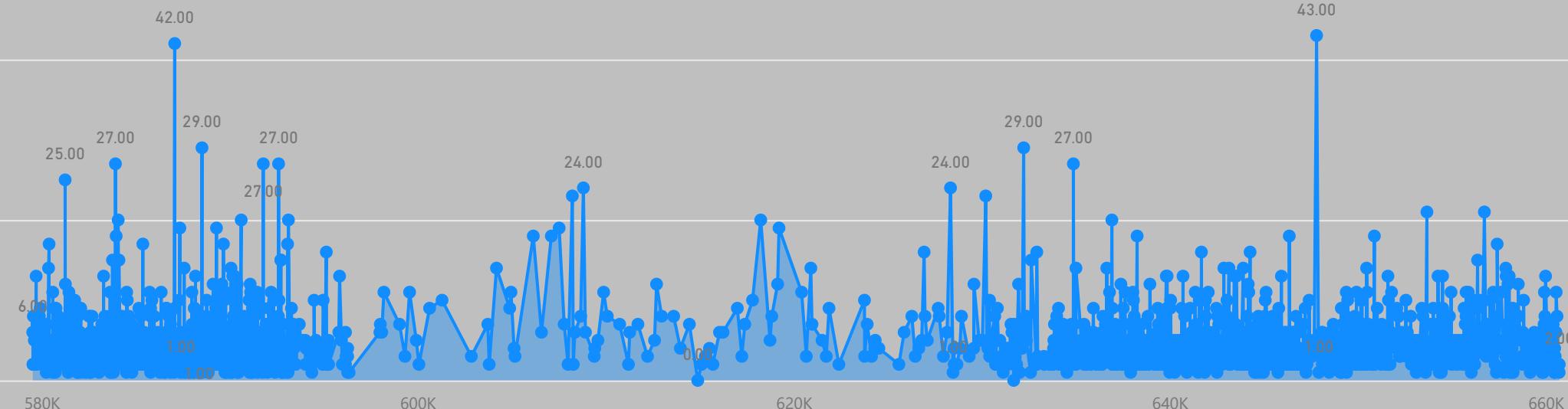
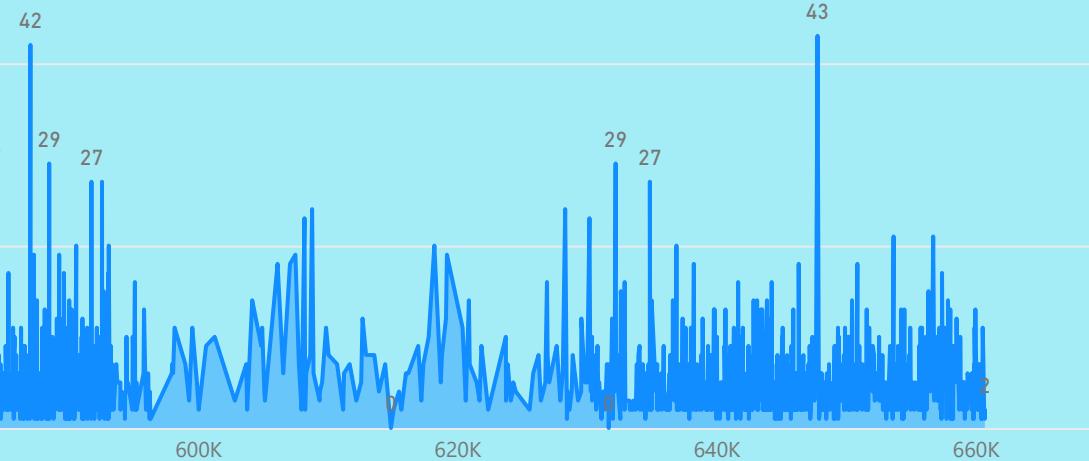
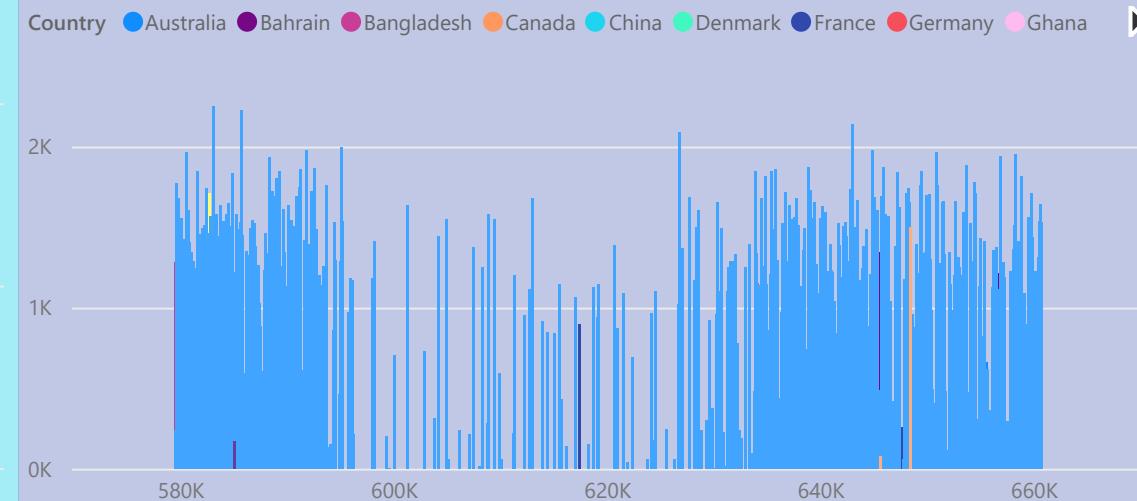


1943**Lead numbers****9248****Sum of TotalVisits****4.76****Average of TotalVisits****4.76****total time spent -sum****Average of TotalVisits by Lead Number****Sum of TotalVisits by Lead Number****Sum of Total Time Spent on Website by Lead Number and Country**

1bn

Sum of Lead Number

Mumbai

City name

1042

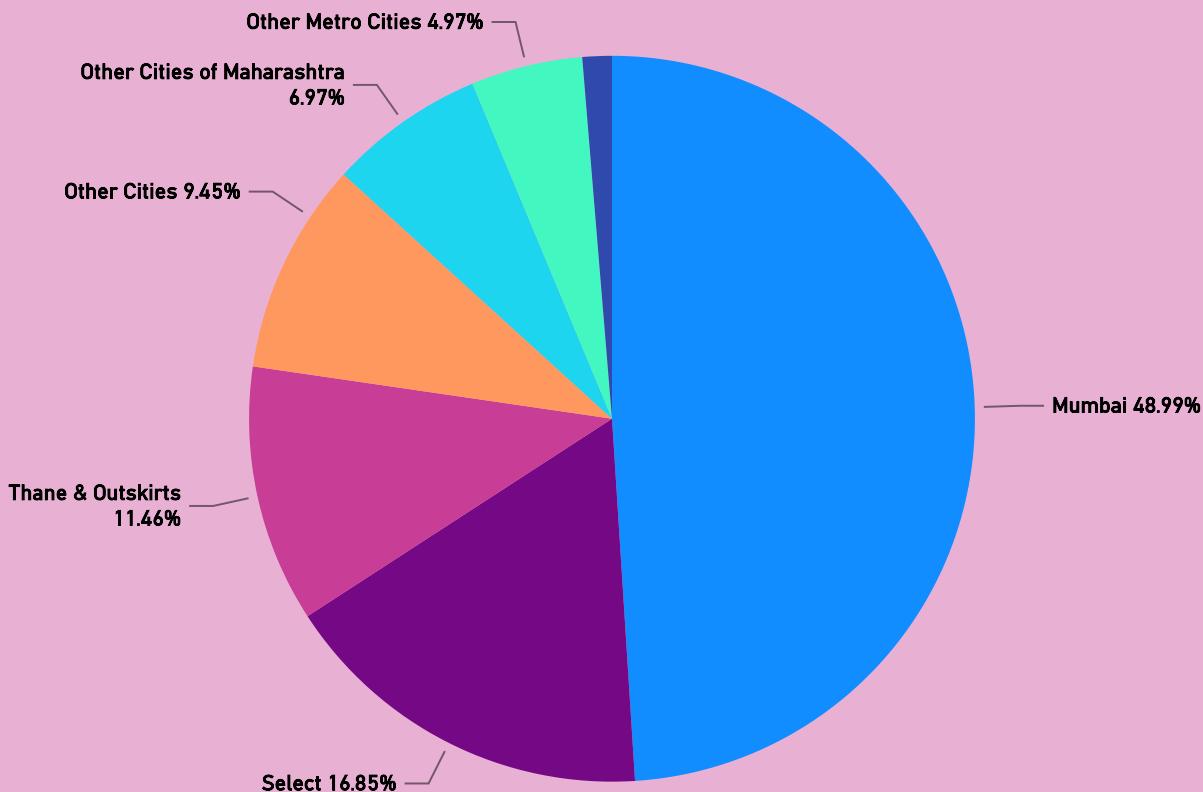
Sum of Converted

1943

Count of City

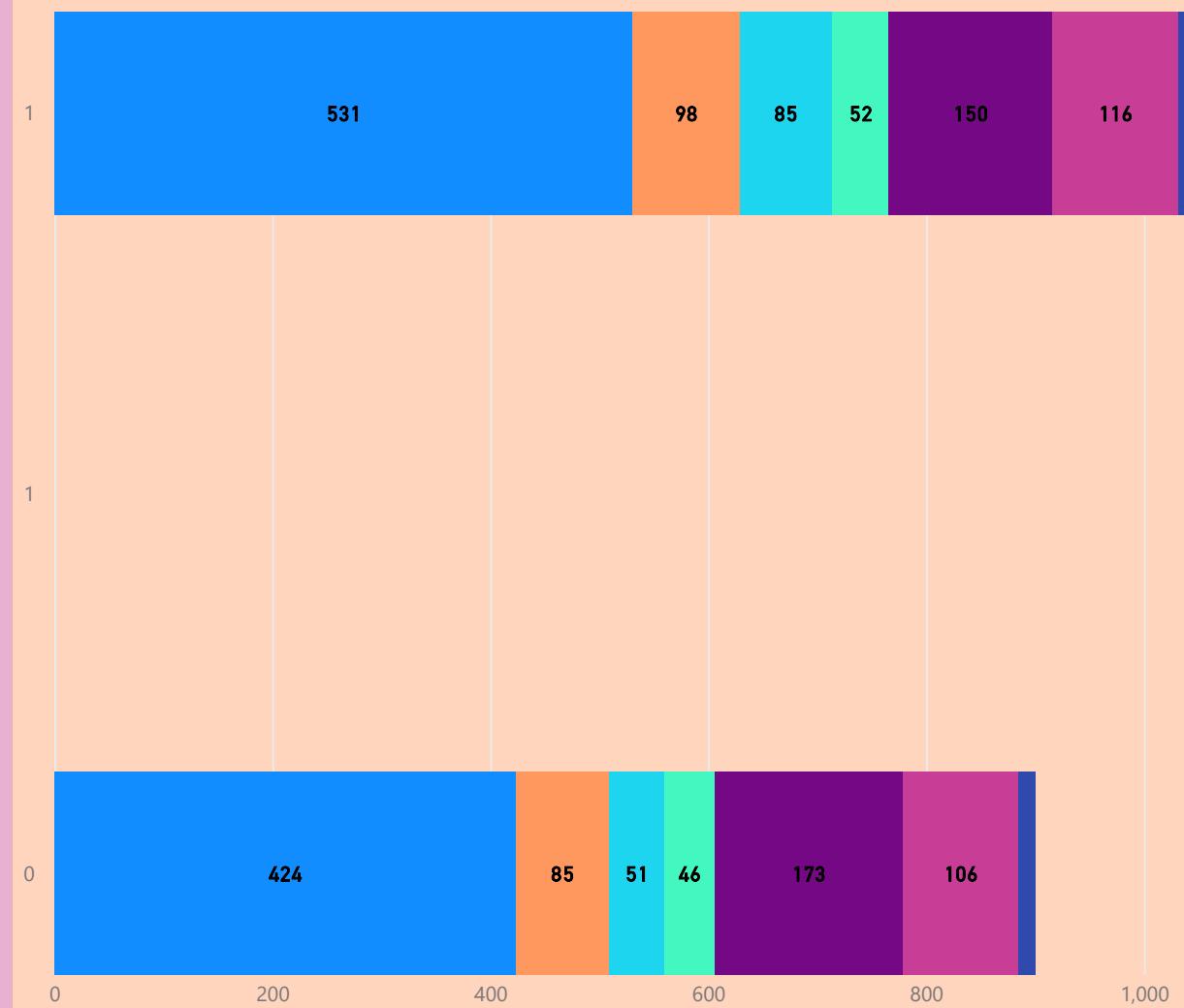
Sum of Lead Number by City

City ● Mumbai ● Select ● Thane & Outskirts ● Other Cities ● Other Cities of M... ● Other Metro Ci... ● Tier II Cities



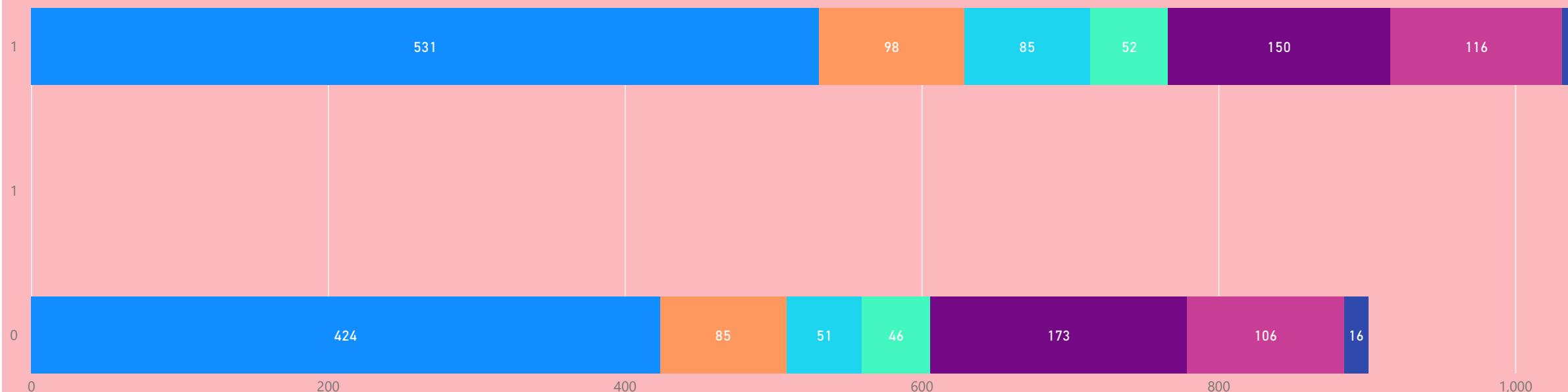
city demography on conversion

City ● Mumbai ● Other Cities ● Other Cities of Maharashtra... ● Other Metro Cities ● Select ● Thane & Outskirts ● Tier II Cities



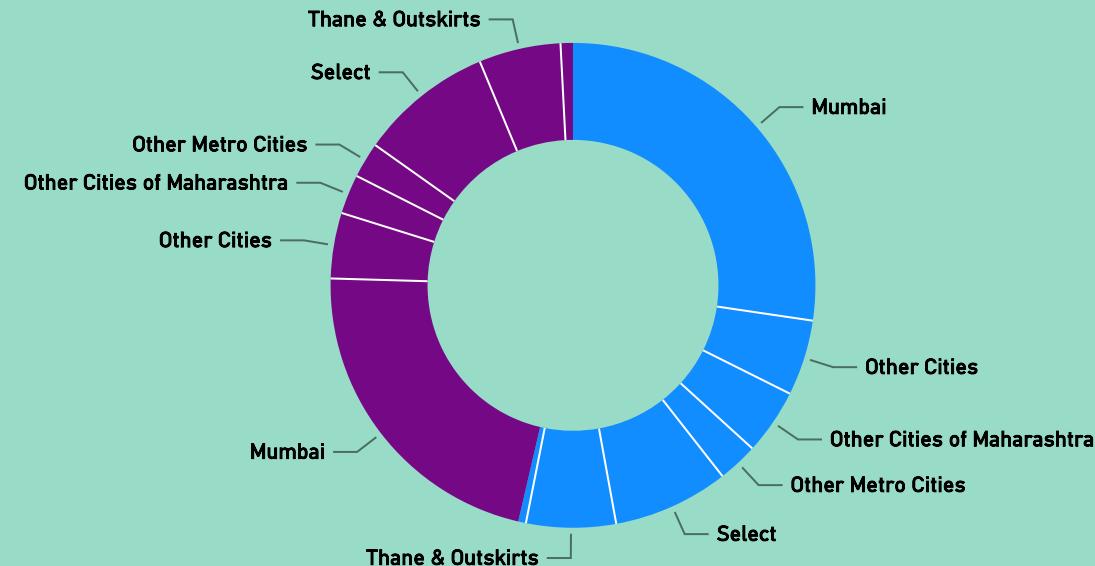
city demography on conversion

City ● Mumbai ● Other Cities ● Other Cities of Maharashtra ● Other Metro Cities ● Select ● Thane & Outskirts ● Tier II Cities



city conversion status

Converted ● 1 ● 0



1bn

Sum of Lead Number

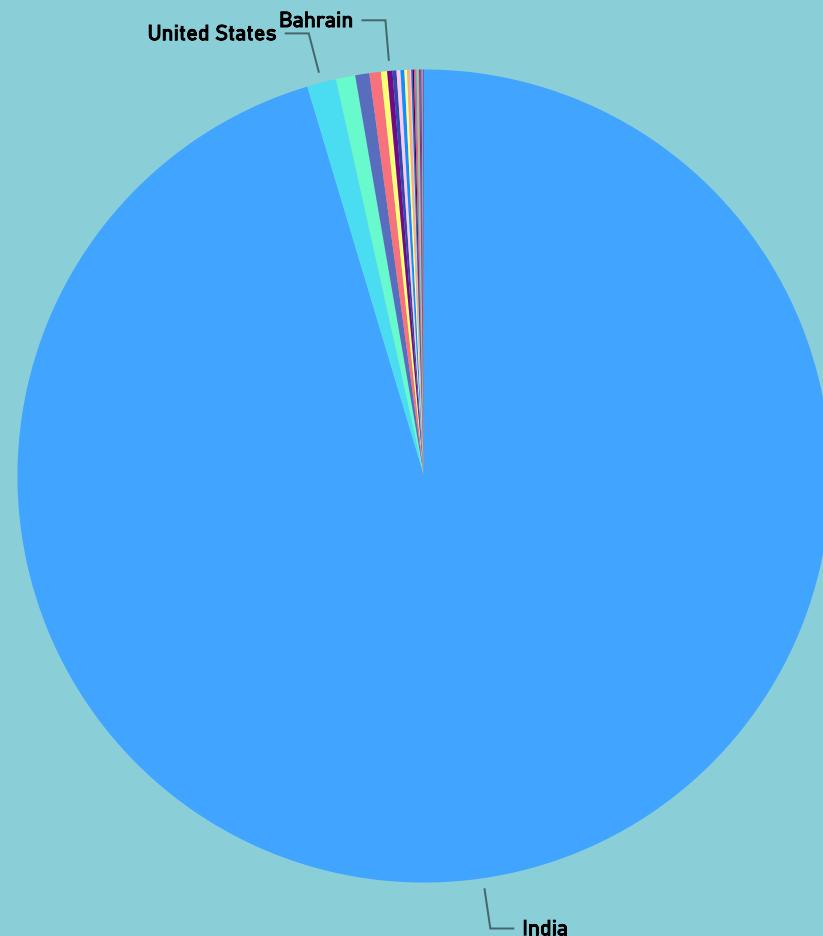
Australia

Country

23

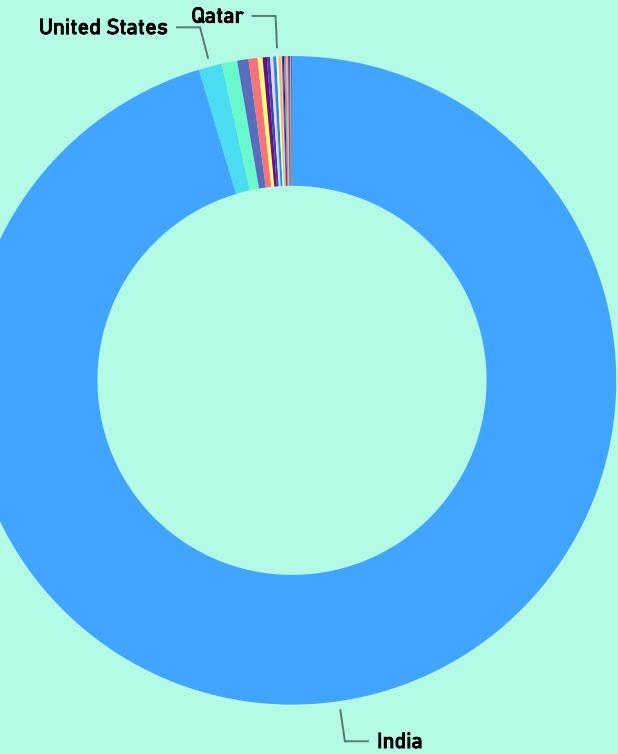
Country count

Sum of Lead Number by Country



Sum of Lead Number by Country

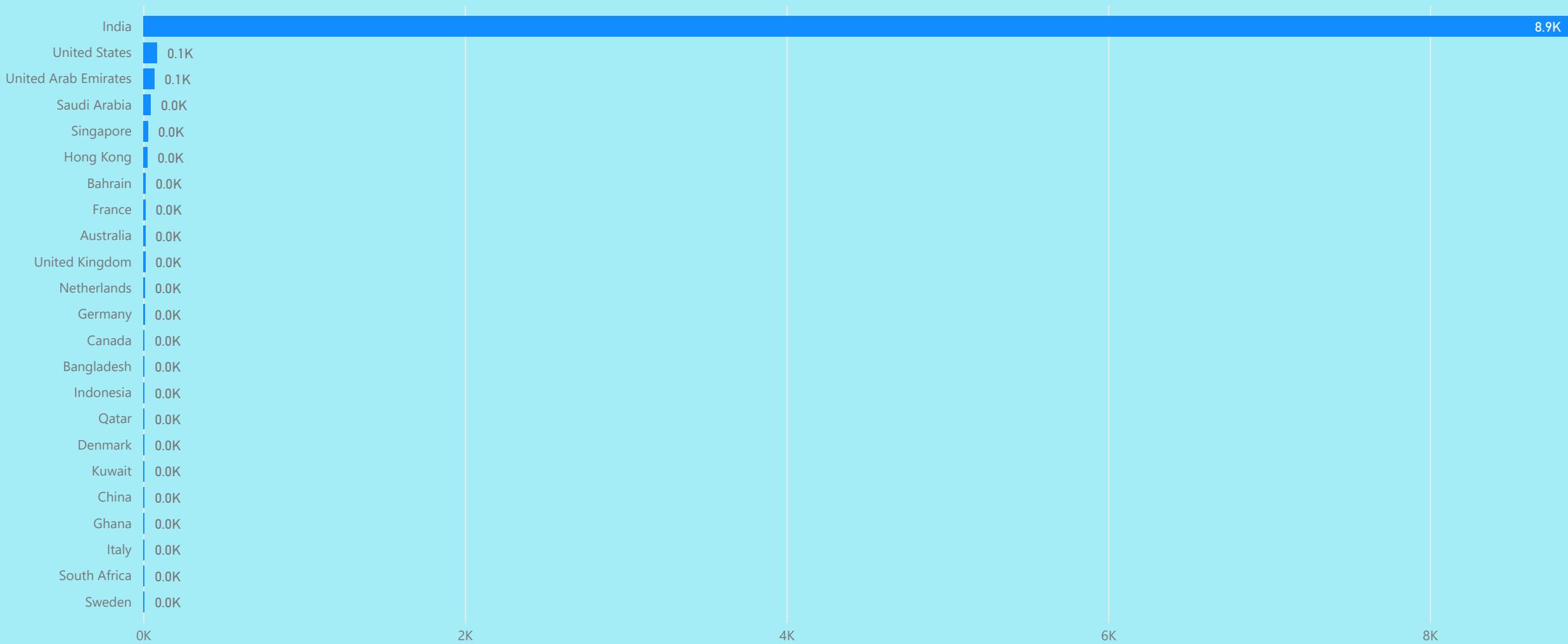
Country ● India ● United States ● United Arab... ● Singapore ● Saudi Arabia ● Hong Kong ● Bahrain ►



23
country visit

Australia
First Country

Sum of TotalVisits by Country



1bn

1943

Sum of Lead Number**Count of Lead Number**

6.21K

Sum of Page Views Per Visit

9248

Sum of TotalVisits

1M

Sum of Total Time Spent on Website**Sum of TotalVisits and Sum of Total Time Spent on Website by Lead Number****Sum of TotalVisits and Sum of Total Time Spent on Website by Lead Number and Page Views Per Visit**

9 Count of Lead Source	Direct Traffic First Lead Source	5 Count of Lead Quality	High in Relevance First Lead Quality	Dual Specialization Student First Lead Profile	6 Count of Lead Profile	API First Lead Origin
---------------------------	-------------------------------------	----------------------------	---	---	----------------------------	--------------------------

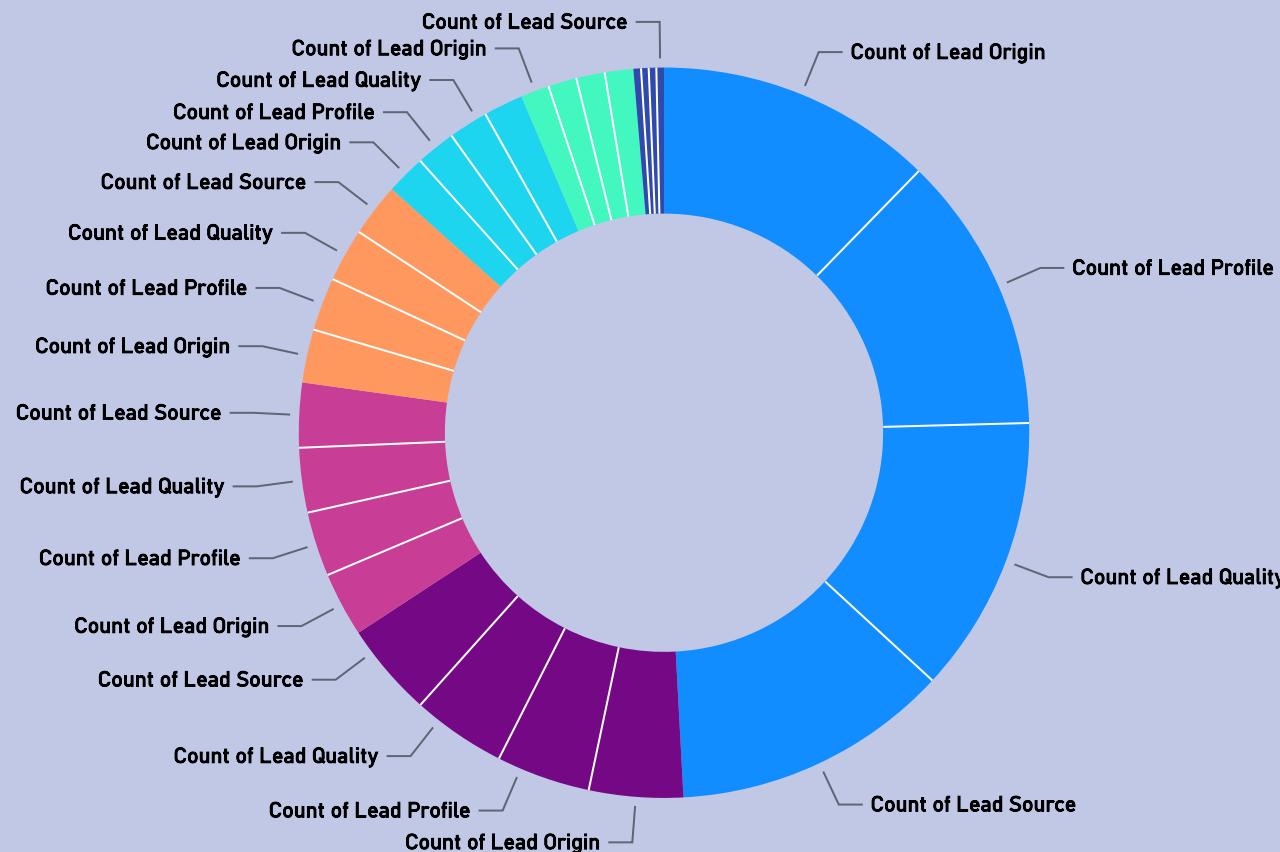
city vs lead parameters

City ● Mumbai ● Select ● Thane & Outskirts ● Other Cities ● Other Cities of Maharashtra ● Other Metro Cities ● Tier II Cities

1943
Count of Lead Quality

3
Count of Lead Origin

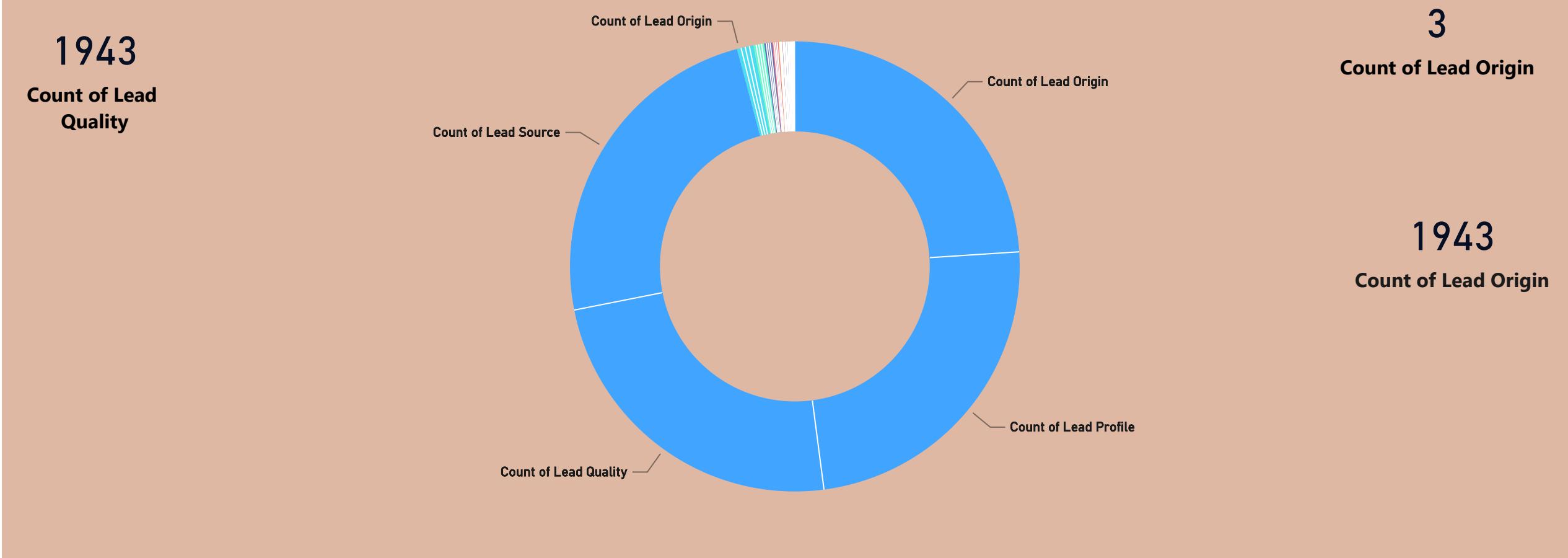
1943
Count of Lead Origin



9 Count of Lead Source	Direct Traffic First Lead Source	5 Count of Lead Quality	High in Relevance First Lead Quality	Dual Specialization Student First Lead Profile	6 Count of Lead Profile	API First Lead Origin
---------------------------	-------------------------------------	----------------------------	---	---	----------------------------	--------------------------

city vs lead parameters

Country ● India ● United States ● United Arab Emirates ● Singapore ● Saudi Arabia ● Hong Kong ● Bahrain ● Australia ● France ● United Kingdom... ● Kuwait ● Qatar ● Bangladesh ● Canada ● China ● Denmark ● Germany ● Ghana ● Indonesia ● Italy ►



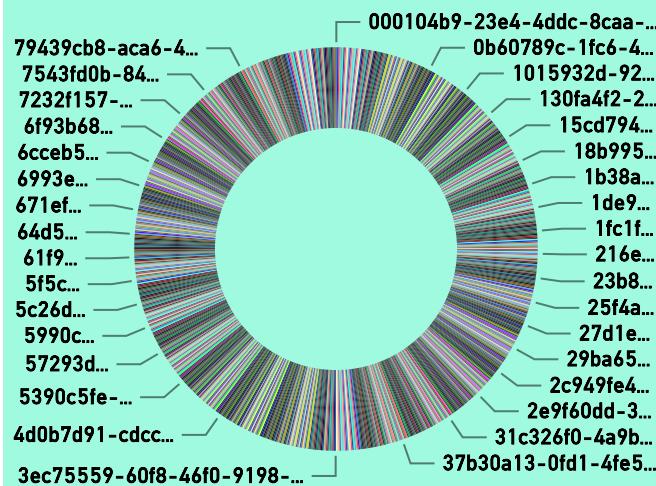
19

Count of Specialization

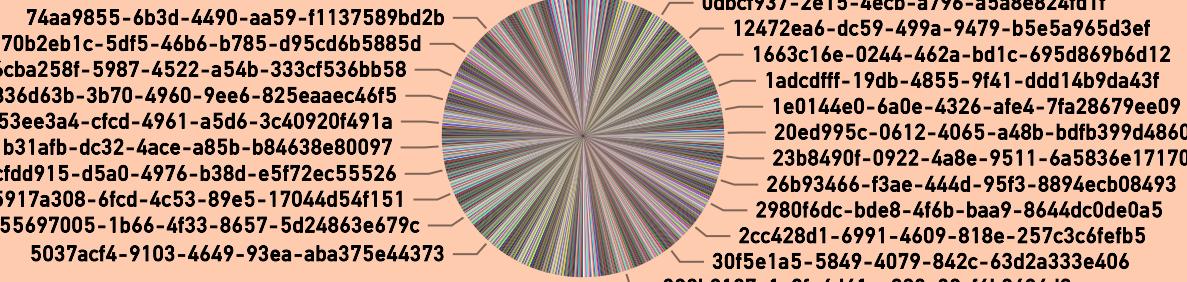
Banking, Investment And Insurance

First Specialization

Count of Search by Prospect ID



Count of Through Recommendations by Prospect ID



1943

Count of Tags

2

Count of Through Reco...

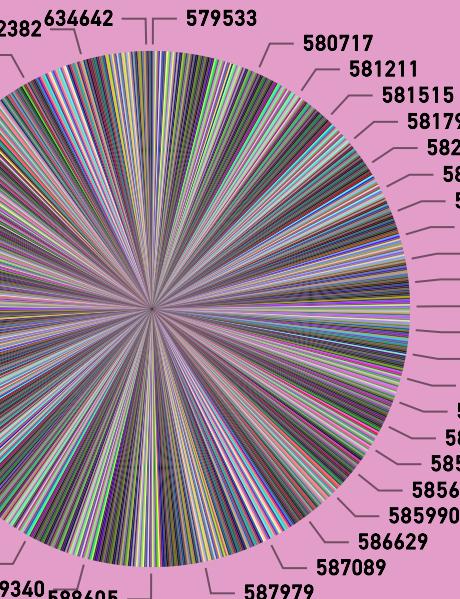
No

First Search

No

First Through Recommenda...

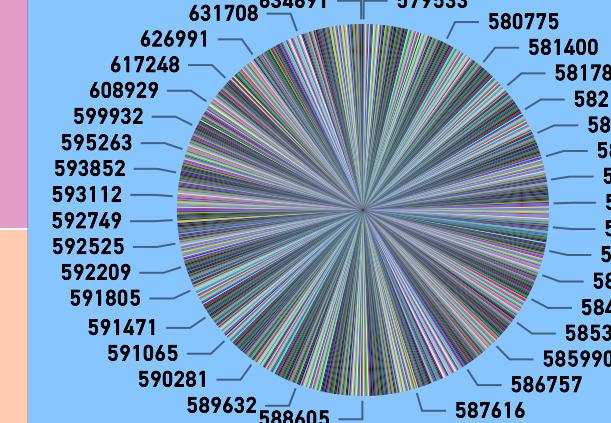
Count of Specialization by Lead Number



2

Count of Search

Count of Tags by Lead Number



1943

Count of Update me on Supply Chain Content

Businessman

First What is your current occupation

Better Career Prospects

First What matters most to you in choosing a course

No

First X Education Forums

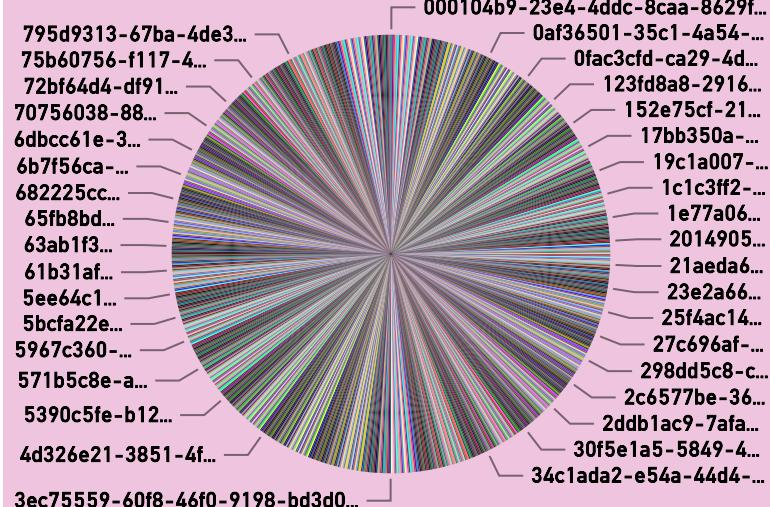
000104b9-23...

First Prospect ID

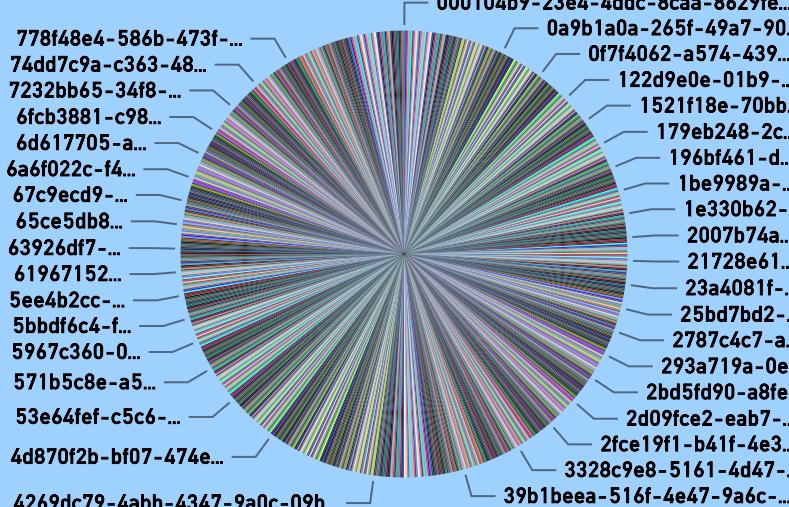
1943

Count of Prospect ID

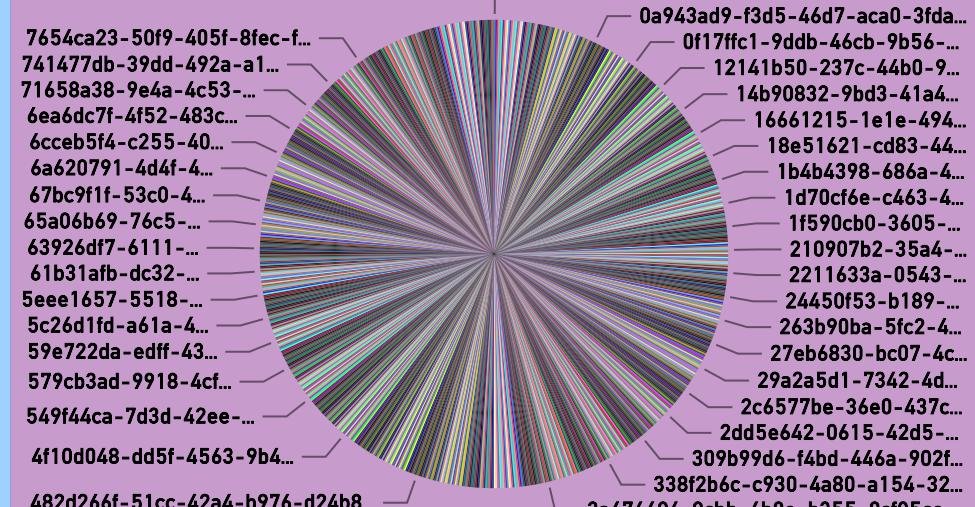
Count of Update me on Supply Chain Content by Prospect ID



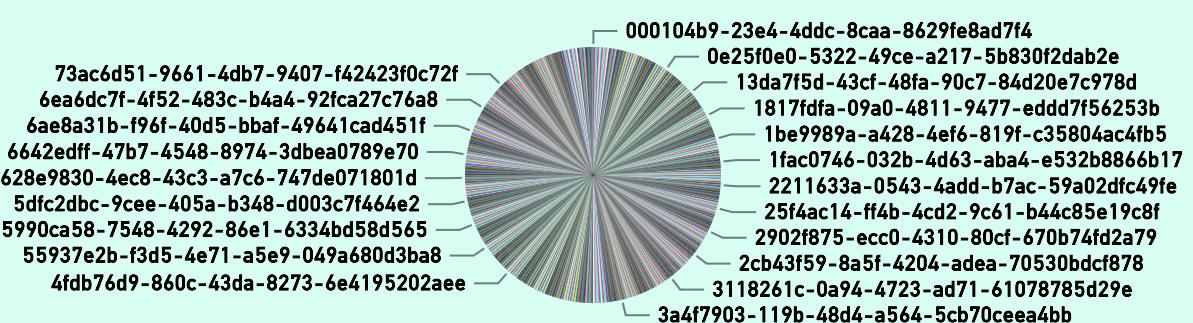
Count of What is your current occupation by Prospect ID



Count of What matters most to you in choosing a course by Prospect ID



Count of X Education Forums by Prospect ID



01.High

**First Asymmetrique
Activity Index**

27K

**Sum of Asymmetrique Activity
Score**

1943

Count of Prospect ID

01.High

**First Asymmetrique
Profile Index**

33K

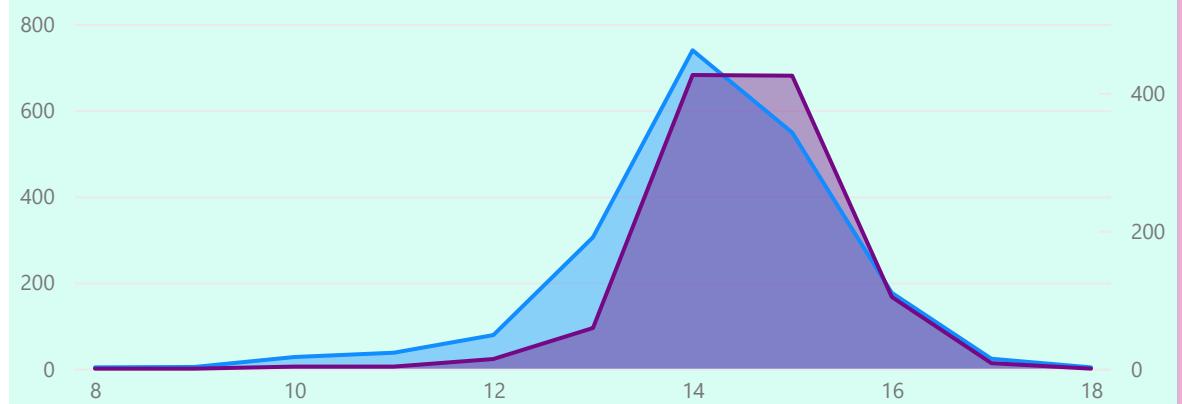
**Sum of Asymmetrique
Profile Score**

000104b9-2...

First Prospect ID

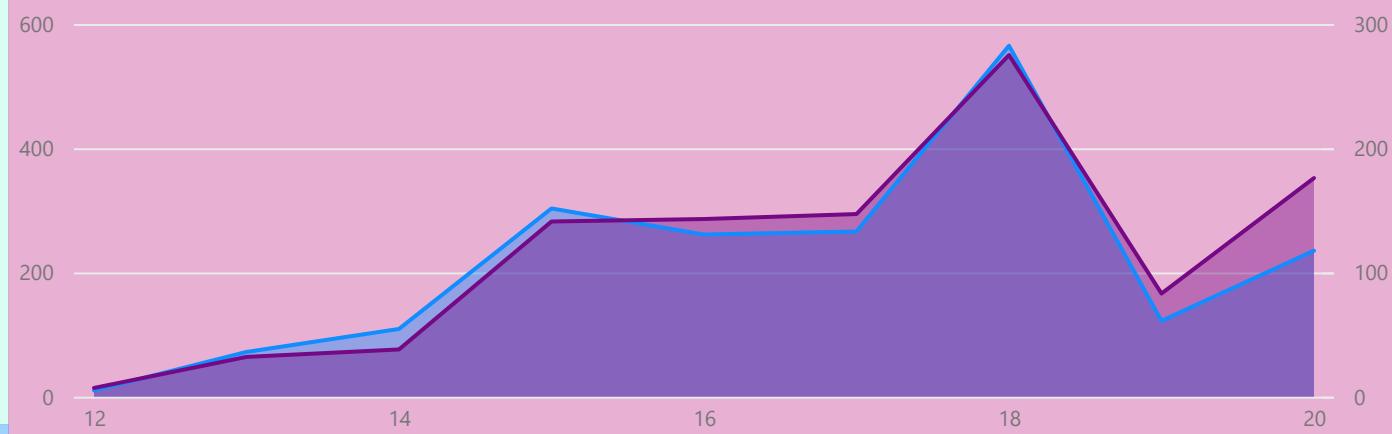
Count of Prospect ID and Sum of Converted by Asymmetrique Activity Score

● Count of Prospect ID ● Sum of Converted



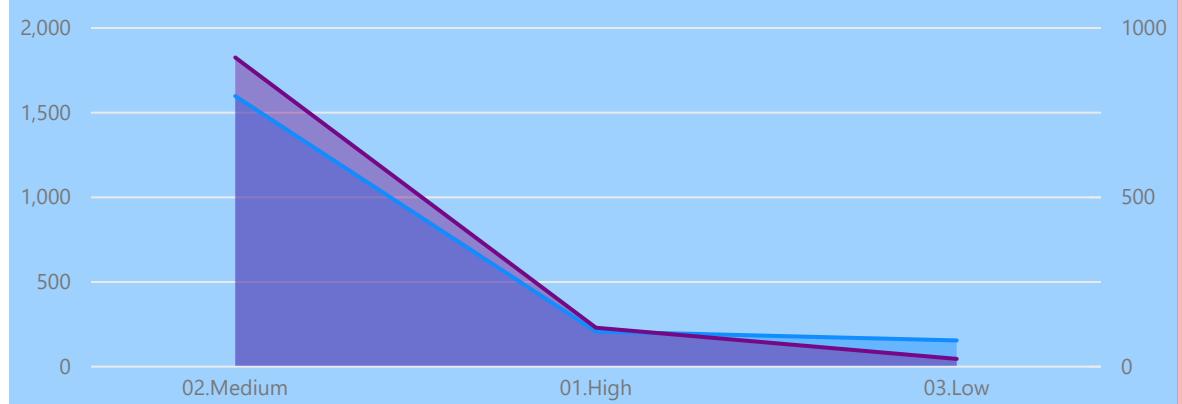
Count of Prospect ID and Sum of Converted by Asymmetrique Profile Score

● Count of Prospect ID ● Sum of Converted



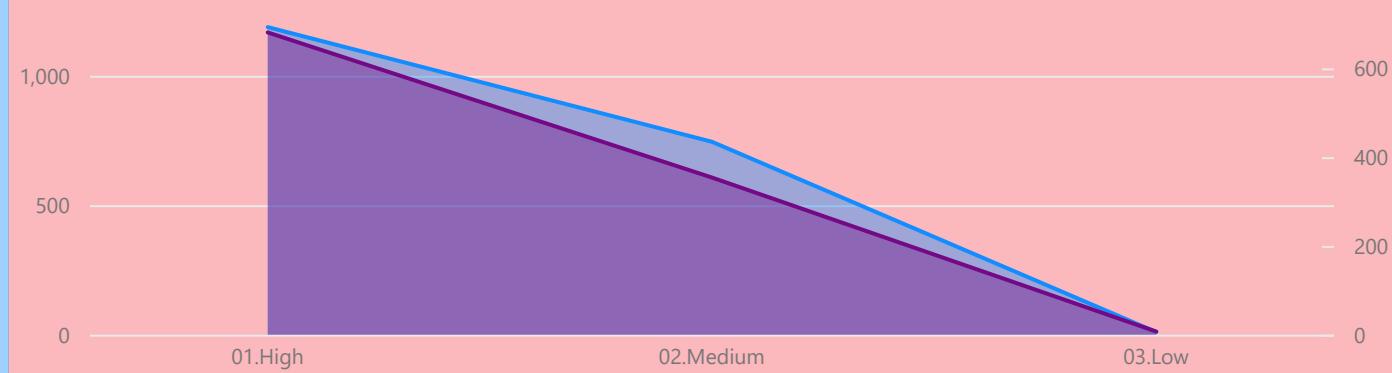
Count of Prospect ID and Sum of Converted by Asymmetrique Activity Index

● Count of Prospect ID ● Sum of Converted



Count of Prospect ID and Sum of Converted by Asymmetrique Profile Index

● Count of Prospect ID ● Sum of Converted



27K

Sum of Asymmetrique Activity Score

33K

Sum of Asymmetrique Profile Score

Australia
First Country

23

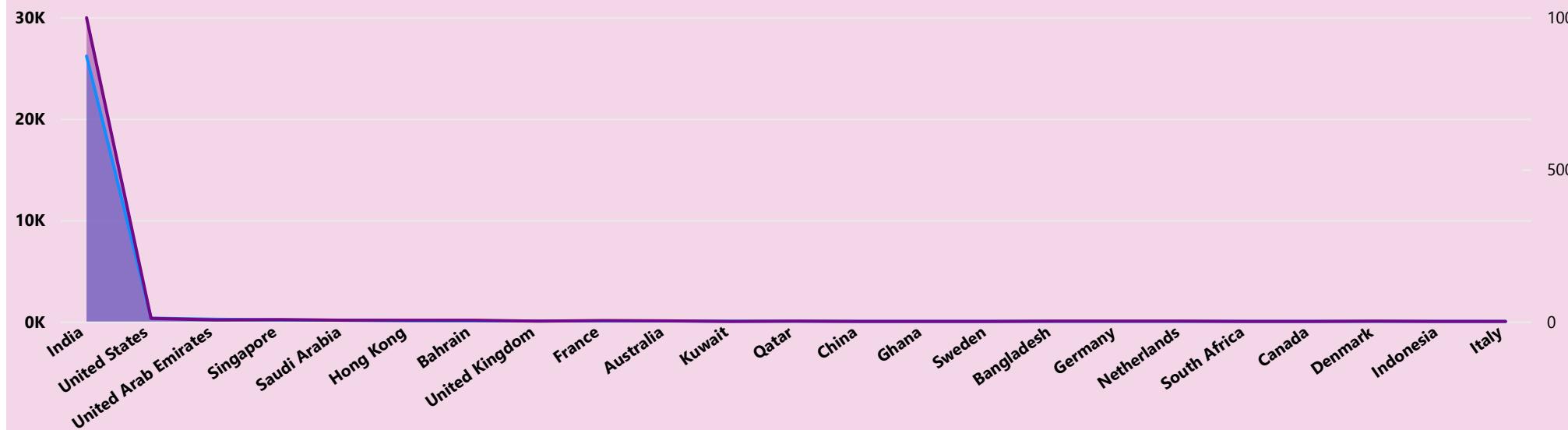
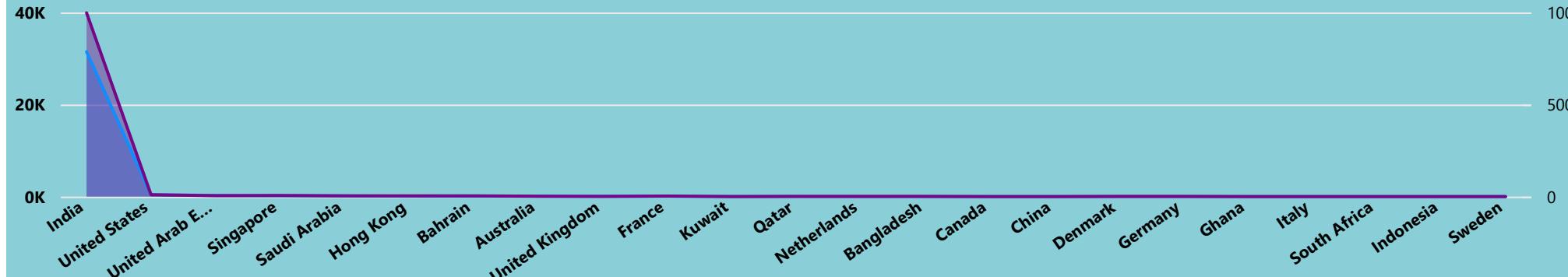
Count of Country

1042

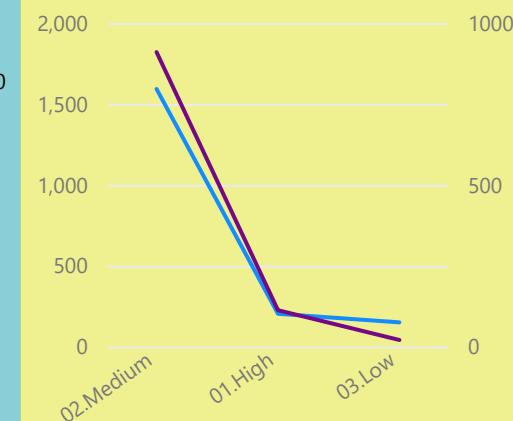
Sum of Converted

0.54

Average of Converted

Sum of Asymmetrique Activity Score and Sum of Converted by Country
● Sum of Asymmetrique Activity Score
 ● Sum of Converted
 **Sum of Asymmetrique Profile Score and Sum of Converted by Country**
● Sum of Asymmetrique Profile Score
 ● Sum of Converted
 
1943
 Count of Converted

0
 Min of Converted

1
 Max of Converted
Count of Asymmetrique Profile Index and Su...
● Count of Asymmetrique...
 ● Sum of Converted
 

27K

Sum of Asymmetrique Activity Score

33K

Sum of Asymmetrique Profile Score

Australia

First Country

23

Count of Country

1042

Sum of Converted

0.54

Average of Converted

Sum of Asymmetrique Activity Score and Sum of Converted by City

● Sum of Asymmetrique Activity Score ● Sum of Converted

10K

5K

0K

Mumbai

Select

Thane & Outskirts

Other Cities

Other Cities of Maharashtra

Other Metro Cities

Tier II Cities

600

400

200

0

1943

Count of Converted

0

Min of Converted

1

Max of Converted

Sum of Asymmetrique Profile Score and Sum of Converted by City

● Sum of Asymmetrique Profile Score ● Sum of Converted

20K

15K

10K

0K

Mumbai

Select

Thane & Outskirts

Other Cities

Other Cities of Maharashtra

Other Metro Cities

Tier II Cities

600

400

200

0

Count of Asymmetrique Profile Index and Su...

● Count of Asymmetri... ● Sum of Converted

1000

500

500

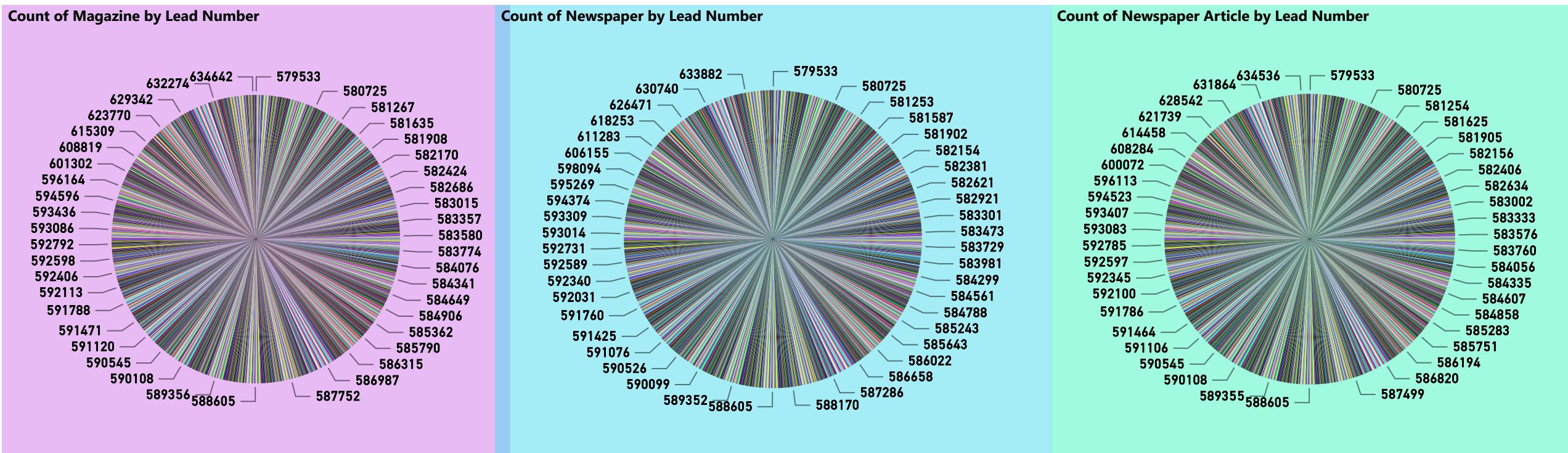
0

02.Medium

01.High

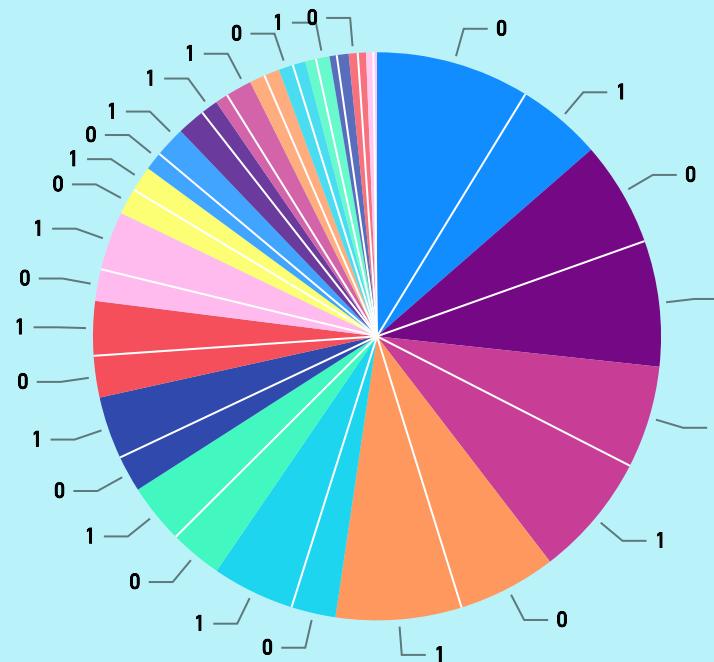
03.Low

1bn	619.51K	No	1	No	1943	No	2
Sum of Lead Number	Average of Lead Number	First Magazine	Count of Magazine	First Newspaper	Count of Newspaper,article,magazine	First Newspaper Article	Count of Newspaper Article

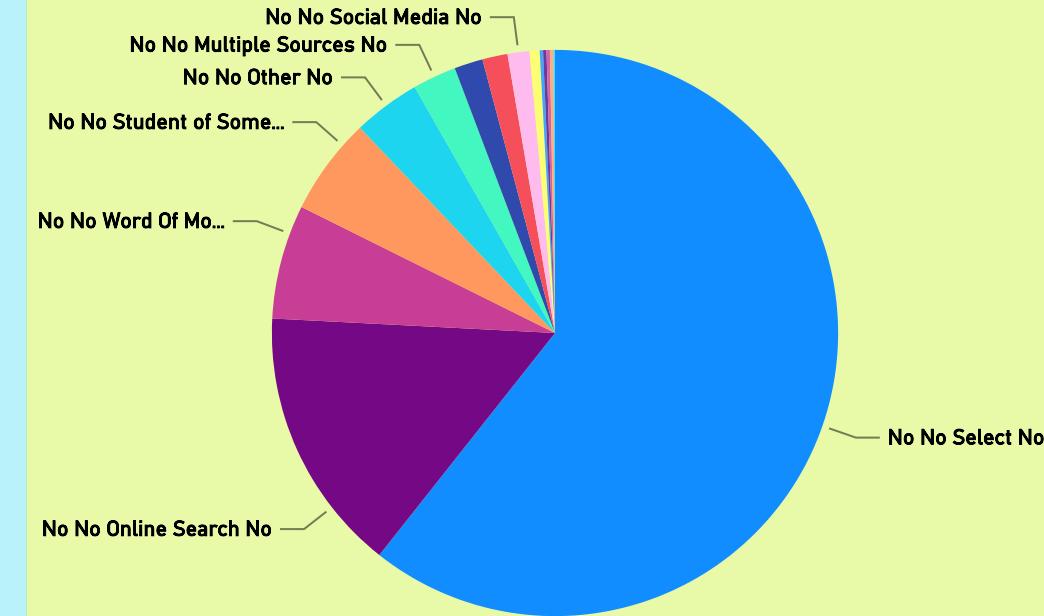


Count of Prospect ID by Specialization and Converted

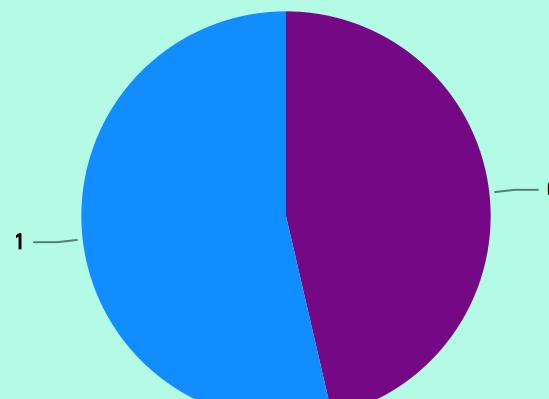
Specialization ● Select ● Finance ... ● Human R... ● Marketin... ● Operatio... ● Business ... ● Supply C... ● IT Project... ● Banking, I...



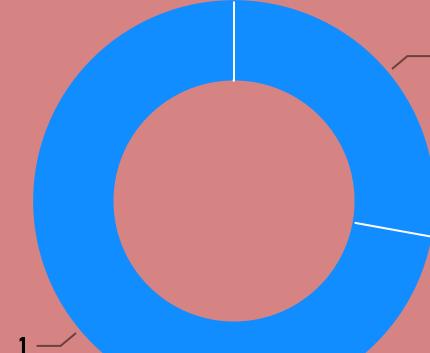
Sum of Converted by Do Not Email, Get updates on DM Content, How did you hear about...



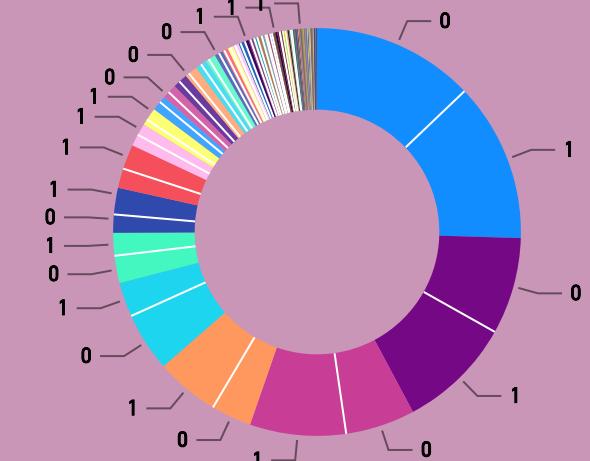
Count of Prospect ID by Converted



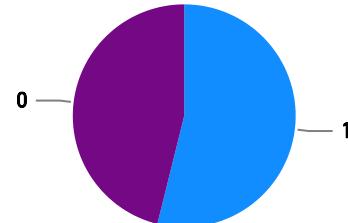
Sum of Total Time Spent on Website by Update me on Supply Chain...



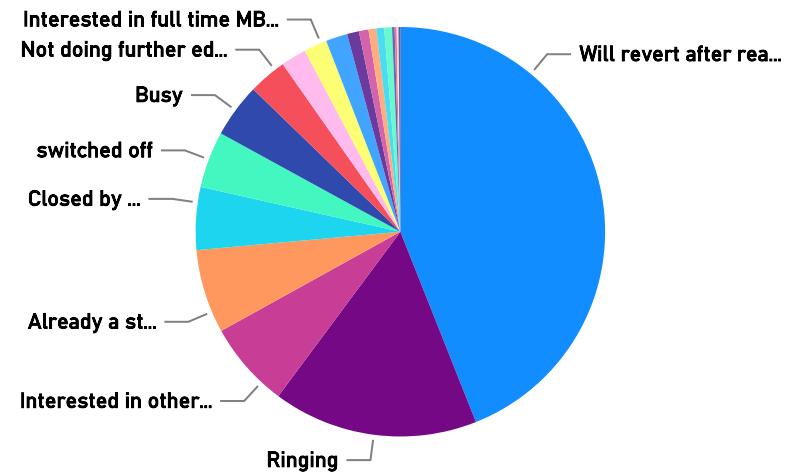
Count of Prospect ID by Page Views Per Visit and Converted



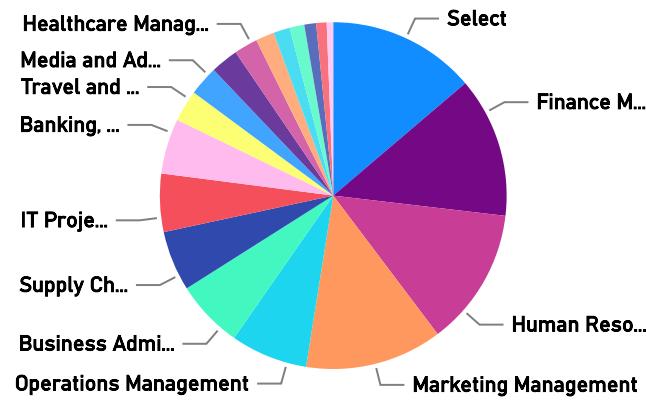
Sum of Lead Number by Convert...



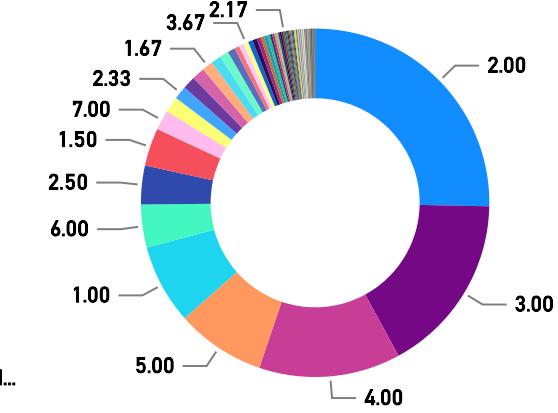
Sum of Lead Number by Tags



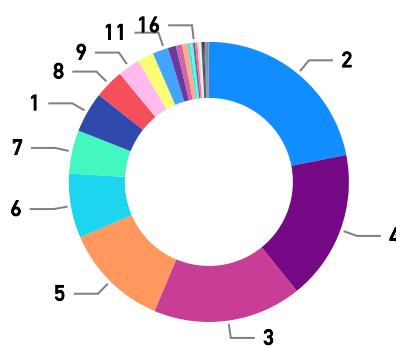
Sum of Lead Number by Specialization



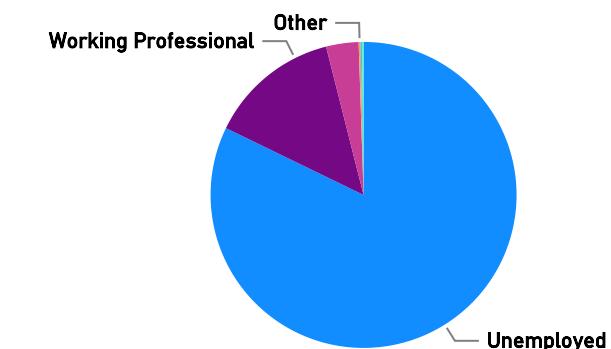
Sum of Lead Number by Page Views Per Visit



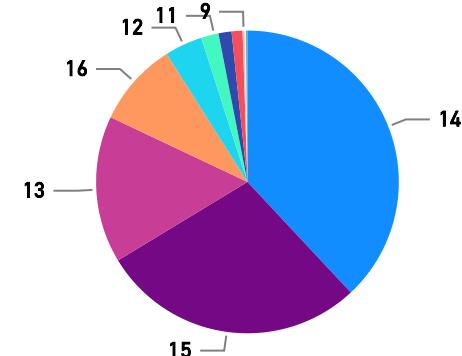
Sum of Lead Number by TotalVisits



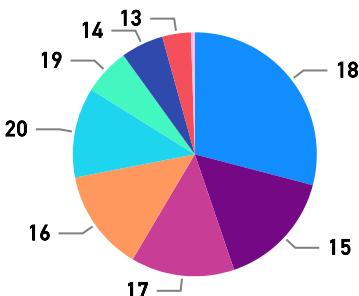
Sum of Lead Number by What is your current occupation



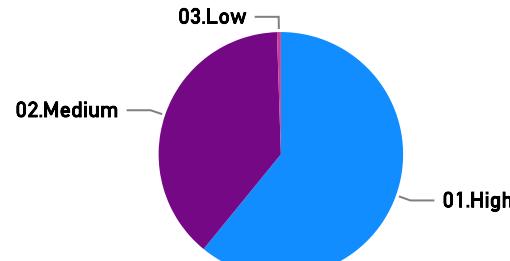
Sum of Lead Number by Asymmetrique Activity Score



Sum of Lead Number by Asymmetrique Profile Score



Sum of Lead Number by Asymmetrique Profile Index



Sum of Lead Number by Asymmetrique Profile Index

