



Number of data points
164.16K

Clusters

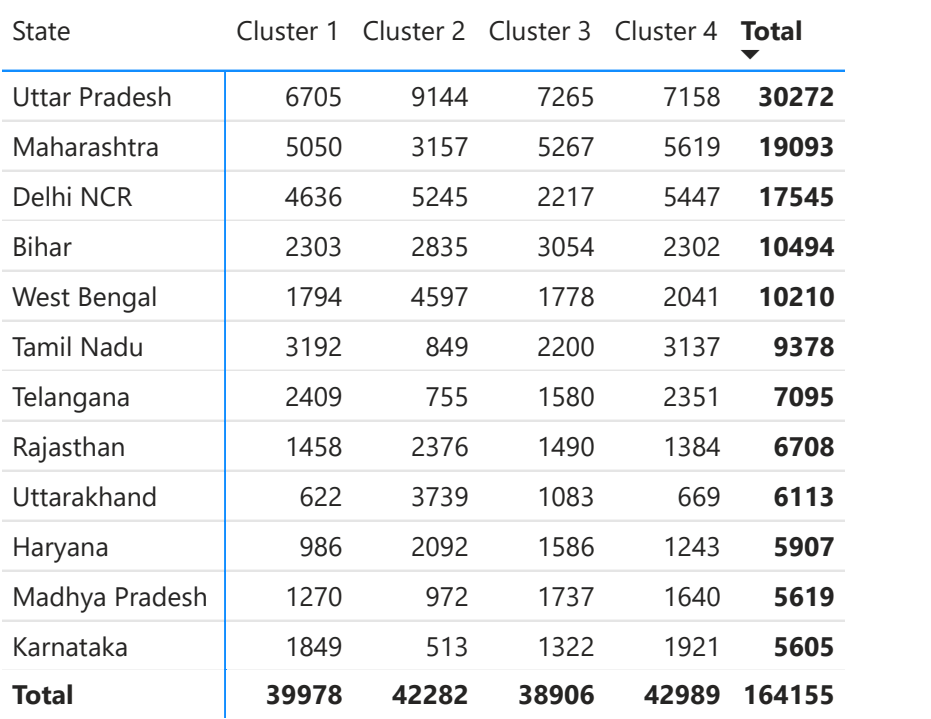
Transgender

All

Cluster 4

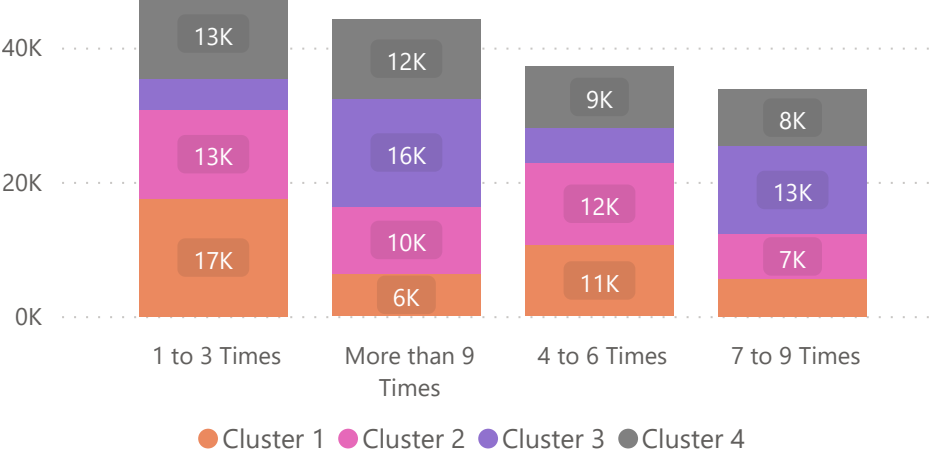
SUMMARY BY STATE

State wise breakdown by cluster



ANALYZING THE TRAITS OF EACH CLUSTER

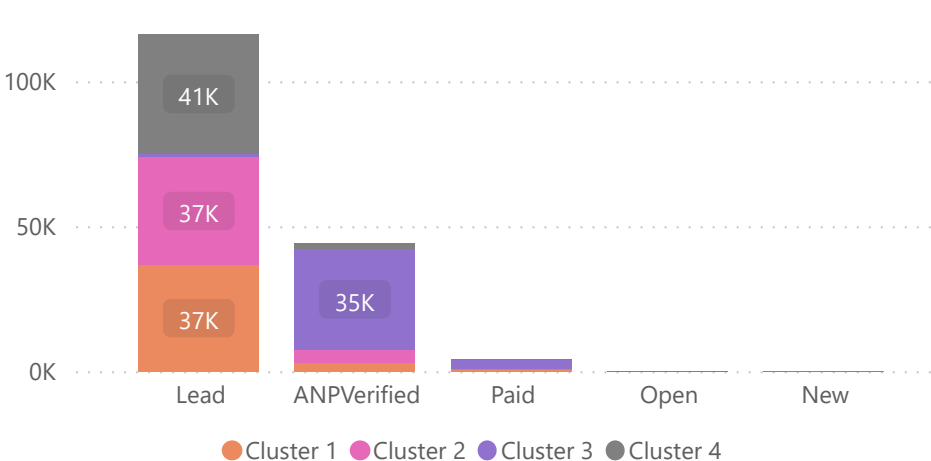
Cluster by Calling Attempts



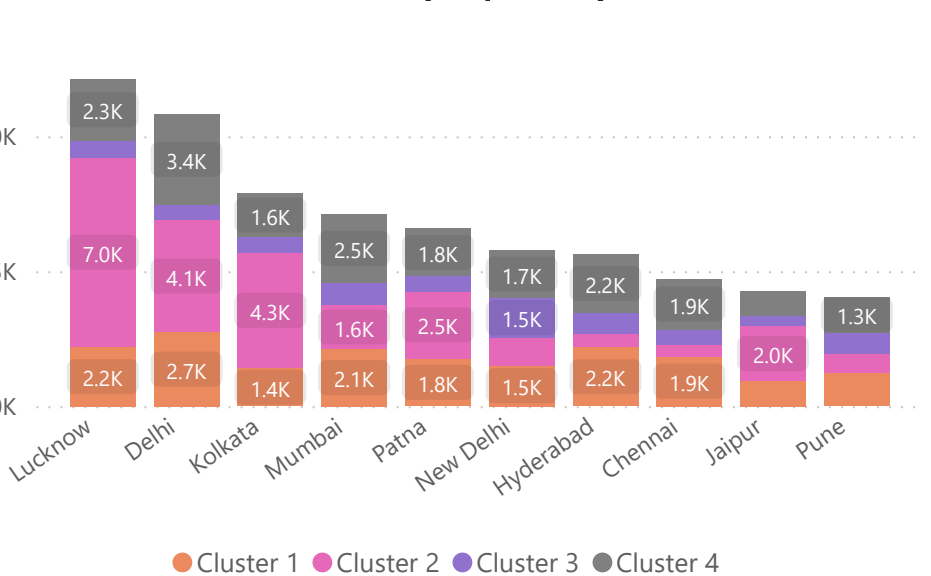
Most Frequent First Lead Group



Cluster by Lead Status



Cluster by Top 10 City



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

- 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)
- Non uniform nomenclature is used for same category (e.g. - female, Female, FEMALE)