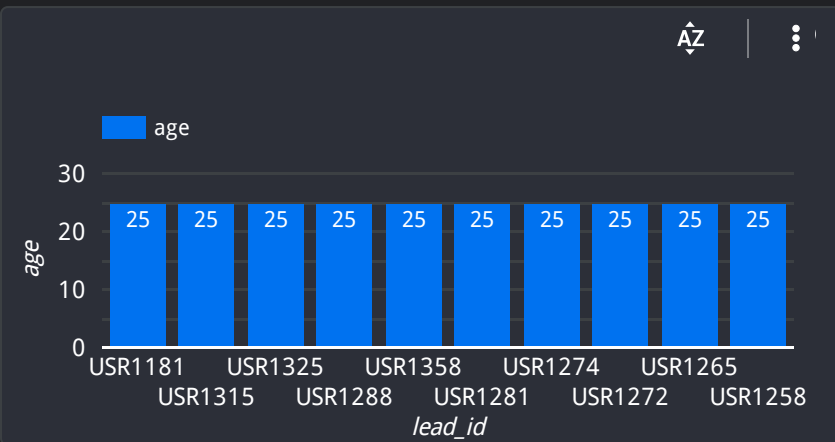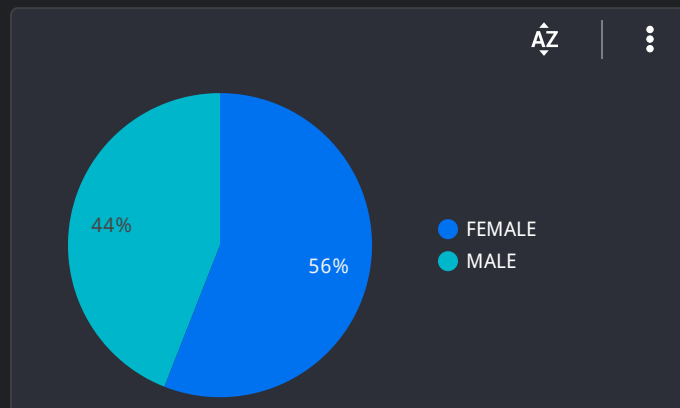# Lead Basic Details

lead_gen_source ▼
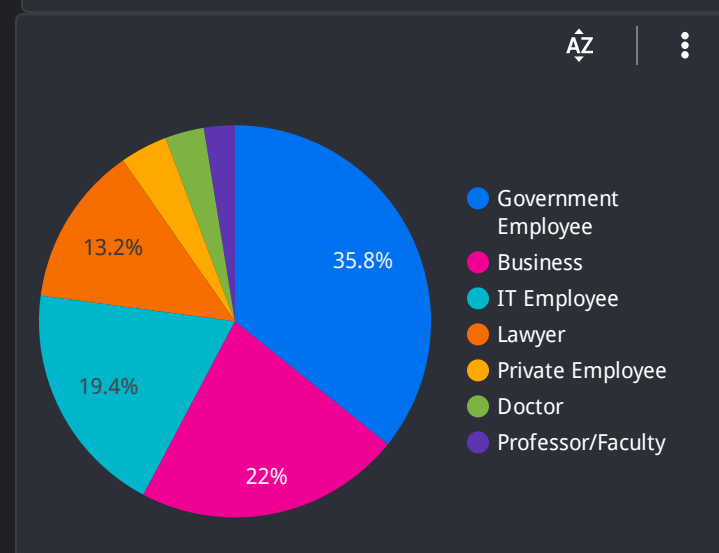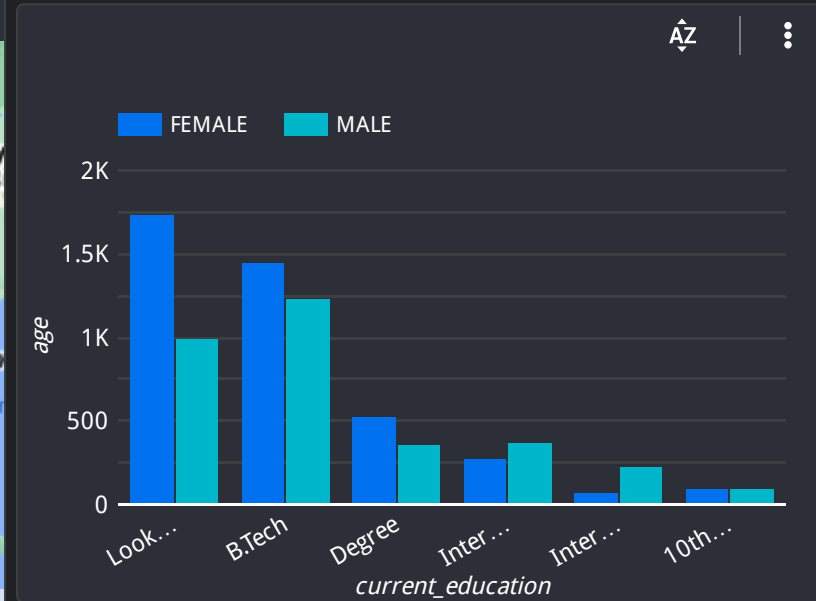
Age

| age |
| 30 |
| 20 |
| 10 |
| 0 |

25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25

USR1181 | USR1325 | USR1358 | USR1274 | USR1265
USR1315 | USR1288 | USR1281 | USR1272 | USR1258

lead_id

Gender

- FEMALE
- MALE

44% · 56%

Education

- B.Tech
- Looking for Job
- Degree
- Intermediate
- Intermediate Completed
- 10th Completed

38.8% · 32.7% · 11.7% · 11.2%

- Government Employee
- Business
- IT Employee
- Lawyer
- Private Employee
- Doctor
- Professor/Faculty

35.8% · 22% · 19.4% · 13.2%

Map of India

FEMALE · MALE

| age |
| 2K |
| 1.5K |
| 1K |
| 500 |
| 0 |

Look... | B.Tech | Degree | Inter... | Inter... | 10th...

current_education

Source

age
20.768
0 · 25

- social_media
- SEO
- email_marketing
- user_referrals
- website

23.8% · 21.9% · 20.1% · 17.4% · 16.8%

Parent Occupation and Children age count

	parent_occupation	age ▼	
1.	Government Employee	128	
2.	Business	80	
3.	IT Employee	70	
4.	Lawyer	44	
5.	Private Employee	14	
6.	Doctor	11	
7.	Professor/Faculty	11	

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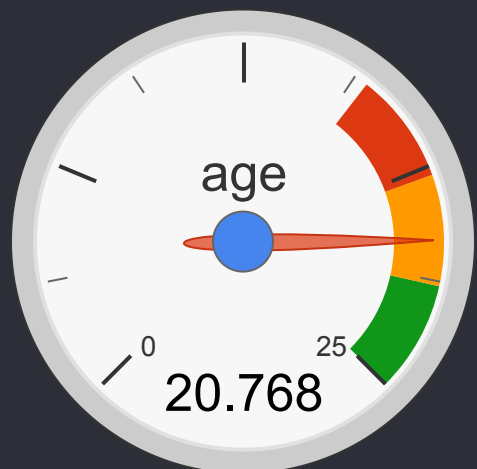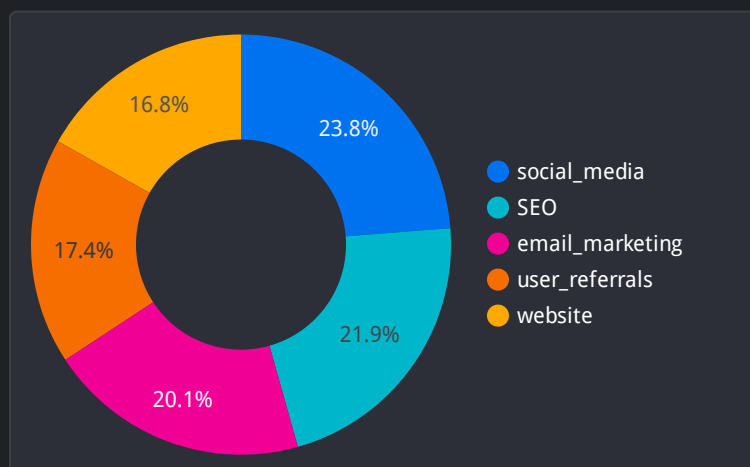
Sales Manager Assigned Lead Details

snr_sm_id ▾

Pie chart (snr_sm_id):
- SNR501MG 25%
- SNR502MG 25%
- SNR503MG 25%
- SNR504MG 25%

Bar chart (jnr_sm_id by snr_sm_id):
- SNR503MG: 98
- SNR501MG: 94
- SNR504MG: 88
- SNR502MG: 80

Line chart (cycle by jnr_sm_id):
- 34, 31, 27, 26, 21, 21, 20, 20, 20, 20, 20, 20, 20, 20, 20
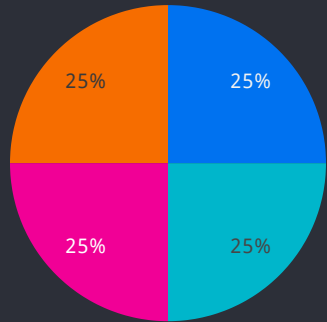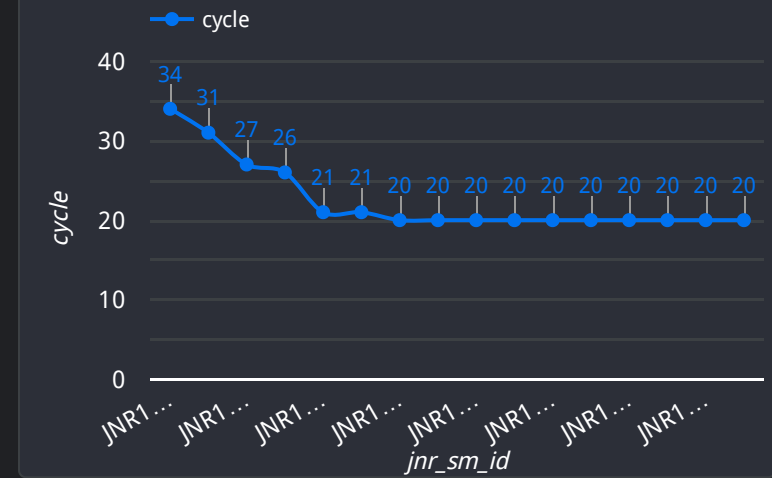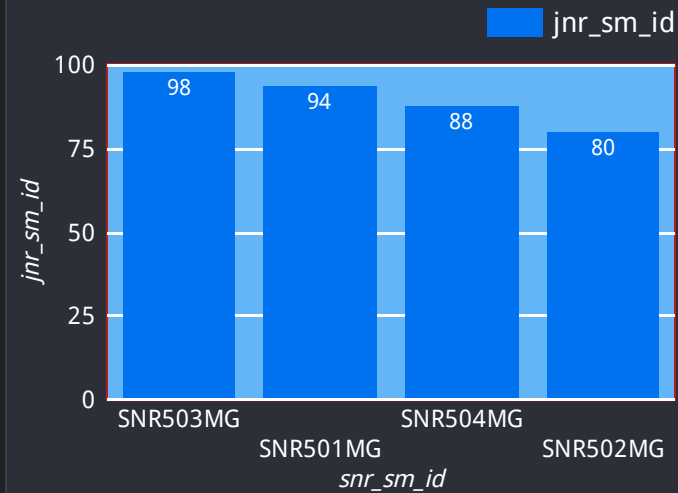
Treemap (All): JNR1001MG, JNR1012MG, JNR10..., JNR10..., JNR10..., JNR10..., JNR1011MG, JNR1006MG, JNR1008MG, JNR10..., JNR1013MG, JNR101..., JNR101..., JNR1007MG, JNR10..., JNR1014MG

	cycle	jnr_sm_id	lead_id
1.	1	JNR1011MG	11
2.	2	JNR1001MG	10
3.	4	JNR1001MG	9
4.	3	JNR1012MG	8
5.	3	JNR1001MG	8
6.	2	JNR1012MG	8
7.	1	JNR1012MG	8

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Pie chart:
- 1: 26.1%
- 2: 25.3%
- 4: 24.4%
- 3: 24.2%
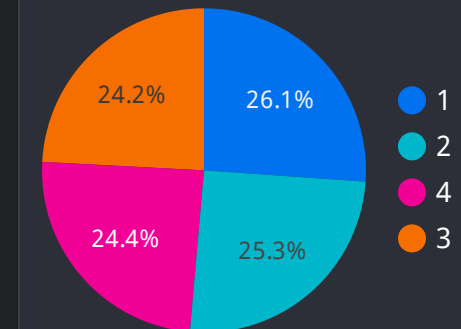
	jnr_sm_id	assigned_date	cycle	lead_id
1.	JNR1011MG	1/1/2022	1	11
2.	JNR1001MG	1/8/2022	2	10
3.	JNR1001MG	2/19/2022	4	9
4.	JNR1012MG	1/15/2022	3	8
5.	JNR1001MG	1/15/2022	3	8
6.	JNR1012MG	1/8/2022	2	8
7.	JNR1012MG	1/1/2022	1	8

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Lead Interaction Details

call_reason ▼
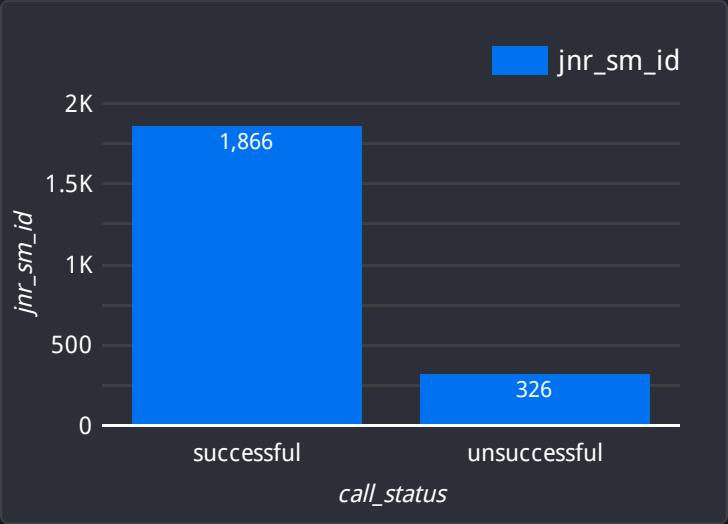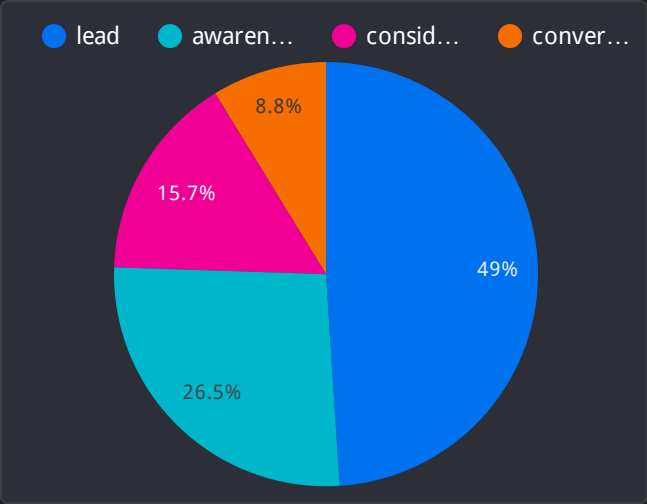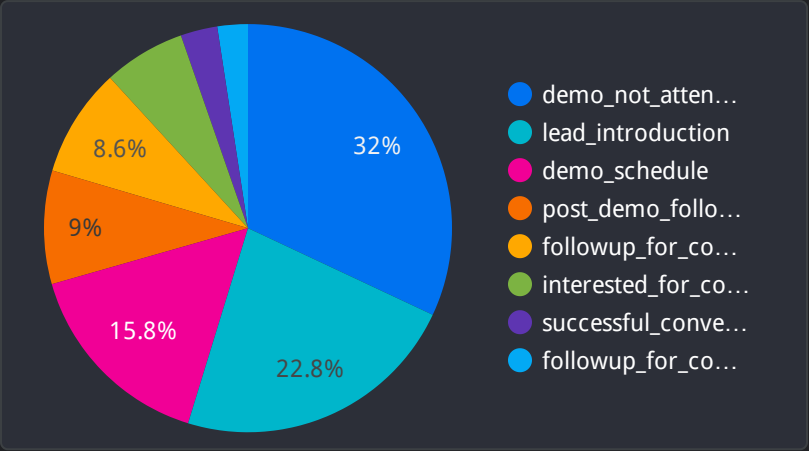
	Stage	Reason	Call Date	Total Count ▼
1.	lead	lead_introduction	1/8/2022	86
2.	lead	lead_introduction	2/19/2022	69
3.	lead	lead_introduction	1/1/2022	58
4.	lead	demo_not_attended	2/23/2022	56
5.	lead	demo_not_attended	1/20/2022	56
6.	lead	demo_not_attended	2/22/2022	54
7.	lead	lead_introduction	1/15/2022	48
8.	lead	demo_not_attended	1/10/2022	47

1 - 100 / 223 ‹ ›

	Reason ▼	Status	Total Count
1.	successful_conversion	successful	64
2.	post_demo_followup	successful	197
3.	lead_introduction	successful	329
4.	lead_introduction	unsuccessful	170
5.	interested_for_conversion	successful	121
6.	interested_for_conversion	unsuccessful	21
7.	followup_for_conversion	successful	169
8.	followup_for_conversion	unsuccessful	20

1 - 14 / 14 ‹ ›

Demo Watched

Watch Count

Total	Average	Maximum	Minimum
194	56.63	510	2

language	watched_percentage ▾
1. English	112 ▬▬▬▬▬▬▬
2. Telugu	62 ▬▬▬
3. Hindi	20 ▬

1 - 3 / 3 ‹ ›

Watch Date and Total Count

demo_watched_date	Record Count ▾
1. 1/17/2022	20
2. 1/18/2022	19
3. 1/10/2022	13
4. 2/21/2022	13
5. 1/19/2022	11
6. 1/3/2022	10
7. 1/11/2022	8
8. 2/22/2022	8
9. 1/6/2022	8
10. 1/12/2022	7
11. 1/4/2022	6
12. 1/20/2022	6
13. 1/5/2022	6

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Language Percentage

● English ● Telugu ● Hindi

English 57.7%, Telugu 32%, Hindi 10.3%
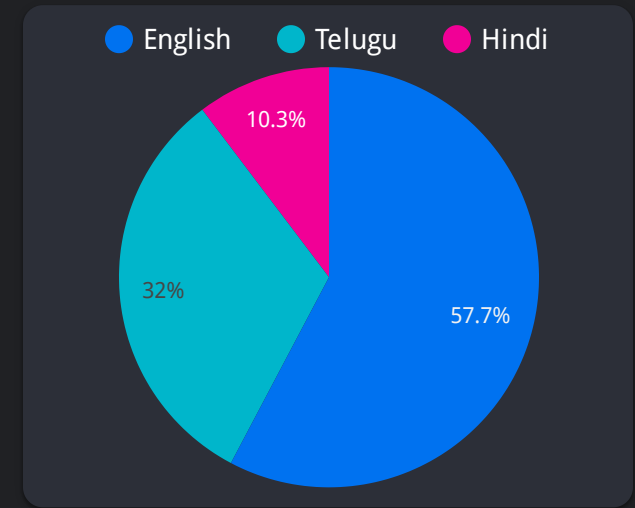
Leads, Langauge and Watch Percentage

lead_id	language	watched_percenta...
1. USR1138	English	510
2. USR1213	Telugu	233
3. USR1077	English	100
4. USR1195	English	100
5. USR1021	English	100
6. USR1193	English	95
7. USR1091	English	92
8. USR1090	English	91
9. USR1273	English	91
10. USR1192	English	90
11. USR1083	English	90
12. USR1197	Telugu	90
13. USR1078	English	89
14. USR1073	English	88
15. USR1072	Hindi	87

1 - 100 / 194 ‹ ›

Leads and Watch Percentage

■ watched_percentage

Values: 510, 233, 100, 100, 100, 95, 92, 91, 91, 90
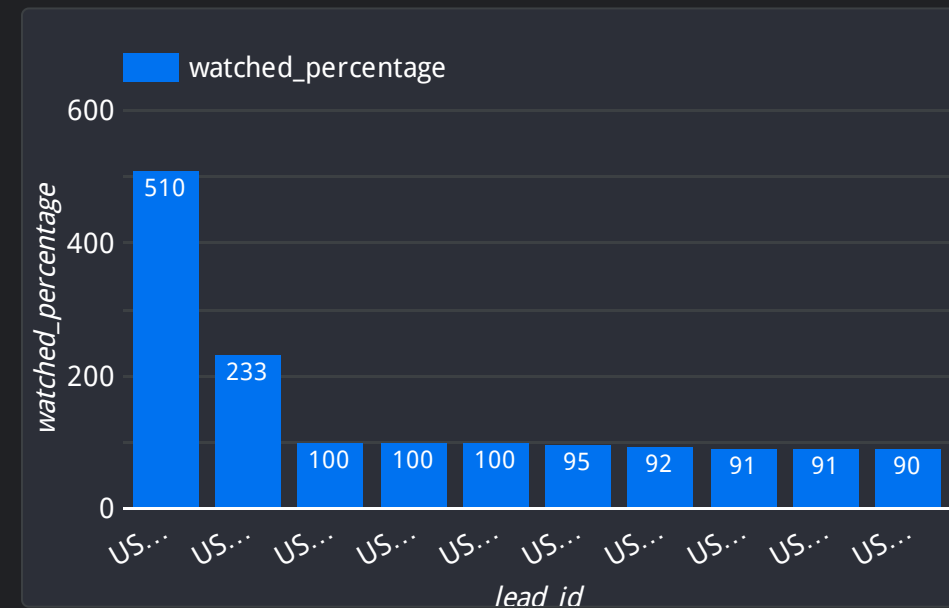
Reason for no Interest

Percentage of not Interest in Demo
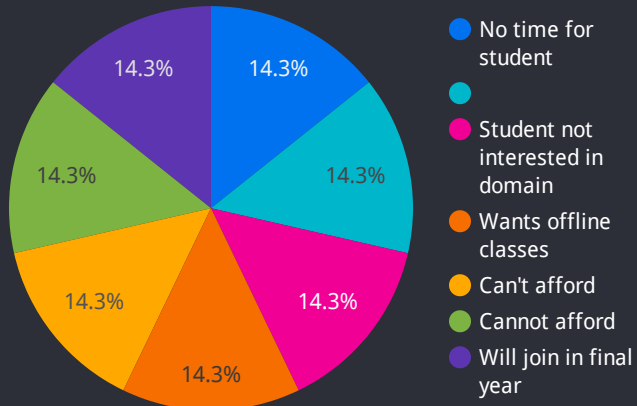
- 14.3% No time for student
- 14.3%
- 14.3% Student not interested in domain
- 14.3% Wants offline classes
- 14.3% Can't afford
- 14.3% Cannot afford
- 14.3% Will join in final year

Percentage of not Interest to Consider

- 54.5%
- 9.1% No time for student
- 9.1% Wants offline classes
- 9.1% Can't afford
- 9.1% Student not interested in domain
- 9.1% Will join in final year

Percentage of not Interest to Convert

- 16.7%
- 16.7% Can't afford
- 16.7% Will join in final year
- 16.7% No time for student
- 16.7% Student not interested in domain
- 16.7% Wants offline classes
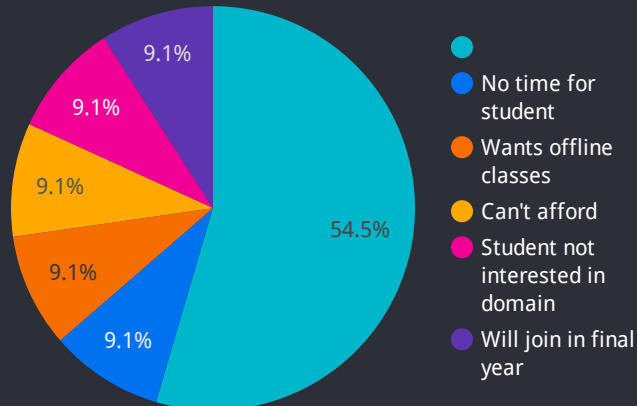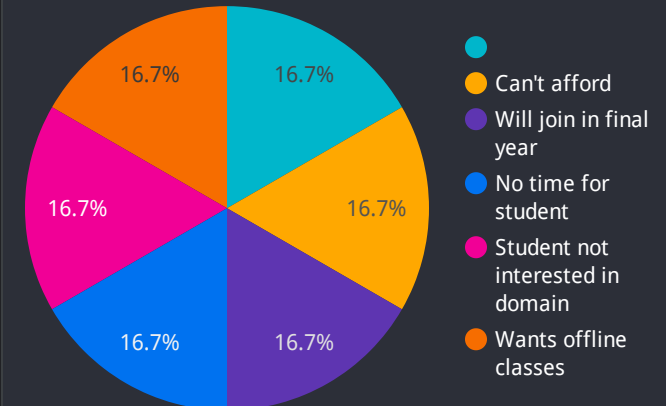
Heatmap for Interests

	Not Interest in Demo	No Interest to Consider	No Interest to Convert	Record Count ▾
1.	Wants offline classes			56
2.	Can't afford			44
3.		Can't afford		32
4.	Student not interested in domain			28
5.	No time for student			27
6.		Wants offline classes		25
7.			Can't afford	19
8.		Student not interested in domain		14
9.			Student not interested in do...	10
10.			Wants offline classes	10
11.			Will join in final year	7

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