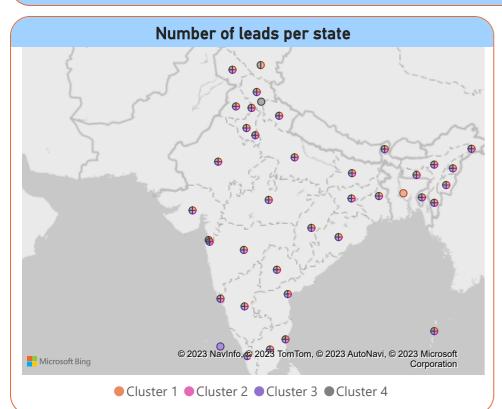


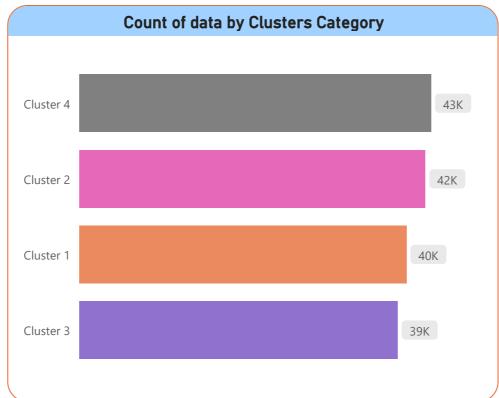
Lead Group

All

Clusters								
Cluster 1	Cluster 2	Cluster 3	Cluster 4					

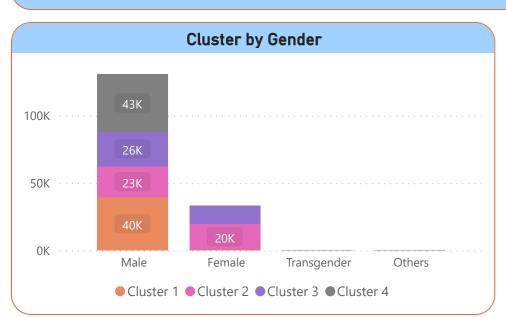
#### **SUMMARY BY STATE**

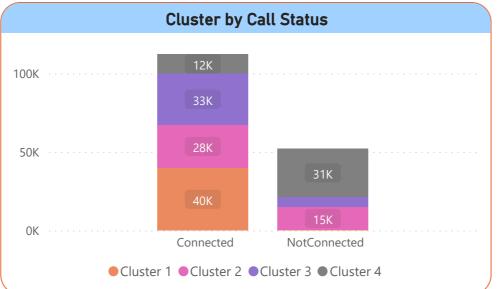


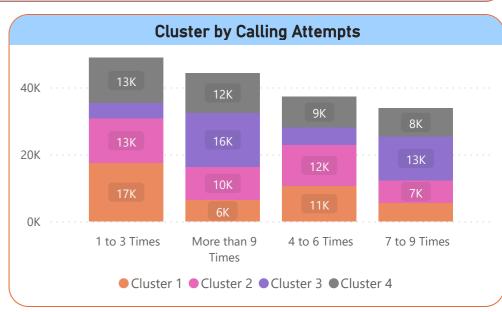


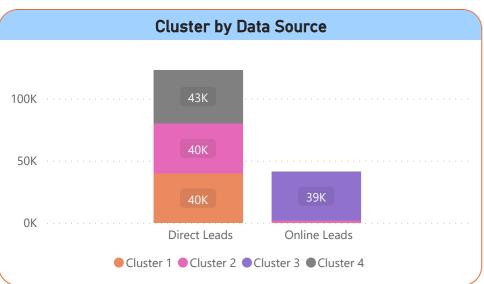
State wise breakdown by cluster						
State	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total ▼	
Uttar Pradesh	6705	9144	7265	7158	30272	
Maharashtra	5050	3157	5267	5619	19093	
Delhi NCR	4636	5245	2217	5447	17545	
Bihar	2303	2835	3054	2302	10494	
West Bengal	1794	4597	1778	2041	10210	
Tamil Nadu	3192	849	2200	3137	9378	
Telangana	2409	755	1580	2351	7095	
Rajasthan	1458	2376	1490	1384	6708	
Uttarakhand	622	3739	1083	669	6113	
Haryana	986	2092	1586	1243	5907	
Madhya Pradesh	1270	972	1737	1640	5619	
Karnataka	1849	513	1322	1921	5605	
Total	39978	42282	38906	42989	164155	

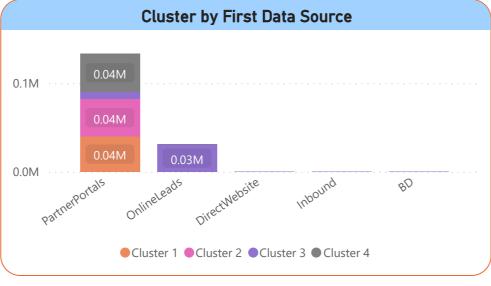
#### **ANALYZING THE TRAITS OF EACH CLUSTER**



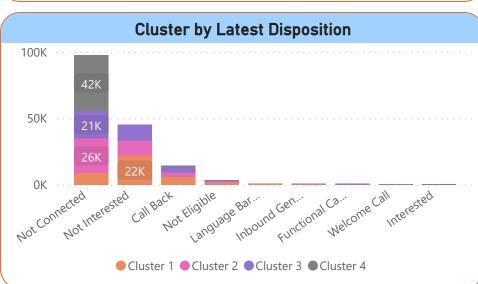




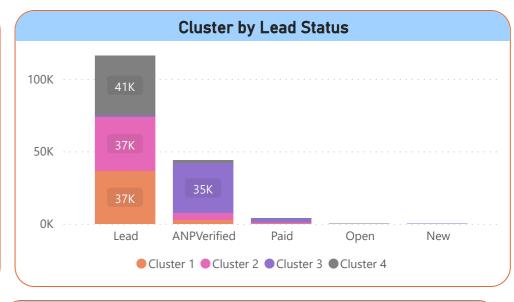


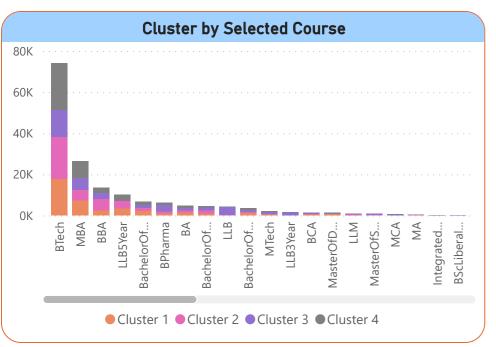


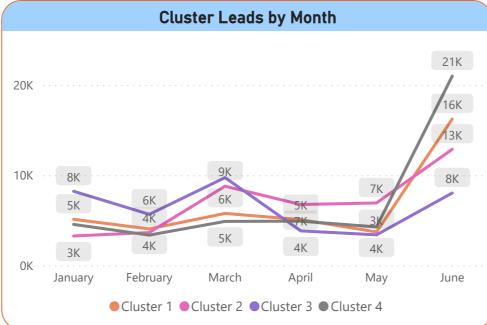


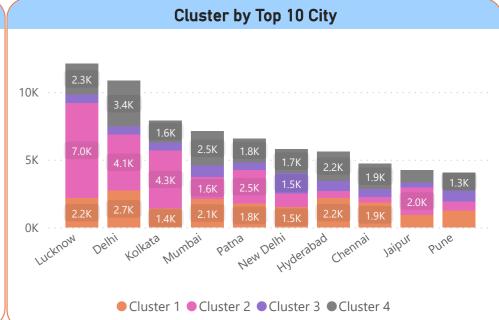












## Cluster 1

- 99 % of the leads belong to Male category
- Highest number of leads are from Uttar Pradesh, followed by Maharashtra and Delhi NCR
- Highest number of leads are from Delhi, followed by Lucknow and Hyderabad
- 99 % calls made were connected to the end user
- •43.64 % leads were called 1 to 3 times followed by 26 % leads called 4 to 6 times
- •99 % leads were Direct Leads
- •99 % leads belong to Partner Portal
- •55 % leads are Not Interested
- 44 % leads were interested in B-Tech, followed by MBA 18 %
- •40 % leads were created in the month of June followed by 14 % in the month of March 2022
- Most frequent Lead Group- Career 360
   and most frequent First Source- Career 360

## Cluster 2

- 54 % of the leads belong to Male and 46 % belongs to Female category
- Highest number of leads are from Uttar Pradesh, followed by Delhi NCR and West Bengal
- Highest number of leads are from Lucknow, followed by Delhi and Kolkata
- 65 % calls made were connected to the end user and 35 % calls were not connected
- 32 % leads were called 1 to 3 times, followed by 29 % leads called 4 to 6 times
- 96 % leads are Direct Leads and 4 % online leads
- •99 % leads belong to Partner Portal
- 27 % leads are Not Interested
- 48 % leads were interested in B-Tech, followed by BBA 13 %30 % leads were created in the month
- of June followed by 21 % in the month of March 2022

  Most frequent Lead Group- Get My Uni
- Most frequent Lead Group- Get My Uni and most frequent First Source- Get My Uni

# Cluster 3

- 66 % of the leads belong to Male and 34 % belongs to Female category
- Highest number of leads are from Uttar Pradesh, followed by Maharashtra and Bihar
- 84 % calls made were connected to the end user and 16 % calls were not connected
- •41.64 % leads were called more than 9 times followed by 34 % leads called 7 to 9 times
- •99 % leads were Online Leads
- First data source of 79 % leads are Online leads followed by Partner Portal
- 30 % leads are Not Interested
- 89 % leads are ANP- verified
- 33 % leads were interested in B-Tech, followed by MBA 14 %
- 25 % leads were created in the month of March followed by 21 % in the month of January and June 2022
- Most frequent Lead Group- Google AdWords and most frequent First Source- AdWords Source

- 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 1to 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)