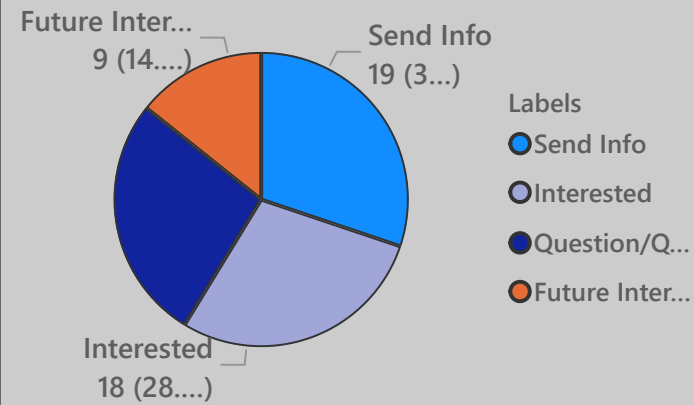


Distribution of leads based on labels

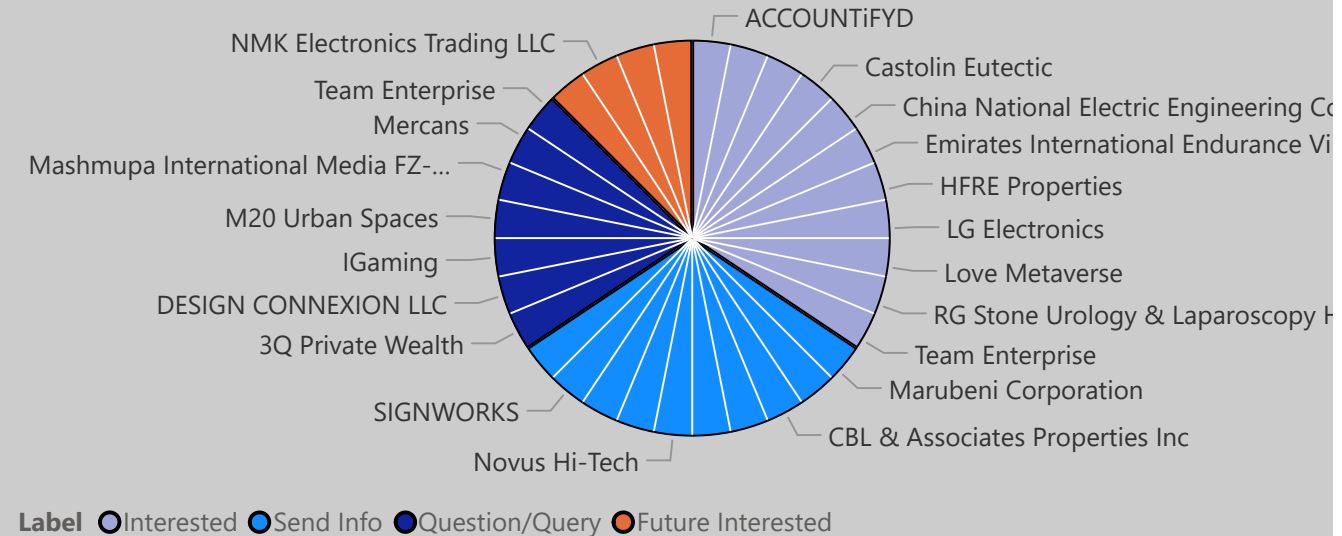


Here, Companies are divided among labels:

- Interested
- Future Interested
- send info
- Question/Query

We divided the data to understand the distribution of categories and their respective shares. This helps identify which segments require specific actions and strategic planning to increase client acquisition and lead growth.

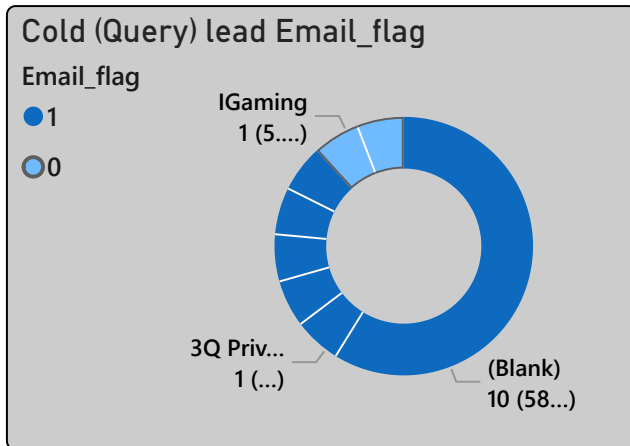
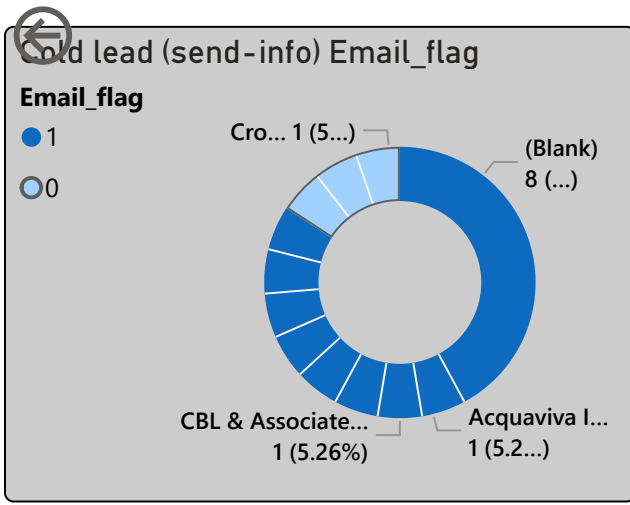
Count of Company Name by Label and Company Name



We also mapped each company to its respective category, which provides clarity on where each company stands. This helps in setting clear priorities, ensuring focus on high-potential Leads and aligning actions to maximize lead conversion

How categorizing companies helps:

- Provides clarity on which company belongs to which segment.
- Enables better prioritization by highlighting high-potential companies.
- Guides targeted actions and strategies to maximize lead conversion.

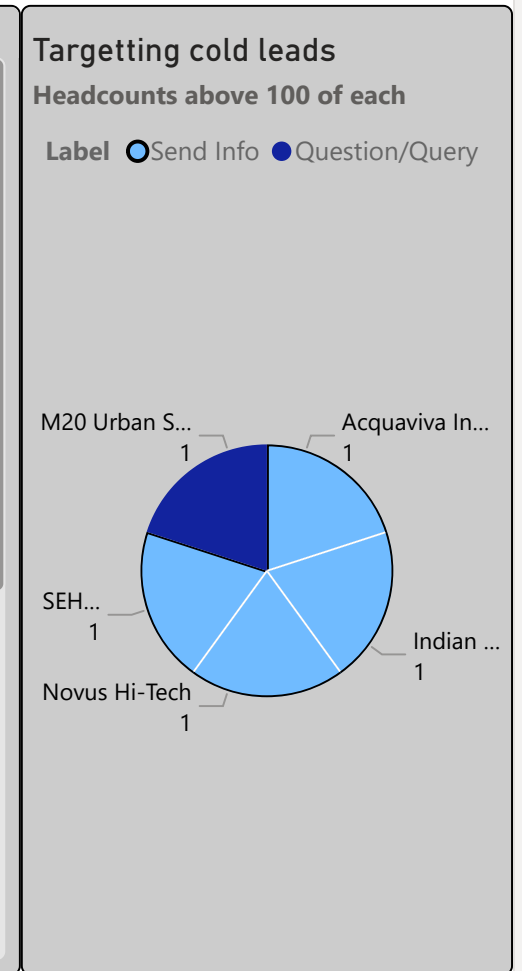


Pending Information Stage(Send Info)

First Name	Sum of Days_passed
Garvit	
sharmag@microsoft.co	1
Yamen	1
Ahmed	3
Hareesh	3
Varun	3
Joanne	4
Sulabh	4
Vinay	4
Ghaith	4

Curious lead (query)

First Name	Sum of Days_passed
Abdulla	16
Ahmad	32
Dixon	64
Irina	25
Mohsin	39
Nada	24
Naji	17
Priyanshu	17
Rifath	11
Saroj	39



Call to Action

- **Prioritize** outreach to bigger companies with emails available.
- **Nurture** cold leads with regular calls and information sharing.
- **Defer** low-engagement leads (no email) until after high-value prospects are targeted.

We further analyzed **"Send Info"** and **"Query"** label categories, which we consider **cold leads**. We wanted to understand how to best approach them and prioritize our efforts. Our present finding states-

- About **80–88% of leads have valid email contacts**, making them immediately reachable.
- Some leads lack emails → less engaged → lower immediate priority.
- By mapping leads with **company headcount**, we identified **"high-value and enterprise-level clients"** who can deliver greater returns if converted.

This segmentation gives us clarity on where to focus: nurture cold leads with consistent touchpoints, reach out first to the 80–88% with available emails, and prioritize larger companies for maximum ROI.

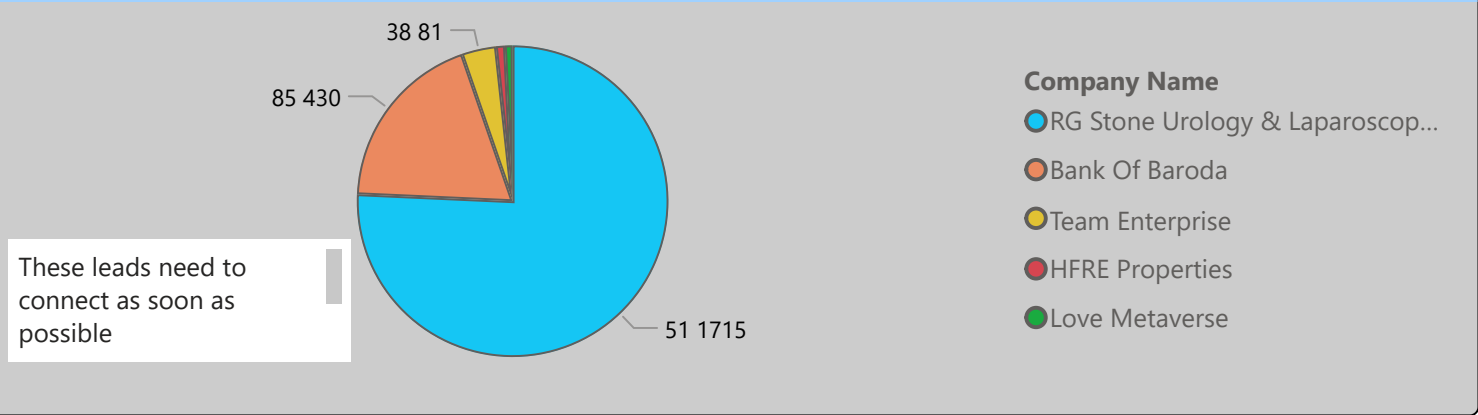


Hottest leads

Bank Of Baroda
430
Company Headcount

RG Stone Urology & Laparoscopy Hospital
1715
Company Headcount

Best clients (HOT) leads



Warm/ Hot leads

First Name	Last Name	Company Name	Email flag	Email	Company Headcount	Designation
Waheed	Akhtar		0			
Farah	Darwich		1	mailto:farah@wasfdecoration.com		
Mohamed	Younis		1	majd.rawas@mazeed.com mohamed.younis@mazeed.com		
Mohammed	Abdulla		1	m.naheemuddin@lemonhq.io		
Mostafa	Khalaf	China National Electric Engineering Company - CNEEC Egypt	0			
Zain	Hammoudi		0			
Ahmed	Orabi	LG Electronics	1	ahmed.orabi@lge.com		
Swaraj	Rajagopal		1	swarajrajagopal@lambweston.eu		
Ahmed	Khalil	HFRE Properties	0		21	
Oksana	Belousova	Love Metaverse	1	oksbelous86@gmail.com	18	
Dixon	James	Team Enterprise	0		81	
Mohammed	Jemsheer-t		0			
Shaik	Pentela	ACCOUNTiFYD	0			
Amal	Hassan	AS 24	1	in conversation		
Aymane	Boutaleb	Emirates International Endurance Village	0			
Shivam	Mishra	RG Stone Urology & Laparoscopy Hospital	0		1715	