

YEAR: 2020

Lead Type: Call

Company: -----

Introduction

During the year of 2020 it was analysed 311 leads by call. In the graphics below is showed when is the best time of the day, week, and year for an opportunity.

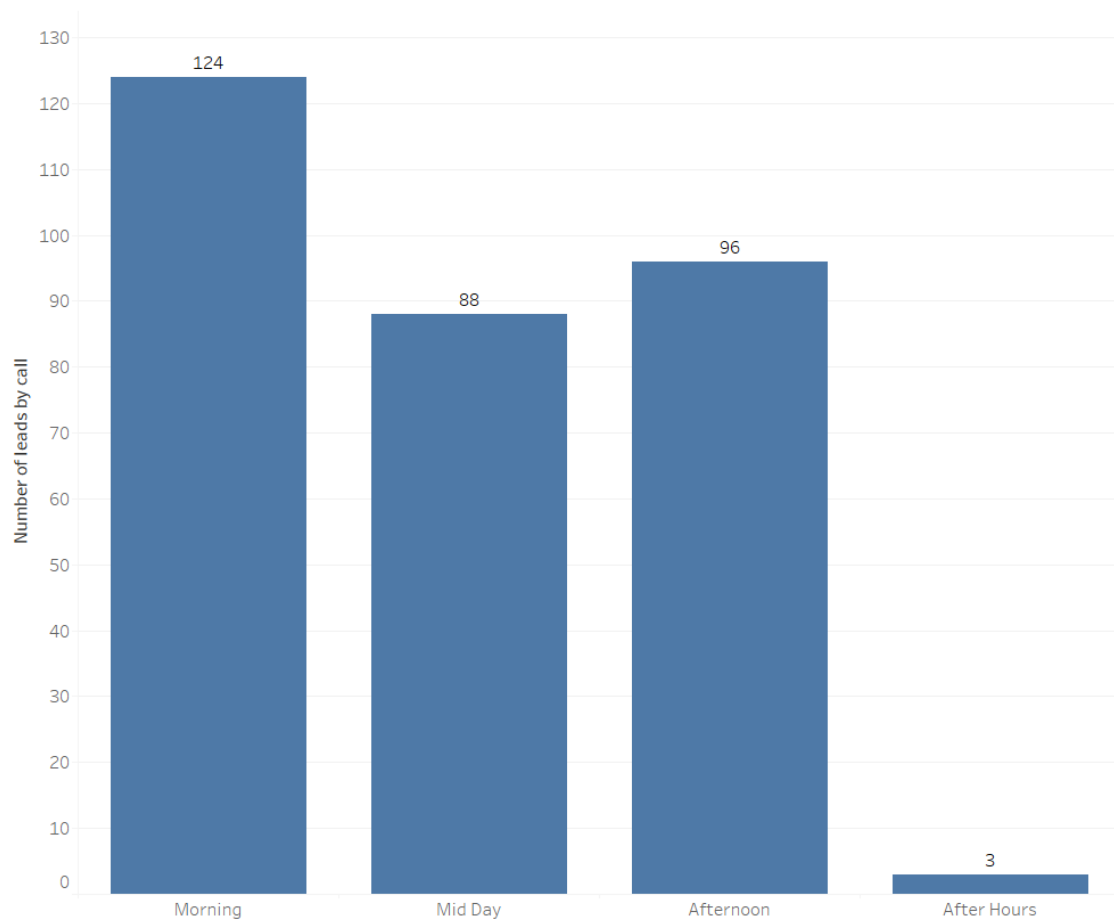


FIG 1 – Leads by call during the day

Morning- 7:30am to 11:00am

Mid Day- 11:00 to 13:00

Afternoon – 13:00 to 17:00

After Hours – 17:00 to 7:30

In the morning is the best time of day for an opportunity.

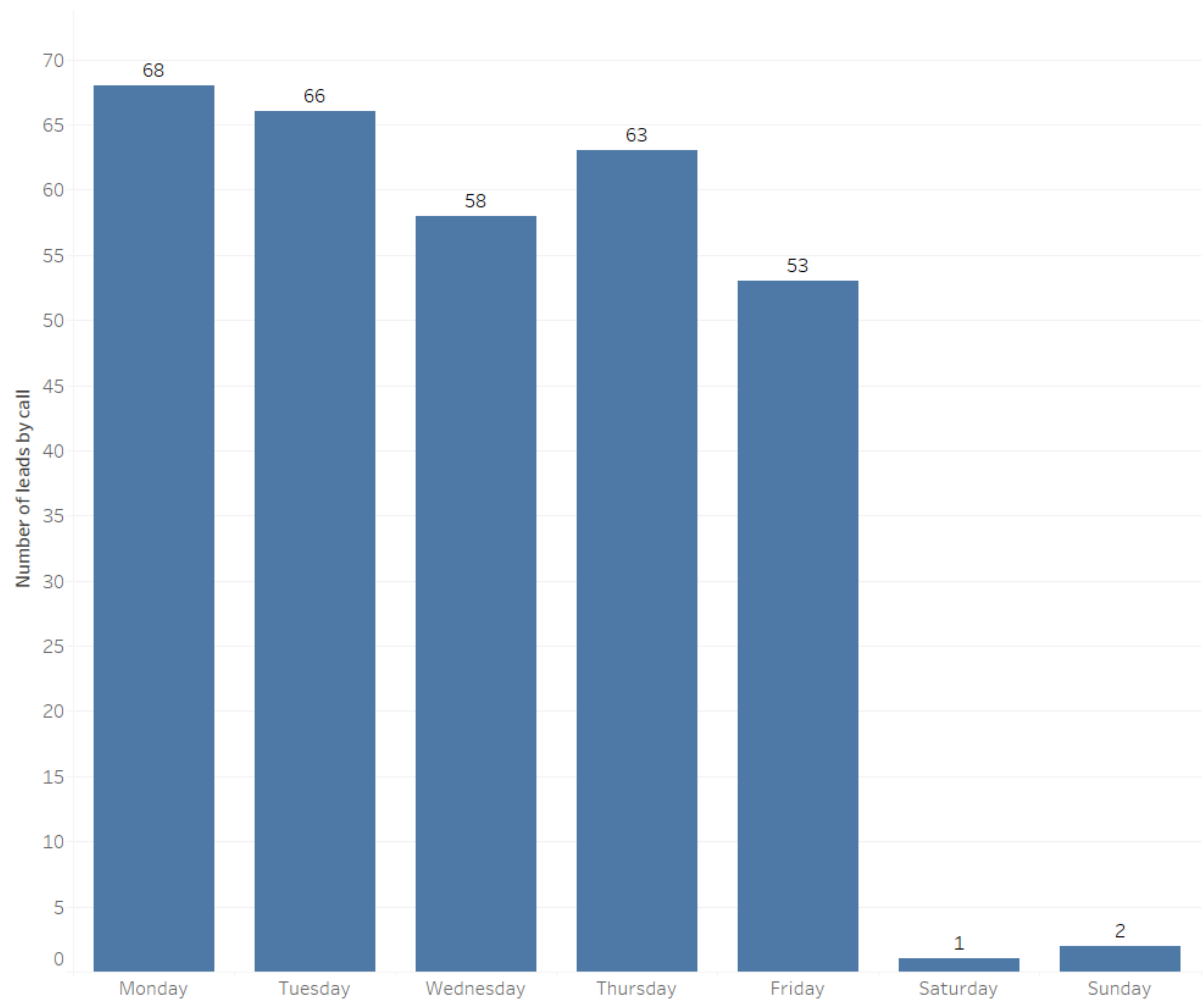


FIG 2 – Leads by call during the week

Monday and Tuesday are the best time of the week for an opportunity.

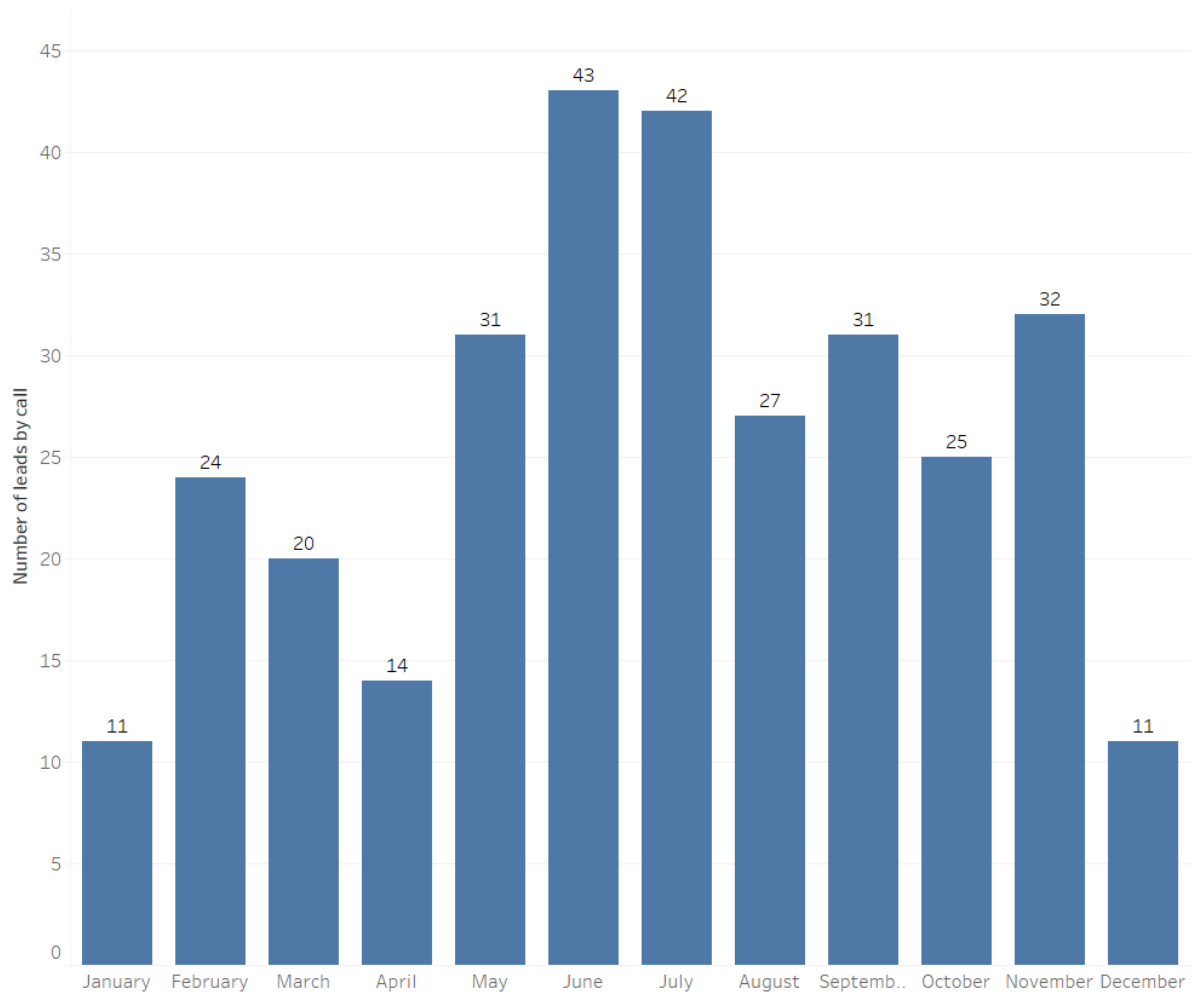


FIG 3 – Leads by call during the year

June and July are the best time of the year for an opportunity.

YEAR: 2020

Lead Type: Web

Company: -----

Introduction

During the year of 2020 it was analysed 132 leads by web. In the graphics below is showed when is the best time of the day, week and year for an opportunity.

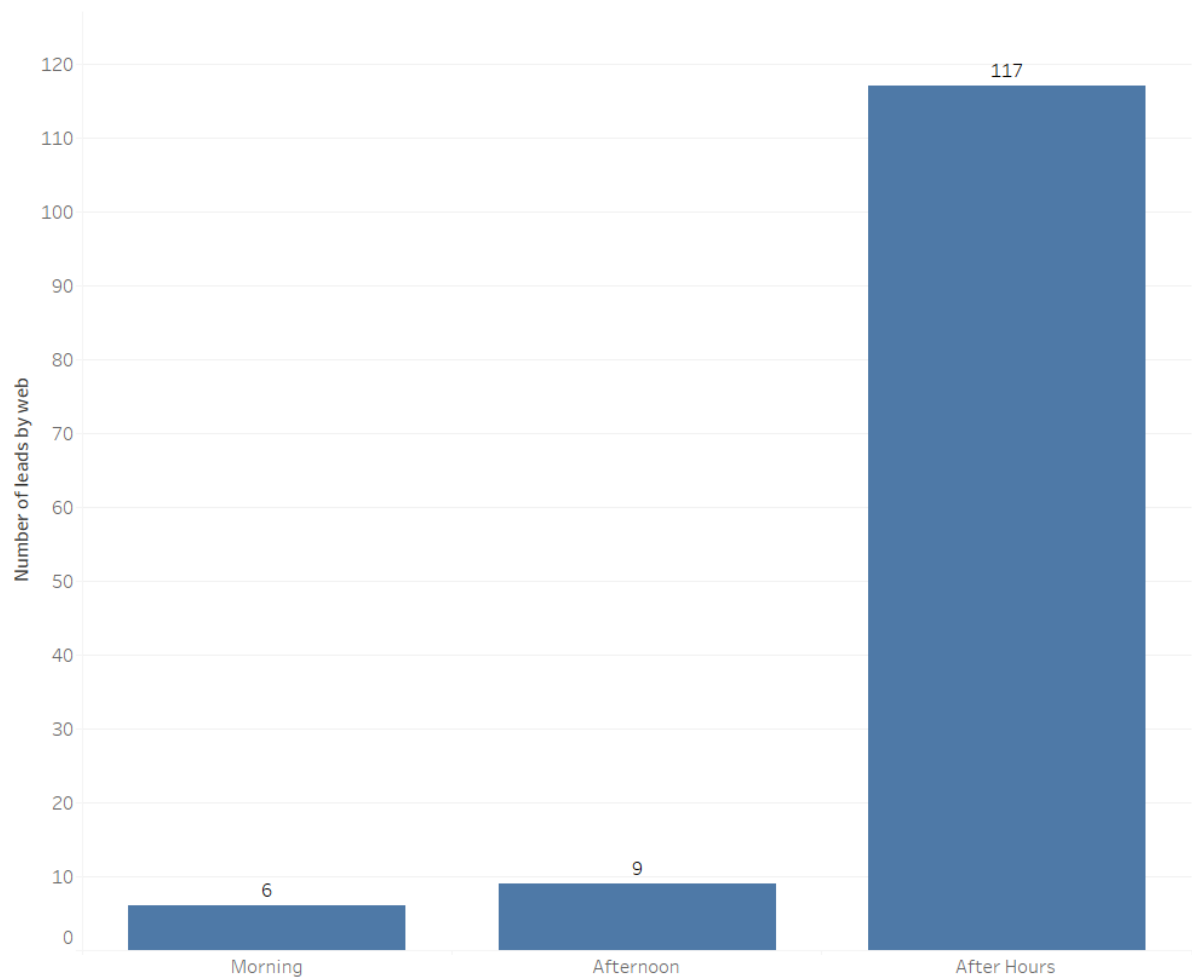


FIG 4 – Leads by web during the day

Morning- 7:30am to 11:00am

Mid Day- 11:00 to 13:00

Afternoon – 13:00 to 17:00

After Hours – 17:00 to 7:30

After hours are the best time of day for an opportunity.

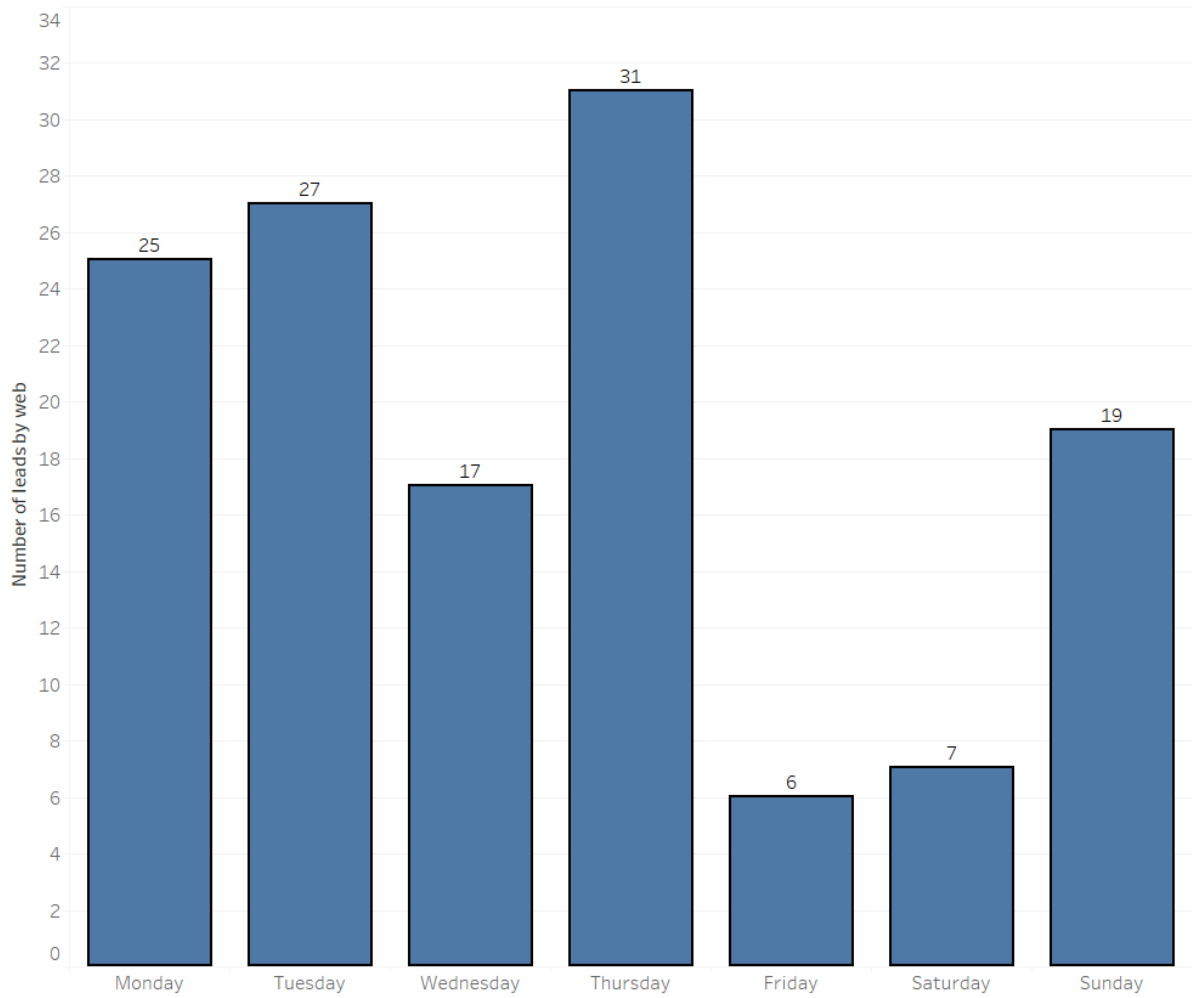


FIG 5 – Leads by web during the week

Tuesday and Thursday are the best time of the week for an opportunity.

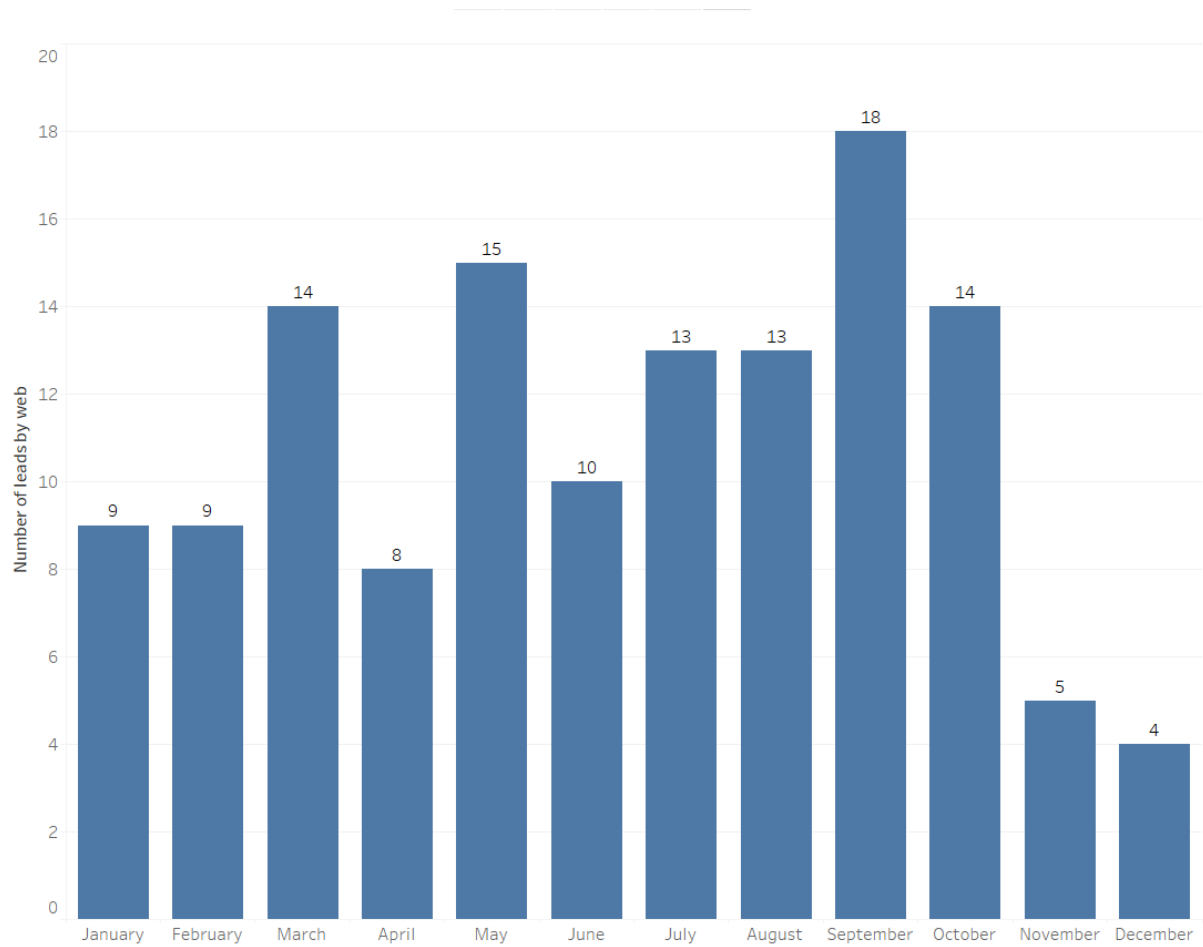


FIG 6 – Leads by web during the year

September is the best time of the year for an opportunity.

Conclusion

The behaviour on the lead by web and in the lead by call are different in some cases.

Where the best time of the day for a lead by web is after hours (17:00-7:30am), in the lead by call it is in the morning (7:30-11am). In the FIG 6 it shows that the best month of the year is September in the lead by web and June for a lead by call.

The data collected for lead by a web is not enough for a conclusion because it has a low volume of data.

Analysing the data information in the lead by call, the FIG 1 showed that the best time of the day is in the morning, the FIG 2 showed that the best days of the week are Monday and Tuesday, the FIG 3 showed that the best month of the year is June.

This report will help the company to anticipate enquiries with the data that we collected from Google Analytics in the year of 2020.