HIGHLIGHTS:

Overall trend reflects below points:

Leads generated on MONDAY has 1.4x more probability of getting converted than any other day.

This is supported by the high conversion ratio, lower time taken by the lead to convert and lowest 'Not Interested' rate

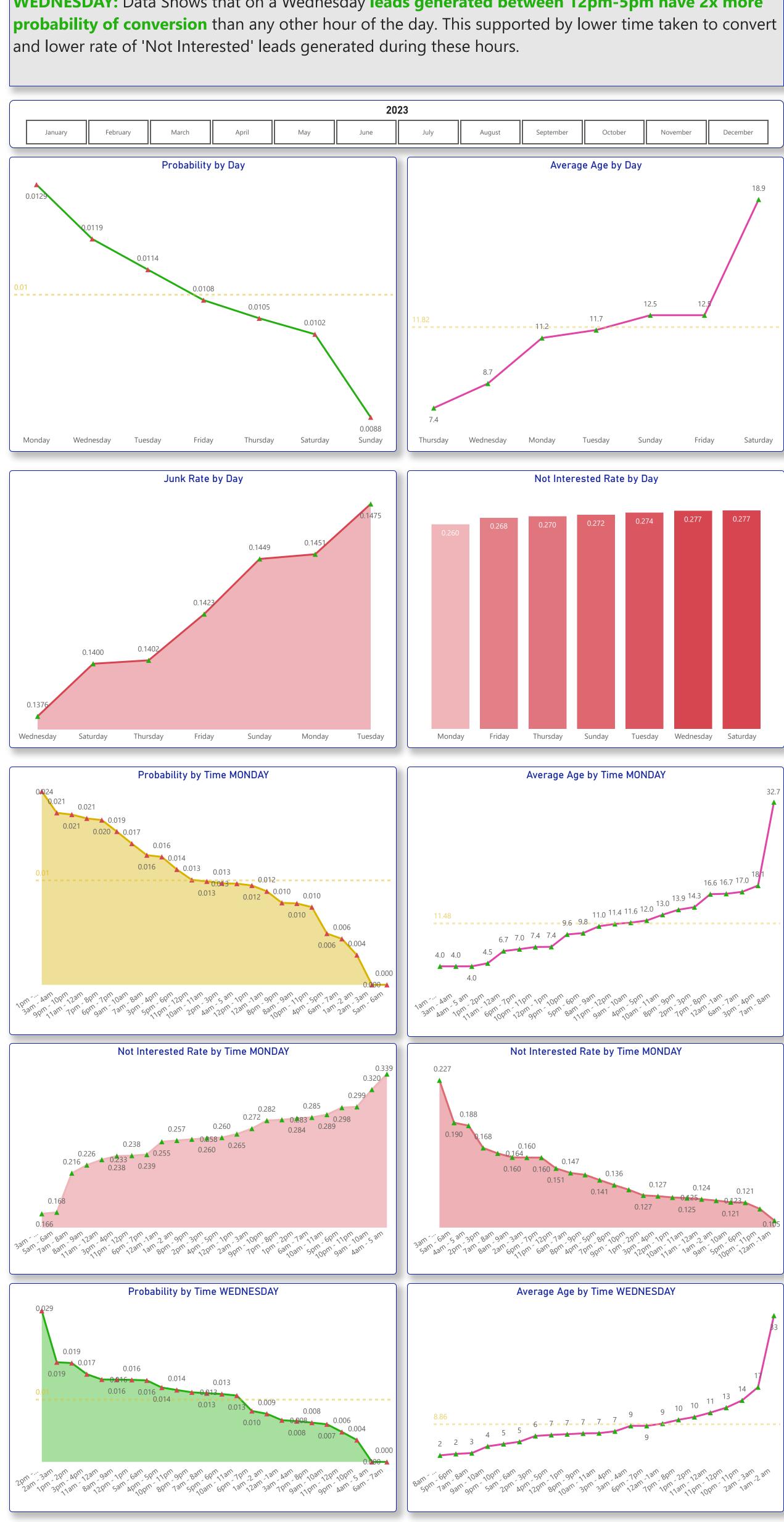
Leads generated on Wednesday has 1.2x more probability of getting converted than any other day.

This is supported by the high conversion ratio, lower time taken by the lead to convert and lower Junk rate

Leads generated on Saturday and Sunday have lower probability of conversion and required 1.6x more days to convert. Leads generated on Sunday has highest Junk rate and Leads generated on Saturday have highest 'Not Interested' rate.

MONDAY: Data Shows that on a Monday leads generated between 3am-4am, 11am-12pm, 1pm-2pm, 6pm-7pm and 9pm-10 pm have 2x more probability of conversion than any other hour of the day. This supported by lower time taken to convert and lower rate of 'Not Interested' leads generated during these hours.

WEDNESDAY: Data Shows that on a Wednesday leads generated between 12pm-5pm have 2x more



Not Interested Rate by Time WEDNESDAY

0.133

338W 19W 86W 9W 18W 09W 26W 16W 19W 88W 26W 68W 56W 89W 25W 15W 28W 66W 16W 26W 88W 36W 69W 256W 69W

0.109

0.110

0.123

0.097

0.139

0.143

0.149

0.150

0.217

Not Interested Rate by Time WEDNESDAY

0.275

0.275

0.268

0.269

0.261

0.261

0.252

0.255

0.278

0.279

0440

0.307

0.297