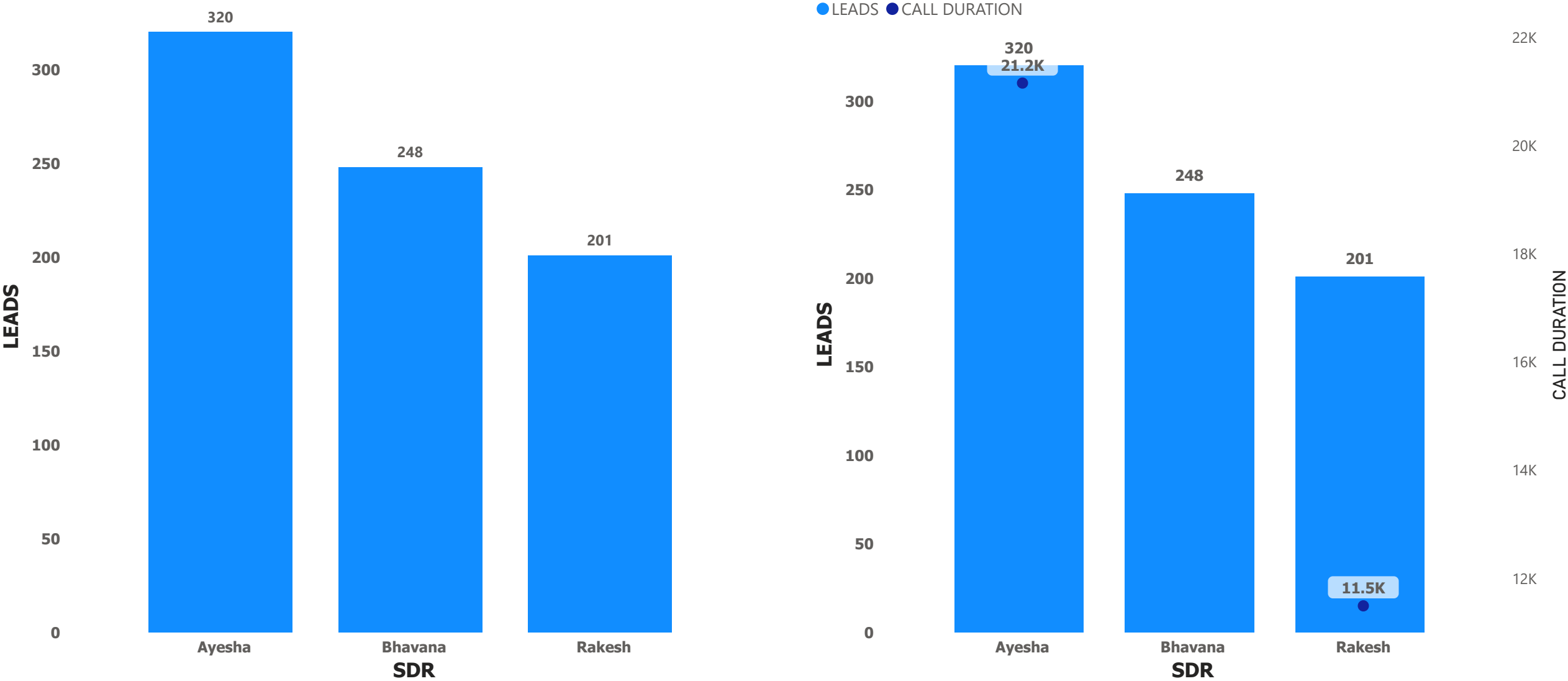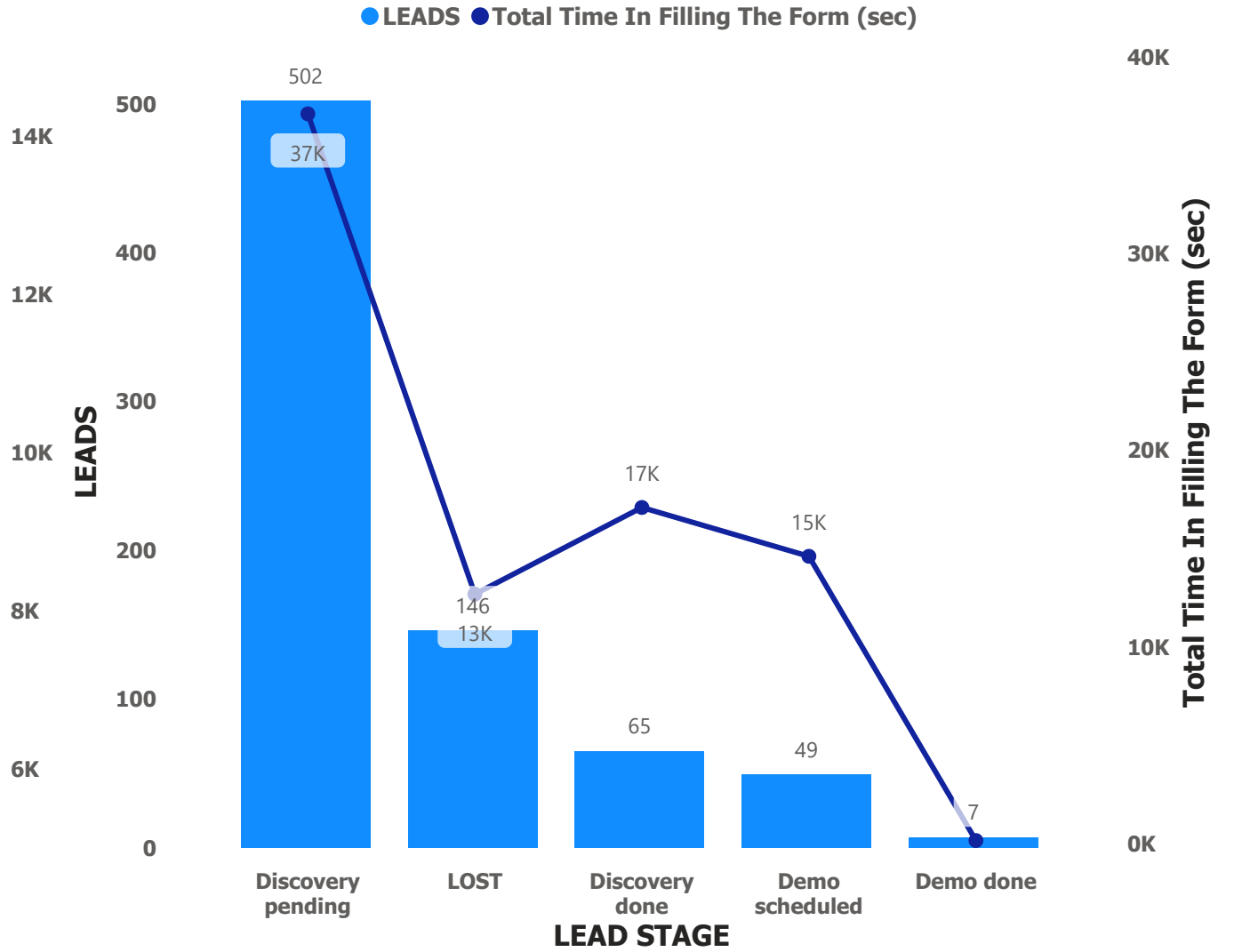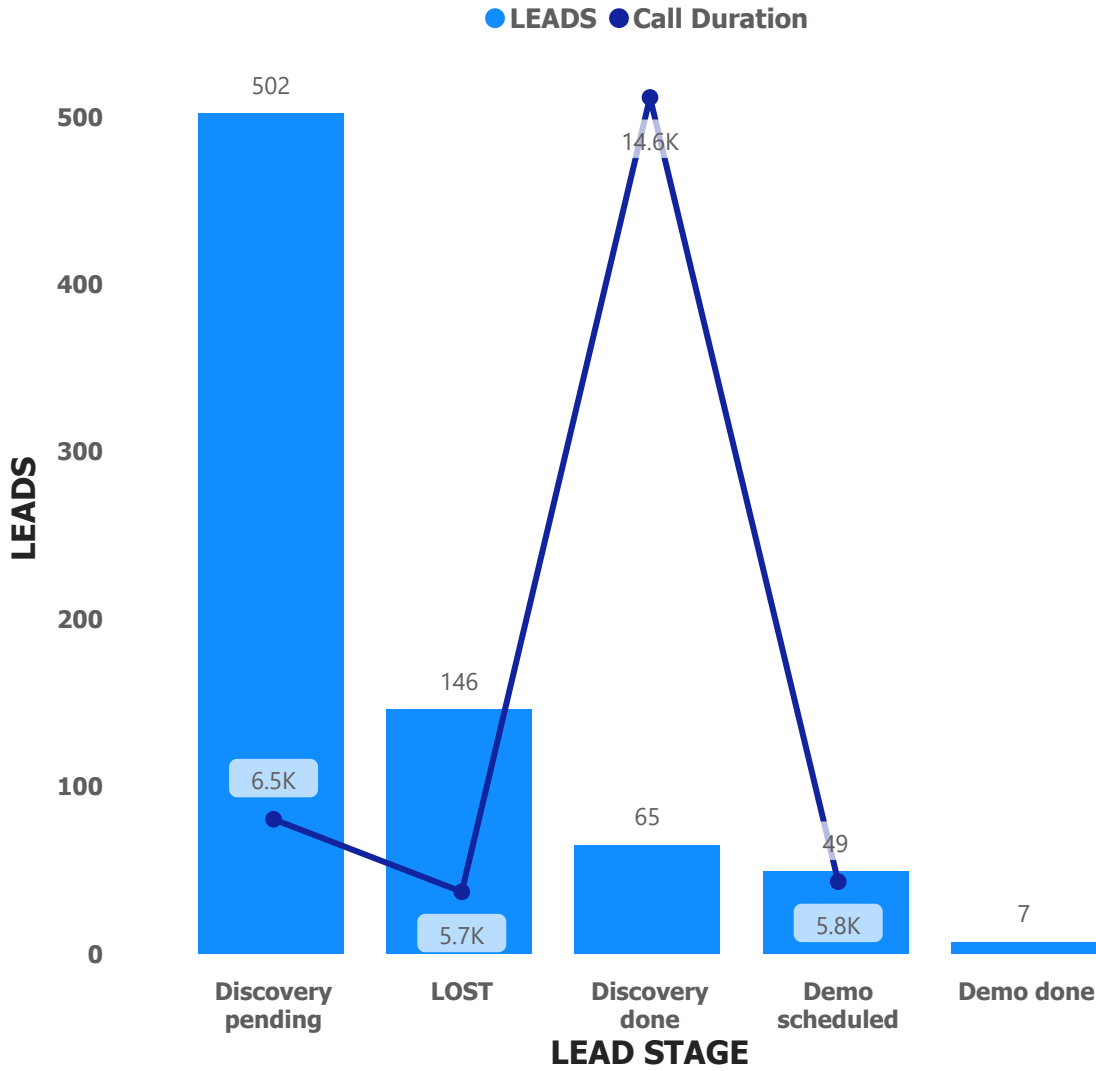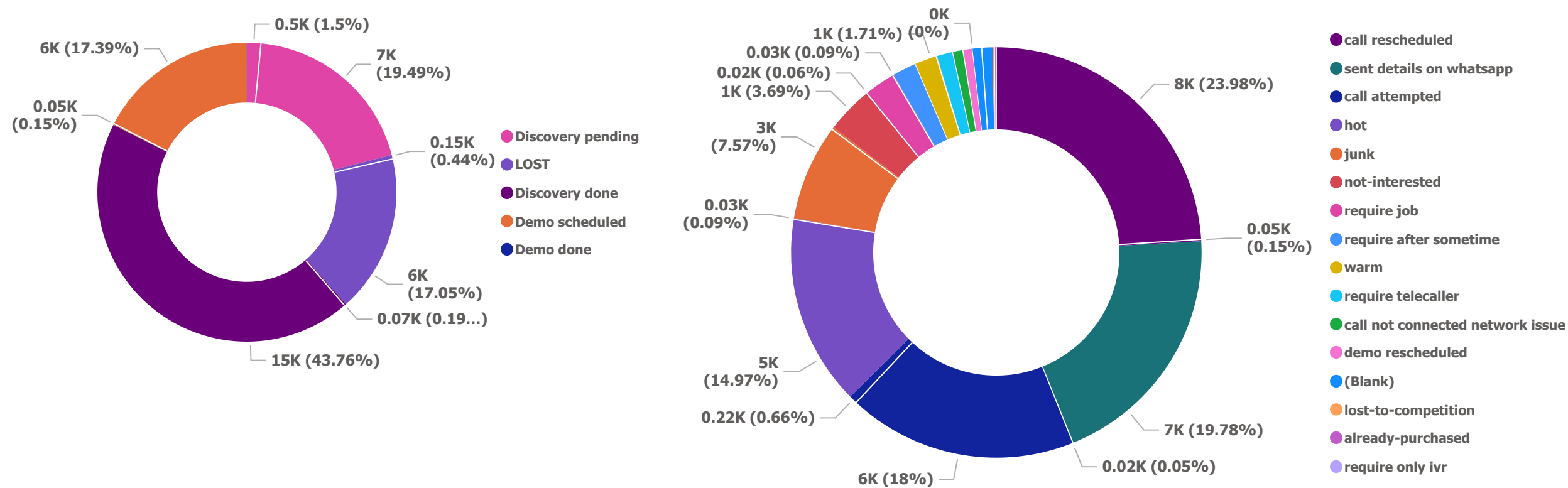# LEADS VS SDR VS TIME



· MOST OF LEADS ARE BOUGHT BY AYESHA

# LEADS VS LEADS STAGE VS DURATION OF TIME



- MOST CALL DUARTION IS SPENT IN DISCOVERY DONE
- MOST TIME SPENT IN FILLING FORM FOR LEAD DISCOVERY

# LEADS VS LEADS STAGE & LEAD TAGS VS DURATION OF TIME



**Left chart (Leads vs Leads Stage):**
- 0.5K (1.5%)
- 7K (19.49%)
- 6K (17.39%)
- 0.05K (0.15%)
- 0.15K (0.44%)
- 6K (17.05%)
- 0.07K (0.19...)
- 15K (43.76%)

Legend:
- Discovery pending
- LOST
- Discovery done
- Demo scheduled
- Demo done

**Right chart (Lead Tags vs Duration of Time):**
- 1K (1.71%)
- 0K (0%)
- 0.03K (0.09%)
- 0.02K (0.06%)
- 1K (3.69%)
- 3K (7.57%)
- 0.03K (0.09%)
- 8K (23.98%)
- 0.05K (0.15%)
- 7K (19.78%)
- 0.02K (0.05%)
- 6K (18%)
- 0.22K (0.66%)
- 5K (14.97%)

Legend:
- call rescheduled
- sent details on whatsapp
- call attempted
- hot
- junk
- not-interested
- require job
- require after sometime
- warm
- require telecaller
- call not connected network issue
- demo rescheduled
- (Blank)
- lost-to-competition
- already-purchased
- require only ivr

· MOST CALL DUARTION IS SPENT IN DISCOVERY DONE AND DISCOVERY PENDING
· MOST TIME SPENT ON SENDING DETAILS ON WATSAPP AND CALL RE-SCHEDULE

# SDR VS LEAD VS STAGE VS CALL VS CALL NOT CONNECTED
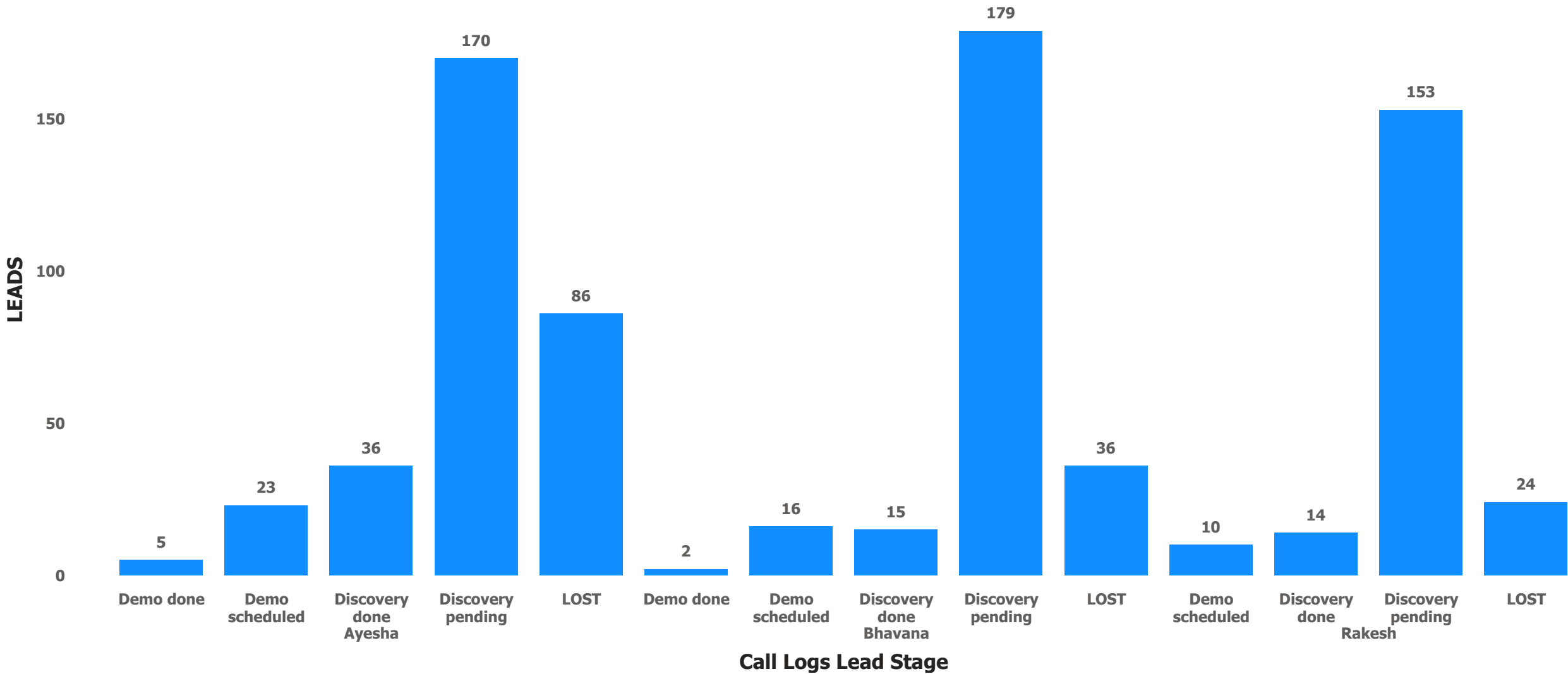


- MOST SDR HAVE DISCOVERY PENDING OF THERE LEADS
- AYESHA HAS LOST MOST OF THE LEADS
- BHAVANA HAS BOUGHT MOST NUMBER OF LEADS

# SDR VS LEAD VS STAGE VS CALL VS CALL NOT CONNECTED
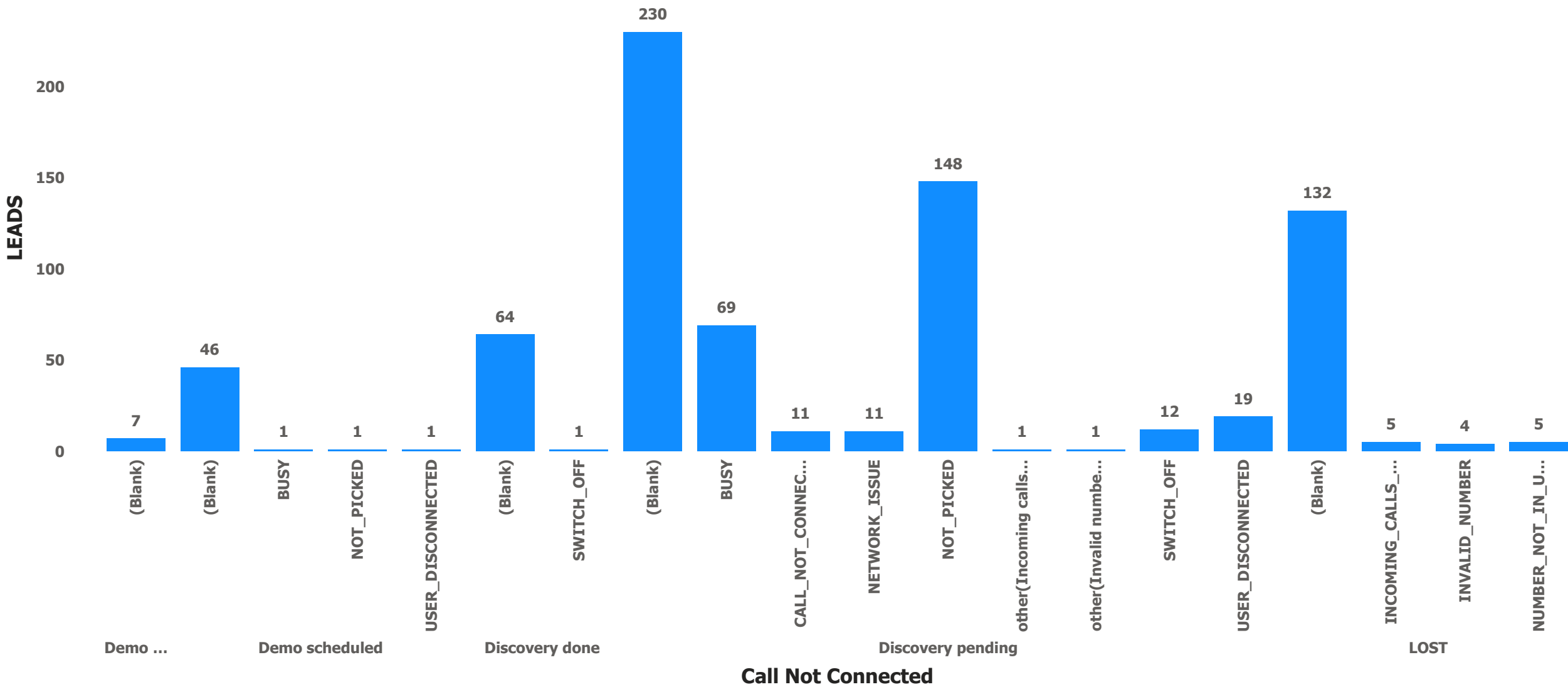


· MOST OF TEH REASON FOR CALL NOT CONNECTED IS UNKNOWN/BLANK.
· MOST OF DISCOVERY IS PENDING AS CALL NOT PICKED

# Following conclusion can be drawn from lead-call analysis:

- The analysis can help identify the most effective time of day or day of the week to make calls to leads. This can help sales representatives prioritize their calling schedule and increase the chances of reaching potential customers.

- By analyzing the length of calls made to leads, the company can gain insights into the level of engagement of the leads. Longer calls may indicate that the lead is more interested in the product or service being offered, and may be more likely to convert.

- The analysis can also reveal which sales representatives are most effective in converting leads into customers. By identifying top-performing sales representatives, the company can learn from their strategies and best practices and apply them across the sales team.

- The analysis can help identify patterns or trends in the types of leads that are most likely to convert into customers. For example, leads from certain industries or job titles may be more likely to convert than others. This information can be used to tailor the company's marketing and sales efforts to target these high-converting leads.

- By tracking the lead status over time, the analysis can provide insights into the sales funnel and help identify potential areas of improvement. For example, if a high number of leads are dropping off at a particular stage of the funnel, this may indicate that there is a bottleneck or barrier that needs to be addressed.