



# Lead Generation Analysis Report

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# Title: Lead Generation Analysis Report

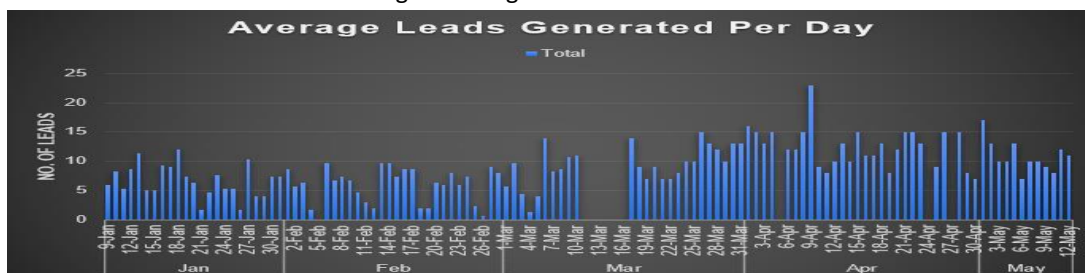
This report is based on the Associate Lead Generation data, In Which the Following Key points are covered.

- 1- Average Leads Generated per day.
- 2- Total Leads Generated Per day.
- 3- Average Time Spent per day.
- 4- Average Time Vs Average leads.
- 5- Conversion Rate (Leads Generated per hour).

The insight that was created and analyzed by me I got some trends and pattern in the following insight I was going to show the pattern and the trends in this report.

## • Dataset Overview

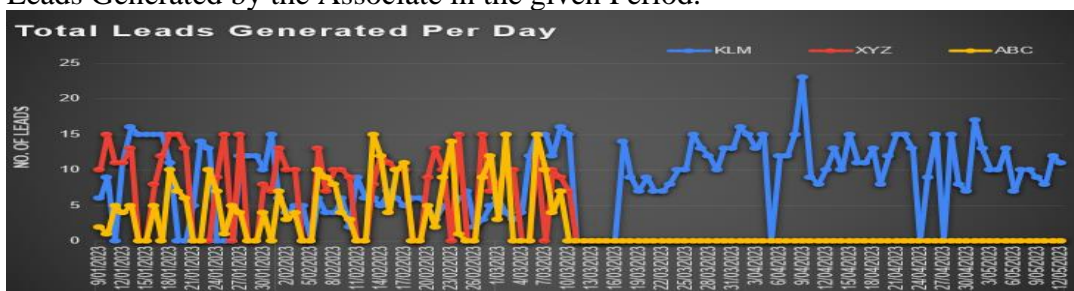
- 1- The data set was of Three Associates who is working for the company to generate the leads.
  - 2- In the data set there was three columns in which the DATE, No. of Leads Generated, Time Taken in lead Generation (IN minutes).
- **Data Cleaning-** In the Associate ABC there was lot of duplicate's Entries and the Blank rows, I Removed the duplicates and clean the data before processing the further processes.
  - **Data Processing-** This is a major part of this project to make the data set in one sheet and manipulate the data to get the desired outcome for the fruitful insight.
  - **Visualizations-** For the Data visualization process I made the six charts to visualize the data and get the right trend to help the organization for achieving goals.
- 1- **Average Leads Generated Per Day (Column Chart)** – This Column Chart is showing the average leads Generated by the total associates that are working in the organization.



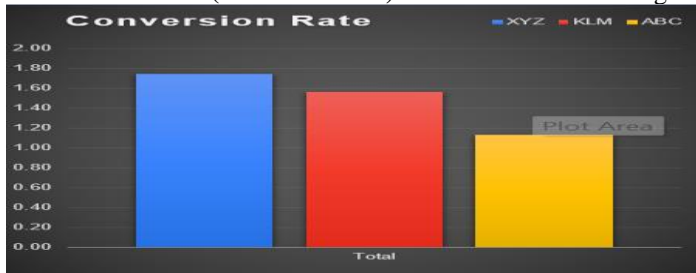
- 2- **Average Time Spent per day (Column Chart)** - This column chart is representing the Average Time spent by the associate in hours. Over the given period ( 9<sup>TH</sup> - JAN-2023 TO 12<sup>TH</sup>- May-2023).



- 3- **Total Leads Generated Per day by Each Associate. (Line chart)-** This Chart is showing Total Leads Generated by the Associate in the given Period.

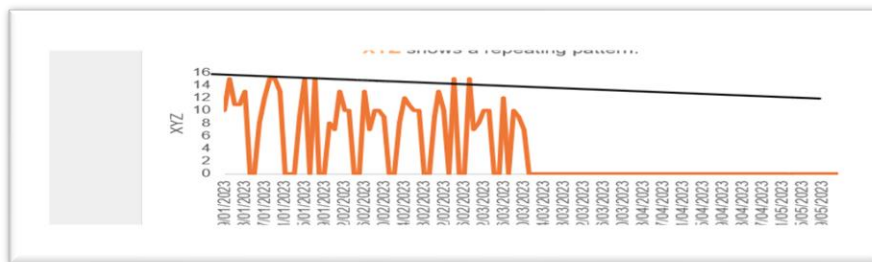


4- **Conversion Rate (Column Chart)**- Below Chart is showing the conversion rate of each associate by the column chart.



- **Analysis and Findings**

**Analysis 1: [XYZ showing a repeating pattern]**- As the trendline is showing When the no. of leads touches the trendline the No. of leads get lesser on the next day. When the weekends are closer the employee are working on their target and works harder on the other hand on Monday their performance was not good.



**Analysis 2: [ABC showing a repeating pattern]**- As showing in the trendline When is ABC associate works more than 5 hours the no. of generated Leads is more than 10.

