

Power BI Project Report – Papollo Hospital Leads Flow Dashboard

1. Objective:

To build a Power BI dashboard that helps Papollo Hospital analyze patient leads, track follow-ups, and improve conversion rates.

2. Tools Used:

- Power BI
- Custom Visualizations
- Interactive Filters and Slicers

3. Data Description:

- Simulated patient lead data from various sources like Digital, Referral, and Walk-ins.
- Includes columns like Lead Source, Date, Follow-up Status, and Converted/Not Converted.

4. Dashboard Features:

- **Lead Source Analysis:** View how many leads came from each source.
- **Conversion Funnel:** Understand how many leads got converted.
- **Follow-up Status:** Track how many leads were followed up, pending, or lost.
- **Time Filters:** Monthly/Weekly breakdown of leads and conversions.

5. Insights & Outcomes:

- Digital leads had the highest volume but lower conversion rate.
- Referral leads, though fewer, showed the highest conversion efficiency.
- Follow-ups were a major drop-off point — improvement needed in lead nurturing.
- Hospital teams can prioritize follow-ups on channels with the most potential.

6. Conclusion:

The dashboard helps Papollo Hospital’s management make data-driven decisions in marketing, lead follow-up, and patient engagement strategies.

6. Dashboard:

