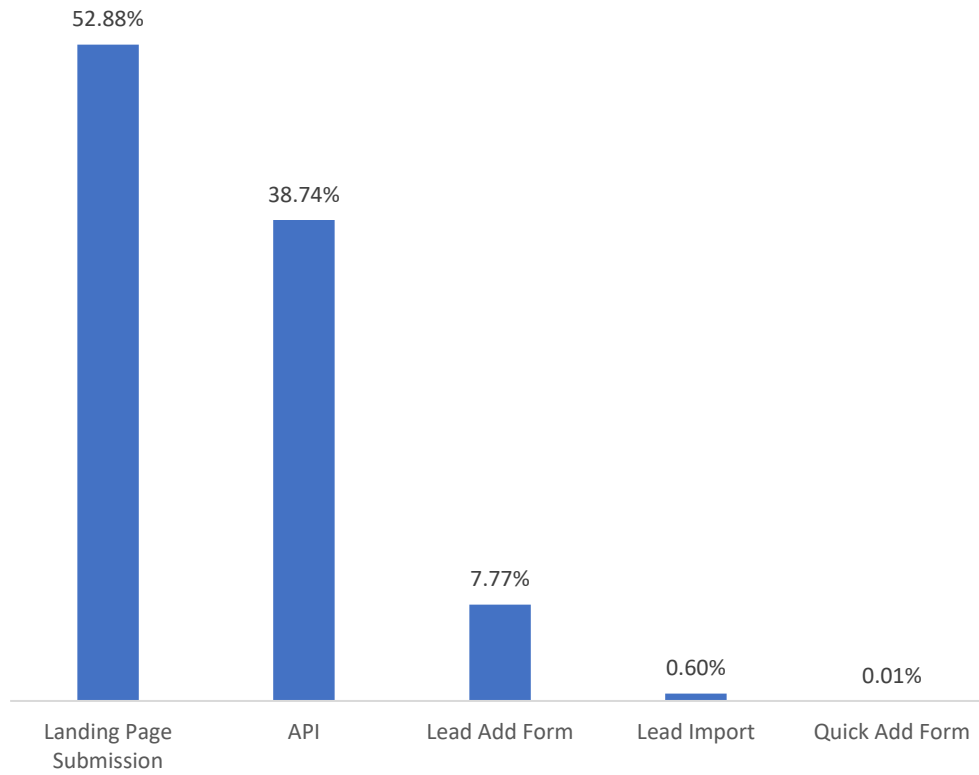


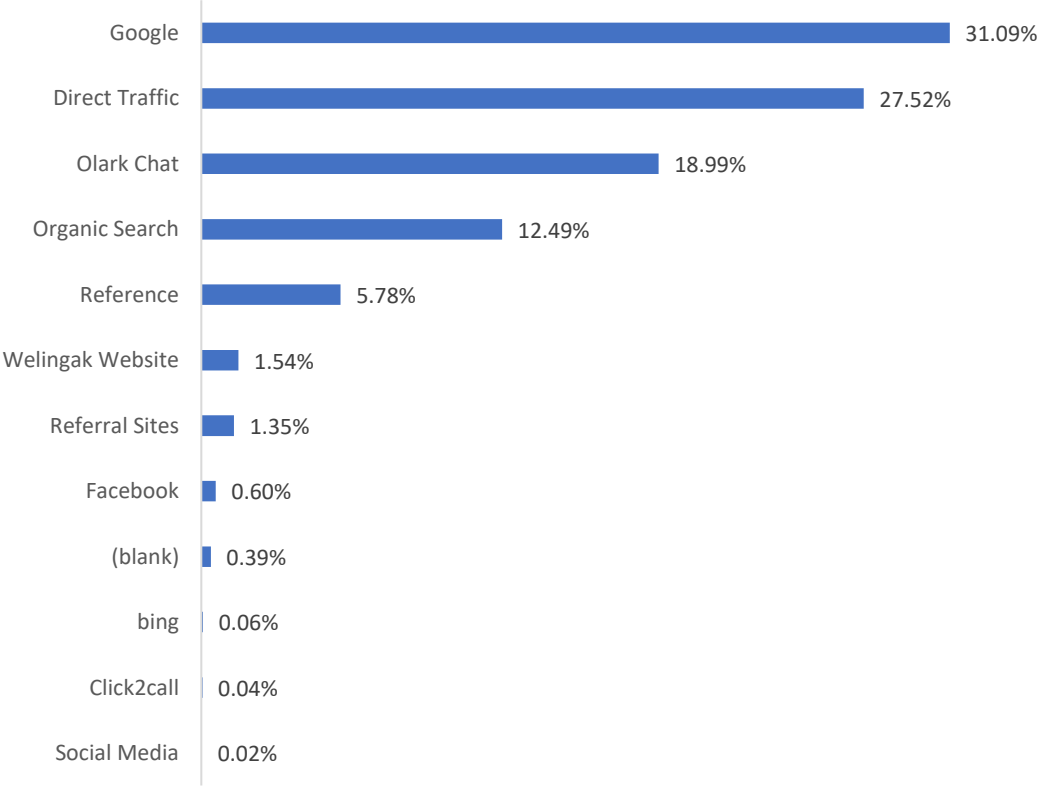
# UNIVARIATE ANALYSIS

Lead Origin



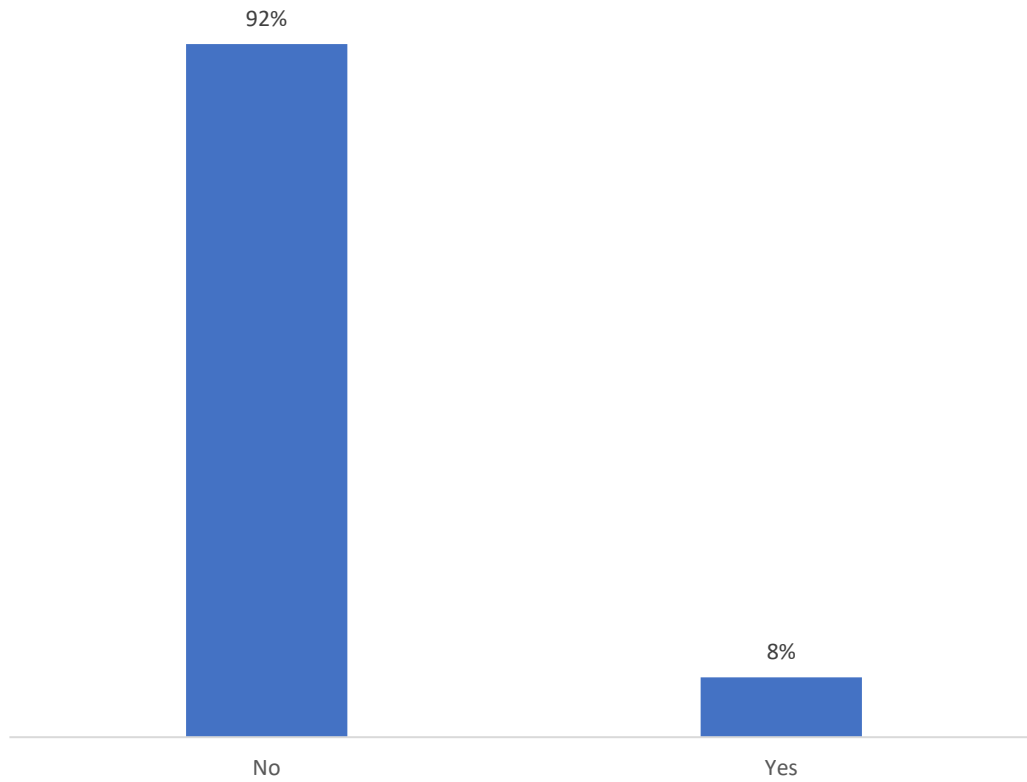
Most of the lead originated from Landing Page Submissions (53%) followed by API(39%) and Lead Add Form(8%).

Lead Source



Google, direct traffic, clark chat, organic search are the top sources for the leads

Do Not Email



92% of the prospects opted no for email, only 8% opted for email

Do Not Call

99% of the prospects opted out of getting a callback

99.98%

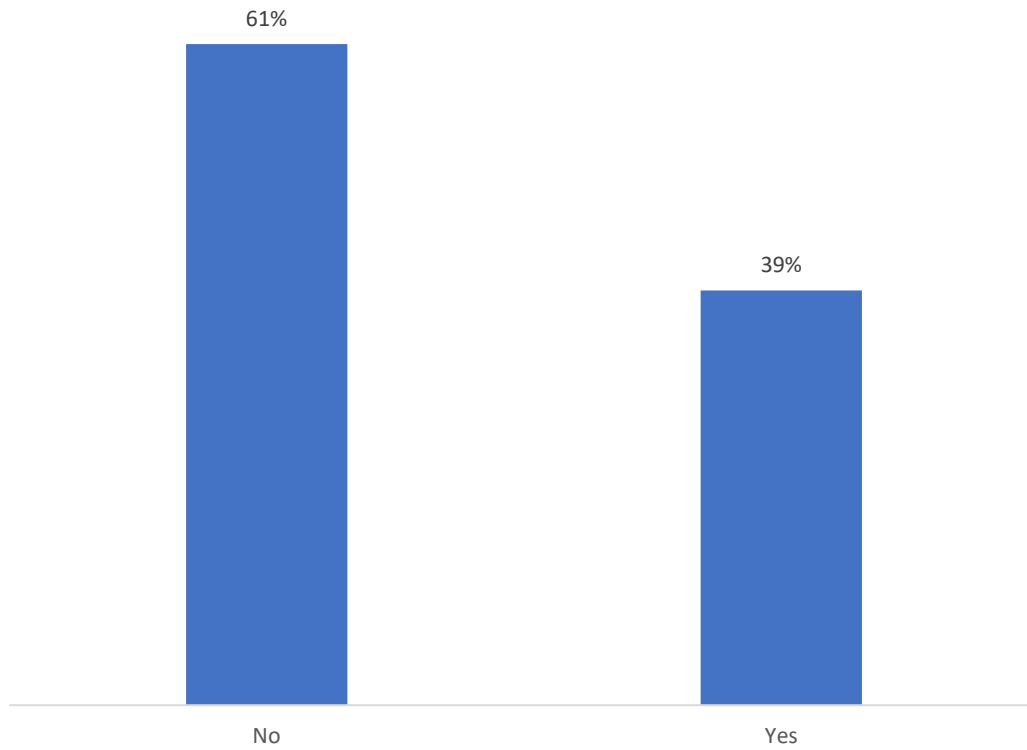


No

0.02%

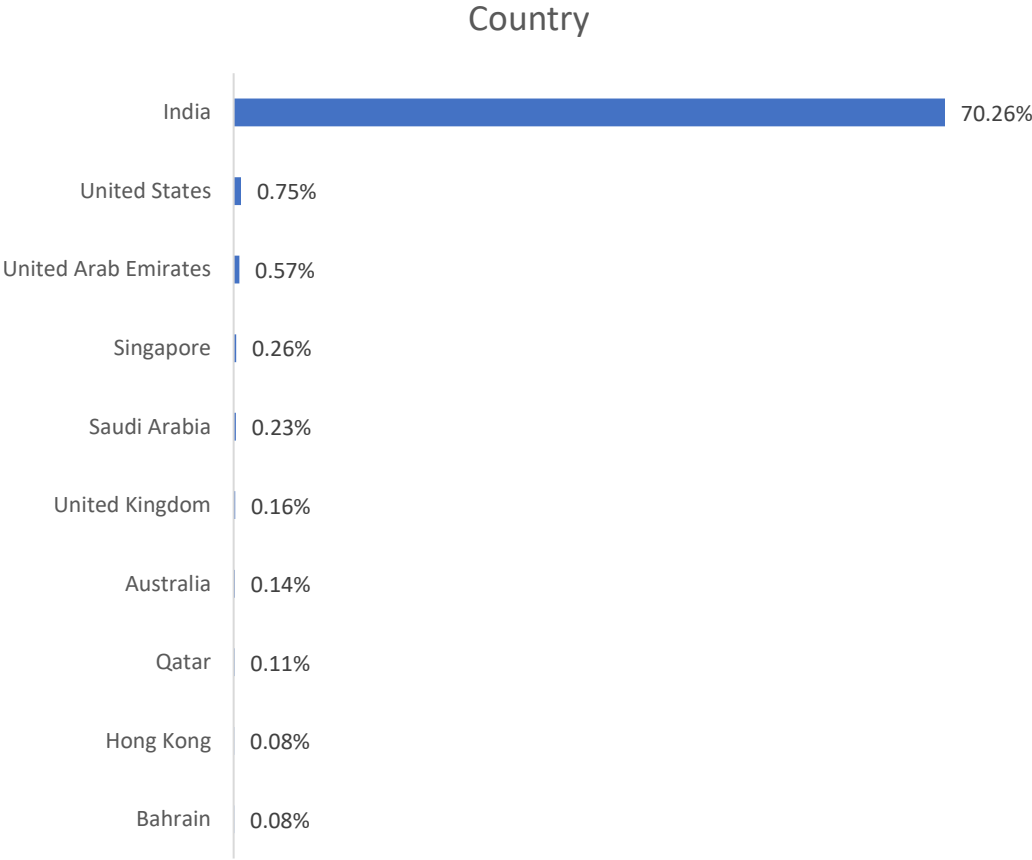
Yes

Converted

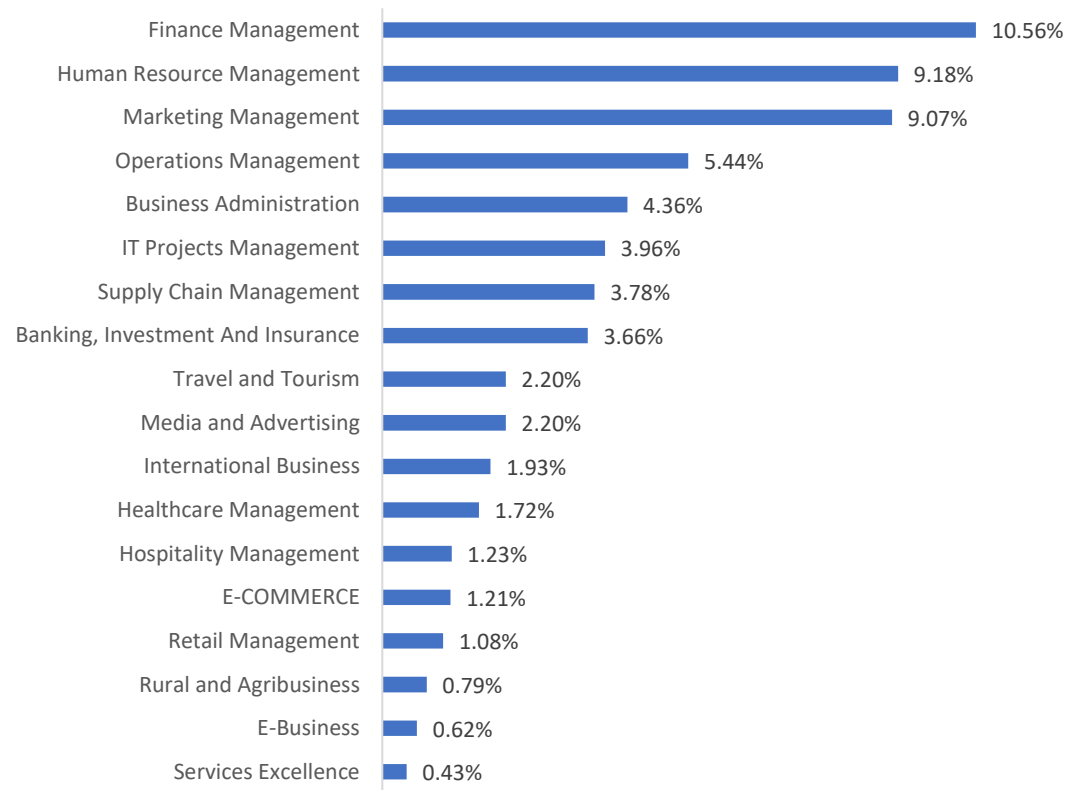


Only 39% of the leads got converted, hence the current conversion rate is 39%

70% of the leads come from india

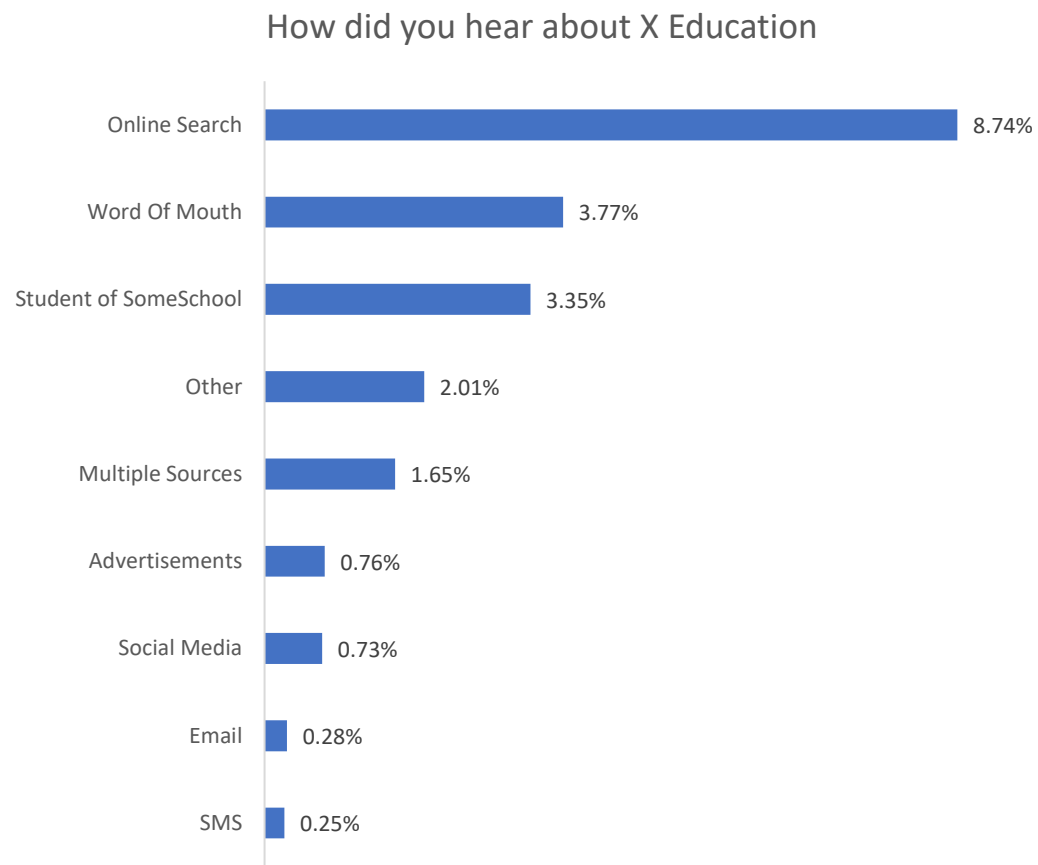


### Specialization



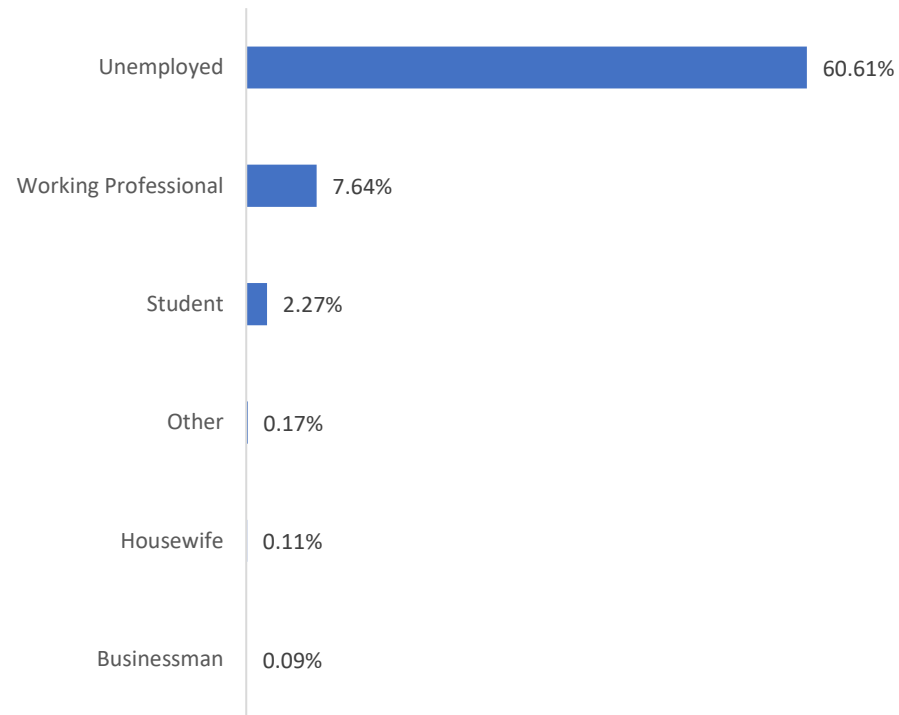
Finance, HR. Marketing, Operation and Business administration are the top5 specializations of the prospects





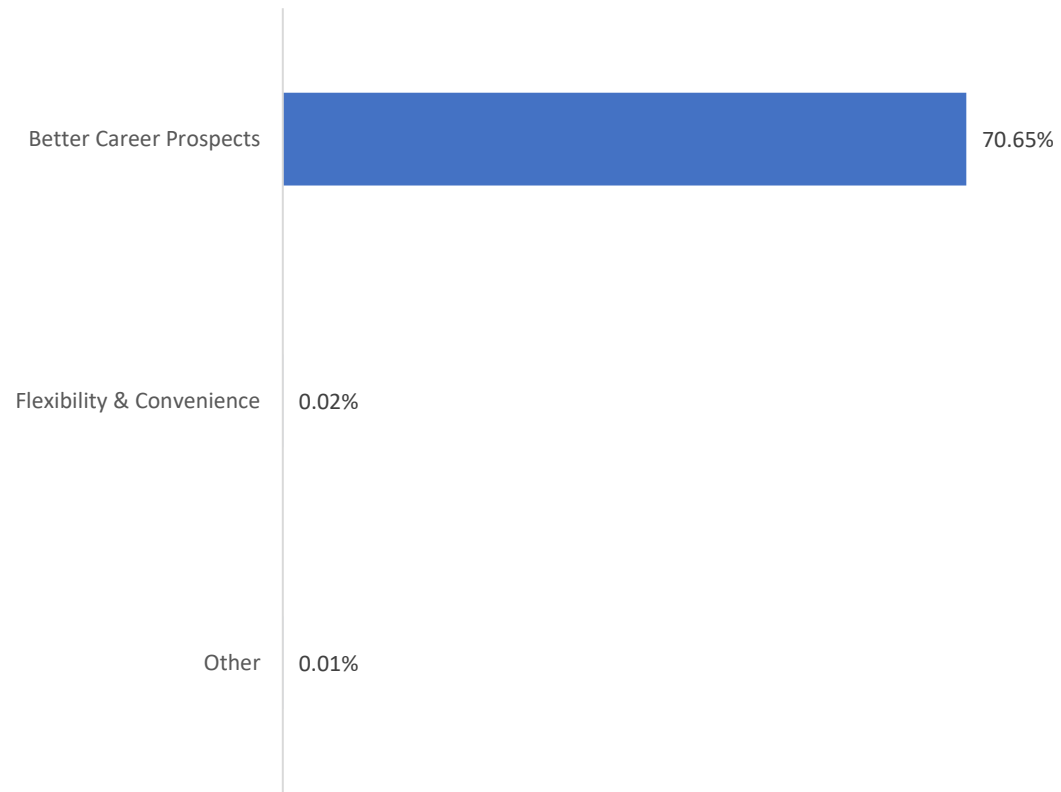
Most of the prospects got to know about the organization from online search

What is your current occupation



60% of the prospects are unemployed.  
8% are working professionals and 3% are students

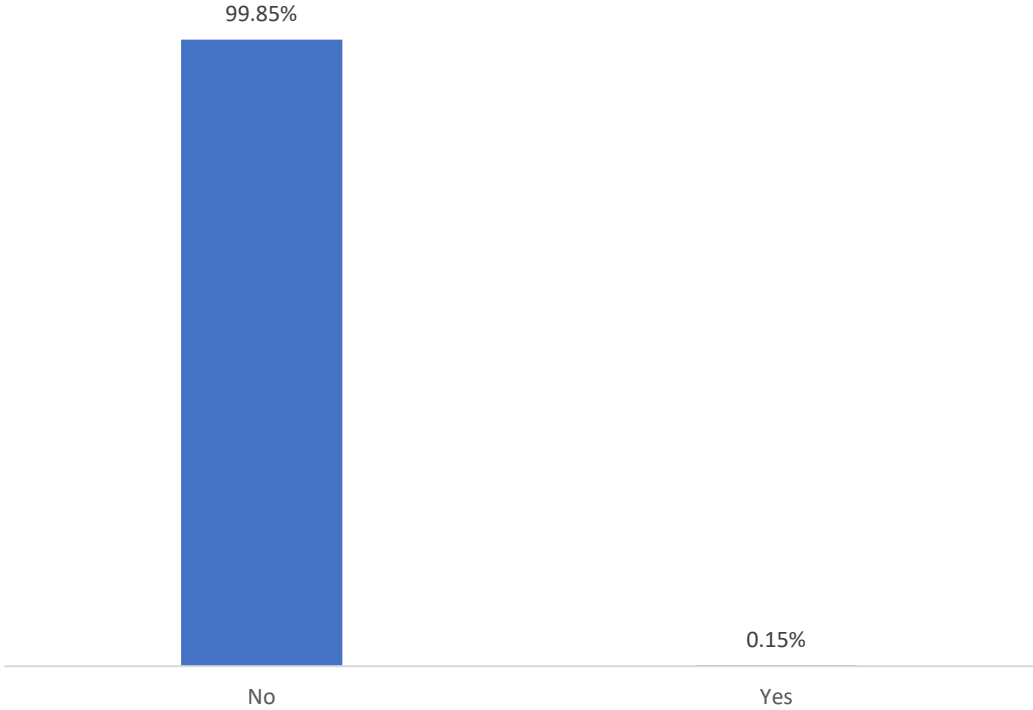
What matters most to you in choosing a course



Most of the prospects chose the course for better career prospects

Only 0.15% saw the ad during search

Search



Magazine

None of the prospects saw any ad in magazines

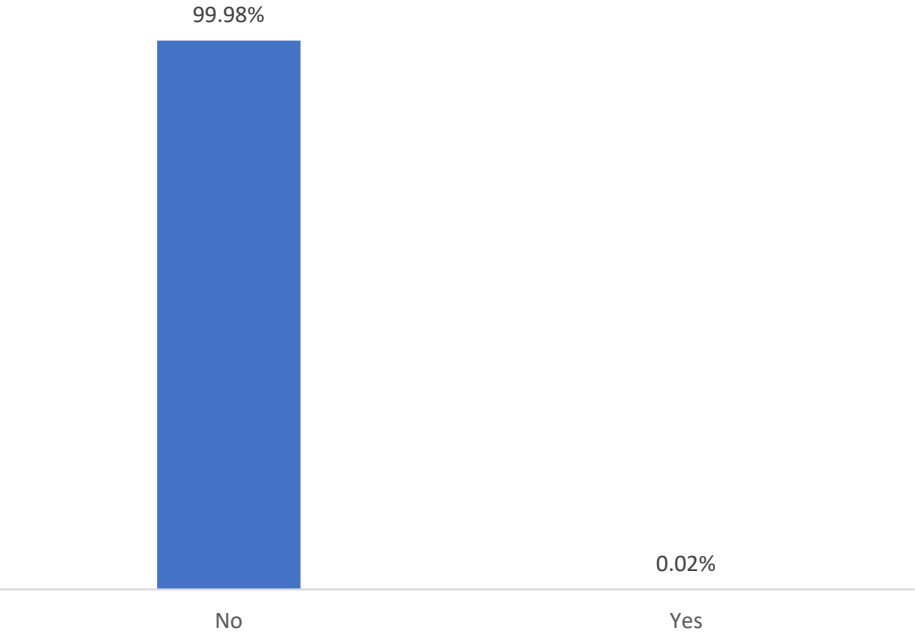
100.0%



No

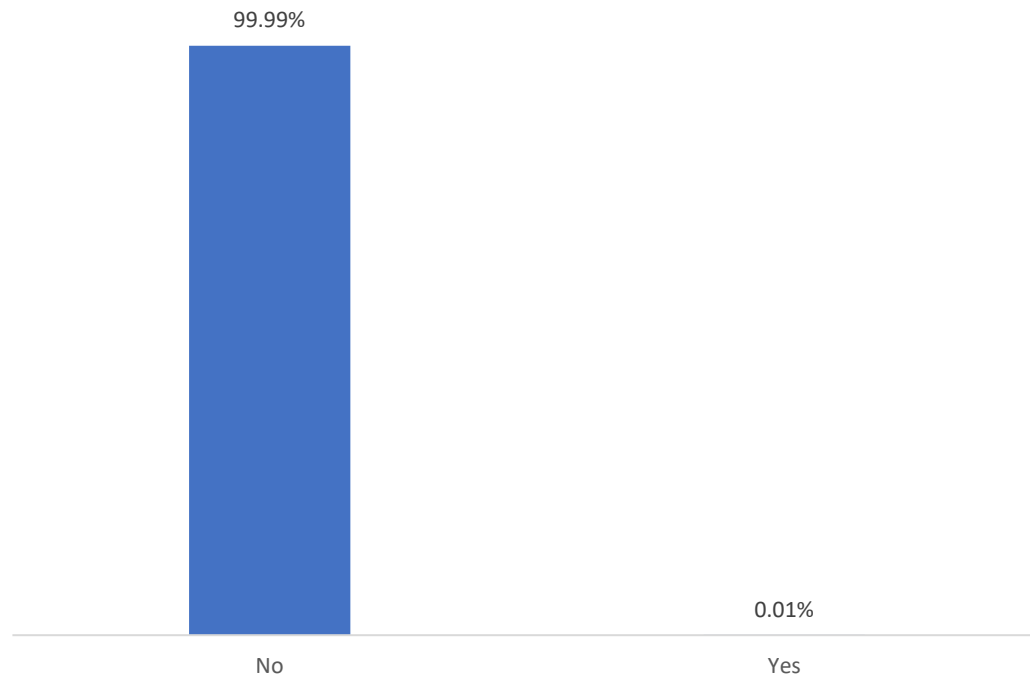
Newspaper Article

Only 0.02% saw the ad in newspaper article

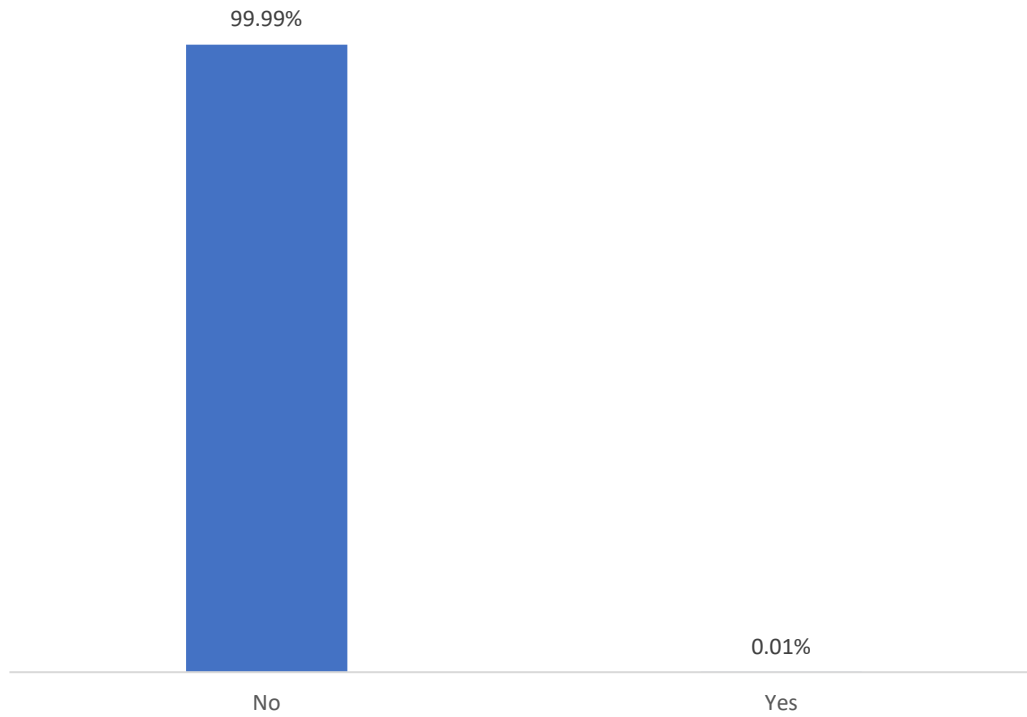


X Education Forums

Just 0.01% saw the ad on the forum



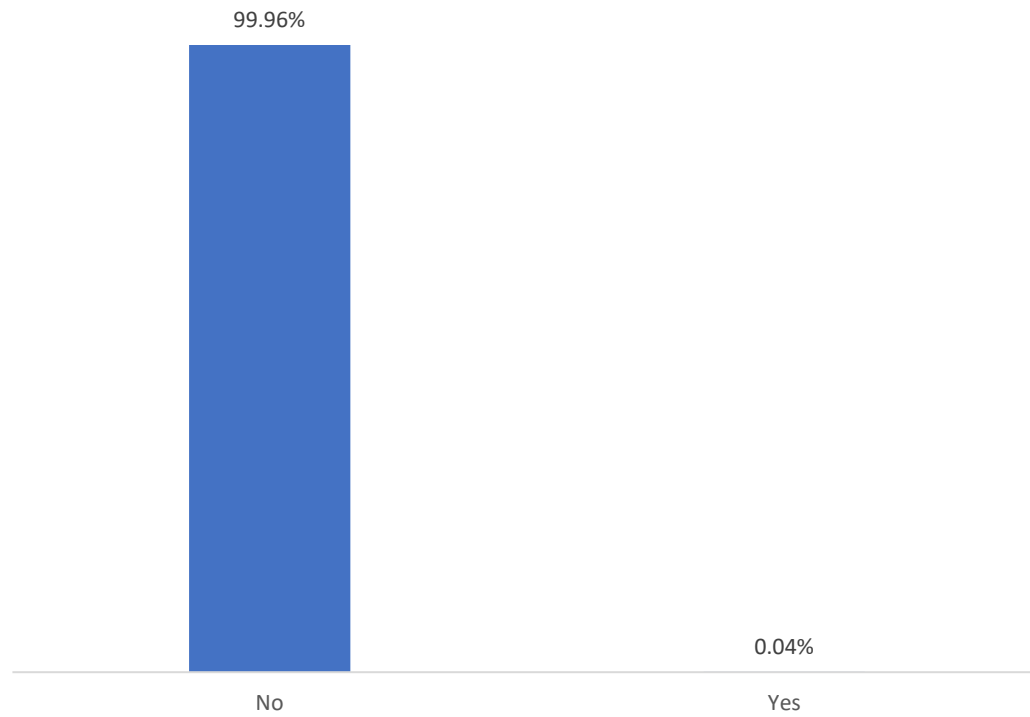
Newspaper



Again only 0.01% saw as in newspaper

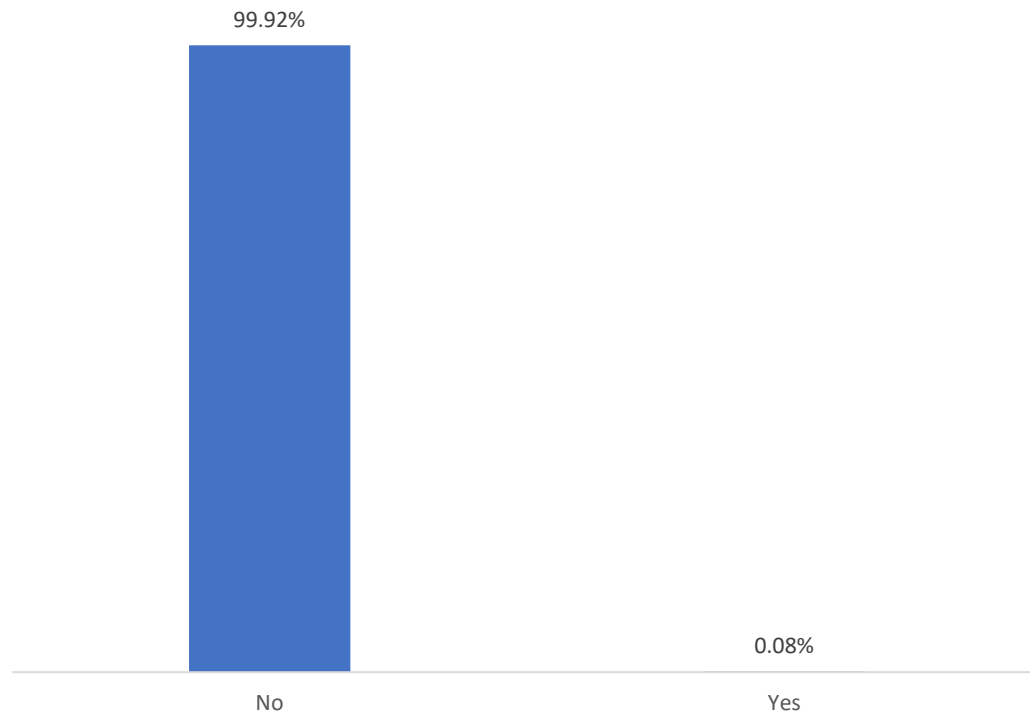


### Digital Advertisement



0.04% of the prospects saw the as in digital advertiesments.

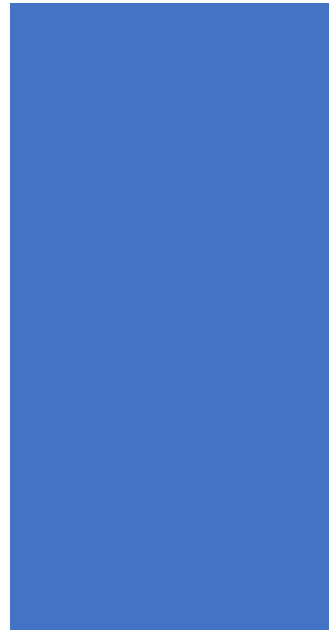
### Through Recommendations



0.04% of the prospects came in through recommendations.

Receive More Updates About Our Courses

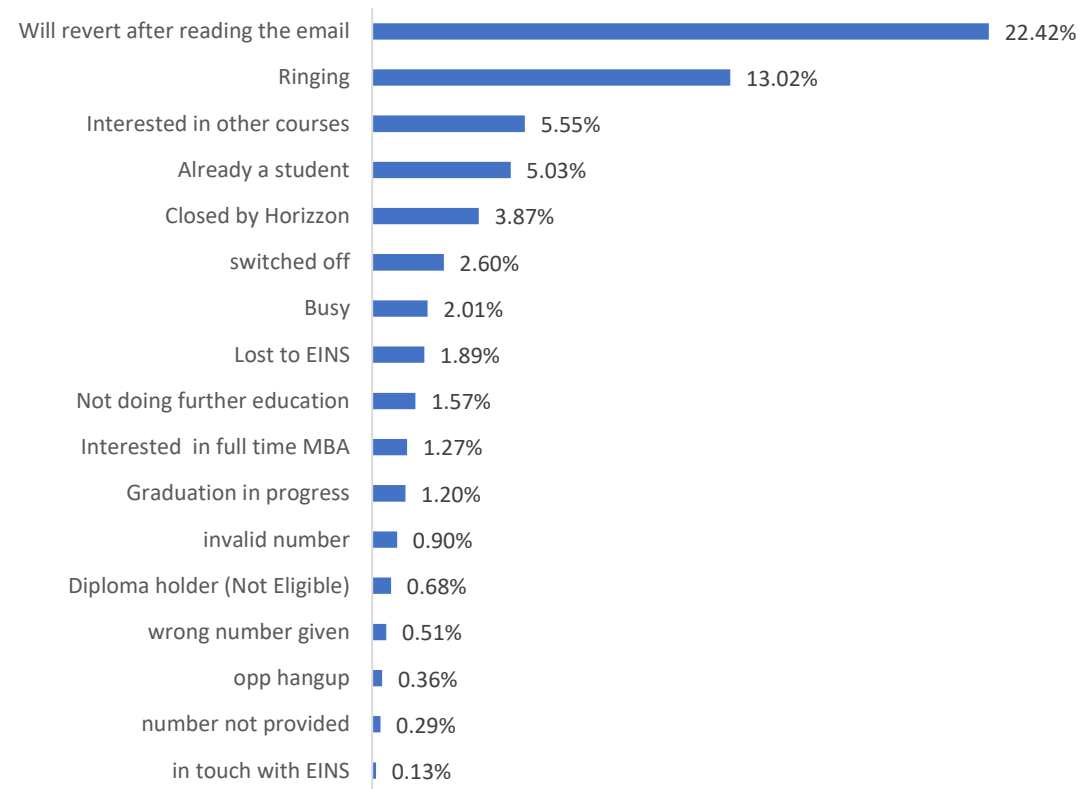
100.00%



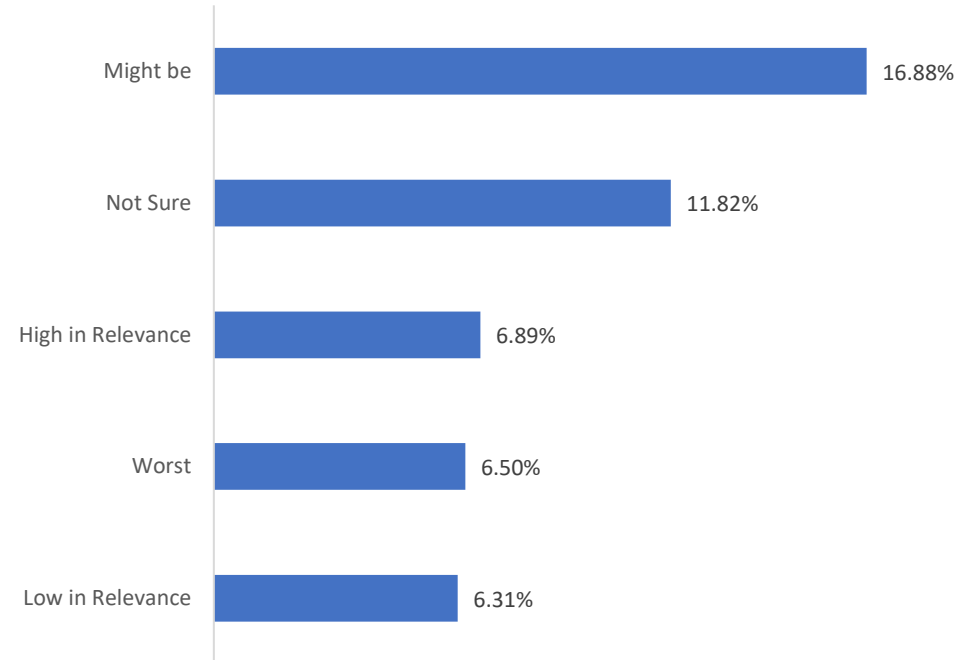
No

None of the prospects wanted to receive further updates about the courses

## Tags



### Lead Quality



16% of the leads quality is a might be  
11% leads are not sure

Update me on Supply Chain Content

None of the leads want any updates in supply chain content

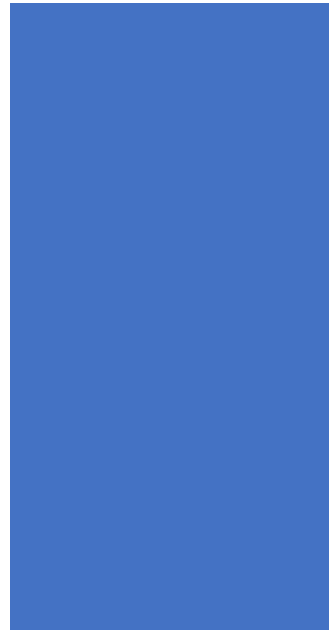
100%



No

Get updates on DM Content

100%

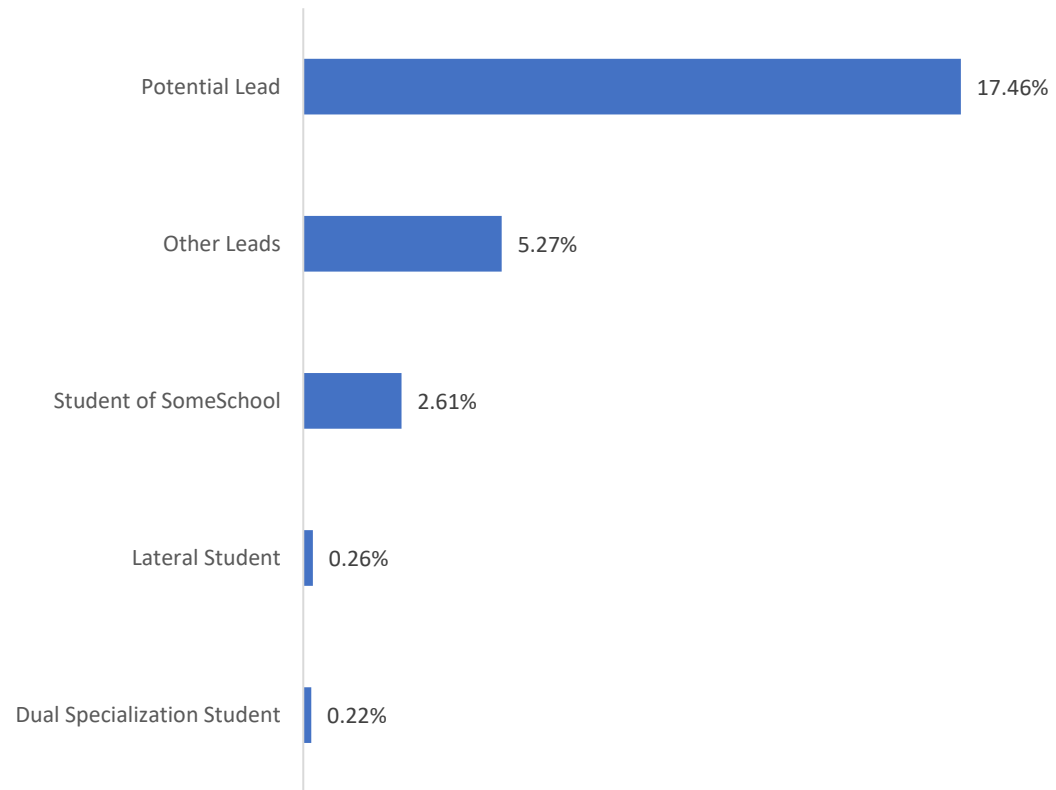


No

None of the leads want any updates regarding the digital marketing content

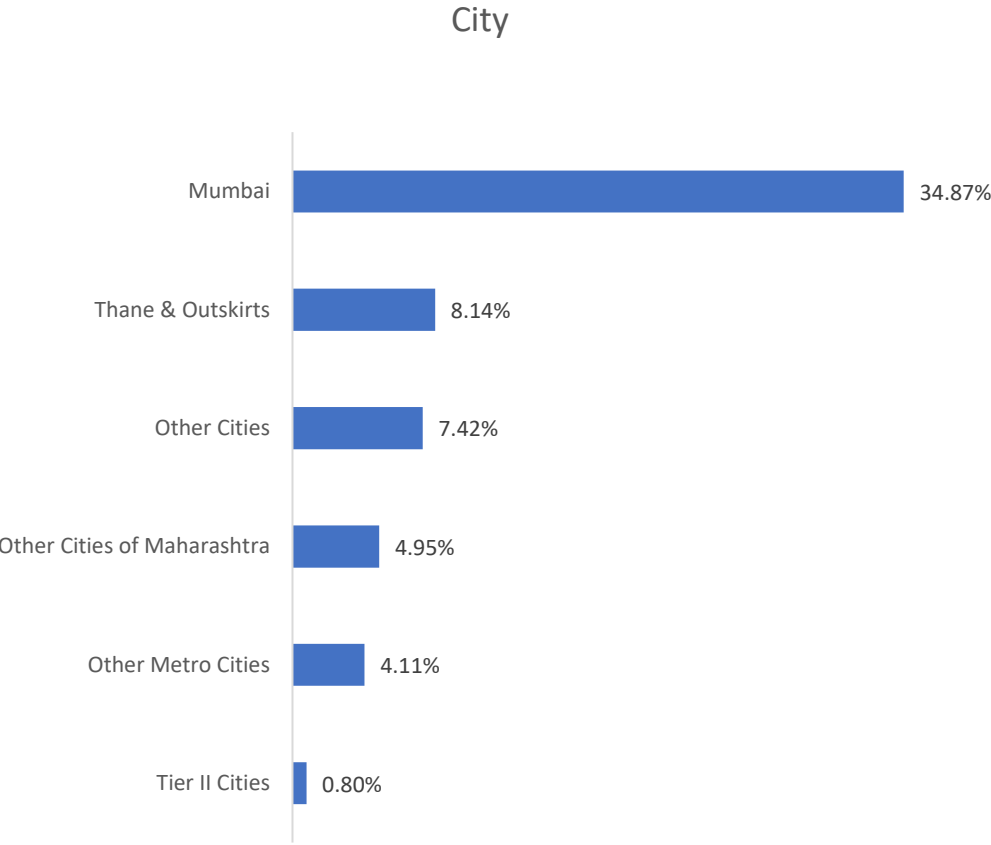
### Lead Profile

just 17% of the total leads are potential leads





Most leads generated are from mumbai



I agree to pay the amount through cheque

100%

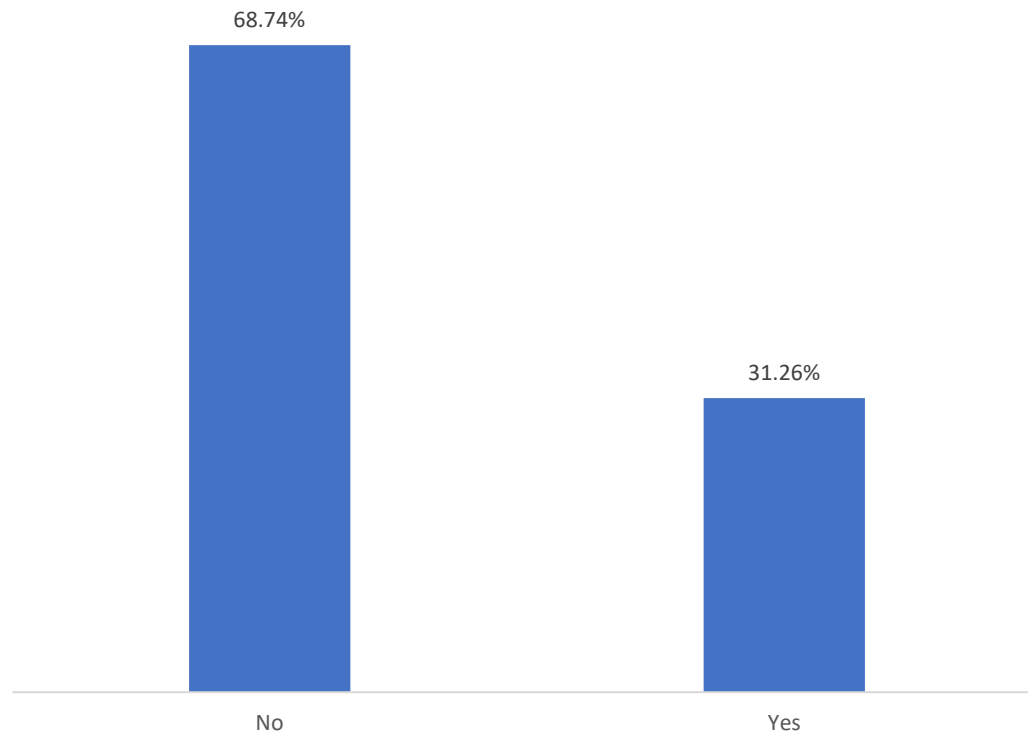


No

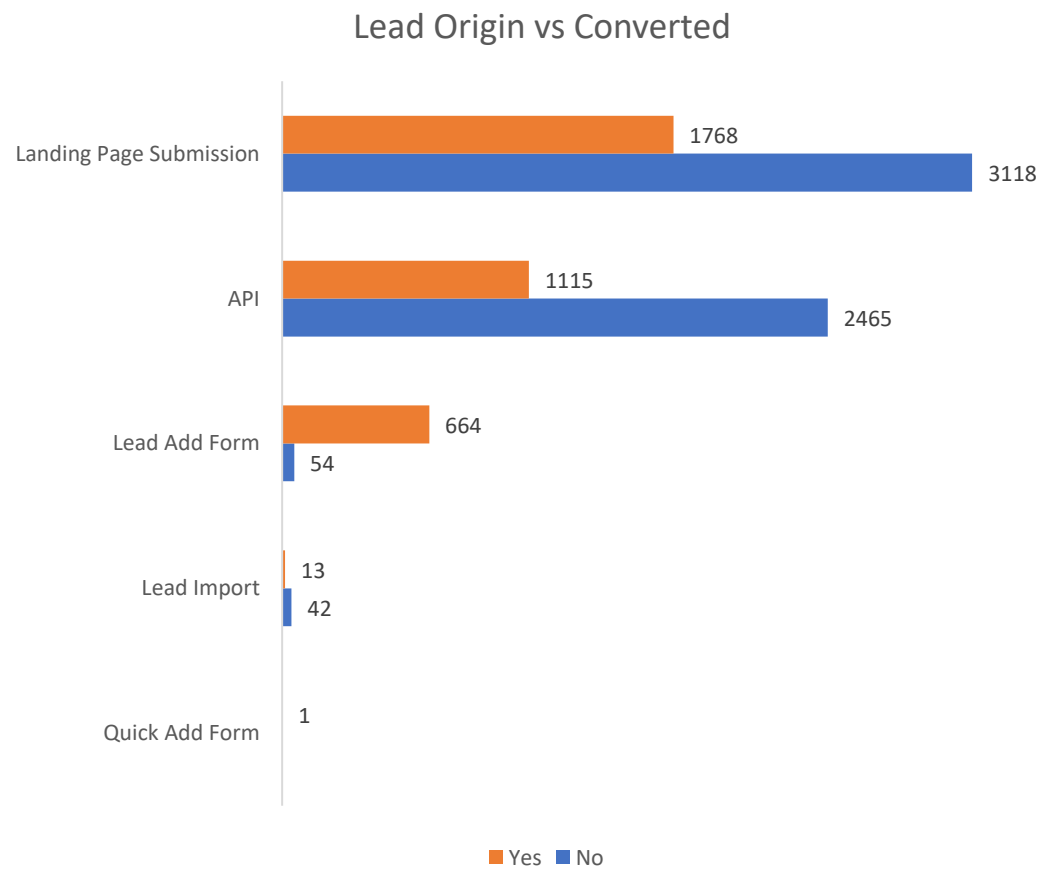
None of the leads opted to pay through cheque

A free copy of Mastering The Interview

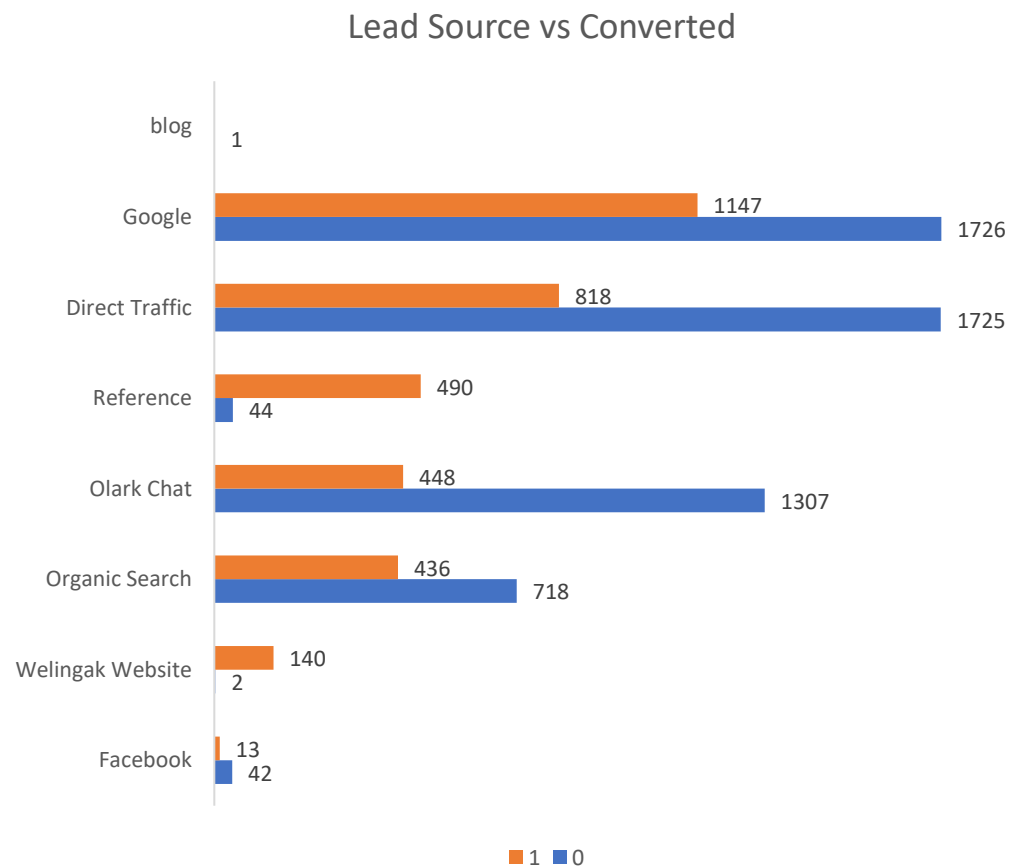
Only 69% opted for a free copy for mastering interview



# BIVARIATE ANALYSIS

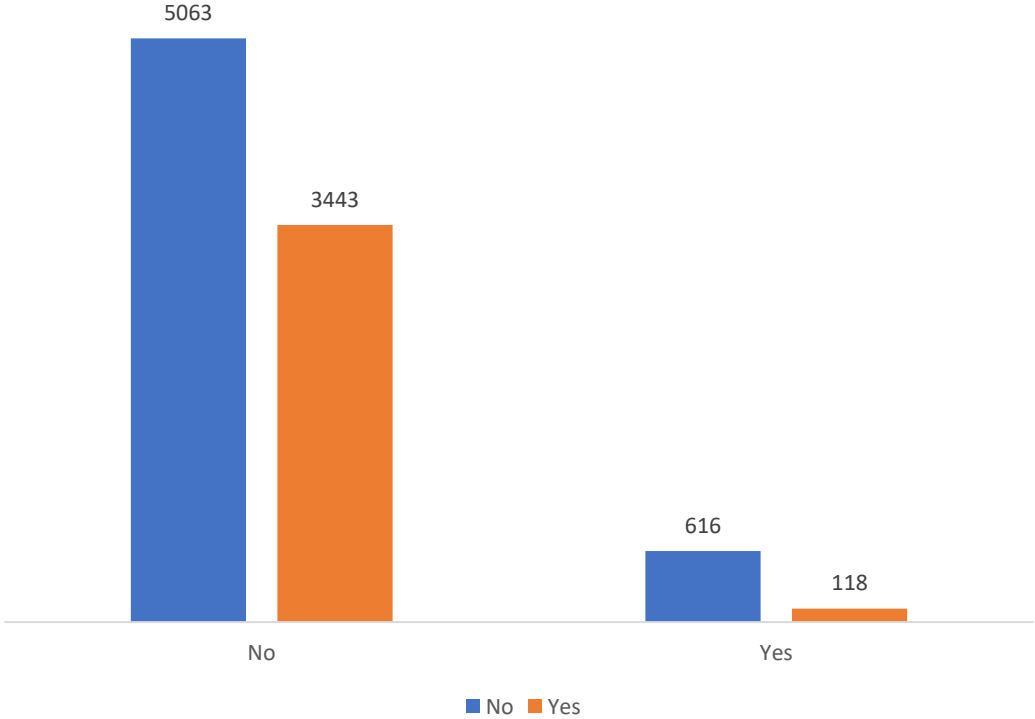


Most of the leads that converted originated from Landing page submissions followed by API and lead add forms.



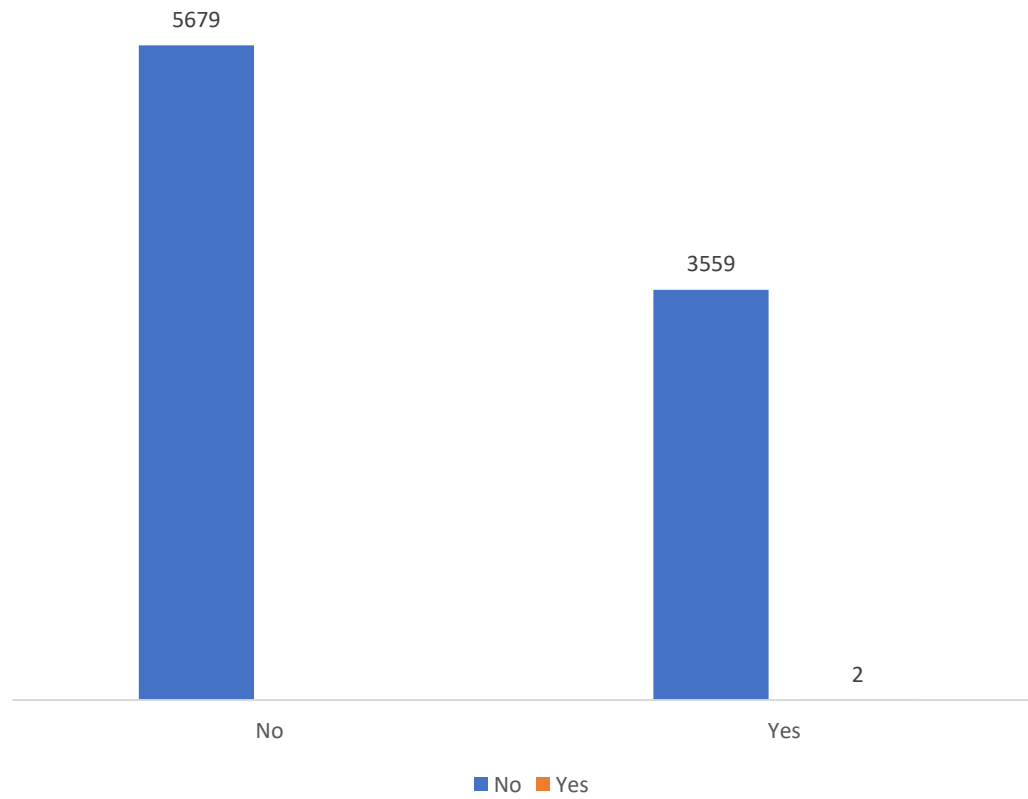
Most of the leads that got converted were sourced from google, direct traffic, reference, clark chat and organic search.

Email vs Converted



Most leads that got converted opted no for email

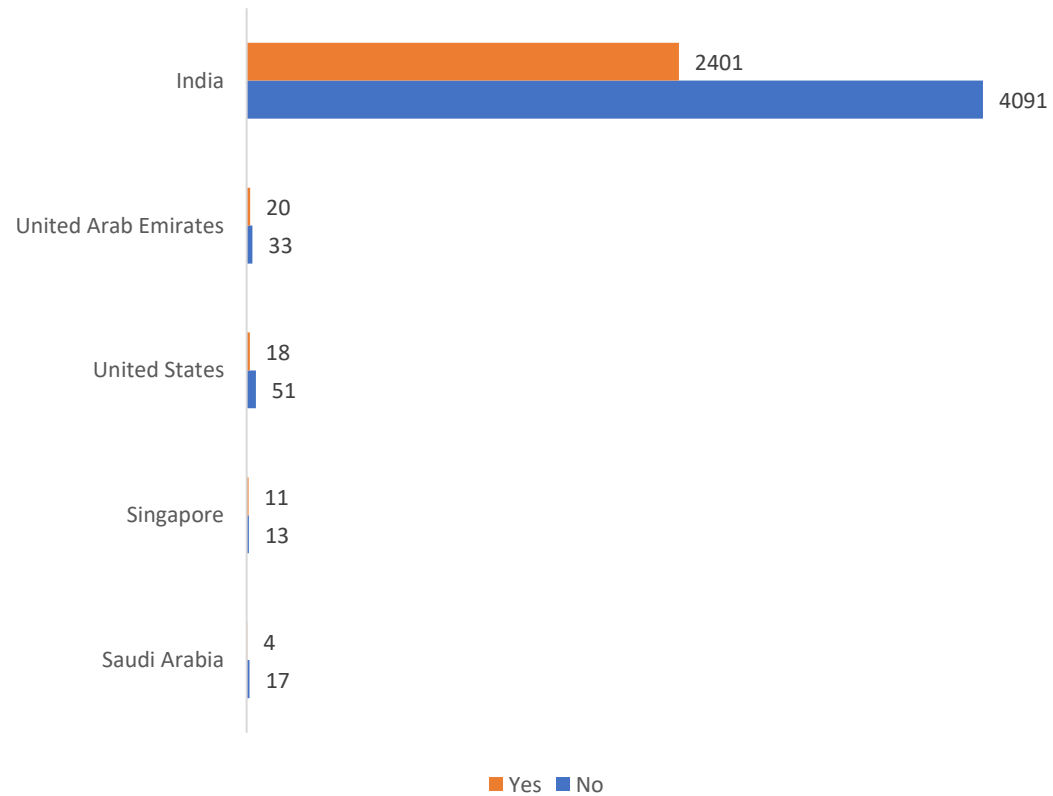
Call vs Converted



Only 2 of the total converted opted yes for call



Country vs Converted

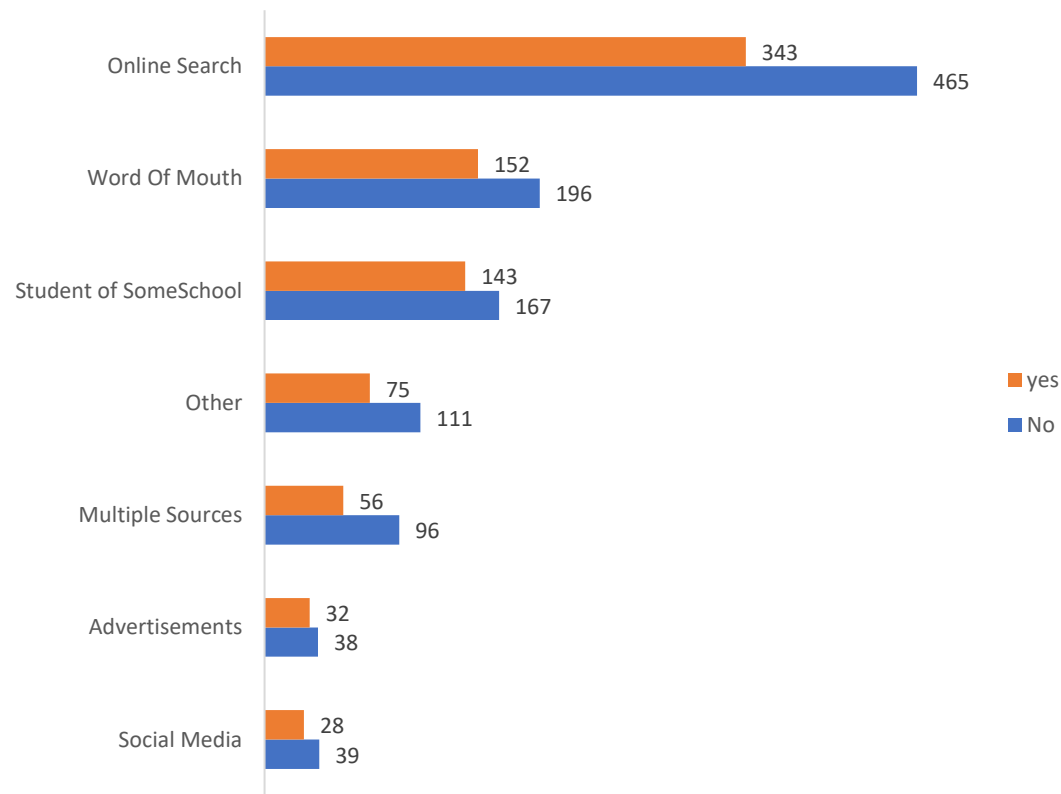


Most of the leads converted came from india, UAE, US, Singapore and Saudi Arabia.



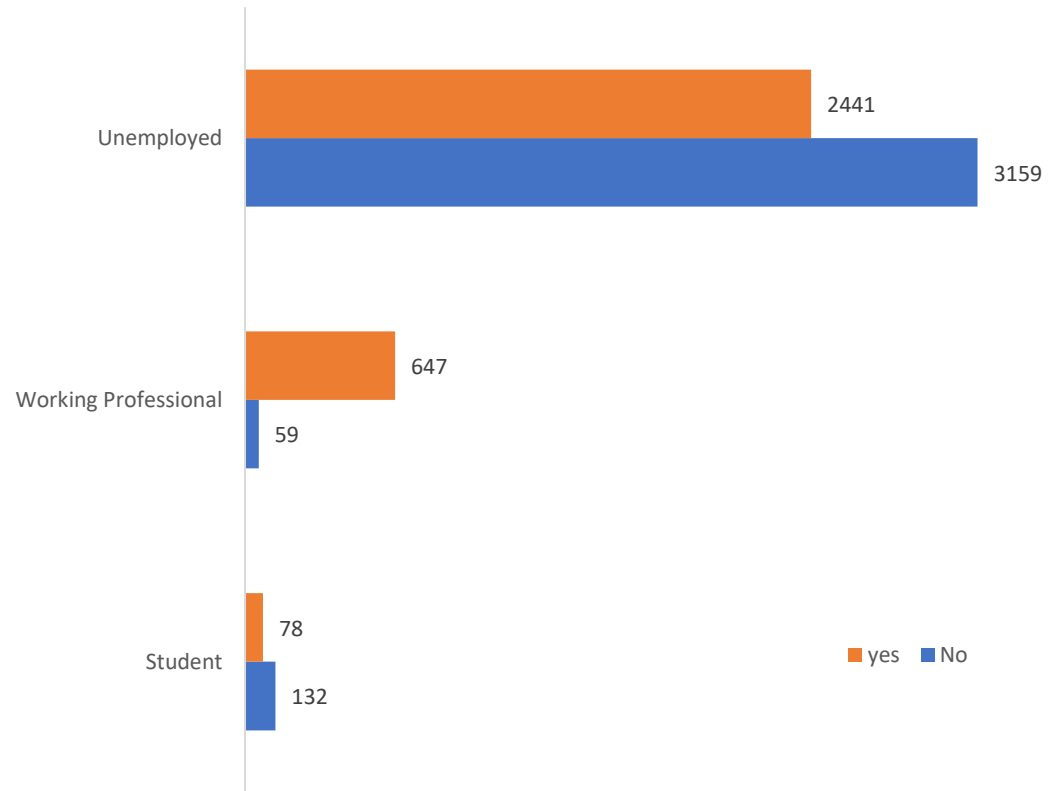
Most of the leads converted specialize in finance, marketing, HR, Operatoins, Business Administrations, Banking and investment, Supply chain.

How did you hear about us vs converted



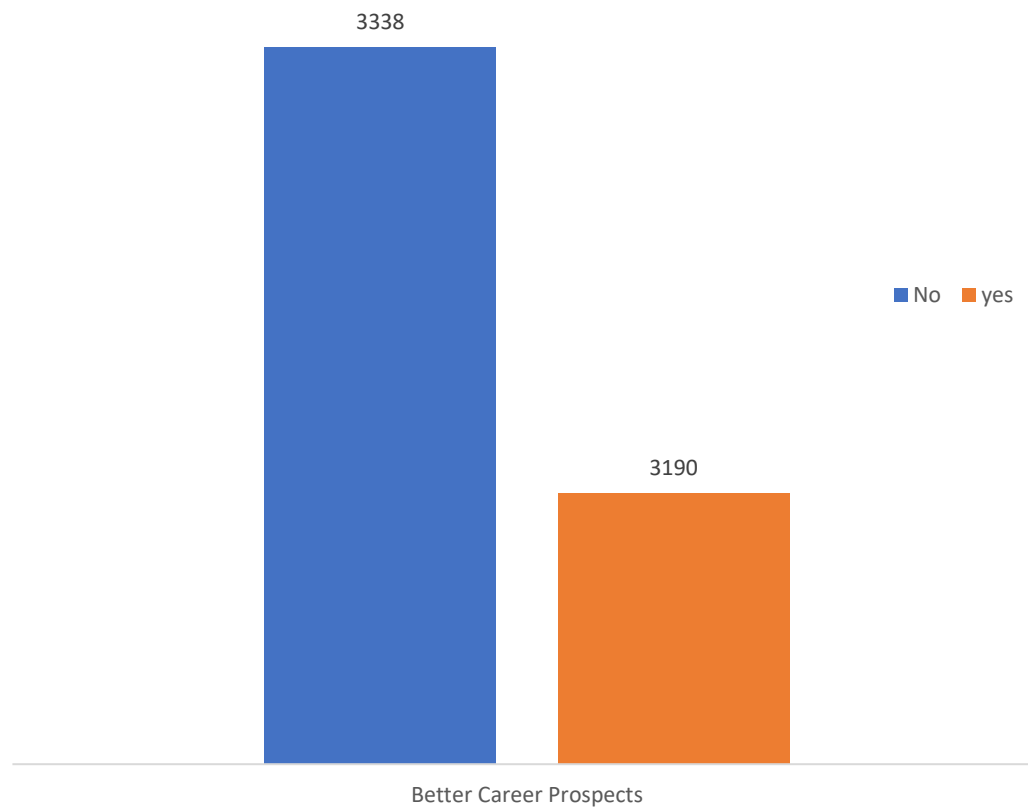
Most of the leads converted heard about x education from online search, word of mouth, students.

Occupation vs Converted

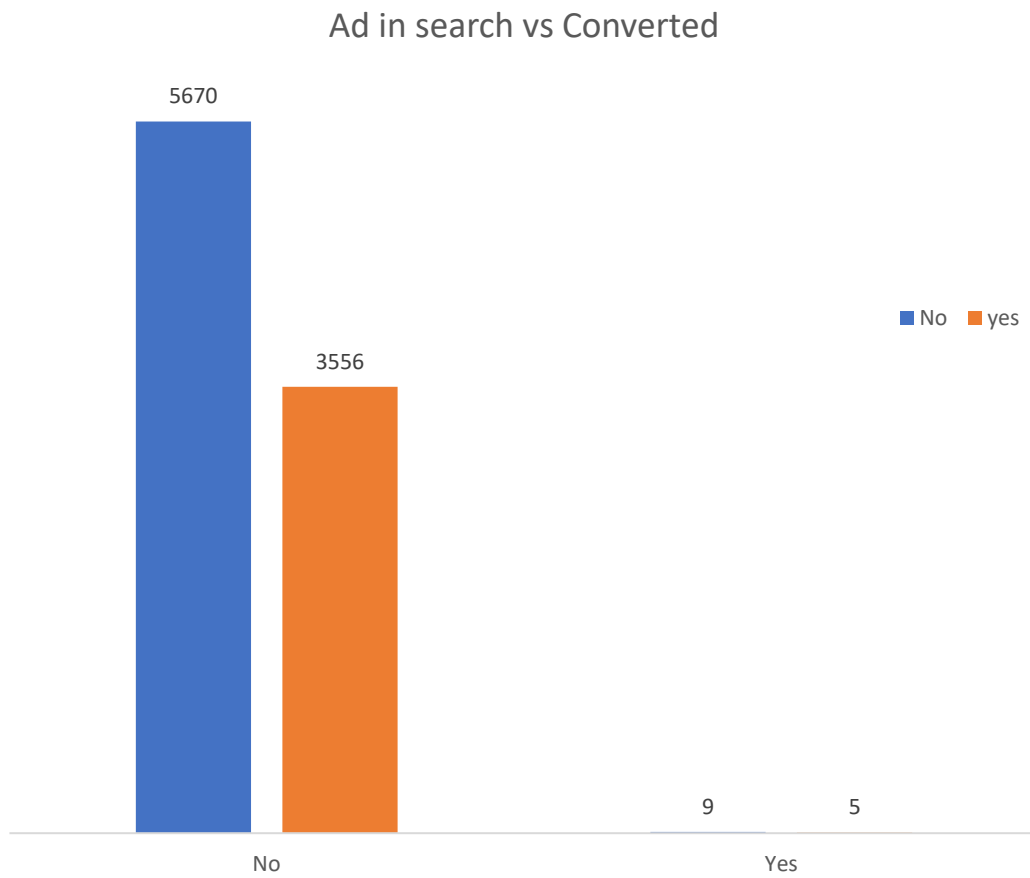


Most of the leads converted are unemployed, working professionals or students.

Purpose for choosing the course vs Converted

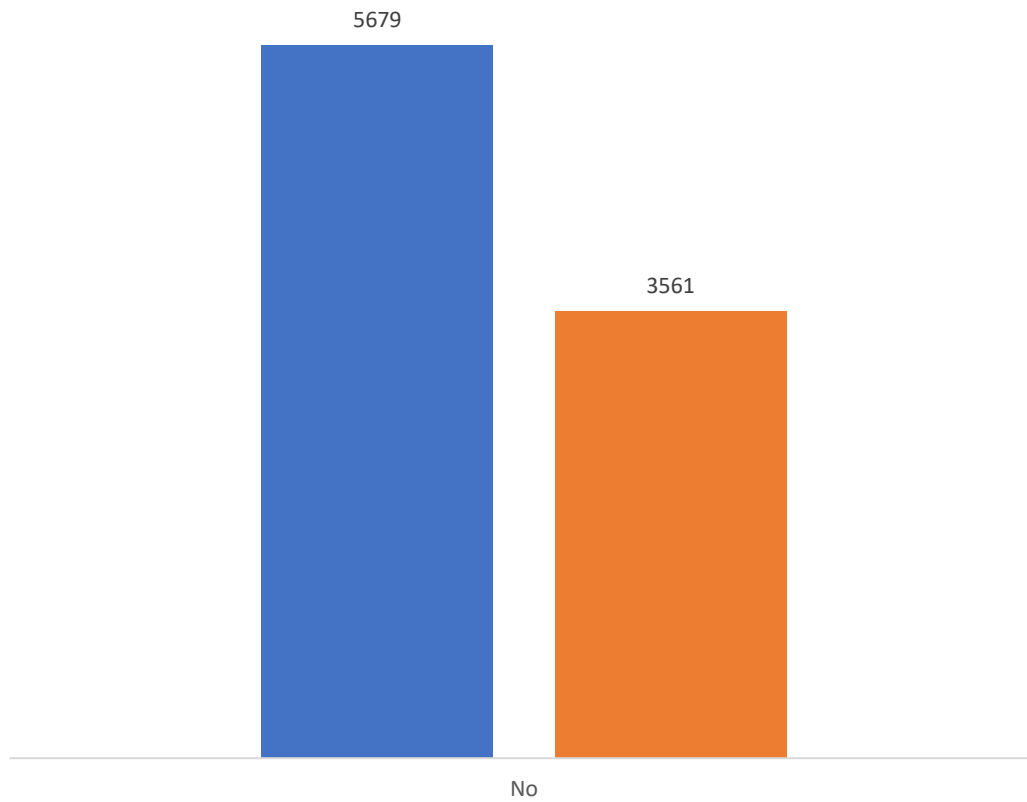


Most of the leads converted took up the course for better career prospects.



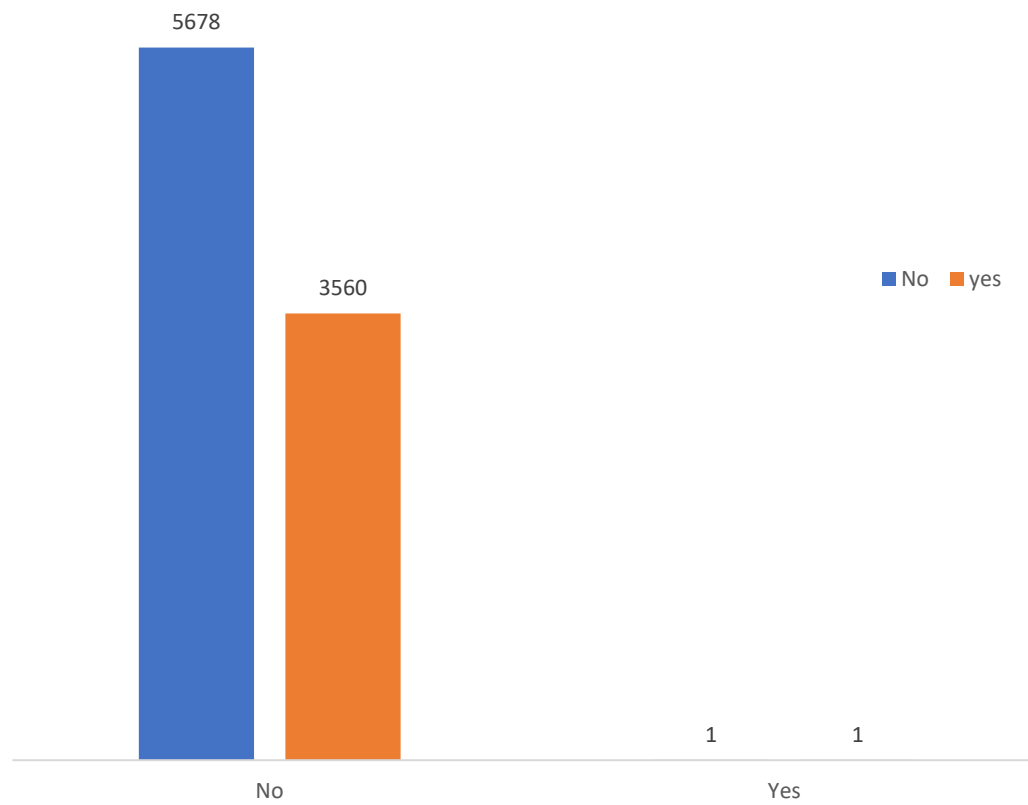
Most of the leads that got converted did not see the ad in any search.

Ad in magazine vs Converted



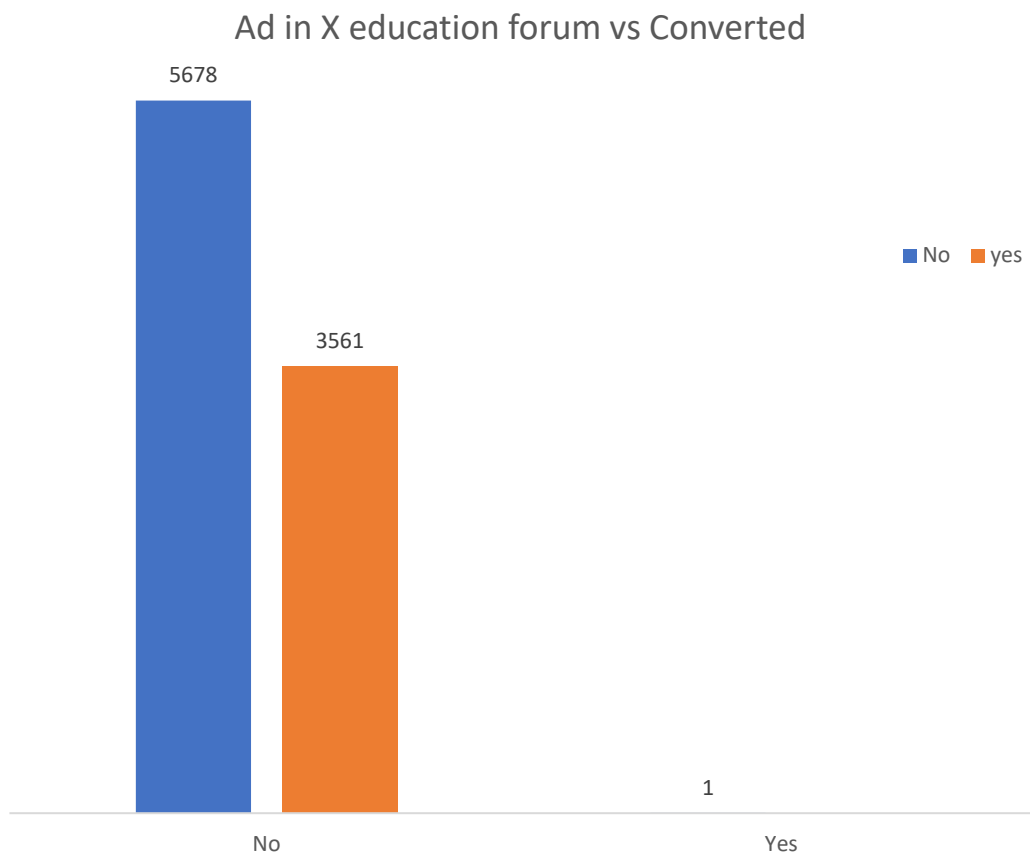
Most of the leads that got converted didn't see ad in any magazine

Ad in news article vs converted

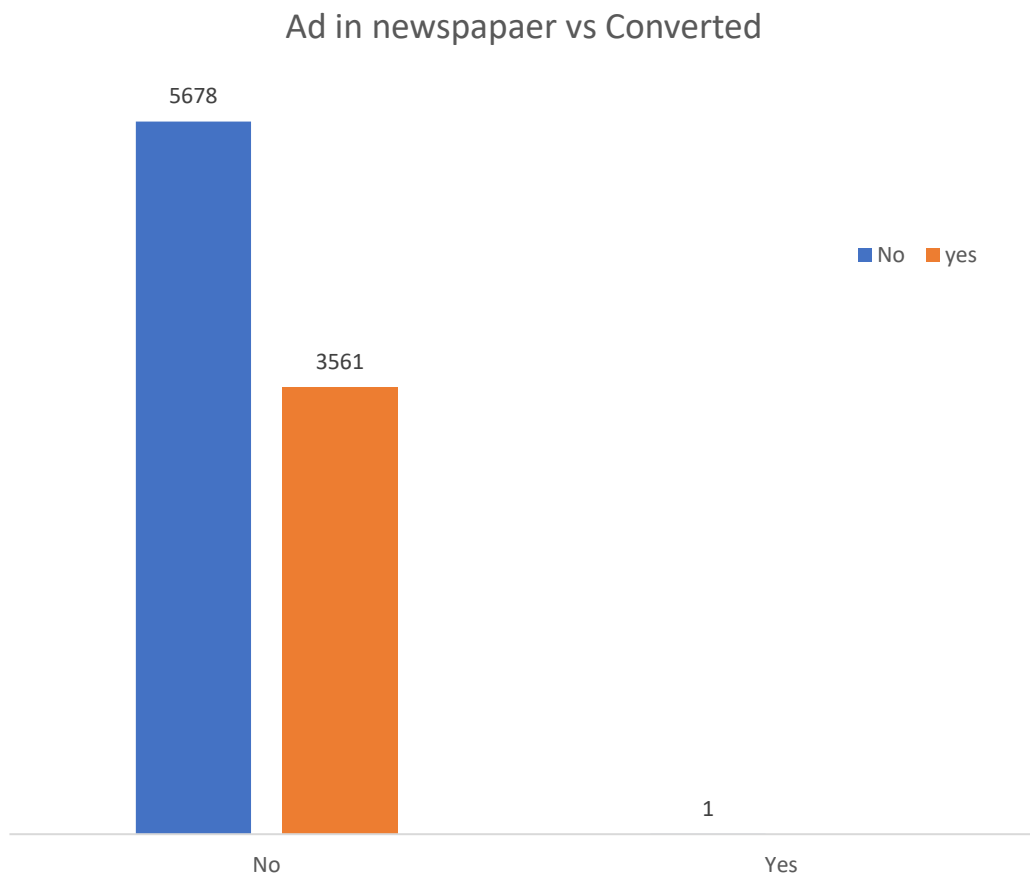


Most of the leads that got converted didn't see ad in any news article



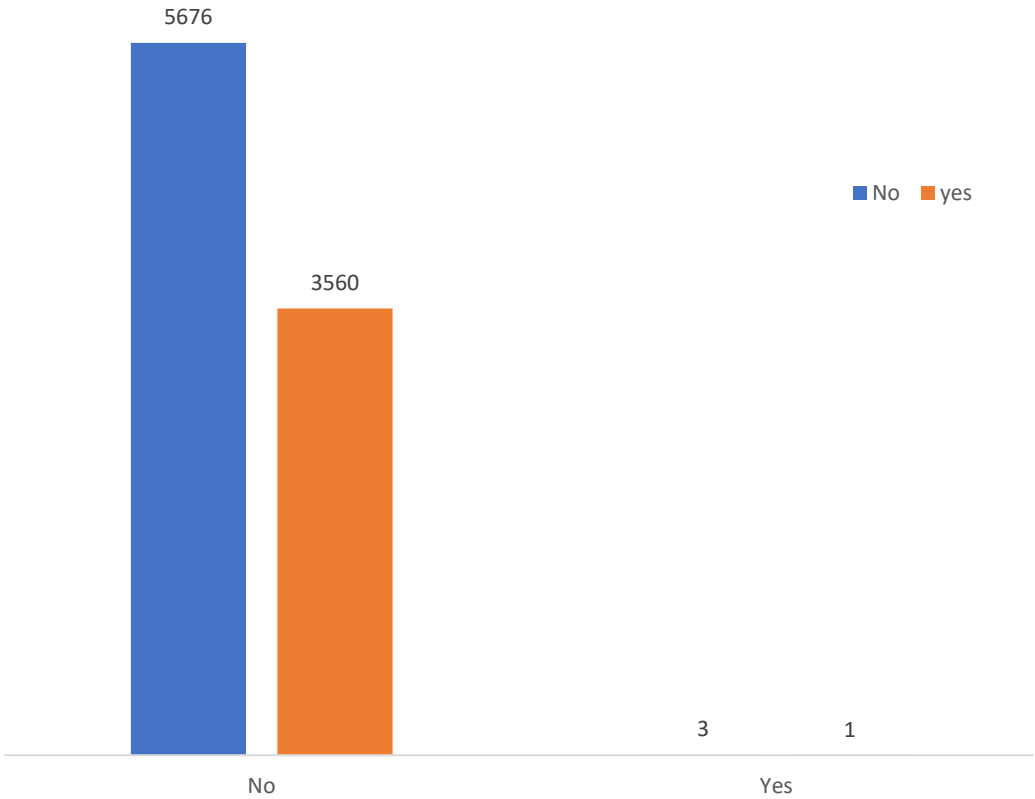


All of the leads that got converted didn't see the ad in the x education forum



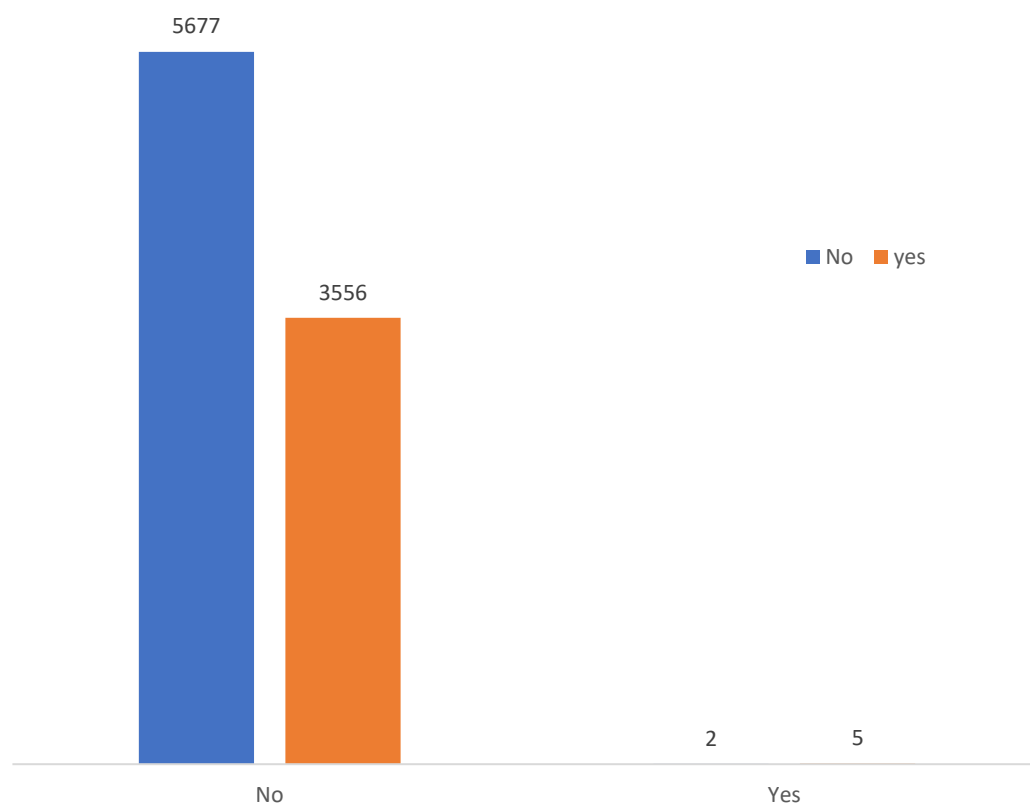
All the leads that got converted didn't see ad in the newspaper

Digital Advertisements vs Converted



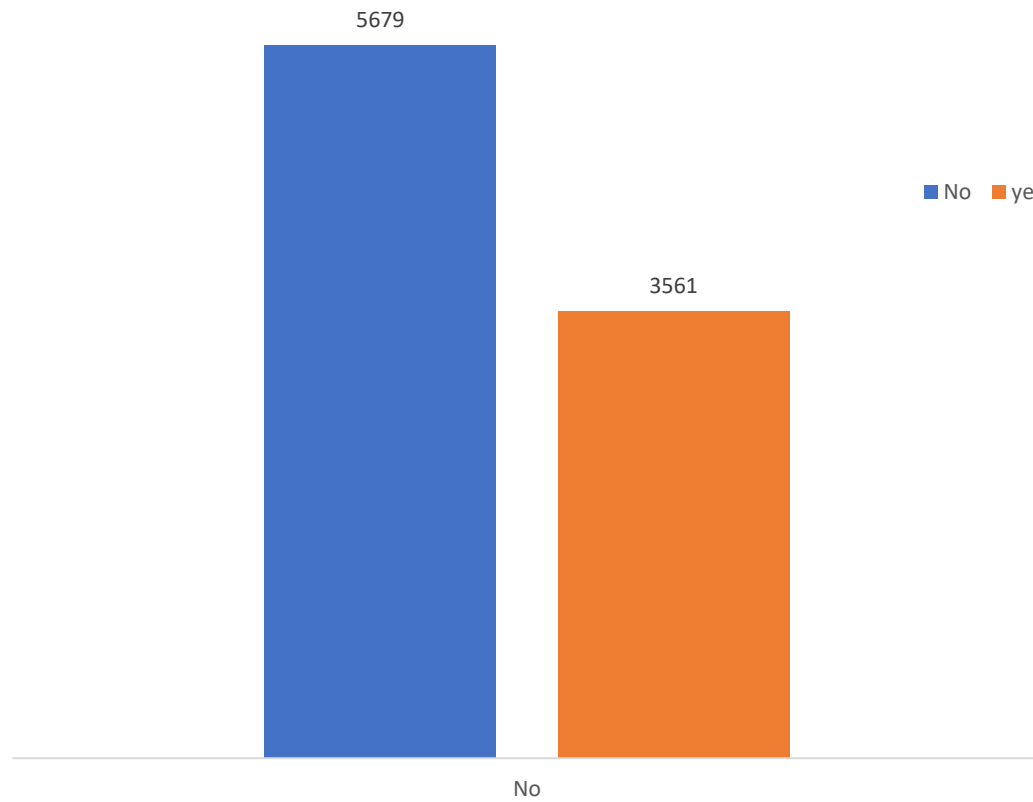
Most of the leads that converted didn't see any digital advertisements

through recommendations vs Converted

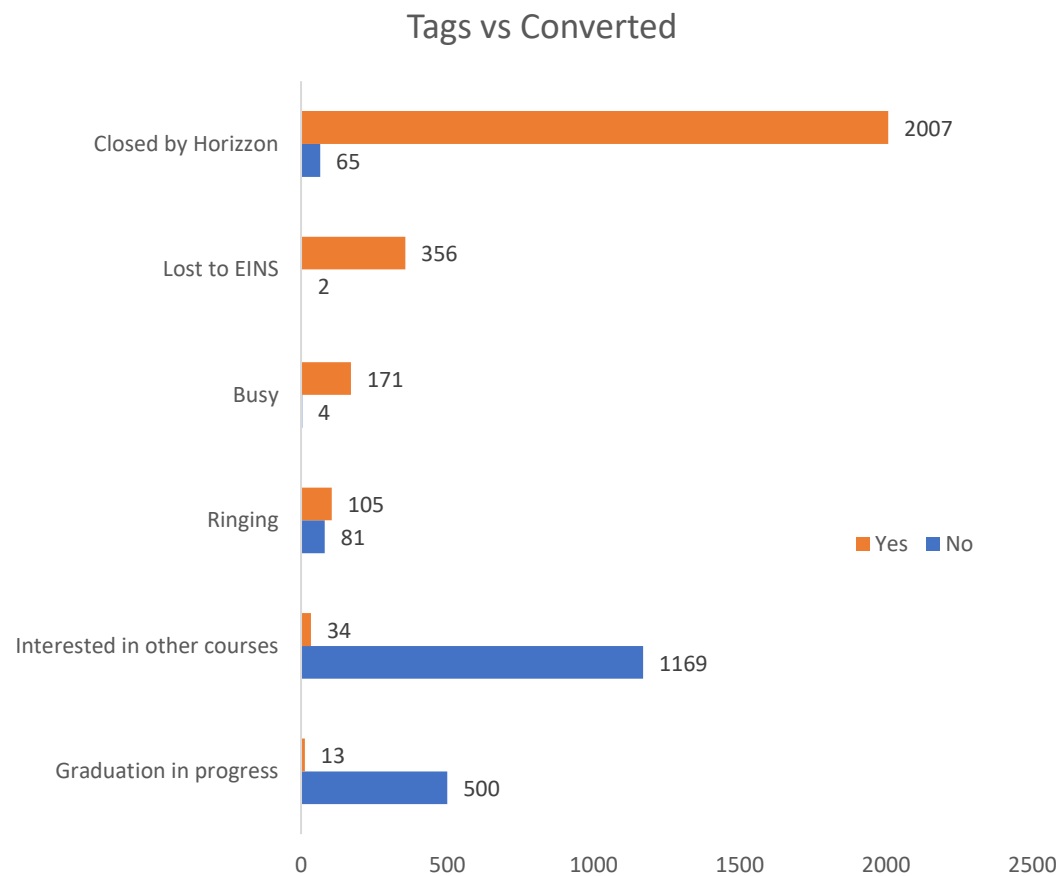


Only 5 of the 3561 leads that got converted came through recommendation.

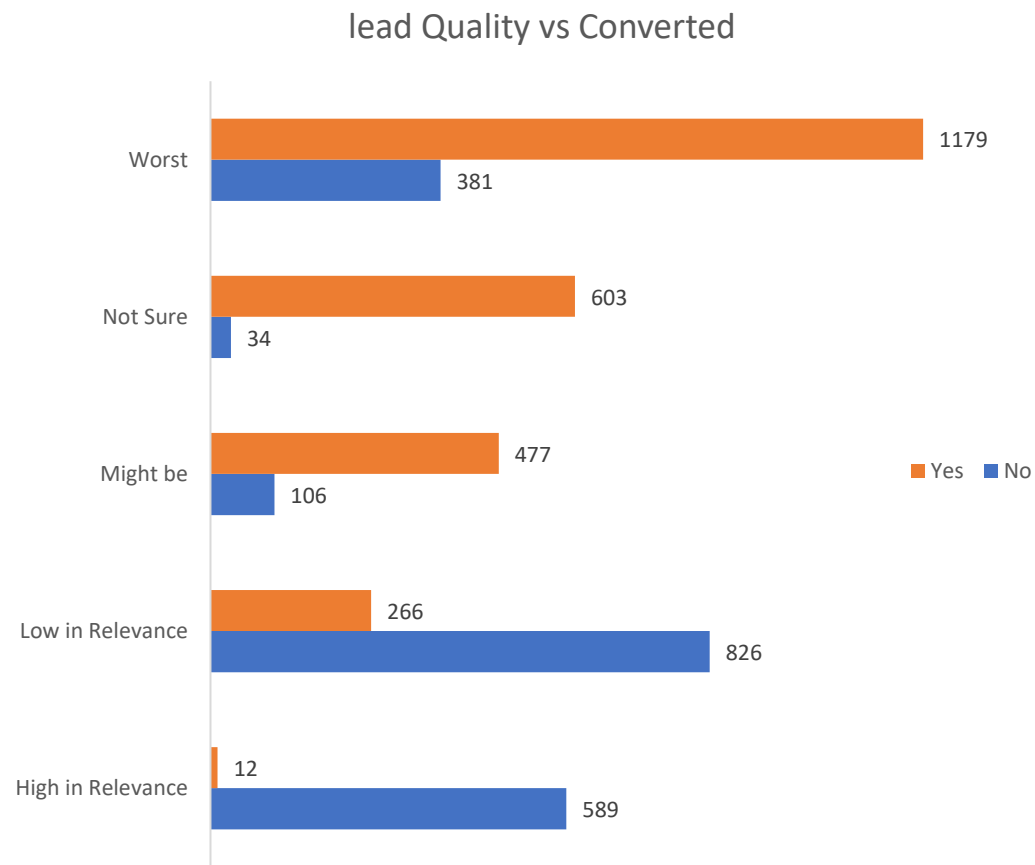
Receive More Updates About Our Courses vs Converted



All the leads that converted didn't opt to receive updates on further courses.

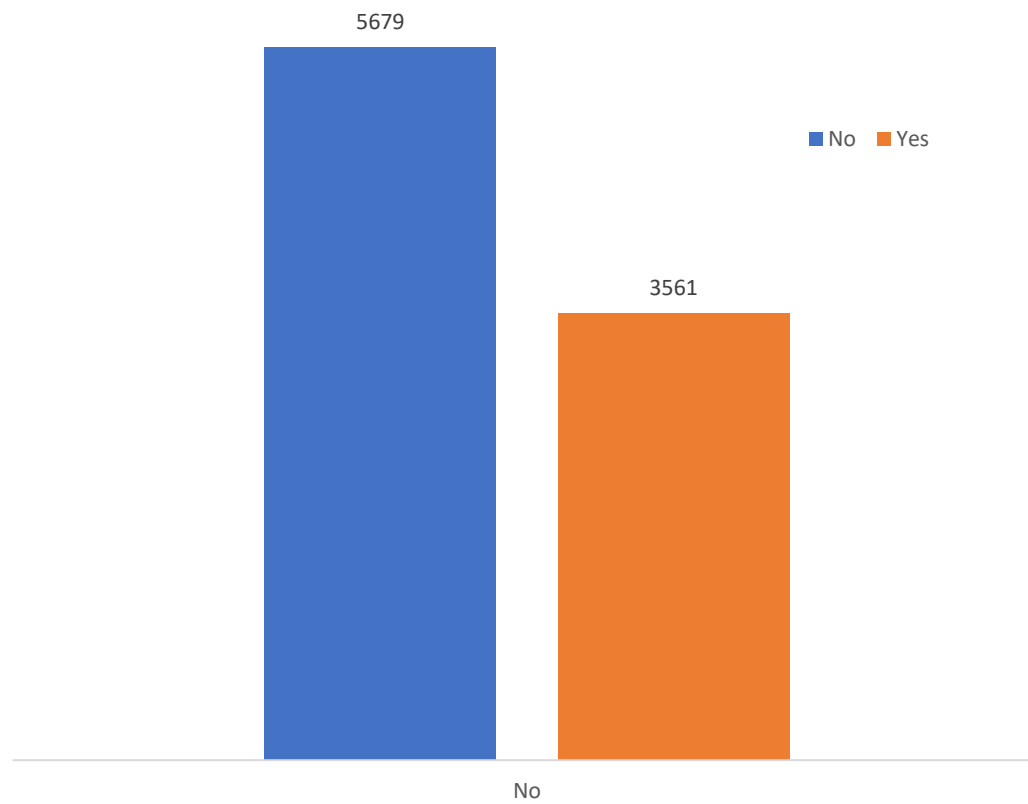


Most of the leads that got converted are tagged with – closed to horizon, Lost to EINS, Busy or ringing.



Most if the leads that got converted have the lead quality of worst, not sure, might be, low in relevance which is very interesting.

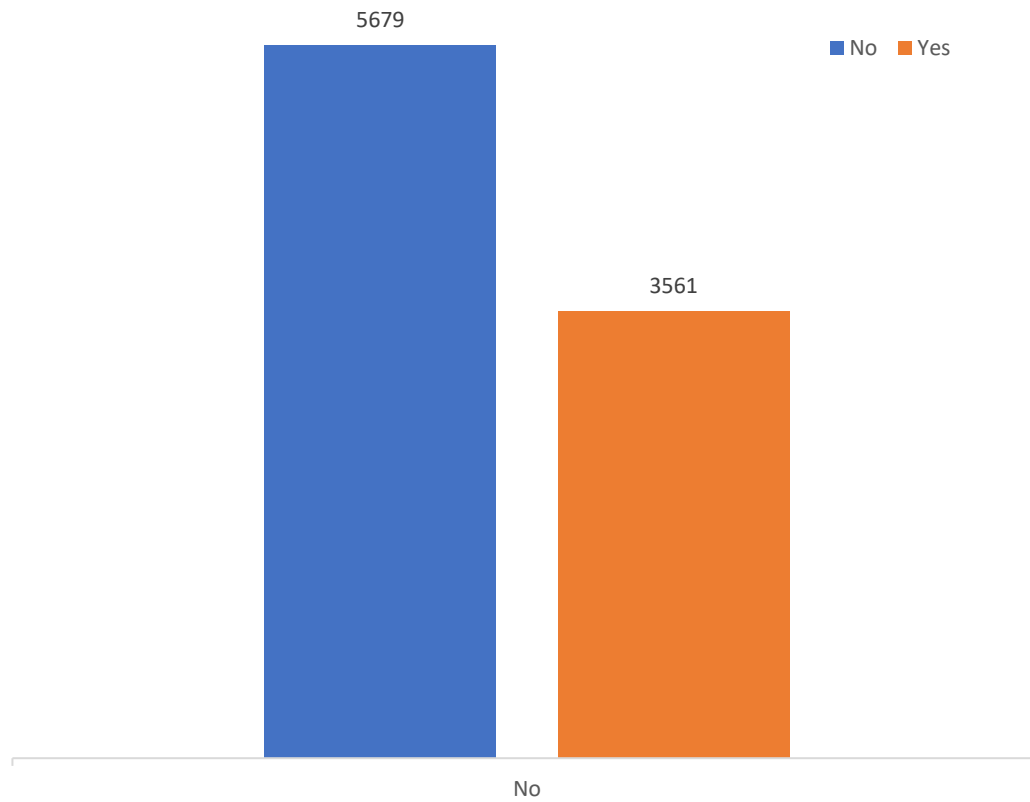
Update me on Supply Chain Content vs Converted



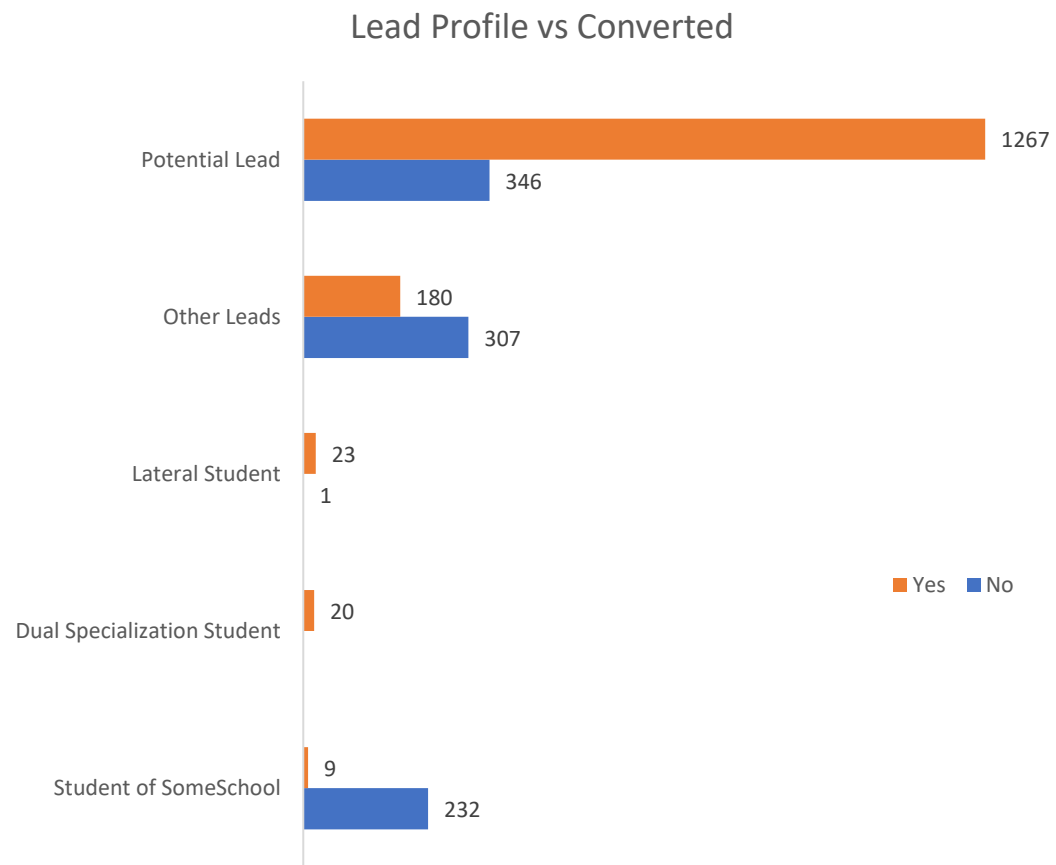
All the leads that got converted didn't want any updates on supply chain content.



Get updates on DM Content vs Converted

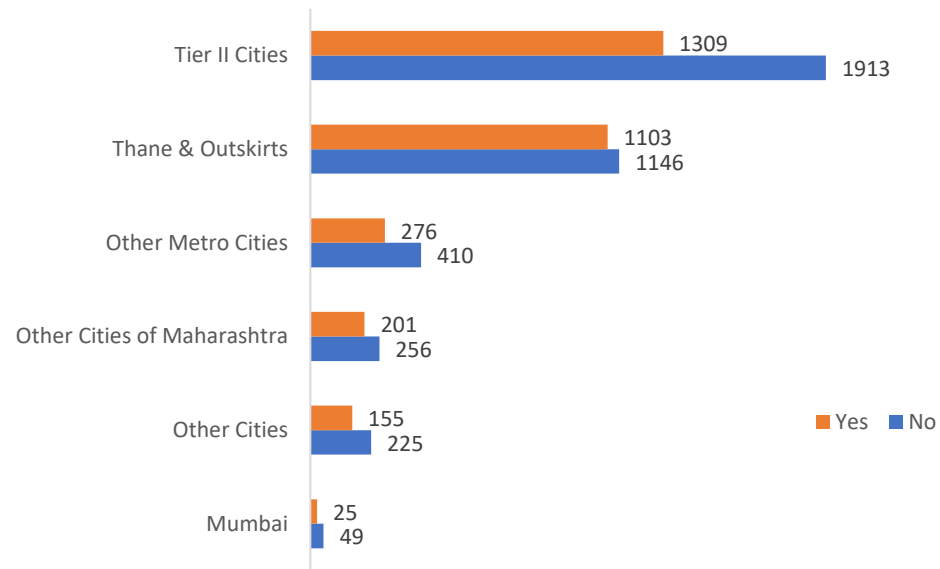


All the leads that got converted didn't want to get updates on digital marketing content



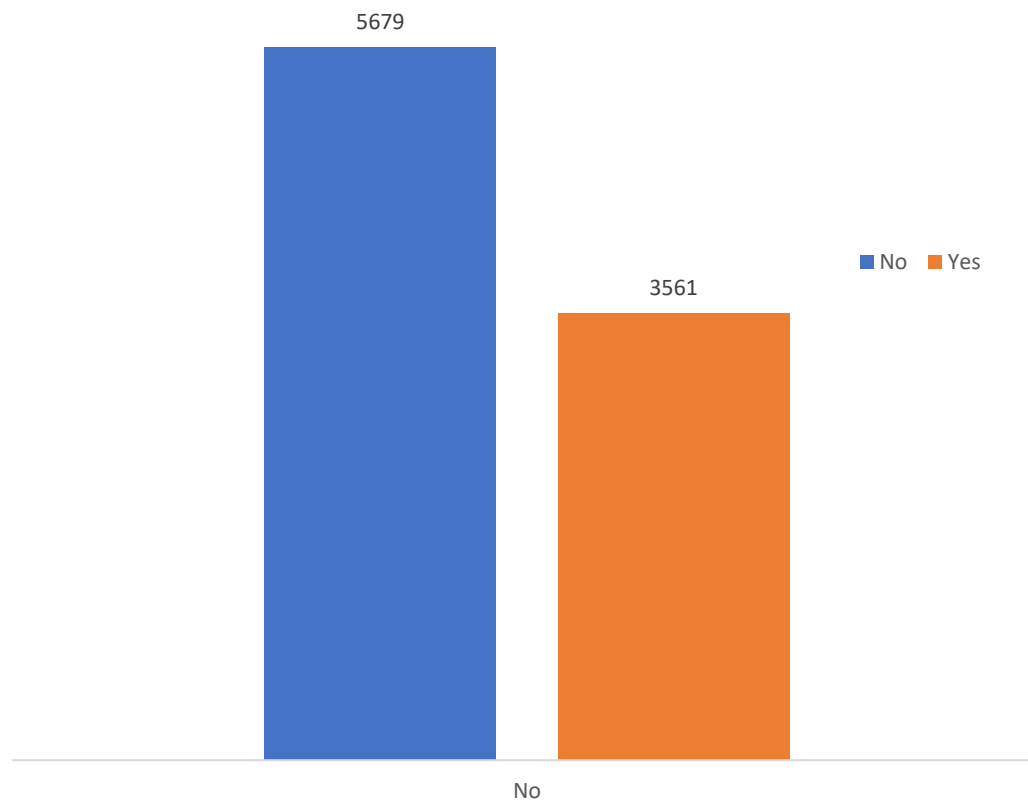
Most of the leads that got converted came from the lead profile category potential lead

City vs Converted



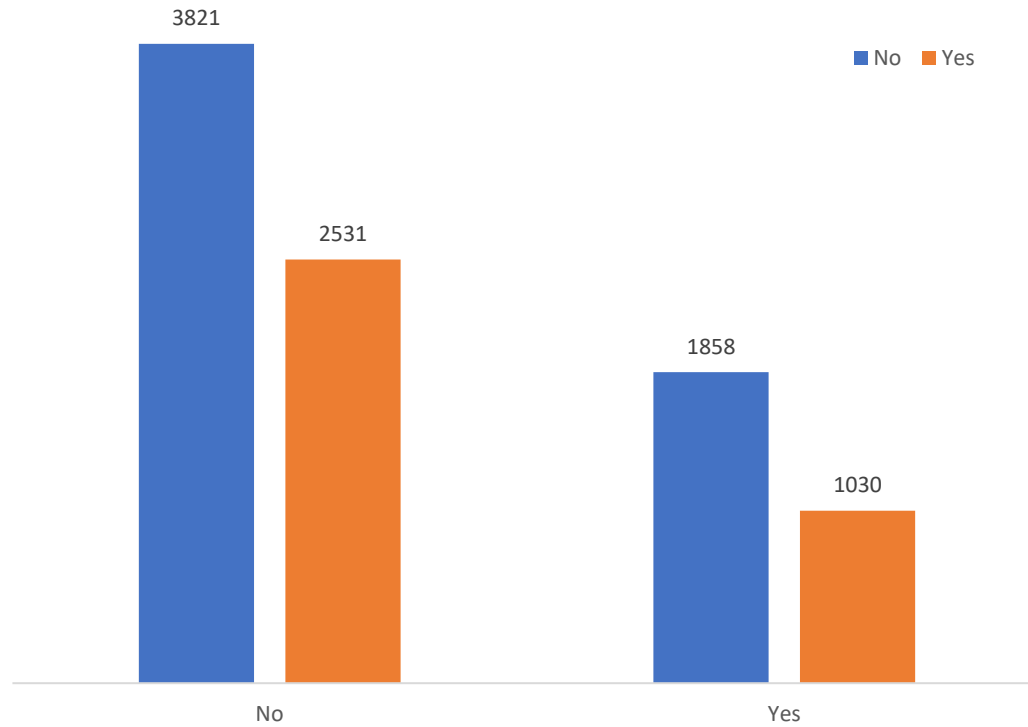
Even though 34% leads are coming from Mumbai and 0.8% leads from tier II cities majority the actual leads that get converted are from tier II cities, followed by thane & outskirts.

agree to pay the amount through cheque vs Converted



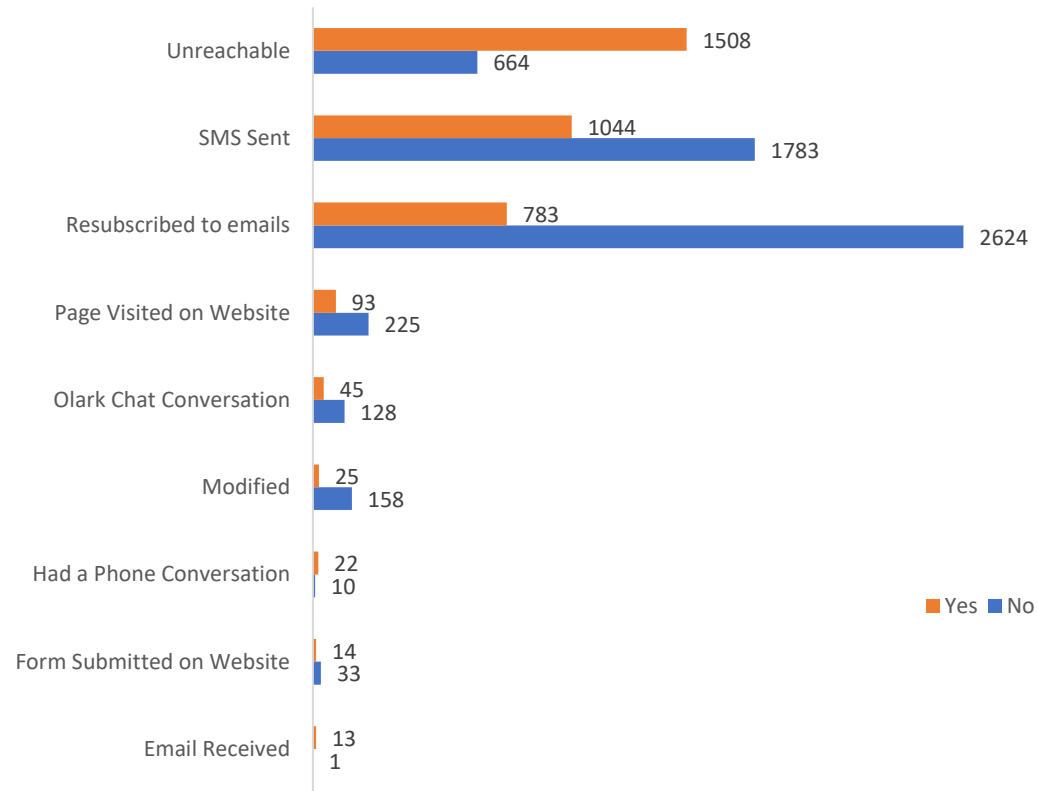
All the leads that got converted didn't agree to pay in Cheque

free copy of Mastering The Interview vs Converted



Only 1030 out of 3561 conversions opted for a free copy to master interviews.

Last Notable Activity vs Converted



Last notable activity of the leads that got converted were unreachable, sms sent, resubscribed to emails.