LEAD CONVERSION OVERVIEW

Lead Conversion Rate

Leads Created (100%)

Contacted Leads (64.94%)

Approved Leads (1.46%)
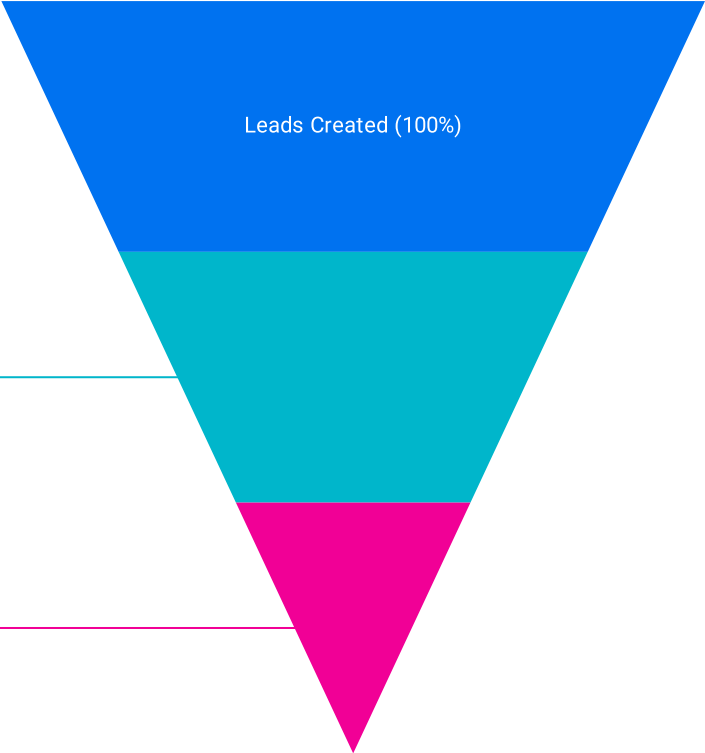
Conversion by Source Type and Gender

■ Male ■ Female

Approved (y-axis): 0, 100, 200, 300, 400, 500

Source_Category (x-axis): B, G, C, E, F, D, A