460	100%	651	10%
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8. UTM Source vs Lead to Processing % (01/03/2024 to 31/03/2024)

utm_source	Leads	Processing	Lead to Processing %
google	2221	272	12.2%
partner	1422	79	5.6%
affiliate	564	52	9.2%
facebook	571	51	8.9%
unischolars	882	48	5.4%
referral	98	46	46.9%
moengage	243	38	15.6%
direct	102	22	21.6%
bing	174	20	11.5%
	67	6	9.0%
unischolars-hyderabad	13	4	30.8%
uc-blog	18	3	16.7%
instagram	10	3	30.0%
inf	40	3	7.5%
homepage	27	2	7.4%
telegram	1	1	100.0%
call	2	1	50.0%
yt	1	0	0.0%
whatsapp	1	0	0.0%
walk-in	1	0	0.0%
paytm-insider	1	0	0.0%
email	1	0	0.0%
<b>Grand Total</b>	<b>6460</b>	<b>651</b>	<b>10.1%</b>

9. Login Agent - Time first note split (01/03/2024 to 31/03/2024)

time_to_first_notes_bucket	No Notes	Less than 2 hours	2 hours to 6 hours	6 hours to 24 hours	24 hours to 48 hours	48 hours to 72 hours	More than 72 hours
Bhagyashree Beri	1	64	27	132	41	14	98
Vidhi Mittal Khandor	0	47	33	120	47	28	76
John Sandeep	1	49	33	89	51	24	77

Saniya Shaikh	0	132	49	90	27	6	6
Param Zaveri	0	111	54	108	17	9	6
Akshara Cherumetal	0	73	62	122	27	13	7
Rabiya Ansari	0	48	30	87	48	28	61
Janmesh Kollencheri	0	28	36	90	53	36	52
Ritu Jaiswal	0	137	38	82	22	12	4
Nandini Kasala	0	34	23	65	46	24	91
Aawez \t\t\t Qureshi	0	31	27	89	45	21	63
Samreen Rathod	0	27	21	91	44	35	53
Moinuddin Tinwala	0	28	28	96	39	31	39
Yash Naidu	0	33	25	106	36	24	37
Aditya Singh	0	138	29	58	12	8	3
Heena Khan	0	110	26	68	18	7	2
Sai Bhargav	0	5	8	21	12	15	157
Asif Khan	0	58	46	62	22	13	8
Pravalika Engu	2	10	11	36	18	9	122
Animesh Mayekar	2	39	47	70	23	11	2
Disha Shah	0	50	37	62	17	5	3
Nisha Ambavane	0	28	26	70	18	13	18
Fahaad Khan	1	27	16	60	18	11	20
Saurabh Raul	0	53	20	41	9	4	4
Ashna Pathan	0	4	14	12	6	12	47
Fasi Ahmed	0	36	15	28	8	0	4
Apeksha Chachar	0	20	18	23	9	3	1
Swati Mamulla	0	1	1	10	9	0	0
Mokshith Saliyan	9	0	0	0	0	0	0
Divya Varanasi	6	0	0	0	0	0	0
Saqlain Shaikh	0	1	0	2	0	0	1
Saurabh singh	1	0	0	0	0	0	2
Abhimanyu Sehgal	1	0	0	0	0	0	0
Rutuja Karnale	1	0	0	0	0	0	0
Shifali Agdari	1	0	0	0	0	0	0
Grand Total	26	1422	800	1990	742	416	1064

time_to_first_notes_bu cket	No Notes	Less than 2 hours	2 hours to 6 hours	6 hours to 24 hours	24 hours to 48 hours	48 hours to 72 hours	More than 72 hours	Total Leads
Bhagyashree Beri	0%	17%	7%	35%	11%	4%	26%	377
Vidhi \t\t Khandor	0%	13%	9%	34%	13%	8%	22%	351

John Sandeep	0%	15%	10%	27%	16%	7%	24%	324
Saniya Shaikh	0%	43%	16%	29%	9%	2%	2%	310
Param Zaveri	0%	36%	18%	35%	6%	3%	2%	305
Akshara Cherumetal	0%	24%	20%	40%	9%	4%	2%	304
Rabiya Ansari	0%	16%	10%	29%	16%	9%	20%	302
Janmesh Kollencheri	0%	9%	12%	31%	18%	12%	18%	295
Ritu Jaiswal	0%	46%	13%	28%	7%	4%	1%	295
Nandini Kasala	0%	12%	8%	23%	16%	8%	32%	283
Aawez It \t\t Qureshi	0%	11%	10%	32%	16%	8%	23%	276
Samreen Rathod	0%	10%	8%	34%	16%	13%	20%	271
Moinuddin Tinwala	0%	11%	11%	37%	15%	12%	15%	261
Yash Naidu	0%	13%	10%	41%	14%	9%	14%	261
Aditya Singh	0%	56%	12%	23%	5%	3%	1%	248
Heena Khan	0%	48%	11%	29%	8%	3%	1%	231
Sai Bhargav	0%	2%	4%	10%	6%	7%	72%	218
Asif Khan	0%	28%	22%	30%	11%	6%	4%	209
Pravalika Engu	1%	5%	5%	17%	9%	4%	59%	208
Animesh Mayekar	1%	20%	24%	36%	12%	6%	1%	194
Disha Shah	0%	29%	21%	36%	10%	3%	2%	174
Nisha Ambavane	0%	16%	15%	40%	10%	8%	10%	173
Fahaad Khan	1%	18%	10%	39%	12%	7%	13%	153
Saurabh Raul	0%	40%	15%	31%	7%	3%	3%	131
Ashna Pathan	0%	4%	15%	13%	6%	13%	49%	95
Fasi Ahmed	0%	40%	16%	31%	9%	0%	4%	91
Apeksha Chachar	0%	27%	24%	31%	12%	4%	1%	74
Swati Mamulla	0%	5%	5%	48%	43%	0%	0%	21
Mokshith Saliyan	100%	0%	0%	0%	0%	0%	0%	9
Divya Varanasi	100%	0%	0%	0%	0%	0%	0%	6
Saqlain Shaikh	0%	25%	0%	50%	0%	0%	25%	4
Saurabh singh	33%	0%	0%	0%	0%	0%	67%	3
Abhimanyu Sehgal	100%	0%	0%	0%	0%	0%	0%	1
Rutuja Karnale	100%	0%	0%	0%	0%	0%	0%	1
Shifali Agdari	100%	0%	0%	0%	0%	0%	0%	1
Grand Total	0%	22%	12%	31%	11%	6%	16%	6460