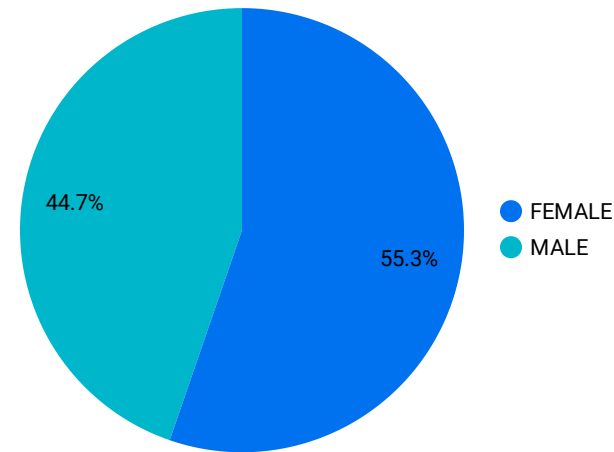
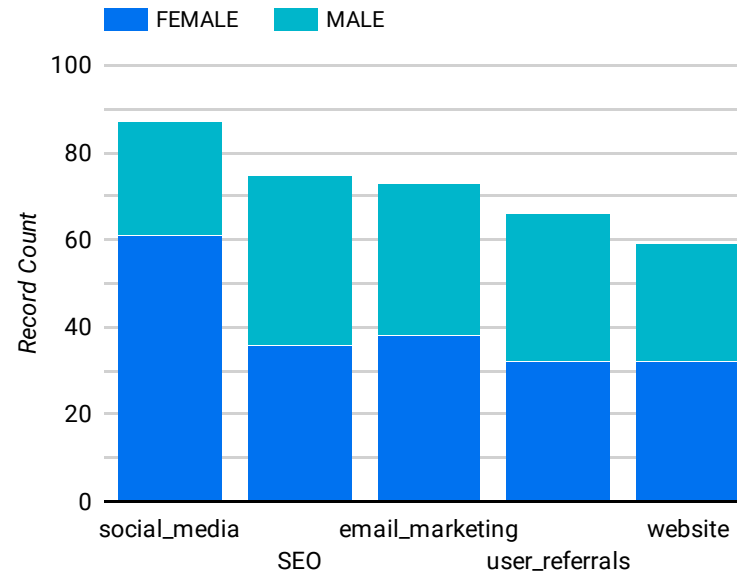


Leads' Demographic Breakdown

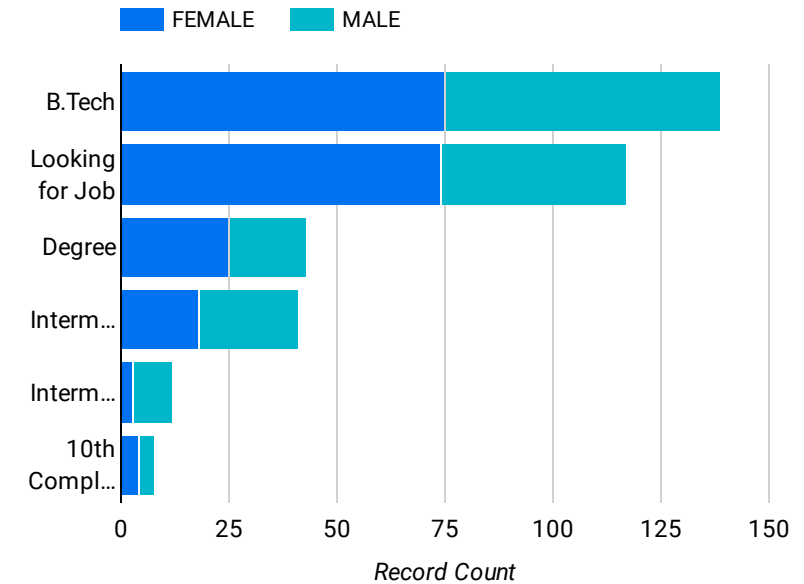
Gender ratio



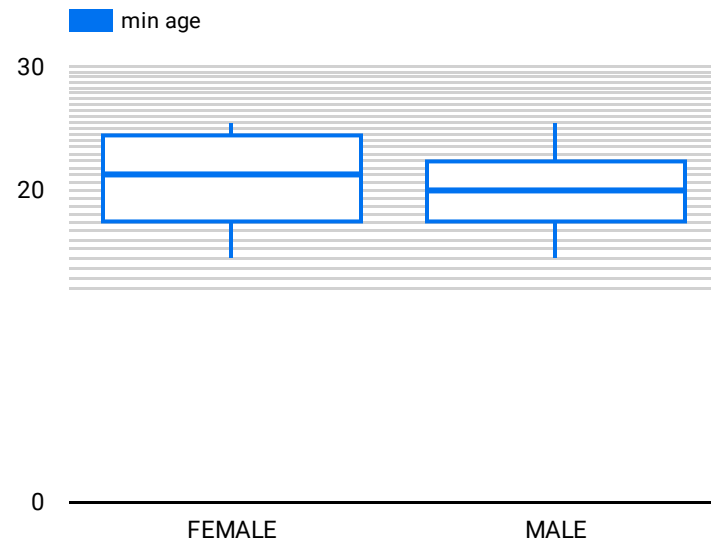
Lead Generation Source



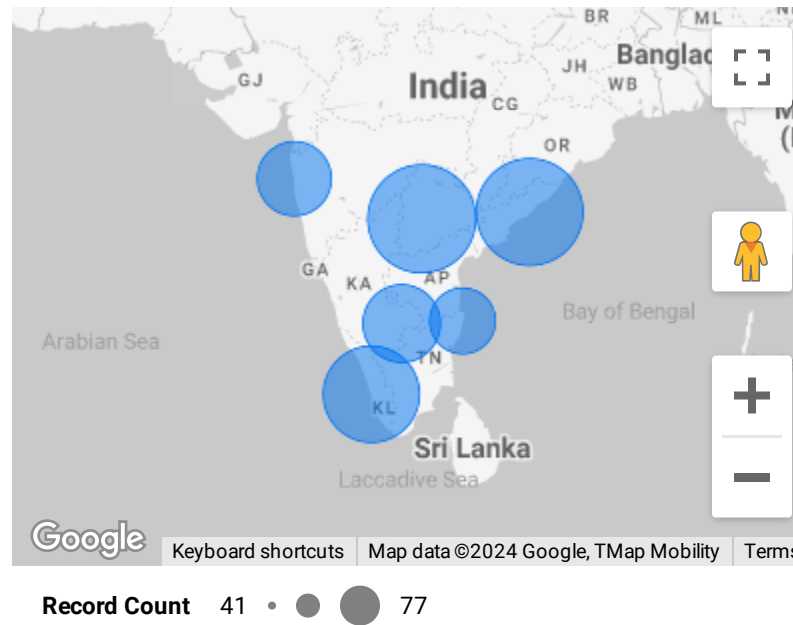
Current Education Breakdown



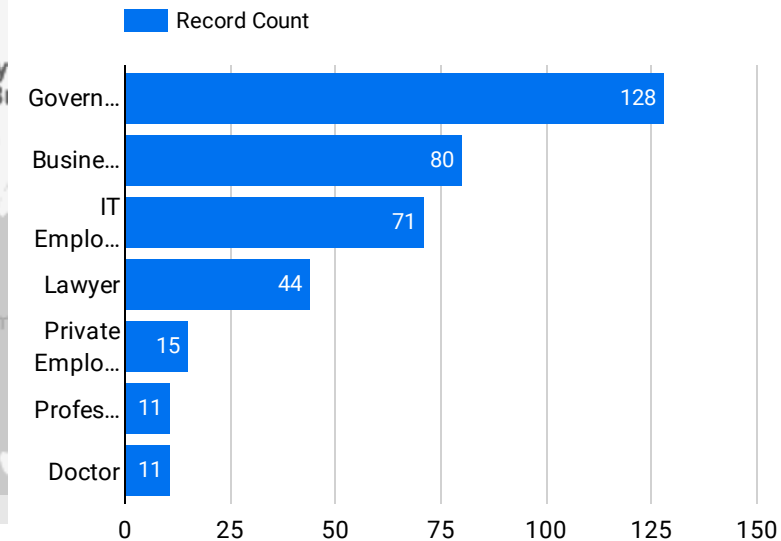
Age Distribution



Where are leads coming from?



Parent Occupation Breakdown



Summary:

- most of the leads are attending B.Tech or looking for jobs.
- most of their parents are government employees, doing business, or IT employees.

Note: leads [USR1018](#) and [USR1301](#) have usual age, 211 and 116, which are excluded from the age distribution plot.

Source: leads_basic_details

Call Interaction at Different Stages of Marketing Funnel

Total Leads
360

Leads Reached
358

Calls
2,192

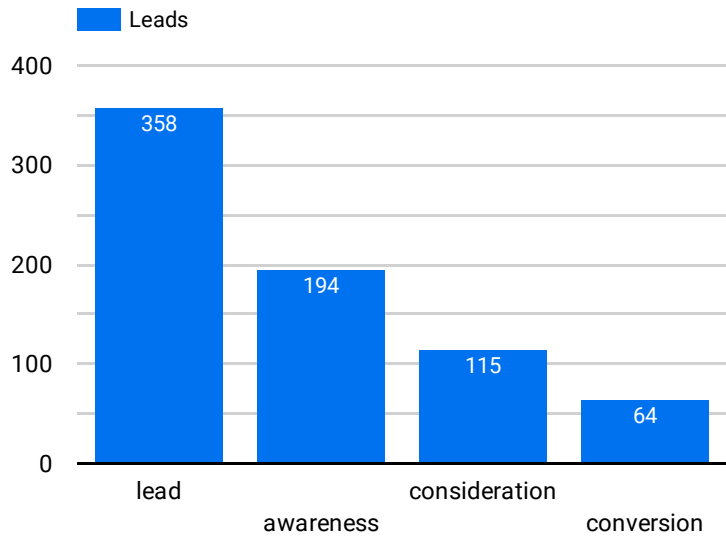
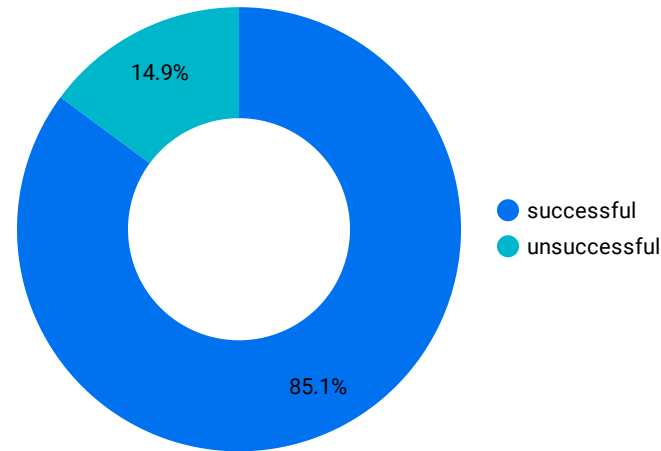
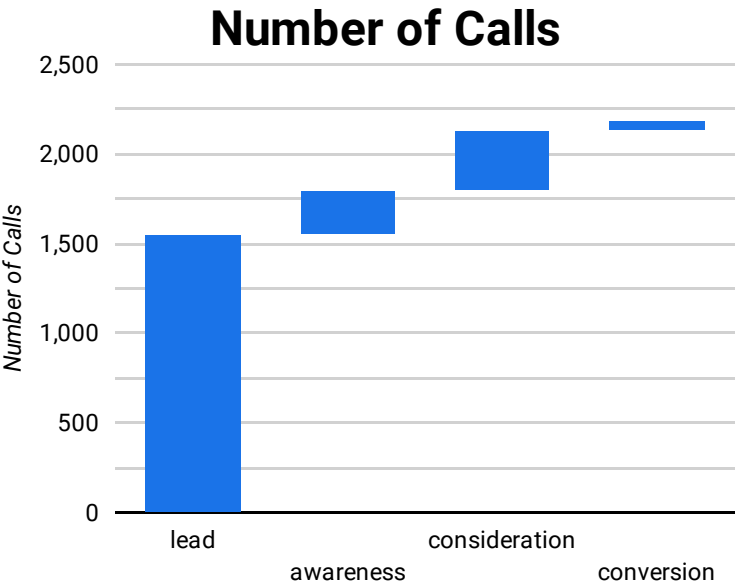
Successful Calls
1,866

Calls / Lead
2

Conversions
64

Call Success Rate

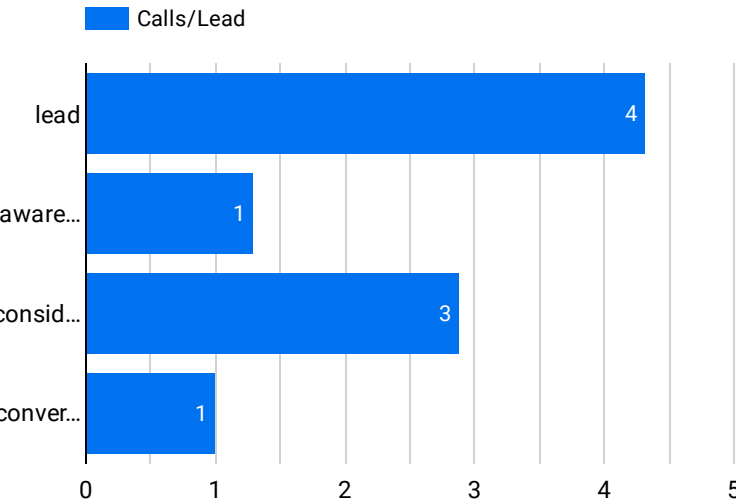
Number of Leads



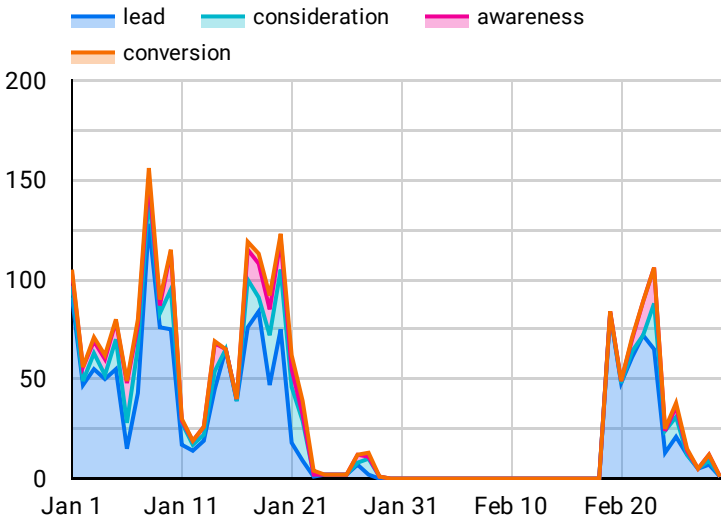
Calls/Lead

Call Reasons

Calls over Time



	lead_stage	call_reason	calls
1.	lead	lead_introduction	499
2.	lead	demo_schedule	347
3.	lead	demo_not_attended	701
4.	awareness	followup_for_consideration	53
5.	awareness	post_demo_followup	197
6.	consideration	interested_for_conversion	142
7.	consideration	followup_for_conversion	189
8.	conversion	successful_conversion	64



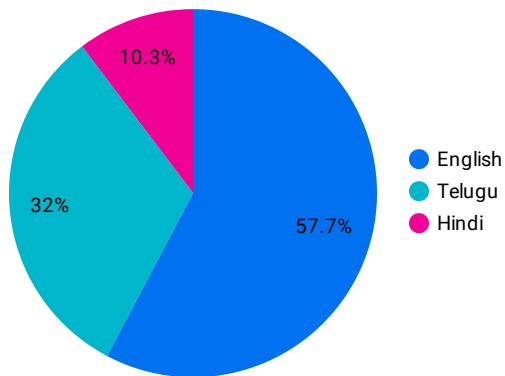
Summary: most of the calls are successful and lead and consideration stages have the most calls/lead

Source: leads_interaction_details

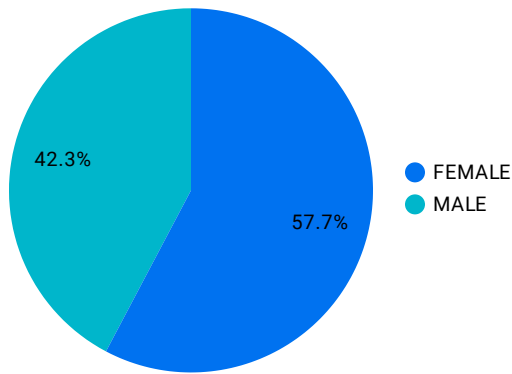
Leads Watching Videos

Leads Watching Demo watched_percentage
194 57

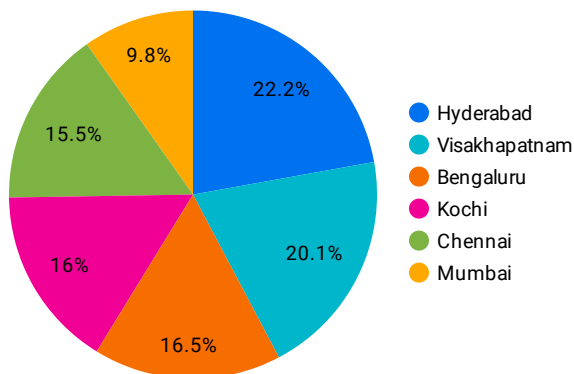
Demo Languages



Gender Ratio

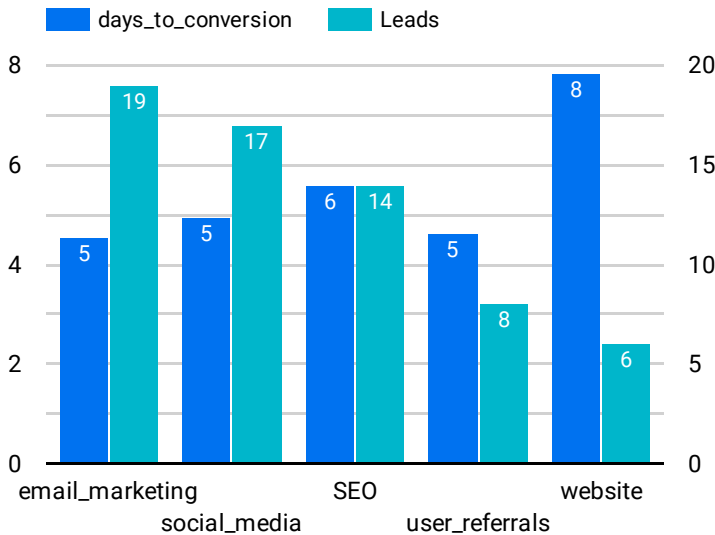


Lead Cities

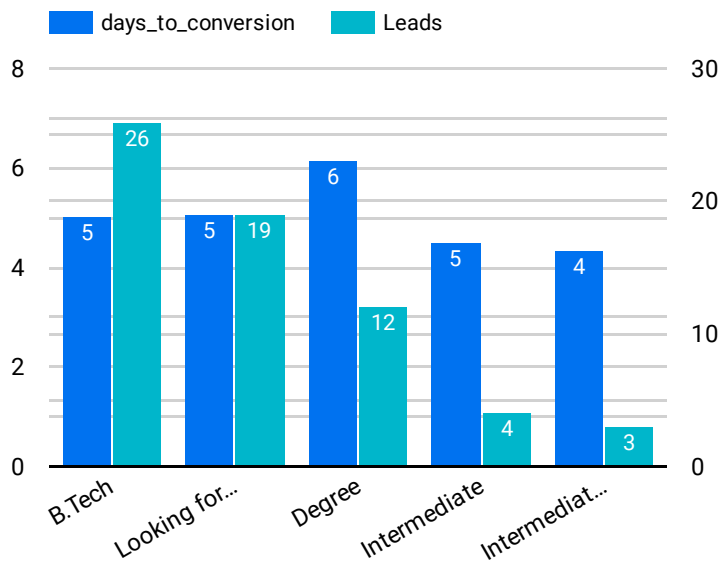


Converted Leads Info

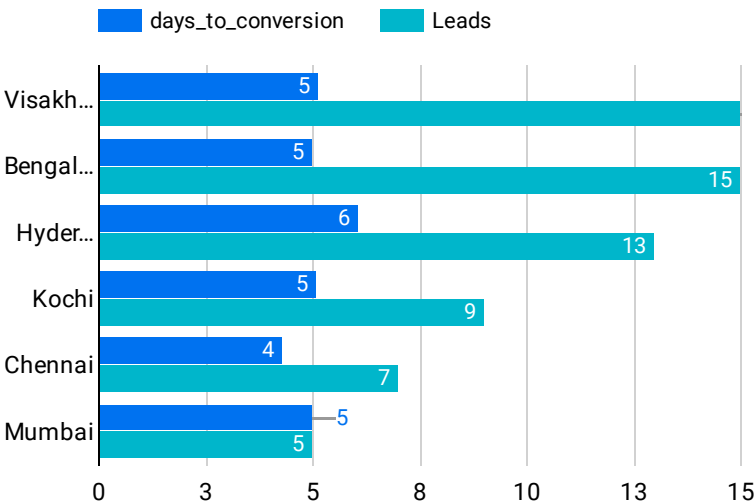
Converted Lead Gen Source



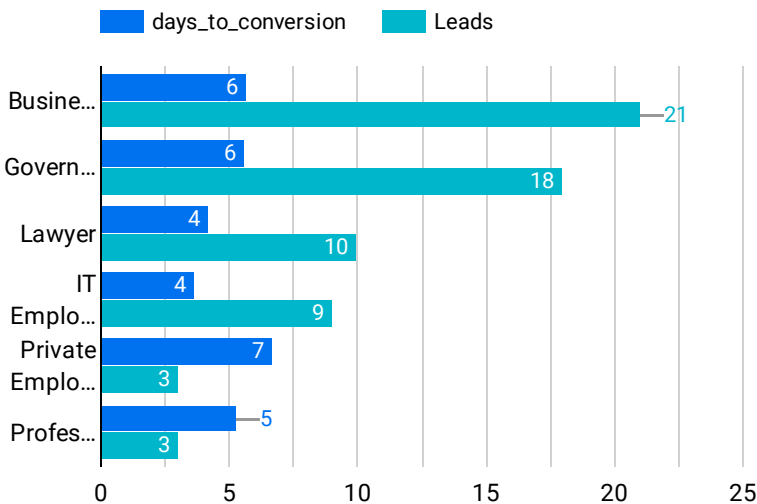
Converted Lead Current Edu



Converted Lead City



Lead Parent Occupation



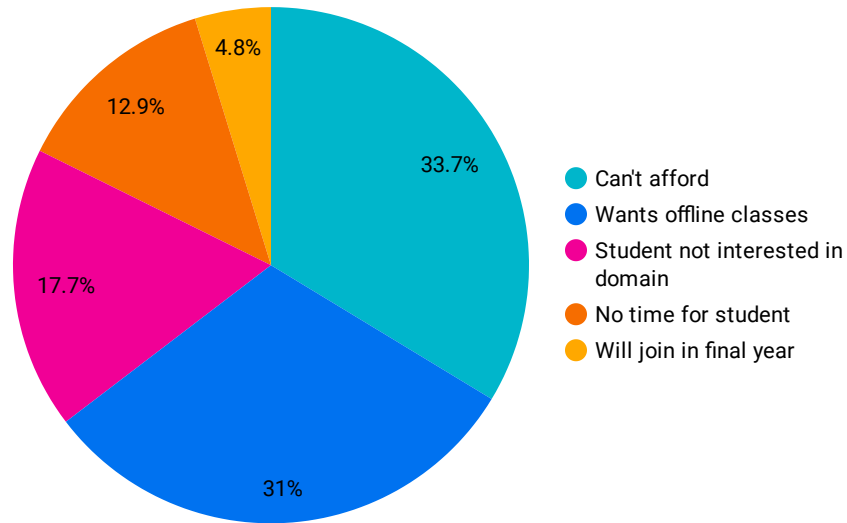
Summary:

- 1. leads generated from [email marketing](#) have the most converted leads;
- 2. most converted leads are from Visakhapatnam, Bengaluru, and Hyderabad.
- 3. food for thought: compute the [lead-sale conversion rate](#) for each lead generation source, current education, city, and parent occupation.

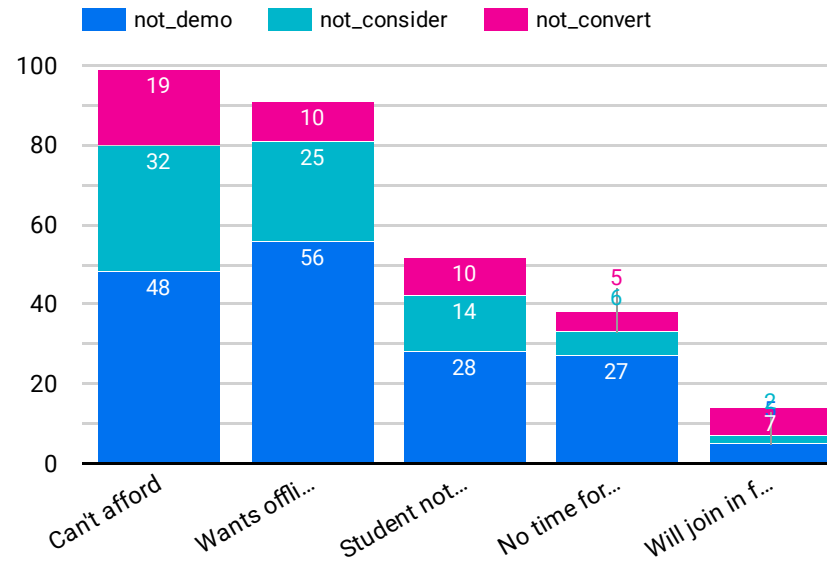
Note: [days to conversion](#) is calculated based on leads who convert; Source: leads_demo_watched_details, leads_basic_details, and leads_interaction_details

Why Leads Not Interested? *Can't afford and Wants offline classes*

Reasons for No Interest



Breakdown by Funnel Stages



Leads Reached

358

Responses for No Interest

294

Responses for not Demo

164

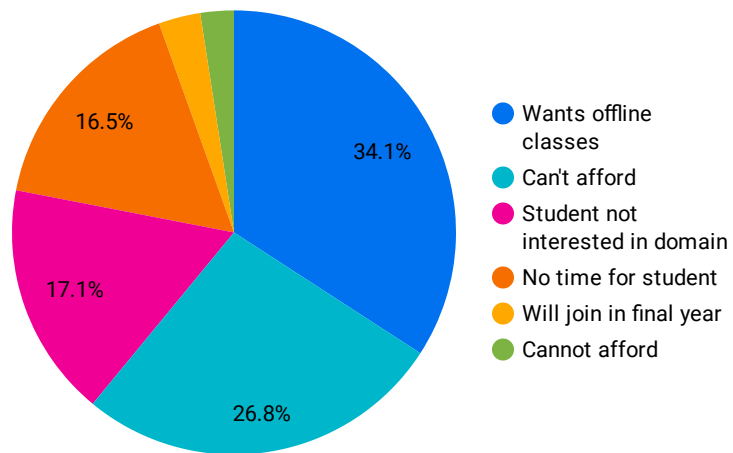
Responses for not Consider

79

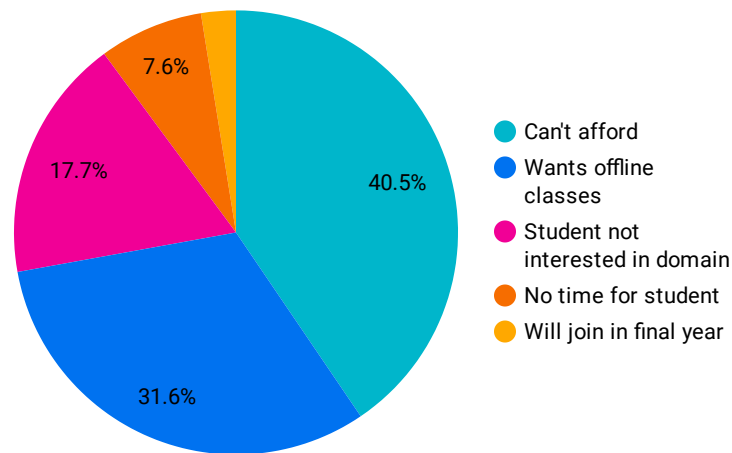
Responses for not Convert

51

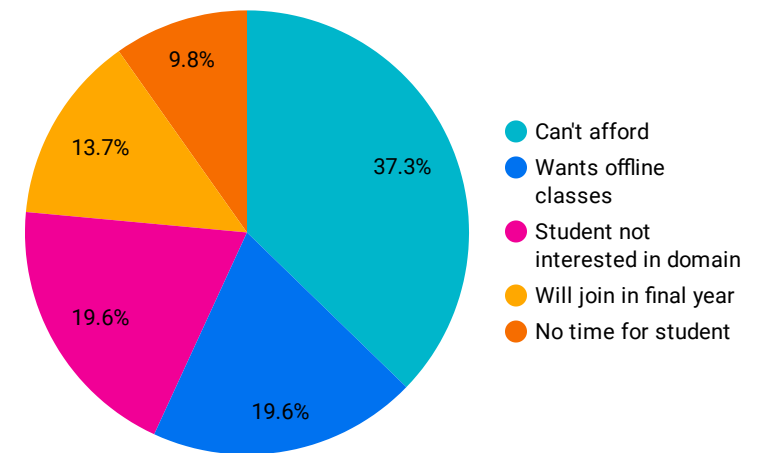
Not Interested in Demo



Not Interested to Consider



Not Interested to Convert



Note: **Cannot afford** and **Can't afford** are used as reasons for people not interested in demo and thus some data engineering needs to be done.

Source: reasons_for_not_interested_in_demo

Performance of Sales Team

Sr Sales Count
4

Jr Sales Count
16

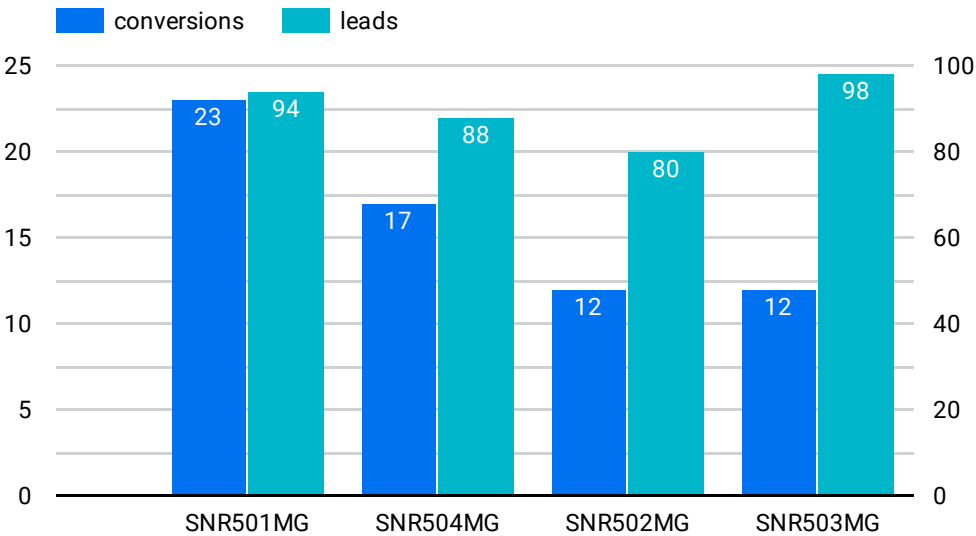
Leads
360

Conversions
64

Leads / Sr Sales
90

Leads / Jr Sales
23

Sr Sales Performance

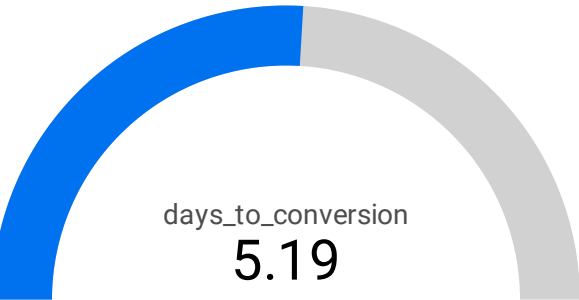
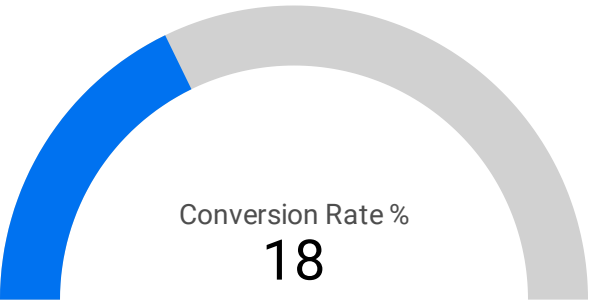
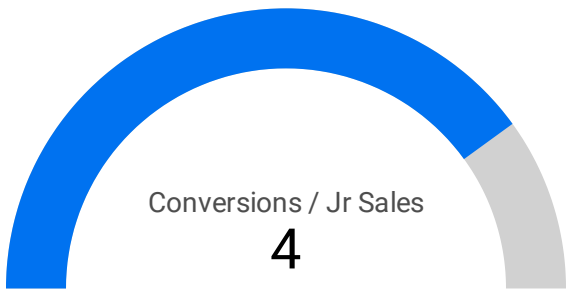
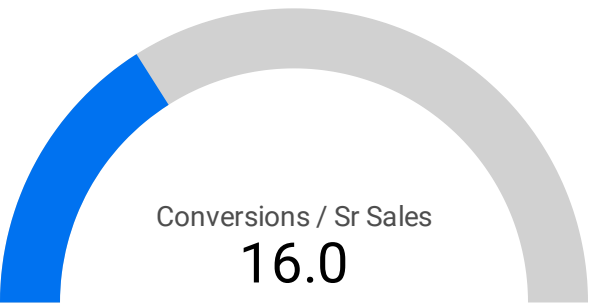
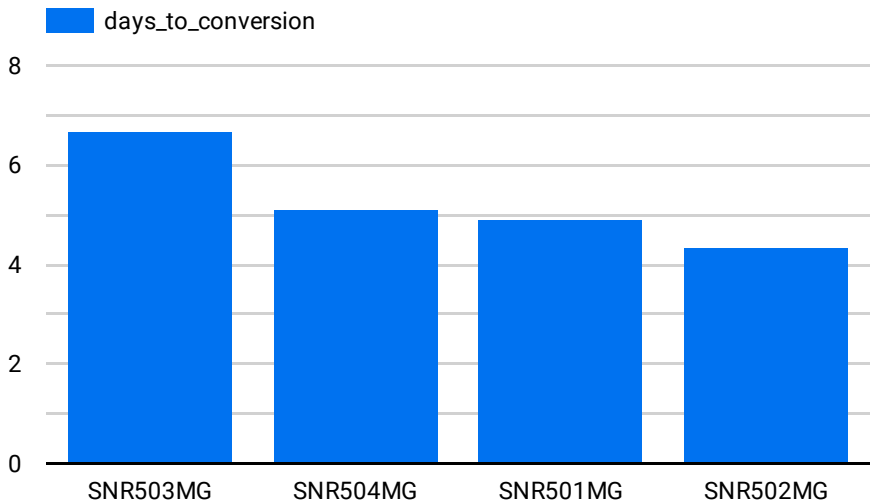


Jr Sales Performance

	jnr_sm_id	conversions	leads	conversion rate %	days to convert
1.	JNR1002MG	7	20	35	5
2.	JNR1003MG	6	20	30	4
3.	JNR1016MG	8	27	30	5
4.	JNR1014MG	4	20	20	6
5.	JNR1004MG	4	20	20	5
6.	JNR1006MG	4	20	20	3
7.	JNR1008MG	4	20	20	4
8.	JNR1010MG	4	21	19	5
9.	JNR1001MG	6	34	18	5

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Avg Days to Conversion



Note: **conversion rate %** is lead-sale conversion rate, calculated by dividing leads by conversions; **days to conversion** are calculated based on leads who convert; each senior sales manager is assigned to 4 junior sales managers.

Source: sales_managers_assigned_leads_details AS sales_team and leads_interaction_details