

# Summary Report : Lead Generation Analysis

## Overview :

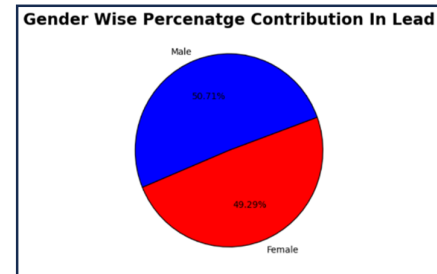
This report provides a comprehensive analysis of lead generation data across various demographics, geographies, academic interests, and source contributions. The data covers 10,000 entries of prospective leads, offering insights into gender distribution, top-performing programs, lead sources, and more.

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## Key Insight:

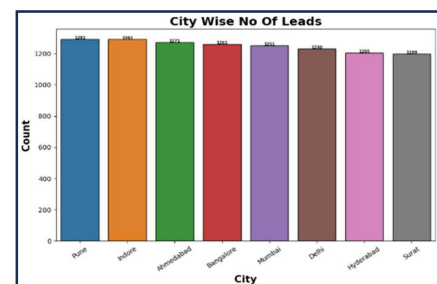
### Demographics:

- Gender Distribution:
  - Males: 50.71%
  - Females: 49.29%



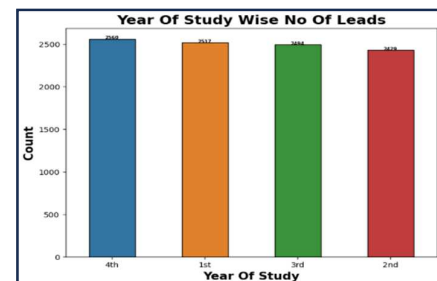
### Geographical Trends:

- Top Cities by Leads:
  - Pune: 1,292 leads
  - Indore: 1,291 leads
  - Ahmedabad: 1,271 leads



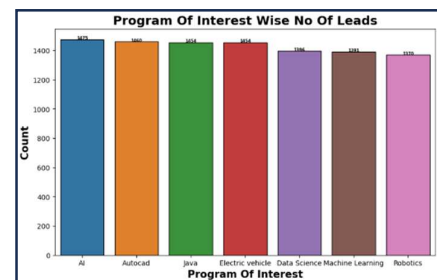
### Academic Trends:

- Leads by Year of Study:
  - 1st Year: 2,517 leads
  - 2nd Year: 2,429 leads
  - 3rd Year: 2,494 leads
  - 4th Year: 2,560 leads



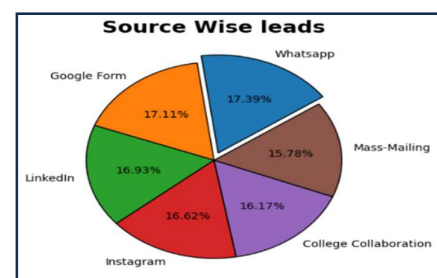
### Program Popularity:

- Top 3 Programs:
  - AI: 1,475 leads
  - Autocad: 1,460 leads
  - JAVA: 1,454 leads



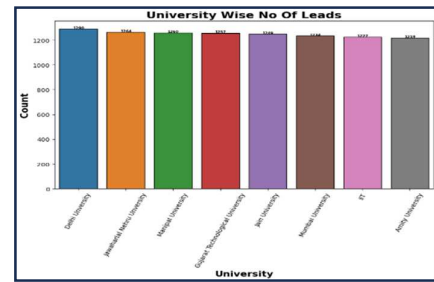
### Lead Sources:

- Top 3 Sources:
  - Whatsapp: 17.39%
  - Google: 17.11%
  - LinkedIn: 16.93%



Universities:

- Top Universities by Leads:
  - Delhi University: 1,290 leads
  - Jawaharlal Nehru University: 1,264 leads
  - Manipal University: 1,260 leads



**Conversion Rate :** The conversion rate is 50.96%, which means we have converted 50.96% lead into actual customer. (i.e. Out of 100 leads we have converted into approx. 51 customers.)

**Budget Allocation=Total Budget×(0.5×Sum of Conversion Rates/  
Conversion Rate + 0.5×Sum of Contributions / Contribution)**

**Budget Allocation (Assuming Total Budget = 100000 rupees) :**

| Source                | Conversion rate | Contribution | Budget Allocation |
|-----------------------|-----------------|--------------|-------------------|
| Instagram             | 51.95%          | 16.48%       | 16482.93          |
| LinkedIn              | 52.26%          | 16.58%       | 16582.12          |
| College Collaboration | 51.76%          | 16.42%       | 16422.78          |
| Google Form           | 54.05%          | 17.15%       | 17151.14          |
| Mass Mailing          | 49.78%          | 15.8%        | 15798.62          |
| Whatsapp              | 55.35%          | 17.56%       | 17562.41          |

## Recommendations

### 1. Target Programs for Growth:

- Focus on AI, Autocad, and JAVA programs as they show the highest demand.

### 2. Optimize Source Contributions:

- Prioritize lead generation through WhatsApp, Google, and LinkedIn for better outreach.

### 3. Geographical Campaigns:

- Launch localized campaigns targeting Pune, Indore, and Ahmedabad.

#### 4. University Collaborations:

- Strengthen partnerships with top lead-generating universities such as Delhi University, JNU, and Manipal.

#### 5. Year-Specific Strategies:

- Tailor programs to year-of-study preferences (e.g., AI for 1st year, Java for 2nd year).
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#### Conclusion :

This analysis highlights key drivers behind lead generation and provides actionable recommendations to improve outreach and program alignment with audience preferences. Implementing these insights can significantly enhance engagement and conversion rates.



#### Additional Questions :

1. Why do you think you are a good fit for this internship?  
I have good foundation and knowledge of data analysis tools, techniques and workflow. I have practice of using Excel, Power BI, SQL, Python , Pandas, Matplotlib, Seaborn and Machine Learning. Also I know the importance of understanding business problem, data as well as how to generate insights from data. Also I am quick learner and team collaborative. These qualities and skills makes me suitable for this internship.
2. What specific skills or experiences make you confident about excelling in this role?  
I have done 1 month of internship as a data science intern at fasscon in which I have done 2 analytics projects. Also I have done summer internship at IBM SkillsBuild & CSRBOX during which I have gained experience of how to generate insights effectively. I have proper understanding of Data Analytics Tools like Excel, Power BI, Python, Data Manipulation Libraries and Data Visualisation Libraries. I think these internship exposure and ability to use these tools makes me confident about excelling in this role.
3. Are you currently based in Ahmedabad? If not, are you willing to relocate for this in-office internship?  
Yes, I am currently resident of Ahmedabad, Particularly I am native of Ahmedabad.

**Prepared By :** Purvang Majevasiya

**Mail :** [purvangmajevasiya04@gmail.com](mailto:purvangmajevasiya04@gmail.com)

**Linkedin :** <https://www.linkedin.com/in/purvang-majevasiya>

**Contact Number :** +91 9023247993