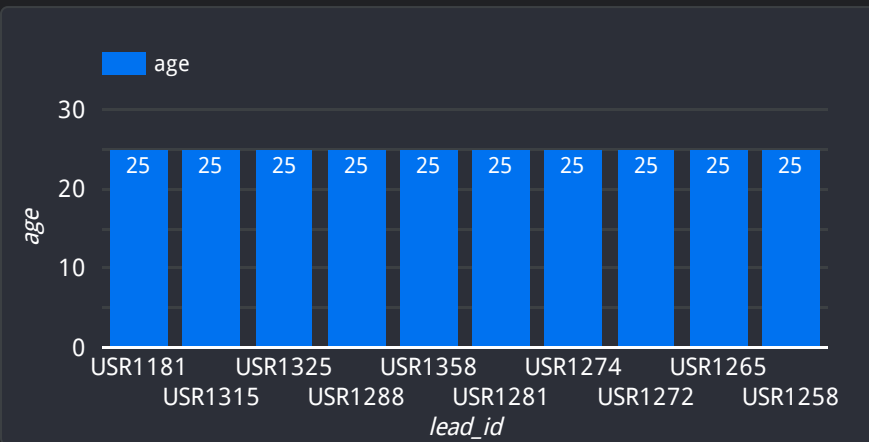


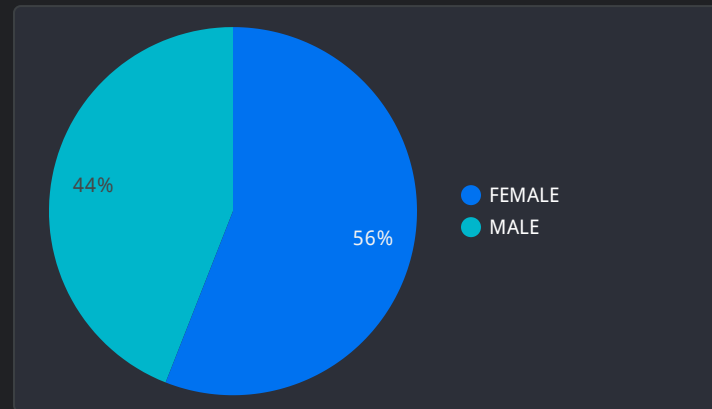
# Lead Basic Details

lead\_gen\_source

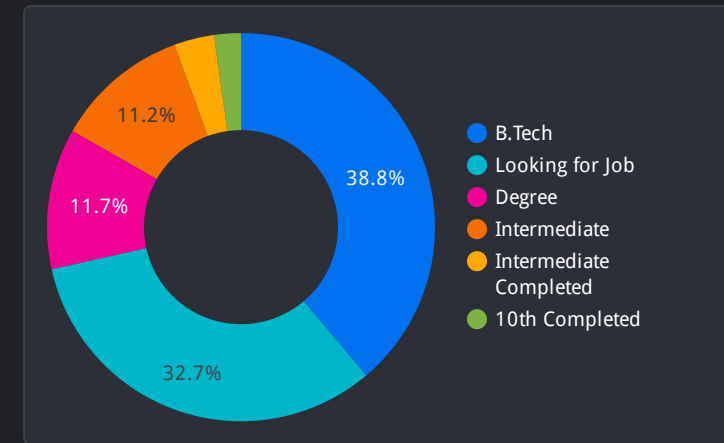
Age



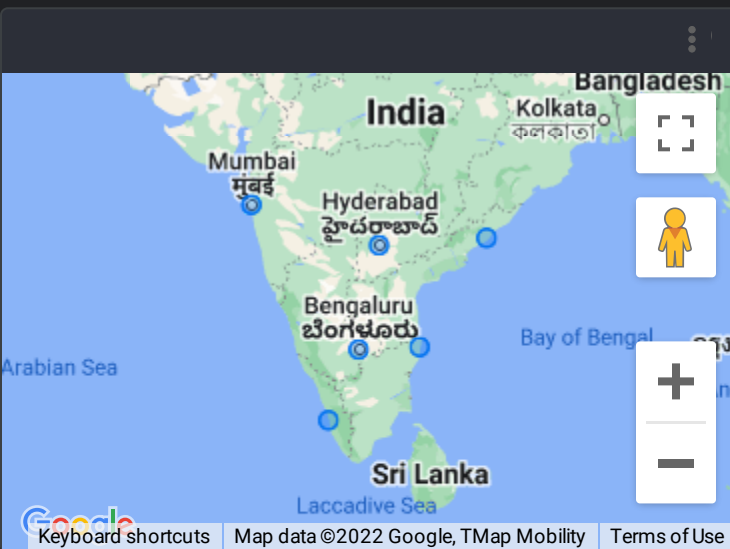
Gender



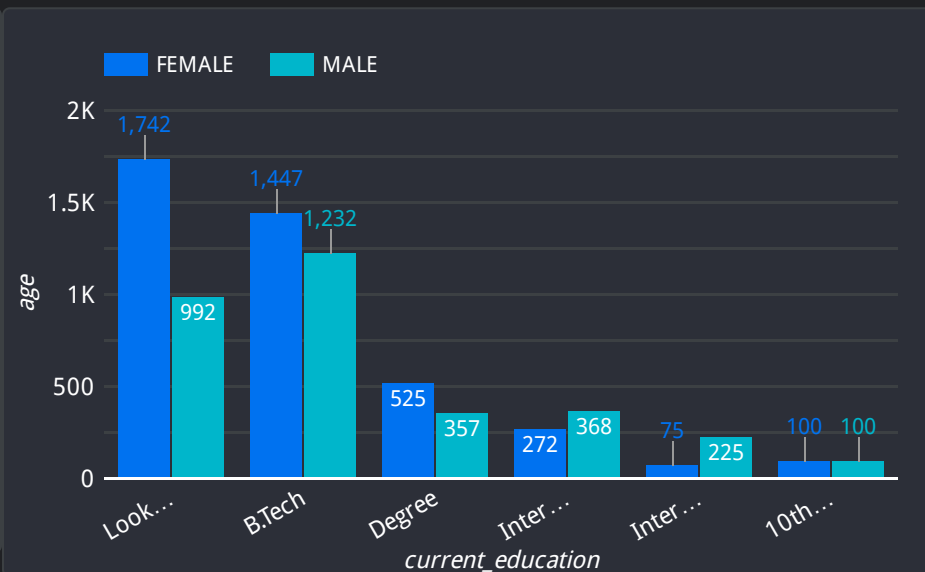
Education



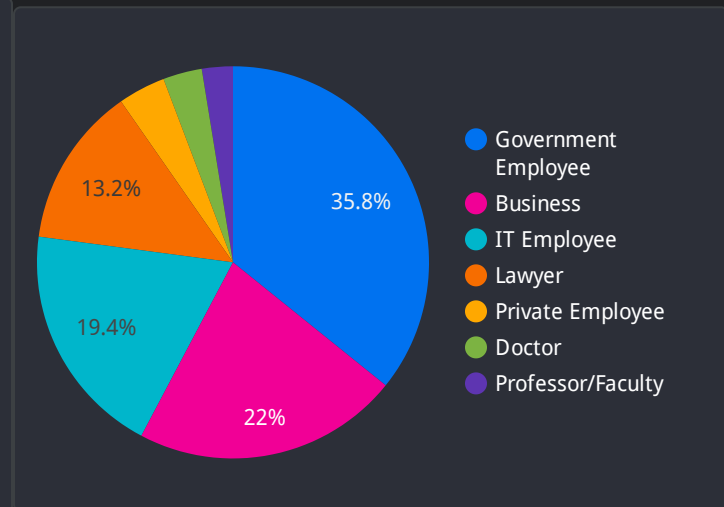
Geo Map



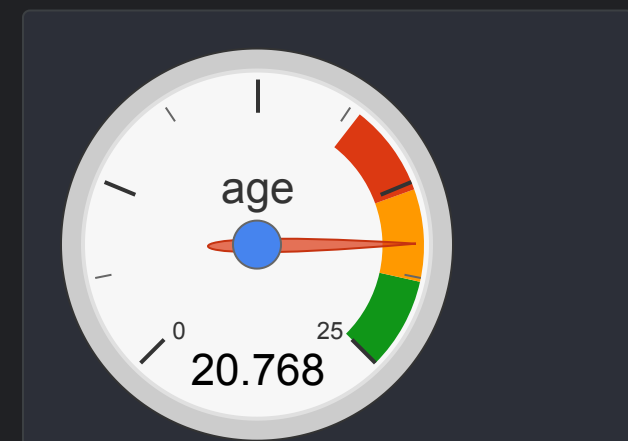
Male and Female Count



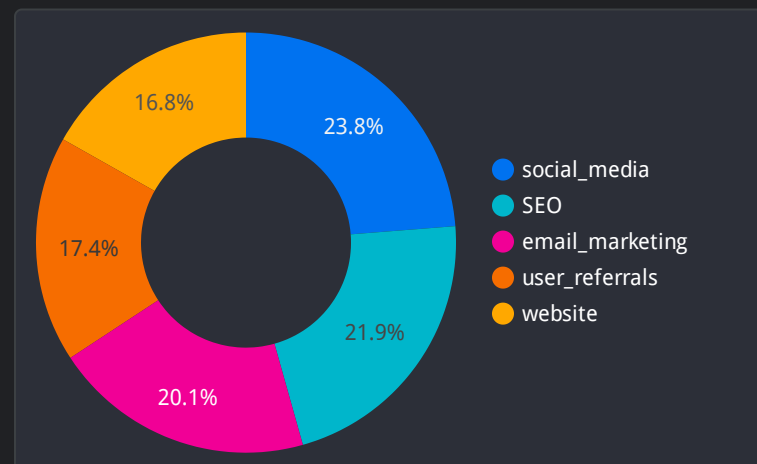
Parent Occupation



Average Age



Source



Parent Occupation and Children age count

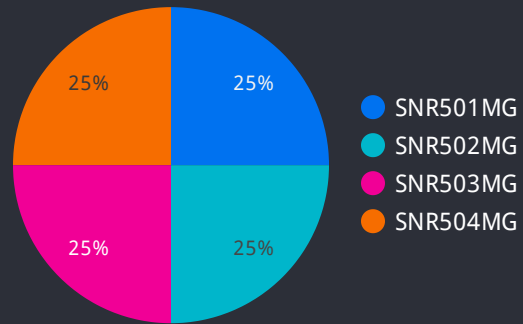
	parent_occupation	age	
1.	Government Employee	128	
2.	Business	80	
3.	IT Employee	70	
4.	Lawyer	44	
5.	Private Employee	14	
6.	Doctor	11	
7.	Professor/Faculty	11	

1 - 7 / 7

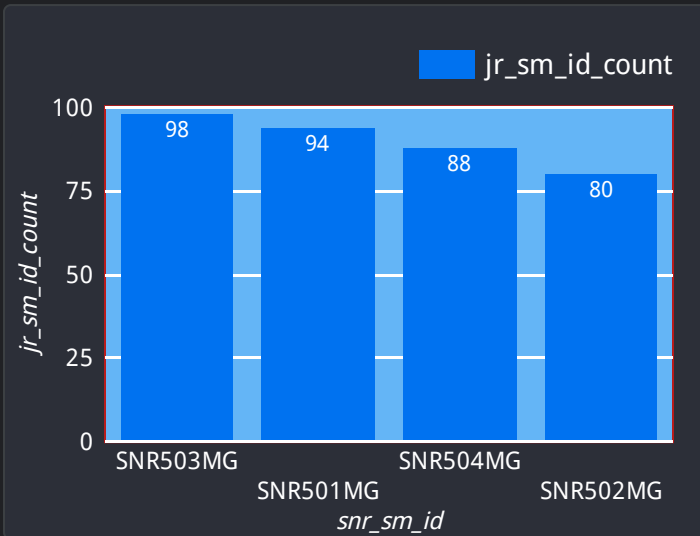
snr\_sm\_id

# Sales Manager Assigned Lead Details

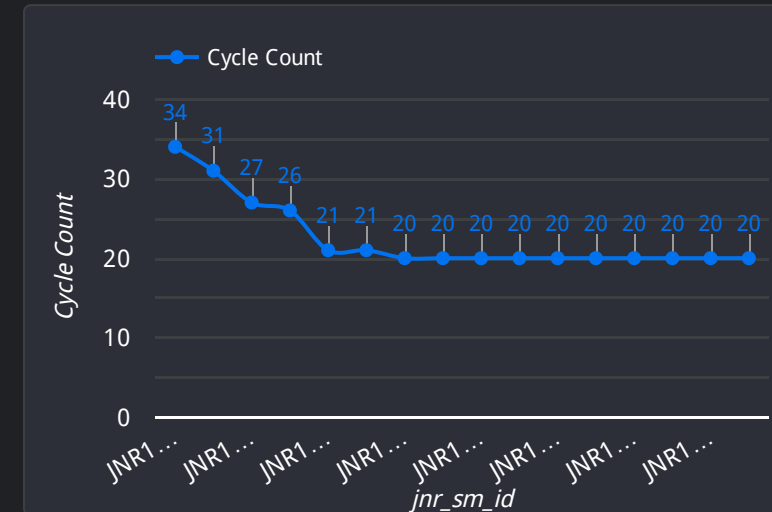
## Senior Manager Count



## Junior Manager count



## Cycle count for each Junior Manager

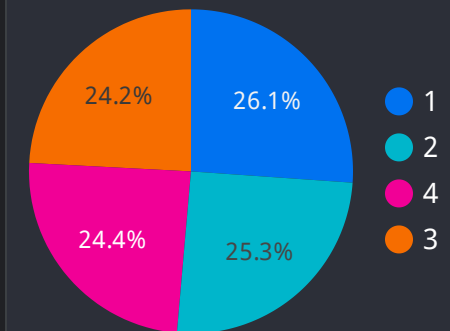


## Cycle, Junior Manager, and Lead Count

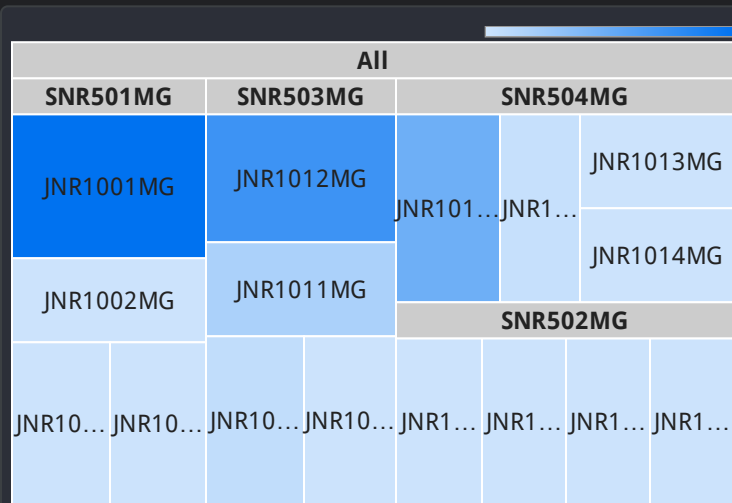
	cycle	jnr_sm_id	lead_id	
1.	1	JNR1011MG	11	
2.	2	JNR1001MG	10	
3.	4	JNR1001MG	9	
4.	3	JNR1012MG	8	
5.	3	JNR1001MG	8	
6.	2	JNR1012MG	8	

1 - 64 / 64

## Cycle count percentage



## Treemap for Sum of Cycle



## Junior Manager, Date, and Cycle

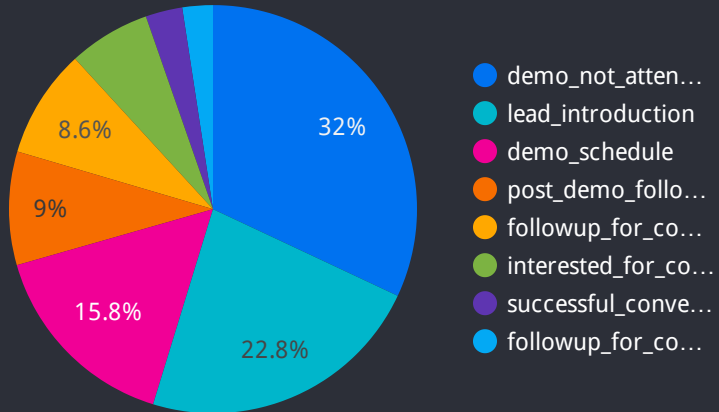
	jnr_sm_id	assigned_d...	cycle	lead_id	
1.	JNR1011MG	1/1/2022	1	11	
2.	JNR1001MG	1/8/2022	2	10	
3.	JNR1001MG	2/19/2022	4	9	
4.	JNR1012MG	1/15/2022	3	8	
5.	JNR1001MG	1/15/2022	3	8	
6.	JNR1012MG	1/8/2022	2	8	
7.	JNR1012MG	1/1/2022	1	8	

1 - 64 / 64

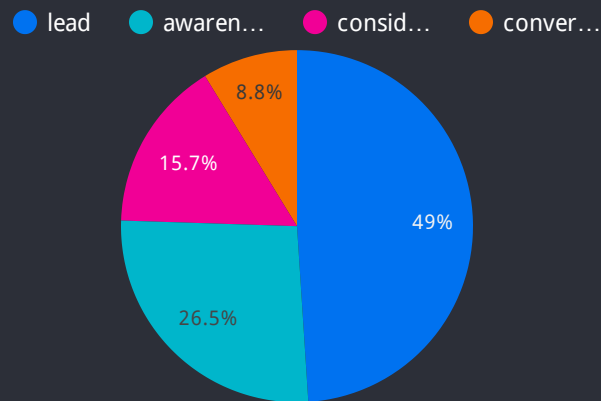
▼

## Lead Interaction Details

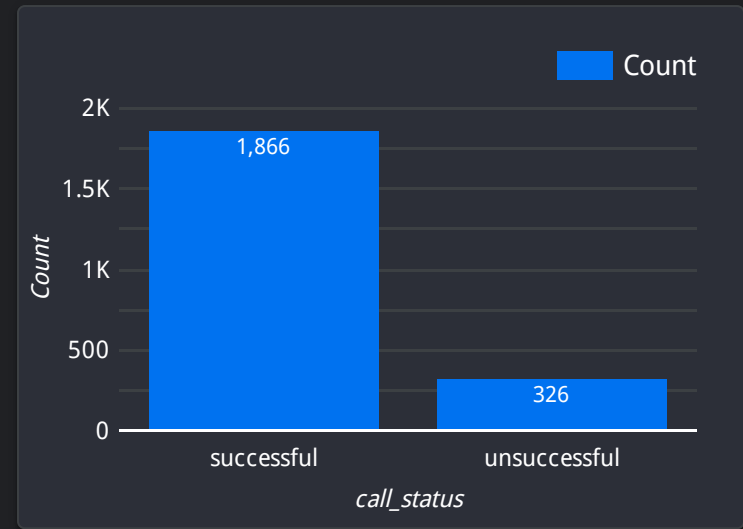
Reason for Call



## Lead Stage



## Call Count



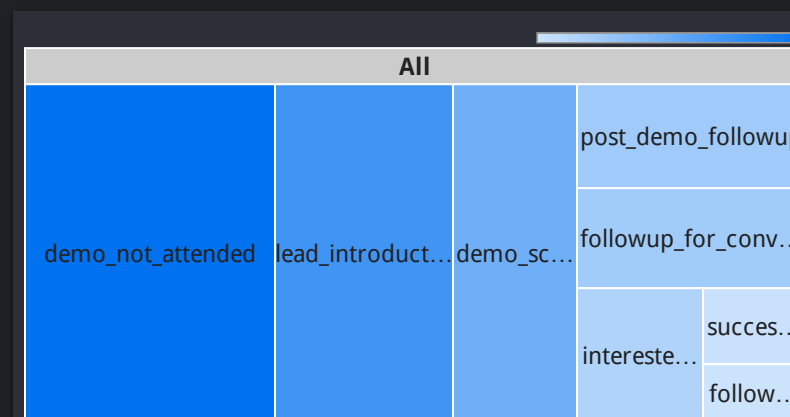
## Call Status and Count

## Call Reason, Date and Count

	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
				1 - 100 / 223 < >

	Reason ▾	Status	Total Count
1.	successful_conversion	successful	64 <div><div></div></div>
2.	post_demo_followup	successful	197 <div><div></div></div>
3.	lead_introduction	successful	329 <div><div></div></div>
4.	lead_introduction	unsuccessful	170 <div><div></div></div>
5.	interested_for_conversion	successful	121 <div><div></div></div>
6.	interested_for_conversion	unsuccessful	21 <div><div></div></div>
			<div><div></div><div>0200400600</div></div>
			<div>1 - 14 / 14</div> <div>&lt;&gt;</div>

## Call Reason treemap



## Watch Count

Total  
194

Average  
53.84

Maximum  
100

Minimum  
2

## Demo Watched

watched\_percentage



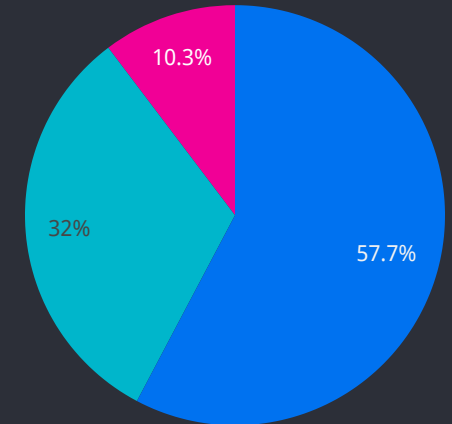
### Watch Date and Total Count

	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

1 - 32 / 32 < >

### Language Percentage

English Telugu Hindi

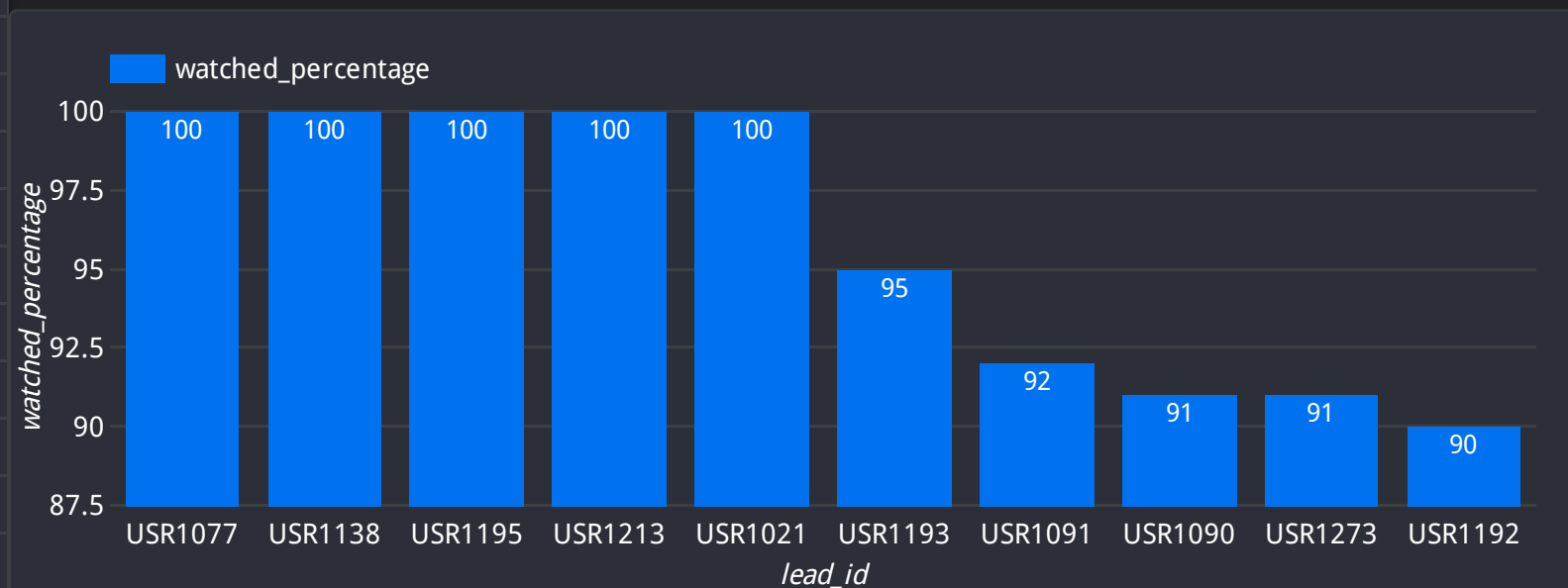


### Leads, Language and Watch Percentage

	lead_id	language	watched_perc...
1.	USR1077	English	100
2.	USR1138	English	100
3.	USR1195	English	100
4.	USR1213	Telugu	100
5.	USR1021	English	100
6.	USR1193	English	95
7.	USR1091	English	92
8.	USR1090	English	91
9.	USR1273	English	91
...	USR1192	English	90
...	USR1083	English	90
...	USR1197	Telugu	90
...	USR1078	English	89
...	USR1073	English	88
...	USR1072	Hindi	87

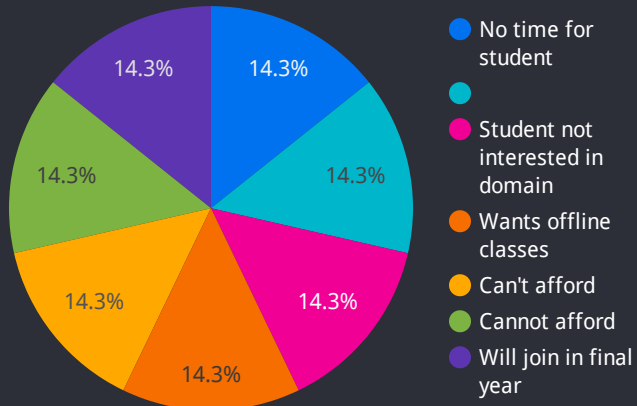
1 - 100 / 194 < >

### Leads and Watch Percentage

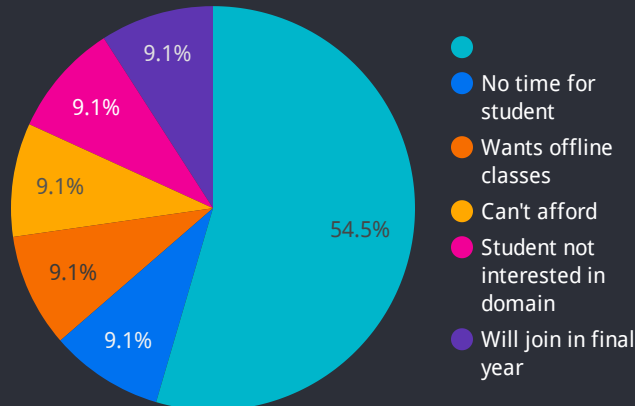


# Reason for no Interest

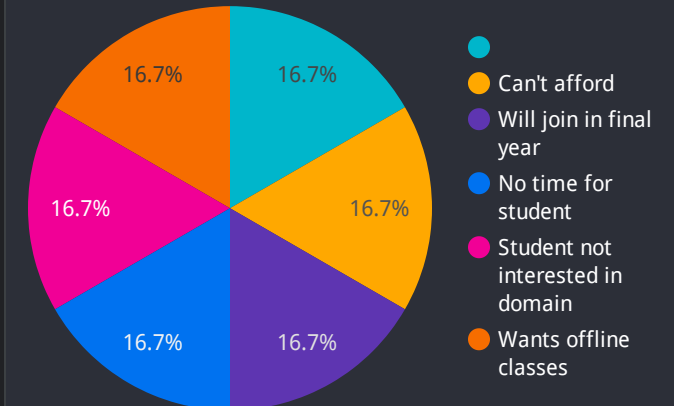
Percentage of not Interest in Demo



Percentage of not Interest to Consider



Percentage of not Interest to Convert



## Heatmap for Interests

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