**Question 1 (results deprecated)**

This is relatively straight forward. It is best seen on a BI Tool and of the tool selectors or filters or colors can be the date grain variable. Each date grain will have all of the relevant dates in that grain.

**Table

Description automatically generated**

**Question 2:**

These are the highest lead conversions on a daily, weekly, or monthly level. There are a lot of ties between different lead sources.

**Table

Description automatically generated**

**Question 3:**

The following are some of the possible drivers of lead conversion. Some of the relationships are weaker than others. It’s really only possible to know by doing a chi-squared test or using another statistical test to determine the strength of their relationships. Also, it should be pointed out that factors outside of what exists in this dataset can also be the cause of lead conversions. Other factors not in the dataset could account for lead conversions such as the account representative, messages and calls, timely follow-ups, budget of customer among many others.

Sources:

Content Form, Trial

Table

Description automatically generated

State:

Texas, Wyoming

Table

Description automatically generated

Job\_title

IT Analyst, Manager

Table

Description automatically generated

Industry:

Consumer/Business

Transportation and Logistics

Table

Description automatically generated

Fleet\_size:

<15

1000 +

Table

Description automatically generated

**Question 4:**

**Hypothesis 1:** Opportunity close times could be a factor inwinning or losing an opportunity.

Table

Description automatically generated

The results are inconclusive. The dataset is opp\_won\_times and it doesn’t show a clear diversion of any weeks when low percentage closed won deals.

**Hypothesis 2:**