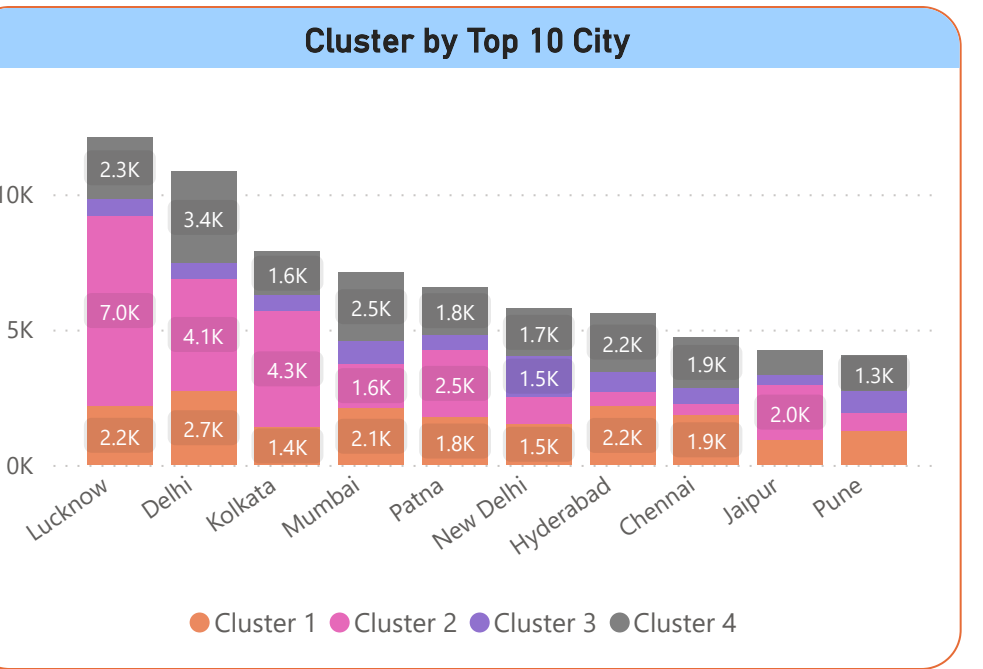
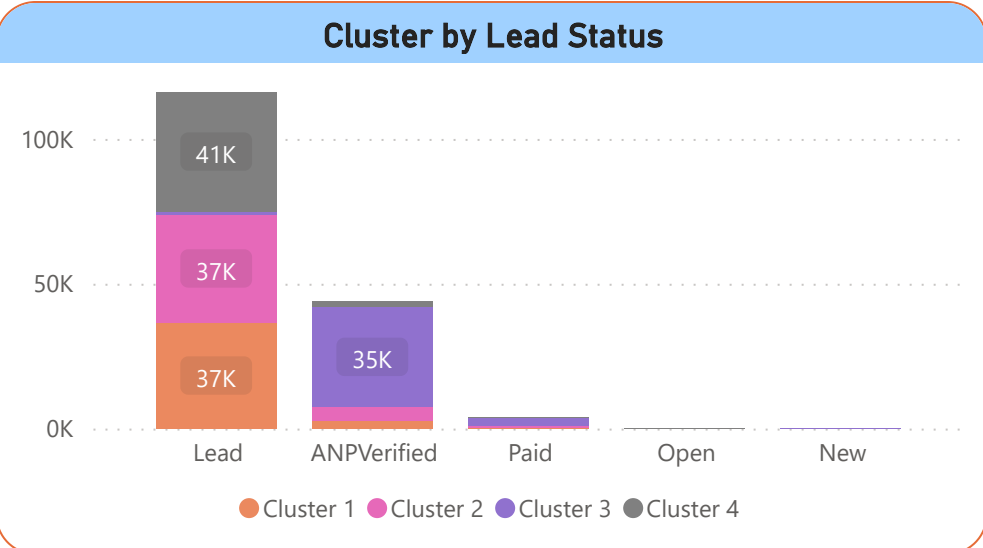
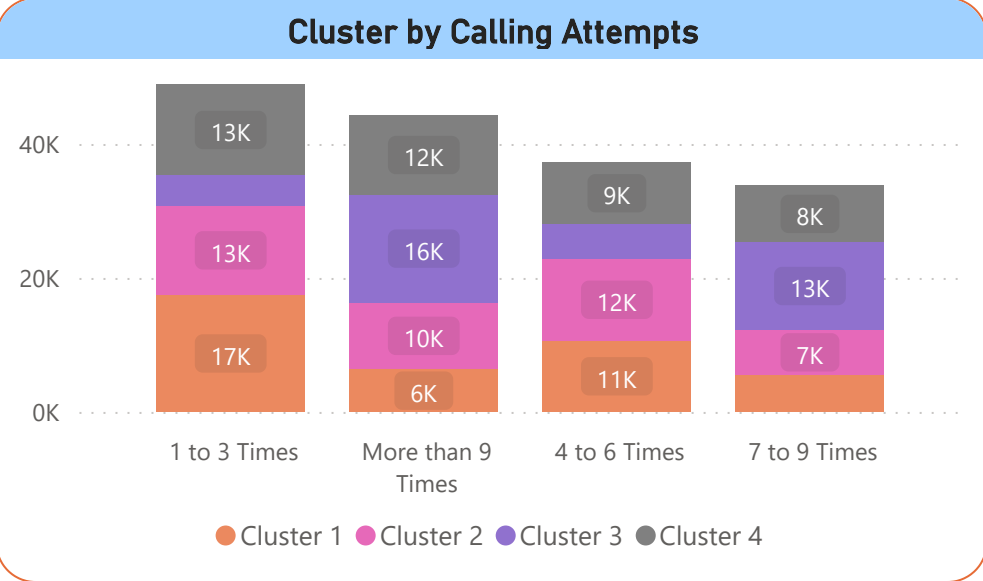
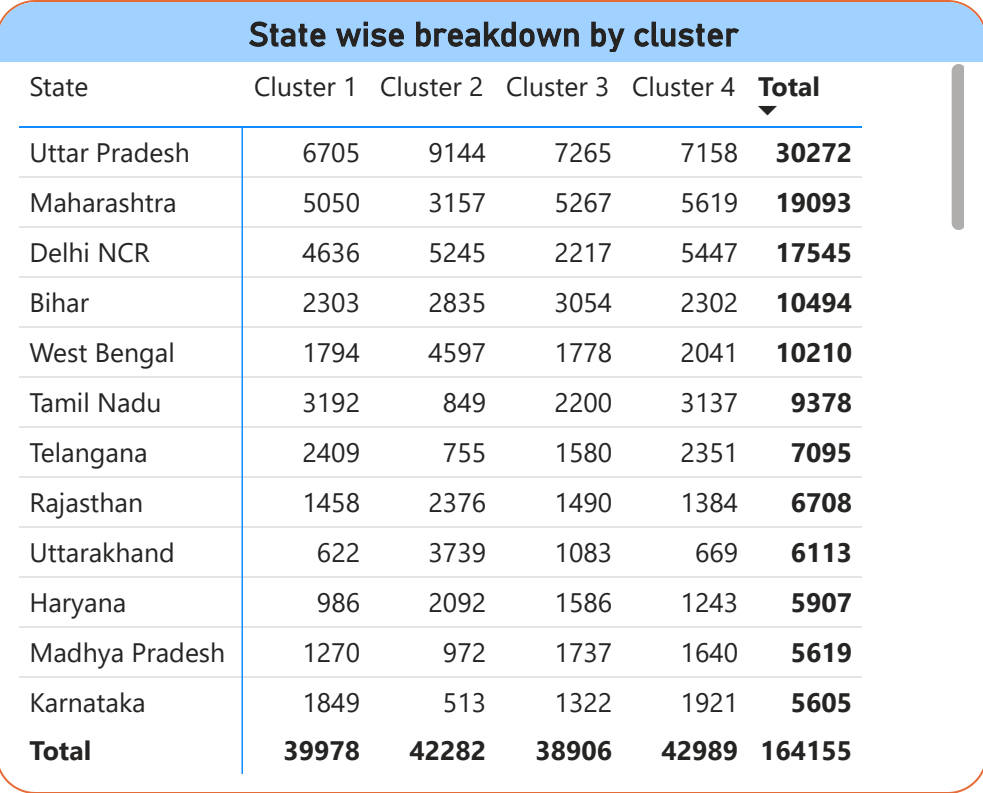


Number of data points
164.16K

A diagram showing four clusters arranged horizontally. The clusters are labeled "Cluster 1", "Cluster 2", "Cluster 3", and "Cluster 4". They are all contained within a larger container labeled "Clusters".



- ### Cluster 4
- 99 % of the leads belong to Male category
 - Highest number of leads are from Uttar Pradesh, followed by Maharashtra and Delhi NCR
 - 71 % calls made were not connected to the end user and 29 % calls were connected
 - 31 % leads were called 1 to 3 times followed by 28 % more than 9 times
 - 99 % leads were Direct Leads
 - First data source of 99 % leads are Partner Portal
 - 98 % leads stopped receiving calls, can be considered as Not Interested
 - 53 % leads were interested in B-Tech, followed by MBA 19 %
 - 49 % leads were created in the month of June
 - Most frequent Lead Group- Career 360 and most frequent First Source- Career 360

CHALLENGES

- 19 out of 38 columns have more than 50 % missing data (e.g.- 30 % of Gender column was missing, 60 % of Selected City was missing)
- Selected City does not correspond to the Selected States in many data points (e.g. - New Delhi is a Selected City in Uttar Pradesh as Selected State)