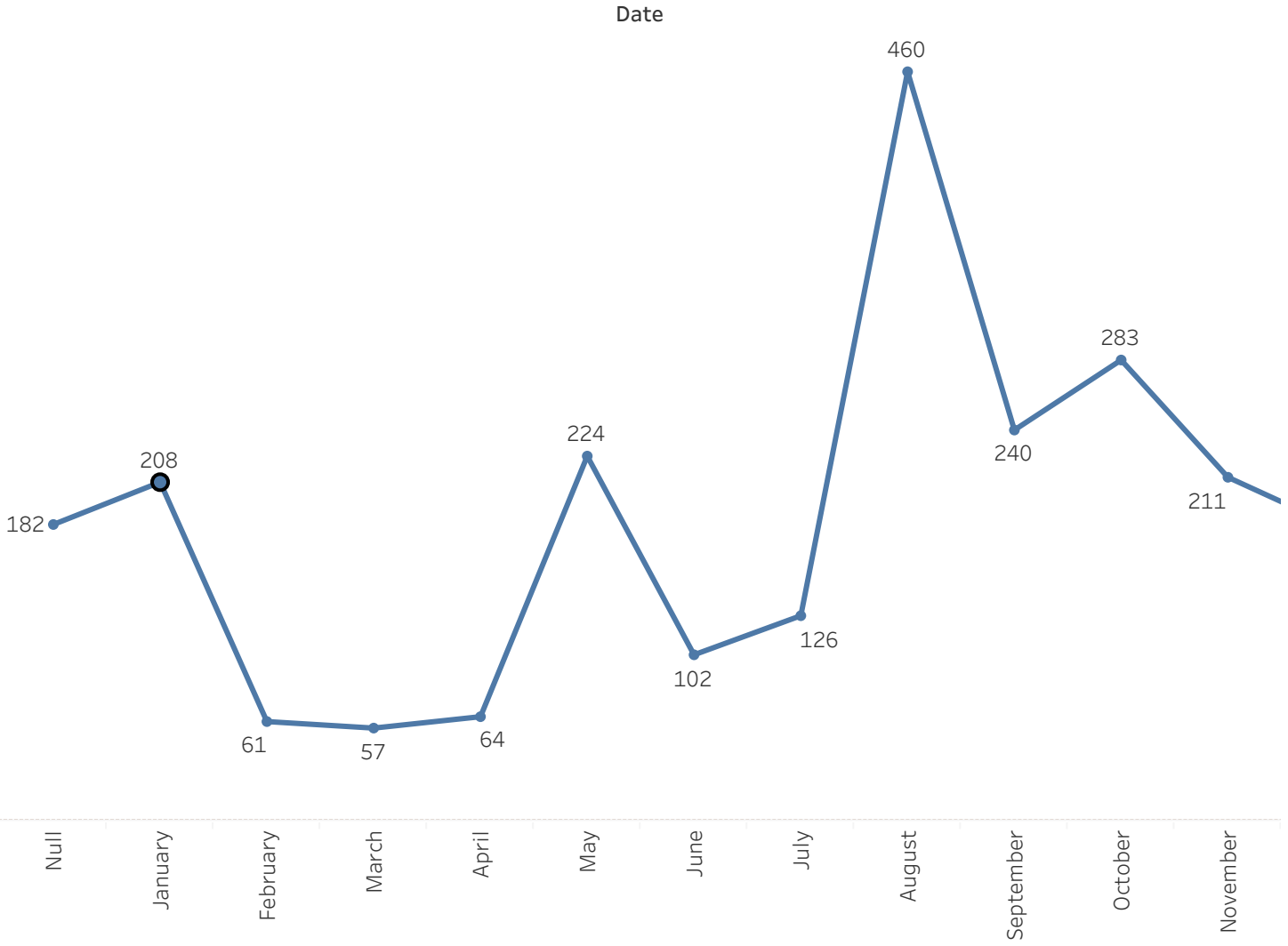
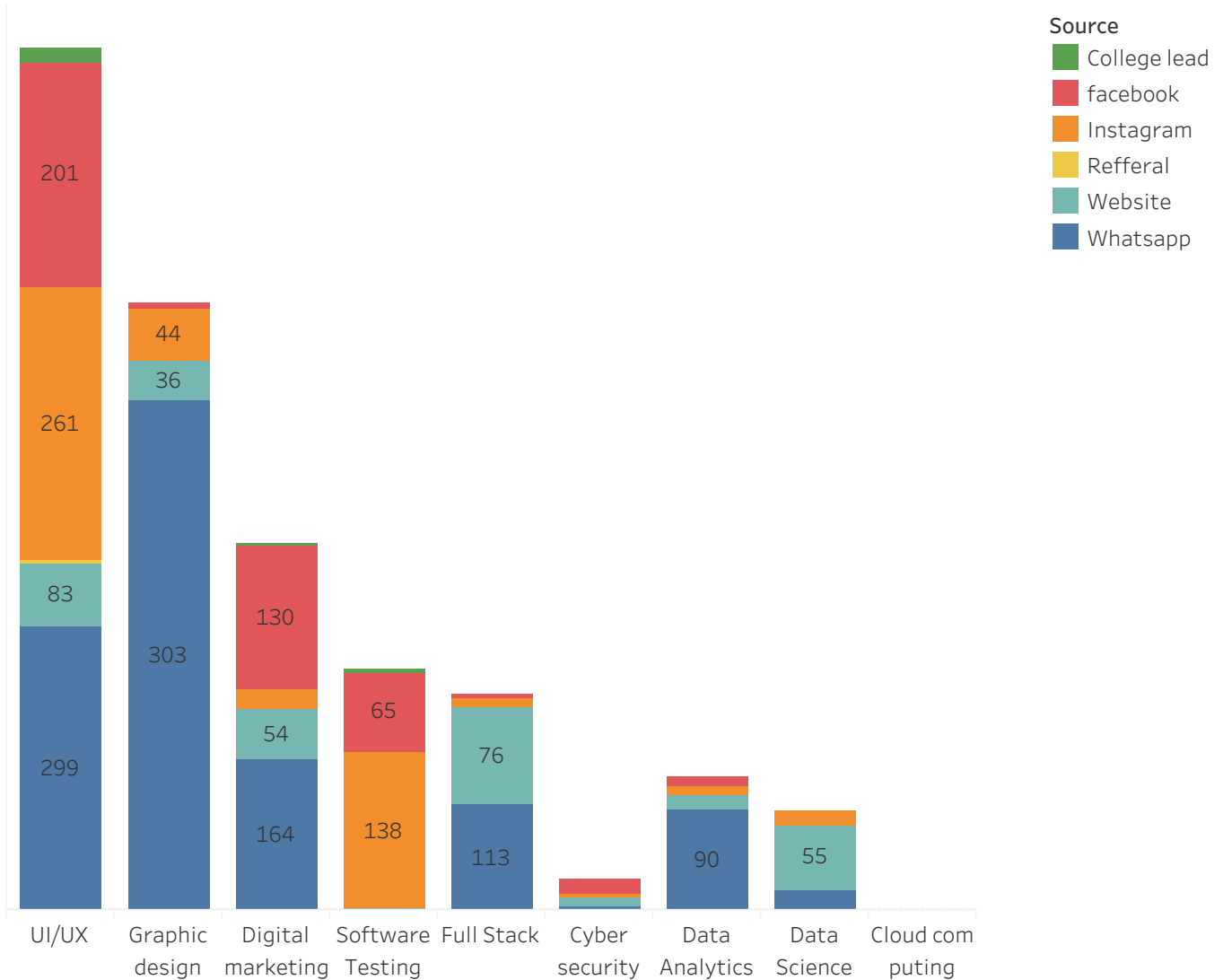


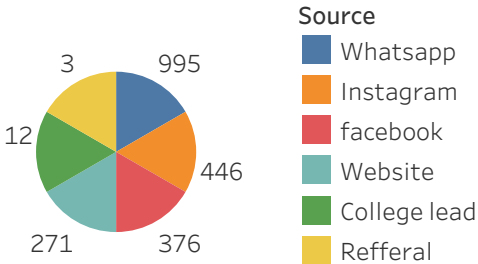
Lead Trend



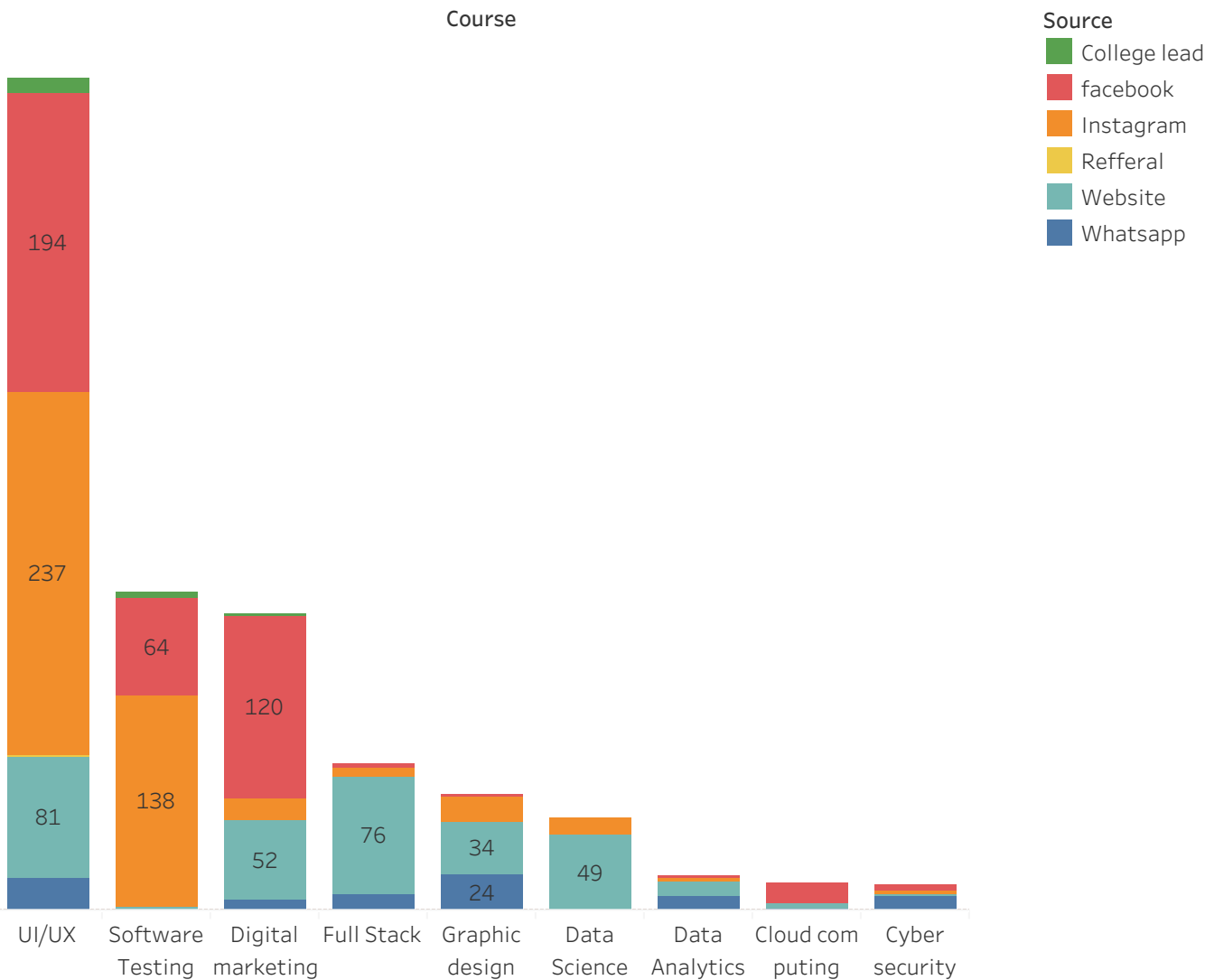
## Course Leads



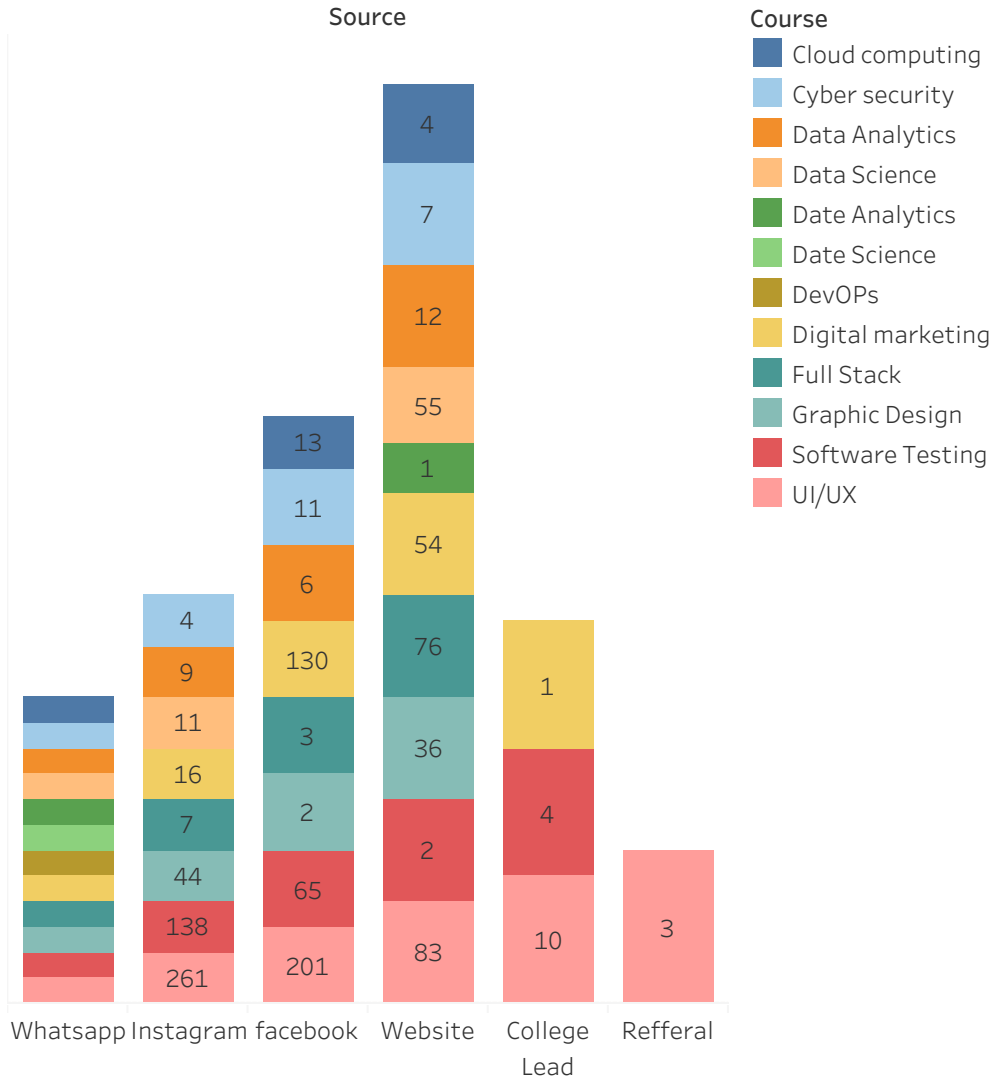
# Source Distribution



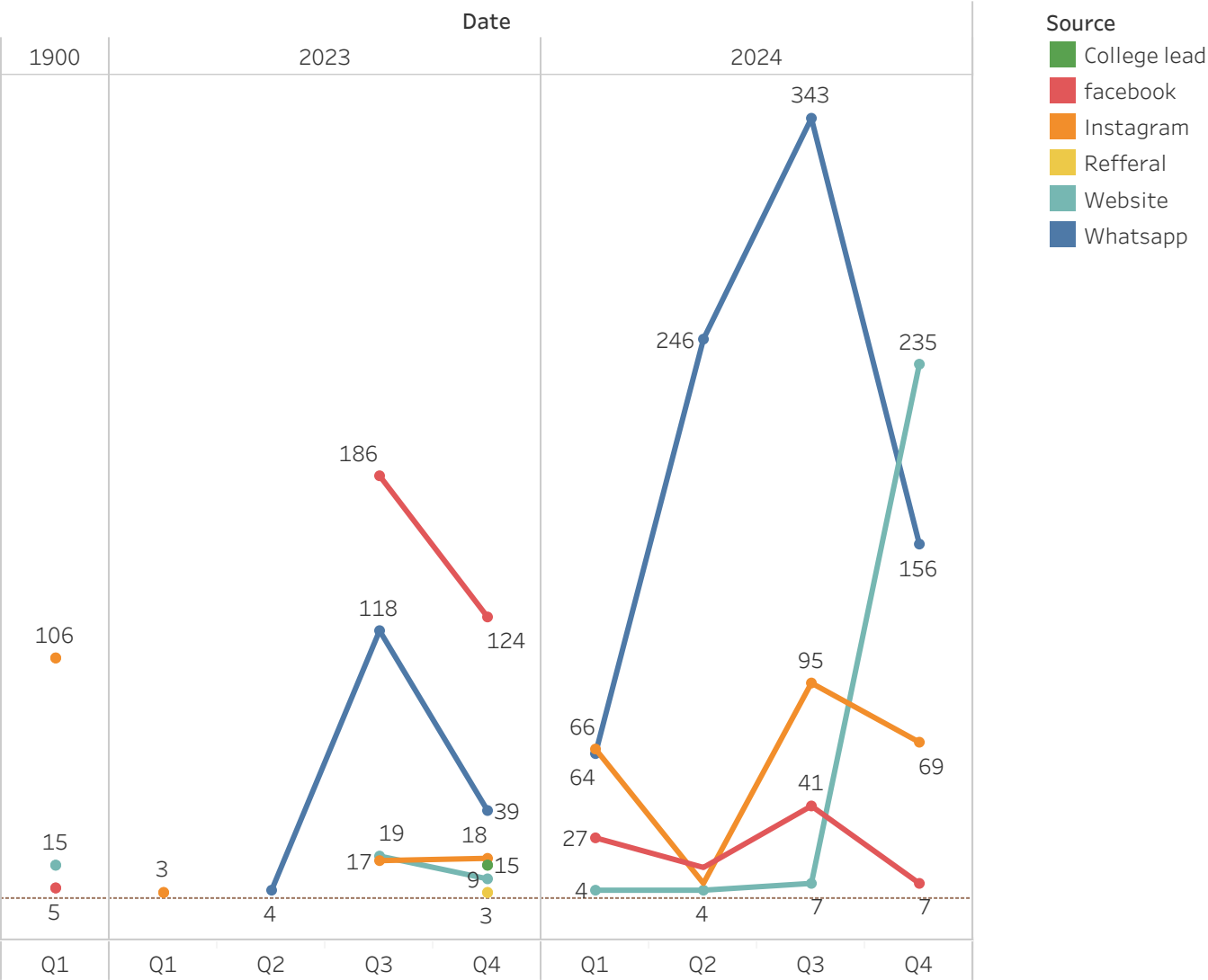
# Email Distribution by Course



## Leads by Source and Course



Source trends



# Lead Source & Course Insights Dashboard

☒ Total Leads

2,399

☐ Unique Mobiles

2043

2,043

Month

All

Course

All

Source

All

☒ Unique Courses

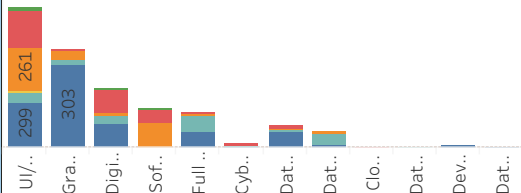
12

☒ Sources Used

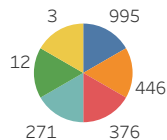
6

6

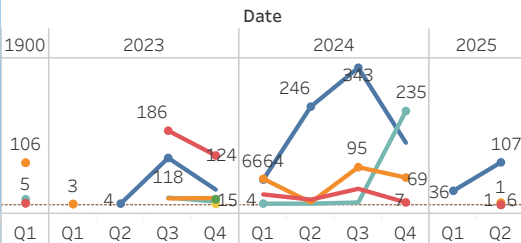
## Course Leads



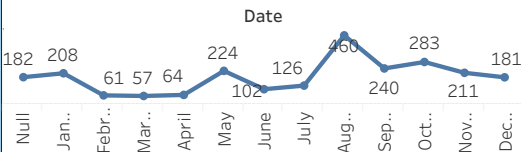
## Source Distribution



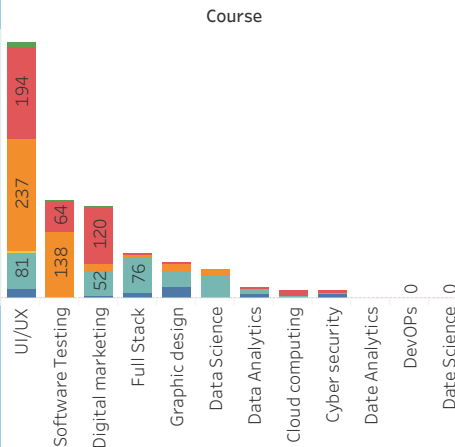
## Source trends



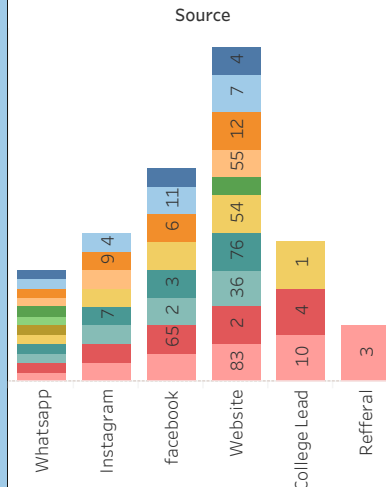
## Lead Trend



## Email Distribution by Course



## Leads by Source and Course



## Course Insights

1. UI/UX leads (857) exceed the next-best course (Graphic design at 338) by more than 2.5x
2. A steep drop-off occurs after the top four courses, with the bottom six each under 210 leads..

## Source Insights

1. WhatsApp contributes nearly half of all leads (47.1%), outpacing the next channel (Instagram at 20.4%) by over 2x
2. Website (13.8%) and Facebook (18.0%) provide moderate volumes, while College Lead (<1%) is almost negligible