

MTD Funnel - L

LMTD Funnel - R

	product_type	Fresh				MicroML				
	isautoleadcreated	Flow1(Auto)		Flow2(Manual)		Flow1(Auto)		Flow2(Manual)		
major_index	major_stage	Metric	Leads	Con%	Leads	Con%	Leads	Con%	Leads	Con%
2	Workable leads		145,944		37,457		10,514		2,940	
3	Bureau pull success		136,063	93.2	33,322	89.0	10,420	99.1	2,893	98.4
4	BRE1 completed		86,740	63.8	17,736	53.2	3,386	32.5	768	26.6
5	Marketplace Offer Selected		39,475	45.5	13,635	76.9	872	25.8	725	94.4
6	Child_Lead_Created		6,985	17.7	4,715	34.6	872	100.0	725	100.0
7	Selfie uploaded		5,801	83.0	4,148	88.0	594	68.1	498	68.1
8	KYC completed		4,619	79.6	3,349	80.7	289	48.6	254	51.0
9	BRE2 completed		3,296	71.4	2,760	82.4	250	86.5	227	89.4
10	Disbursal acc verified		3,239	98.3	2,709	98.2	232	92.8	211	93.0
11	Review submit		2,782	85.9	2,424	89.5	191	82.3	157	74.4
12	Mandate done		2,439	87.7	2,091	86.3	149	78.0	111	70.1
13	Application submitted by user		2,422	99.3	2,098	100.0	120	80.5	94	84.1
14	Submit to LMS		1,453	60.0	1,513	72.1	114	95.0	88	93.0
15	Disbursed		1,207	83.1	1,332	88.0	107	93.9	85	96.0

	product_type	Fresh				MicroML				Renewal	
	isautoleadcreated	Flow1(Auto)		Flow2(Manual)		Flow1(Auto)		Flow2(Manual)		Flow1(Auto)	Flow2(Manual)
major_index	major_stage	Metric	Leads	Con%	Leads	Con%	Leads	Con%	Leads	Con%	
2	Workable leads		98,429		30,336		3		10,182		
3	Bureau pull success		91,993	93.5	27,045	89.2	3	100.0	9,879	97.0	
4	BRE1 completed		57,257	62.2	14,511	53.7	3	100.0	6,328	64.1	
5	Marketplace Offer Selected		22,608	39.5	10,994	75.8	2	66.7	2,100	33.2	
6	Child_Lead_Created		5,920	26.2	4,615	42.0	2	100.0	1,188	56.6	
7	Selfie uploaded		4,534	76.6	3,891	84.3	2	100.0	985	82.9	
8	KYC completed		3,316	73.1	2,972	76.4	2	100.0	812	82.4	
9	BRE2 completed		2,445	73.7	2,480	83.5	2	100.0	549	67.6	
10	Disbursal acc verified		2,415	98.8	2,456	99.0	2	100.0	533	97.1	
11	Review submit		2,167	89.7	2,275	92.6	1	50.0	497	93.3	
12	Mandate done		1,835	84.7	1,859	81.7			439	88.3	
13	Application submitted by user		1,837	100.1	1,878	101.0			440	100.2	
14	Submit to LMS		1,423	77.5	1,542	82.1			305	69.3	
15	Disbursed		1,114	78.3	1,305	84.6			231	75.7	

Lender X MTD Funnel - L

	lender	FULLERTON						KSF						MFL					
	product_type	Fresh			Renewal			Fresh			Renewal			Fresh			Renewal		
major_index	isautoleadcreated	Flow1(Auto)	Flow2(Manual)																
major_index	major_stage	Metric	Leads	Conv.%	Leads	Conv.%													
6	Child_Lead_Created	4,124	2,991	1,564	665	869	516	628	234	178	64	199	42	192	186	186	86		
7	Selfie uploaded	3,514	85	2,682	90	1,445	92	628	94	715	82	437	85	499	79	195	83	153	86
8	KYC completed	2,984	85	2,269	85	1,288	89	560	89	440	62	283	65	372	75	145	74	108	71
9	BRE2 completed	1,794	60	1,691	75	668	52	379	68	270	61	239	84	177	48	85	59	81	75
10	Disbursal acc verified	1,768	99	1,663	98	663	99	372	98	264	98	235	98	174	98	85	100	80	99
11	Review submit	1,581	89	1,529	92	623	94	350	94	235	89	225	96	163	94	77	91	76	95
12	Mandate done	1,380	87	1,330	87	579	93	329	94	202	86	187	83	148	91	70	91	67	88
13	Application submitted by user	1,378	100	1,328	100	578	100	327	99	201	100	186	99	142	96	70	100	55	88
14	Submit to LMS	767	56	973	73	250	43	188	57	138	69	123	66	90	63	49	70	47	54
15	Disbursed	675	88	870	89	219	88	173	92	111	80	104	85	69	77	43	88	44	94

Lender X LMTD Funnel - R

	lender	FULLERTON						KSF						MFL					
	product_type																		