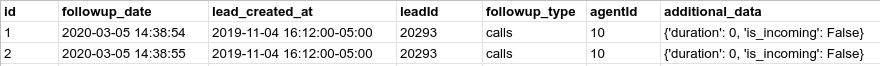
## Background

A Real estate agent works under a licensed broker (or brokerage). The brokerage provides the real estate agent with leads (leads are people who are looking to buy, sell or rent), and the agent's job is to help them in their home buying, selling or renting process.

They do this by regularly following-up with them using calls, text messages or emails. After every follow-up with a lead, the activity is recorded on the CRM(CRM is a Customer Relationship Manager, which is a tool that agents use to log data for a particular lead)

*Example (from dataset) - An agent with agentId 10 made 2 calls to a lead with leadId 20293*



## Activity objective

The objective here is to analyse data and suggest methods for the Brokerage to improve their Agent’s performance.

1. Identify best practices by market research and analysing the follow-up data
2. Provide insights and recommendation for the brokerage for improving their Agent’s performance
3. Build final report with insights and recommendations

Deliverables

1. Code/ Notebook/ Excel sheet etc. used for running analysis
2. Report with insights and recommendations

**Note: The insights and representation should be presentable to brokers (clients).** Visualizations are expected.

## Estimated effort

4-5 hrs

## Evaluation Criteria

1. Problem understand and market research
2. Quality and correctness of the approach
3. Rational behind insights and recommendations
4. Presentations and Storytelling skills

## Dataset

1. [Dataset](https://docs.google.com/spreadsheets/d/1iZe26WlBKK1hkB9hDKY6talLBhmGnlBn6CEg90EPRKI/edit#gid=0), [Glossary](https://docs.google.com/spreadsheets/d/1iZe26WlBKK1hkB9hDKY6talLBhmGnlBn6CEg90EPRKI/edit#gid=140202910)