

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 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.

