

Campaign Outreach: Validation and Insight Summary

Excelerate Virtual Internship Data Visualization Associate

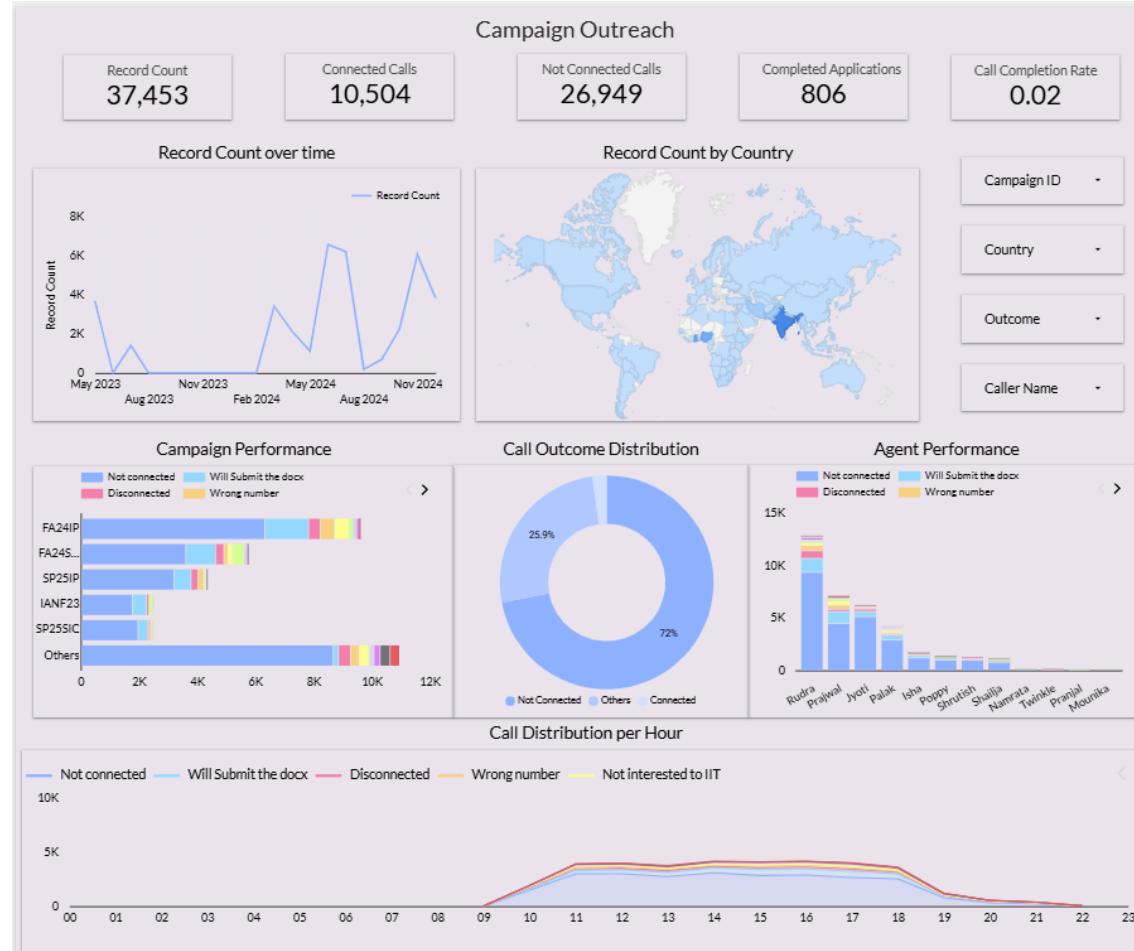
Agenda

- Team Members
- Dashboard
- Charts Validations and Insights
- Recommendations
- Conclusion

Members – Team 44

- Vishakha Gupta – Team Lead & Project Manager
- Teresa Cangundo – Project Lead
- Yashvardhan Chauhan – Visualization Lead
- Vedant Darvekar – Project Scribe
- Neela Likith – Team Member
- Yemula VenkatKarthikeyan – Team Member

Dashboard



A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
app_id	Country	applicant_phone_numeceived_at_ts	Caller_Name	Outcome_1	Remark	Campaign_ID	campaign_name	Category	Intake	Status	start_timestamp	call_hour	call_date	id		
1	501223	Unknown	Unknown	12/10/2024 16:52	Rudra	NULL	SP25IC	Deposit, Not Advised	Post Admission	Completed	7/17/2024 0:00	16	12/10/2024	1		
2	339264	India	Illinois In: 9.19E+11	5/1/2023 18:22	Shailja	NULL	IANF23	GR GS SP25 Campaign- Deferrals to SP25 Post Admission	AY2024	Completed	11/5/2024 0:00	18	5/1/2023	2		
3	358675	India	Illinois In: 9.19E+11	5/1/2023 18:24	Shailja	NULL	IANF23	GR GS SP25 Campaign- Deferrals to SP25 Post Admission	AY2024	Completed	11/5/2024 0:00	18	5/1/2023	3		
4	346882	India	Illinois In: 9.19E+11	5/1/2023 18:27	Isha	within a w	IANF23	GR GS SP25 Campaign- Deferrals to SP25 Post Admission	AY2024	Completed	11/5/2024 0:00	18	5/1/2023	4		
5	357585	India	Illinois In: 9.20E+11	5/1/2023 18:28	Shailja	NULL	IANF23	GR GS SP25 Campaign- Deferrals to SP25 Post Admission	AY2024	Completed	11/5/2024 0:00	18	5/1/2023	5		

Dashboard Link: <https://lookerstudio.google.com/reporting/cadb2f89-83de-42aa-afaa-ff3b7f356903>

Excel Sheet Link: <https://drive.google.com/file/d/1fi5AYLMEjdZsu-zPZHjxgJ88SDcj7MkC/view?usp=sharing>

KPI Metrics Visualization

Insight :

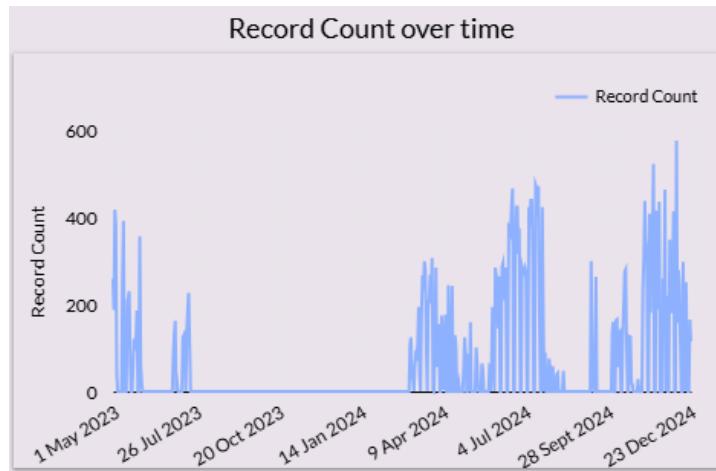
- The total record count from the SQL query matched the dashboard value (37453), confirming the dataset was fully ingested and no rows were dropped during the import.
- Only about **28%** of the total calls were successfully connected, meaning a human on the other end picked up and interacted.
- Over **72%** of all calls failed to connect, either due to recipients not answering or calls being dropped.
- Only **806** calls led to a completed application
- A **2%** call completion rate indicates a large drop-off from connection to completion. This gap signals a need for improved follow-up mechanisms and clearer onboarding during calls.

Record Count 37,453	Connected Calls 10,504	Not Connected Calls 26,949	Completed Applications 806	Call Completion Rate 0.02				
<pre>-- Record Count SELECT COUNT(*) FROM "MasterTable"; -- Connected Calls (excluding Not connected + Disconnected) SELECT COUNT(*) AS connected_calls FROM "MasterTable" WHERE "Outcome_1" NOT IN ('Not connected', 'Disconnected') AND "Outcome_1" IS NOT NULL; -- Not Connected Calls SELECT COUNT(*) AS not_connected_calls FROM "MasterTable" WHERE "Outcome_1" IN ('Not connected', 'Disconnected'); -- Completed Applications SELECT COUNT(*) FROM "MasterTable" WHERE "Outcome_1" = 'Completed application'; -- Call Completion Rate SELECT ROUND((SELECT COUNT(*) FROM "MasterTable" WHERE "Outcome_1" = 'Completed application')::numeric / (SELECT COUNT(*) FROM "MasterTable" WHERE "Outcome_1" IS NOT NULL AND "Outcome_1" <> 'Disconnected')::numeric, 2) AS call_completion_rate;</pre>								
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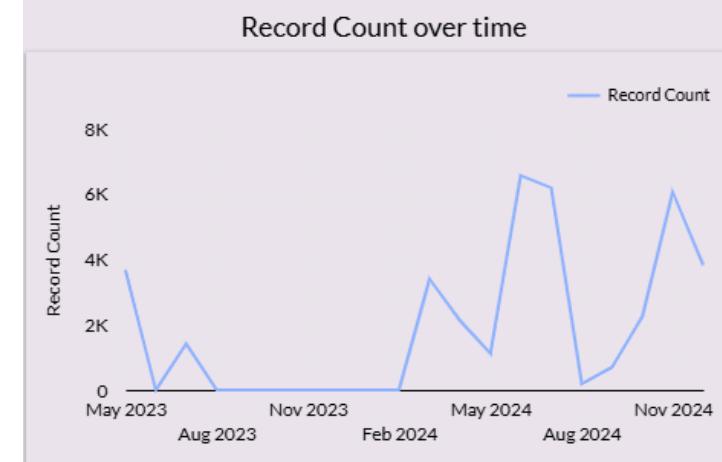
Record Count over Time

Insight :

- Call volumes peaked sharply during **May and August 2024**, showing burst campaign activity. However, inconsistent patterns in other months suggest irregular outreach or data upload gaps.



```
-- Record Count over Time
SELECT
    DATE_TRUNC('month', TO_TIMESTAMP(received_at_ts, 'YYYY-MM-DD HH24:MI:SS'))::date AS month,
    COUNT(*) AS record_count
FROM "MasterTable"
GROUP BY month
ORDER BY month;
```



	month_date	record_count
1	2023-05-01	3668
2	2023-07-01	1407
3	2024-03-01	3395
4	2024-04-01	2128
5	2024-05-01	1118
6	2024-06-01	6554
7	2024-07-01	6180
8	2024-08-01	186
9	2024-09-01	695
10	2024-10-01	2249
11	2024-11-01	6049
12	2024-12-01	3824

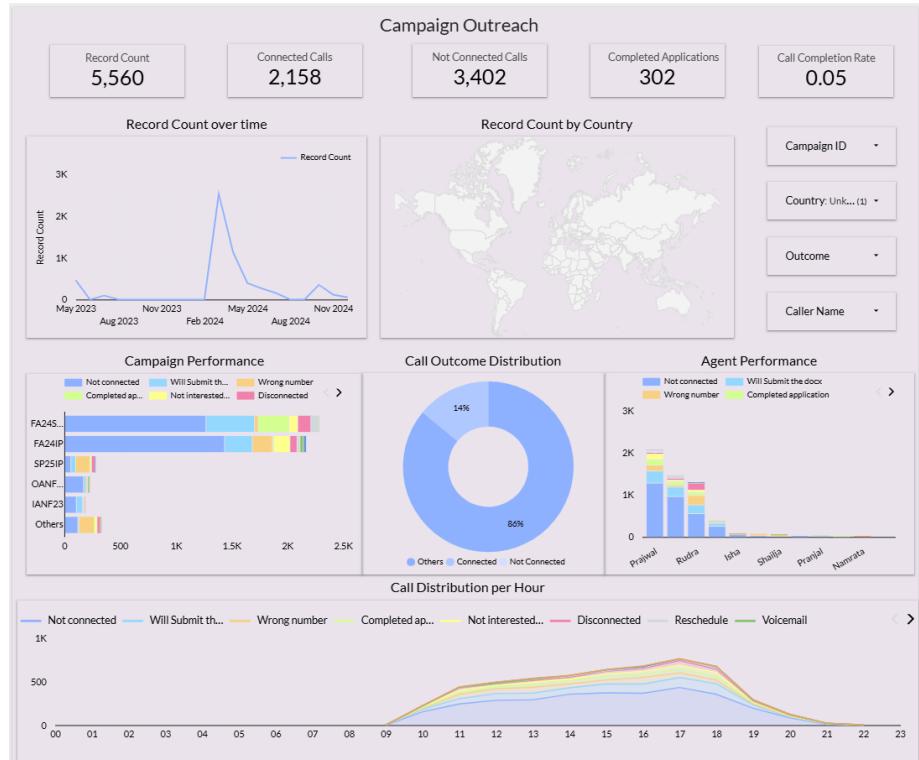
Record Count by Country

Insight :

- Majority of records are concentrated in **India**, followed by smaller contributions from West African and European countries.
- There are entries where the country was "**Unknown**". They have been kept in the dataset as they had **302** completed applications.



	Country text	record_count
1	India	13258
2	Unknown	5560
3	Ghana	4865
4	Nigeria	4378
5	Pakistan	1587
6	Iran	1531
7	Nepal	1018
8	Bangladesh	1012
9	South Africa	515
10	Ethiopia	497



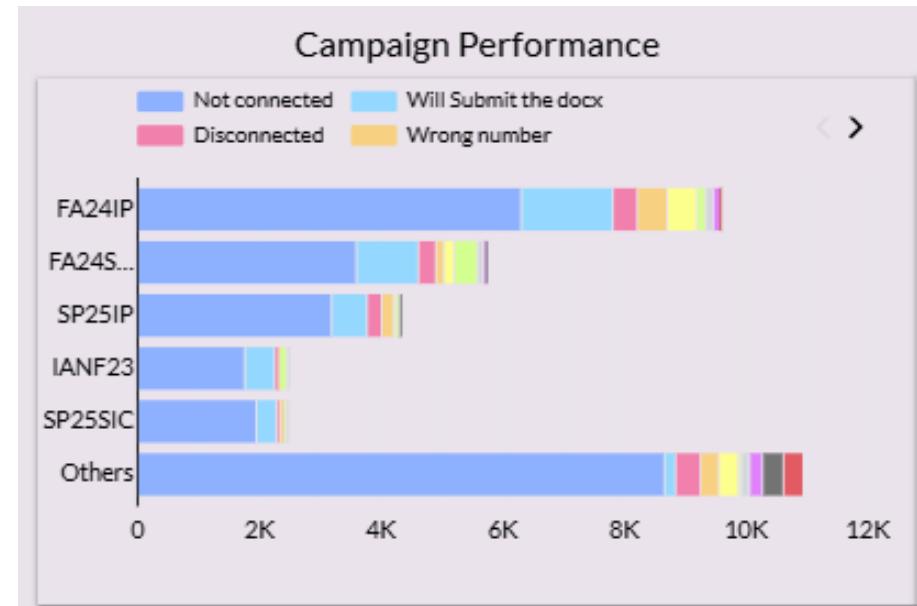
Campaign Performance

Insight :

- FA24IP and FA24SIC are the highest-volume campaigns.
- However, all campaigns show a heavy stack of “Not connected” outcomes, implying low engagement or poor contact lists.
- Many campaigns show very little representation in successful outcomes like “Will Submit the docx” or “Completed application”.

```
-- Campaign Performance
SELECT
    "Campaign_ID" AS campaign_id,
    COUNT(*) AS total_calls
FROM "MasterTable"
GROUP BY campaign_id
ORDER BY total_calls DESC LIMIT 5;
```

	campaign_id 	total_calls 
1	FA24IP	9888
2	FA24SIC	5815
3	SP25IP	4472
4	IANF23	2709
5	SP25SIC	2492



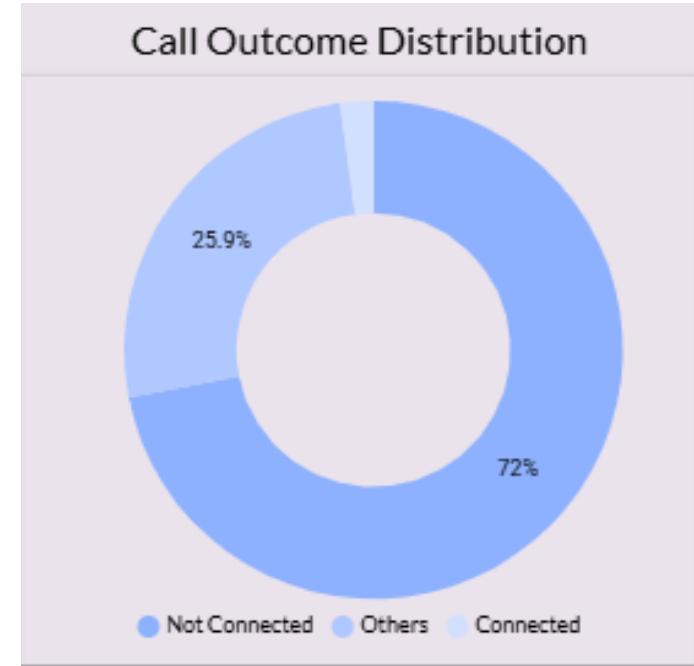
Call Outcome Distribution

```
-- Call Outcome Distribution
SELECT
CASE
    WHEN "Outcome_1" IN ('Not connected', 'Disconnected') THEN 'Not Connected'
    WHEN "Outcome_1" IN (
        'Will Submit the docx', 'Completed application', 'Will confirm later',
        'Reschedule', 'Ready to pay the docx'
    ) THEN 'Connected'
    ELSE 'Others'
END AS call_category,
COUNT(*) AS call_count
FROM "MasterTable"
GROUP BY call_category
ORDER BY call_category;
```

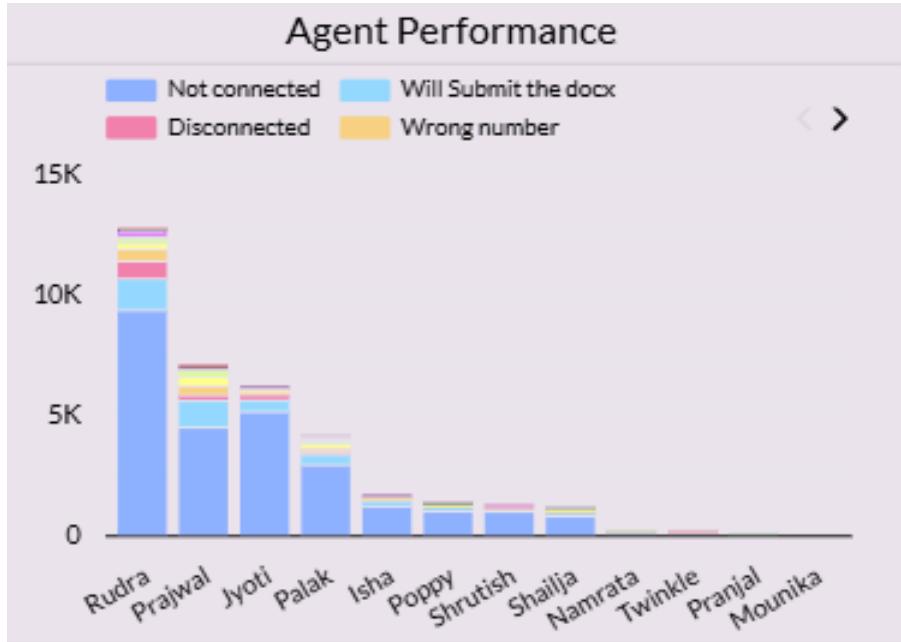
	call_category text	call_count bigint
1	Connected	5738
2	Not Connected	26949
3	Others	4766

Insight :

- 72% of outcomes fall under “Not Connected”.
- Only 25.9% fall under “Connected”, and even fewer in the “Others” category.
- High connectivity failure limits meaningful follow-ups and applications.



Agent Performance



Insight :

- Rudra and Prajwal have the highest call volumes, together managing nearly half the total outreach.
- Many agents have minimal call counts, indicating imbalanced workload distribution.
- “Not connected” outcomes are still prevalent across all agents, including the top performers.

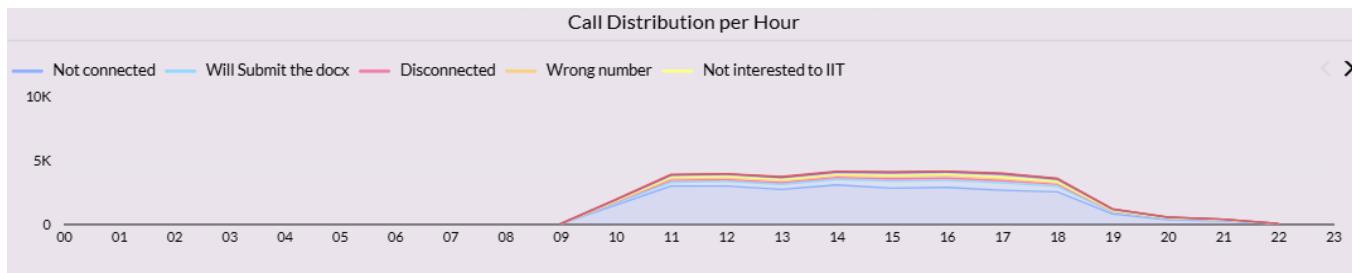
```
-- Agent Performance
SELECT
    "Caller_Name" AS agent_name,
    COUNT(*) AS call_count
FROM "MasterTable"
GROUP BY agent_name
ORDER BY call_count DESC LIMIT 10;
```

	agent_name	call_count
1	Rudra	13292
2	Prajwal	7409
3	Jyoti	6623
4	Palak	4257
5	Isha	1753
6	Poppy	1389
7	Shruti	1340
8	Shailja	1168
9	Namrata	1113
10	Twinkle	82

Call Distribution Per Hour

	call_hour	Outcome_1	total_calls
1	14	Not connected	3068
2	11	Not connected	2986
3	12	Not connected	2980
4	16	Not connected	2875
5	15	Not connected	2820
6	13	Not connected	2718
7	17	Not connected	2645
8	18	Not connected	2524
9	10	Not connected	1476
10	19	Not connected	781

```
-- Call Distribution per Hour
SELECT
    EXTRACT(HOUR FROM TO_TIMESTAMP(received_at_ts, 'YYYY-MM-DD HH24:MI:SS')) AS call_hour,
    "Outcome_1",
    COUNT(*) AS total_calls
FROM "MasterTable"
GROUP BY
    EXTRACT(HOUR FROM TO_TIMESTAMP(received_at_ts, 'YYYY-MM-DD HH24:MI:SS')),
    "Outcome_1"
ORDER BY total_calls DESC LIMIT 10;
```



Insight :

- Highest call volume occurs between 12:00 PM – 2:00 PM, with a visible drop post 4:00 PM.
- Almost no calls take place beyond 6:00 PM, indicating limited after-hours engagement.

Recommendations

- **Improve Call Connectivity Rate:**
 - Re-evaluate contact lists to reduce “Not connected” calls.
 - Consider multiple call attempts or alternate contact strategies (SMS/WhatsApp).
- **Boost Application Conversions:**
 - Enhance call scripts to encourage more applications.
 - Introduce post-call follow-up workflows or reminders.
- **Agent Performance Monitoring:**
 - Balance workload across agents.
 - Provide coaching to underperforming agents using data-backed outcomes.
- **Standardize Campaign Assignments:**
 - Avoid overloading agents with multiple campaigns unless strategically intended.
 - Maintain mapping between campaign goals and assigned agents.
- **Fix Missing Country Data:**
 - Update call intake forms to require country field.
 - Train agents to confirm country details if not system-captured.
- **Optimize Calling Time:**
 - Focus call efforts between 12–2 PM where conversion likelihood is higher.
 - Experiment with additional call windows (e.g., evenings) to expand reach.

Conclusion

- **Data Accuracy Validated:**
 - All dashboard charts were successfully validated using PostgreSQL queries. Record counts and metric values matched across the dashboard and raw dataset, confirming data integrity.
- **Key Insights Identified:**

Analysis revealed important patterns:

 - High proportion of unconnected calls (68%)
 - Low application completion rate (2%)
 - Uneven agent performance and campaign distribution
 - Temporal peaks in call volumes between 12–2 PM and in May and August 2024
- **Action-Oriented Recommendations:**
 - Specific steps have been proposed to improve contact strategies, data collection practices, and campaign-agent alignment to enhance overall outreach effectiveness.

Thank you