

# Leads & Clients Analysis

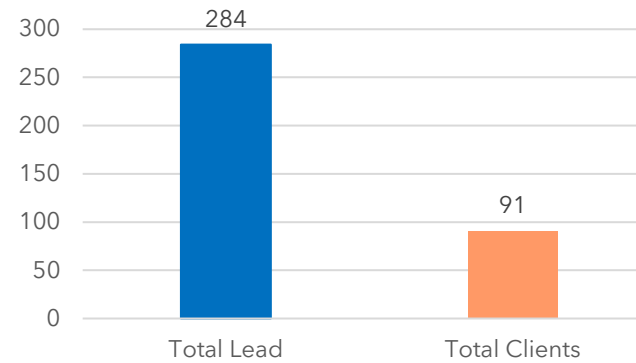
Blaise Durkin



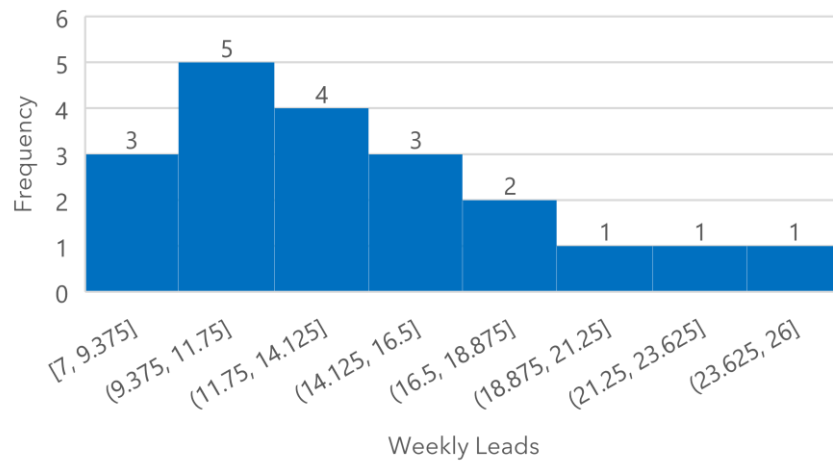
# Leads & Clients (20 Weeks)

- Total Leads: 284
- Total Clients: 91
- Total Converted: 32%
- Total Revenue: \$131,950

Total Leads & Clients



Distribution of Weekly Leads



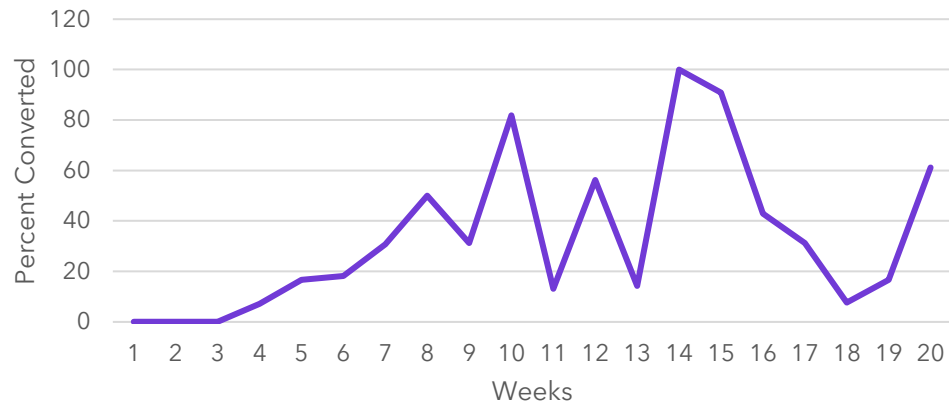
Distribution of Weekly Clients



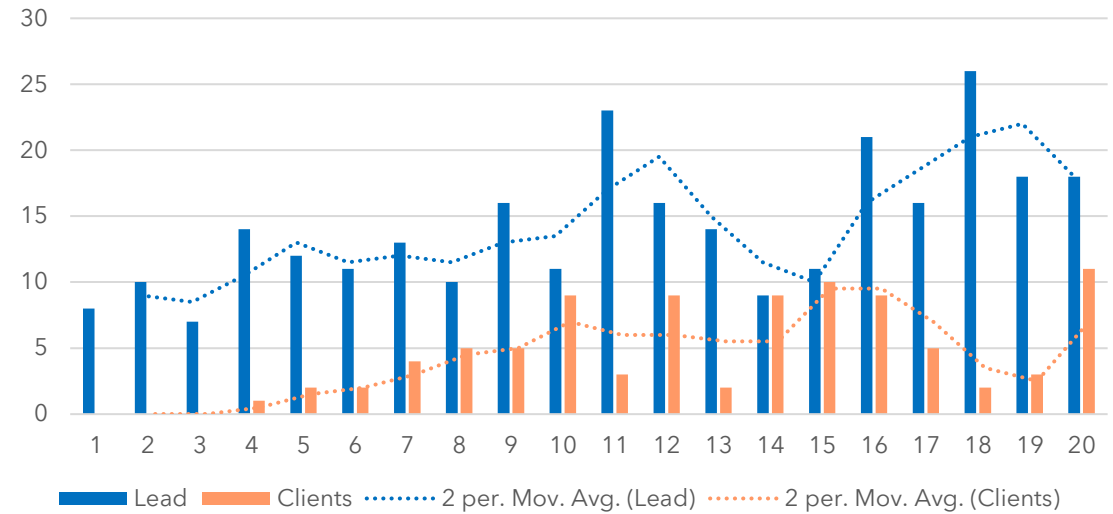
# Weekly Leads & Clients

- Average Weekly Leads: 14.2
- Average Weekly Clients: 4.6

Weekly % Converted



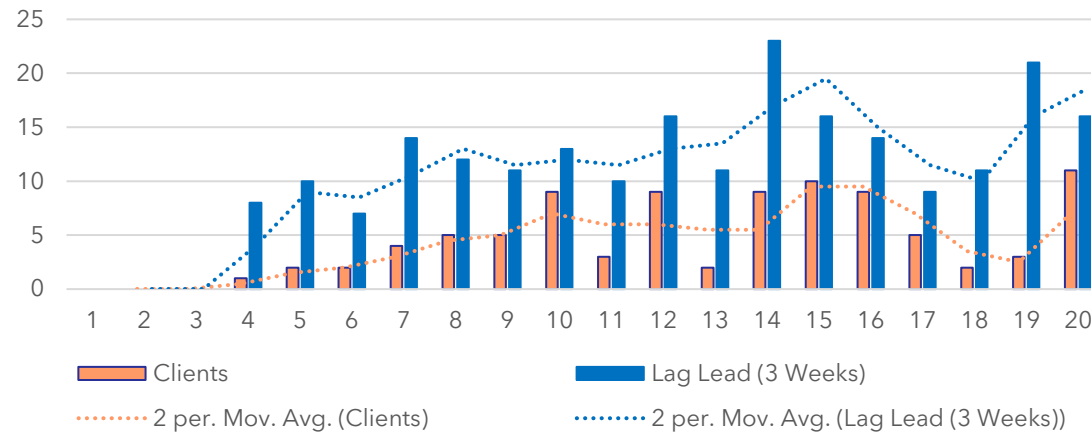
Weekly Leads & Clients



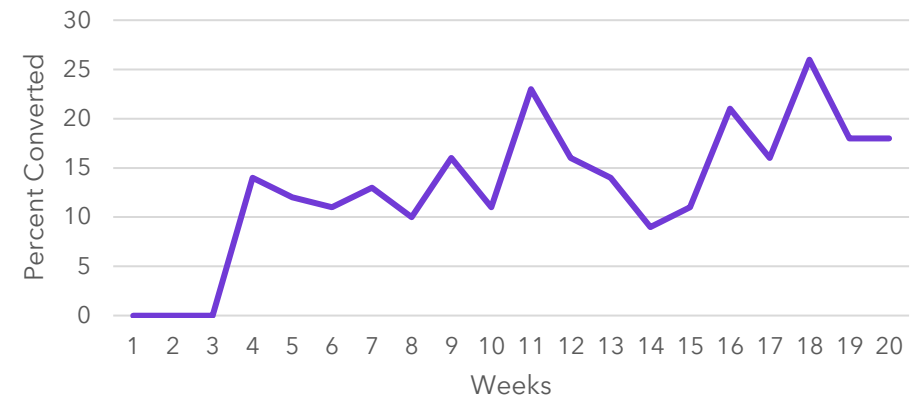
- Average % Converted: 33%

# Weekly Adjusted Leads & Clients

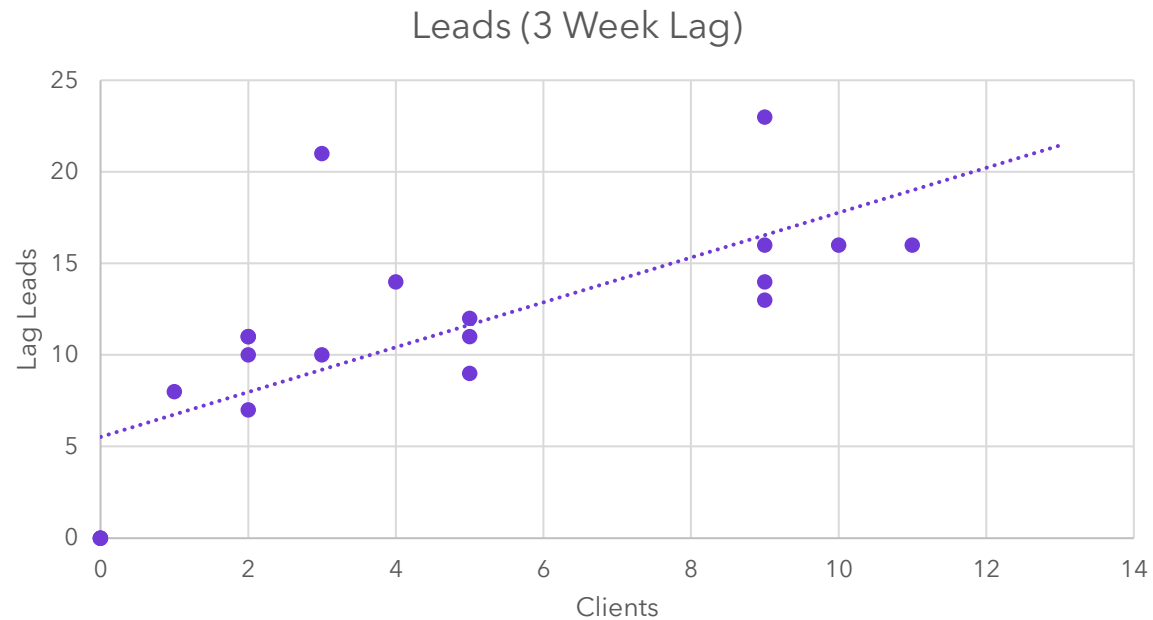
Weekly Adjusted Leads & Clients  
(3 Week Lag)



Adjusted % Converted  
(3 Week Lag)



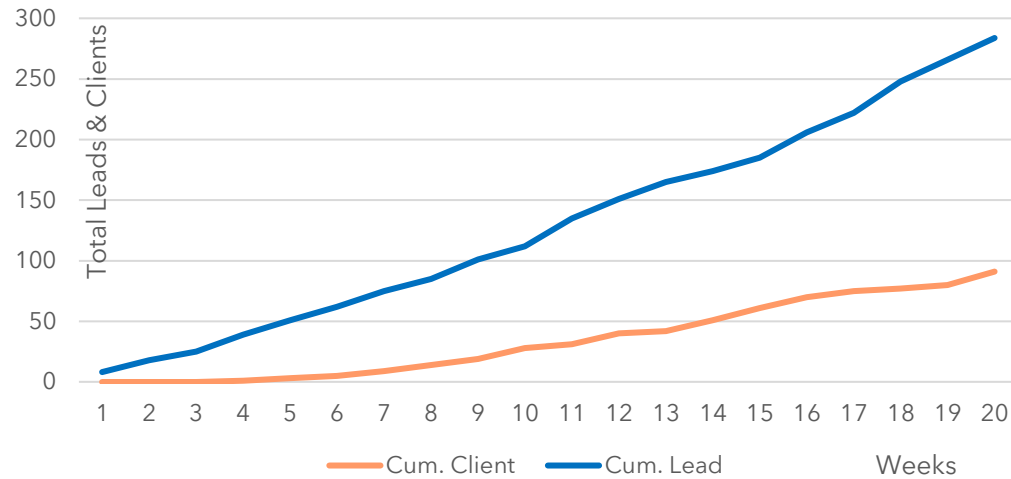
# Correlation Between Leads & Clients



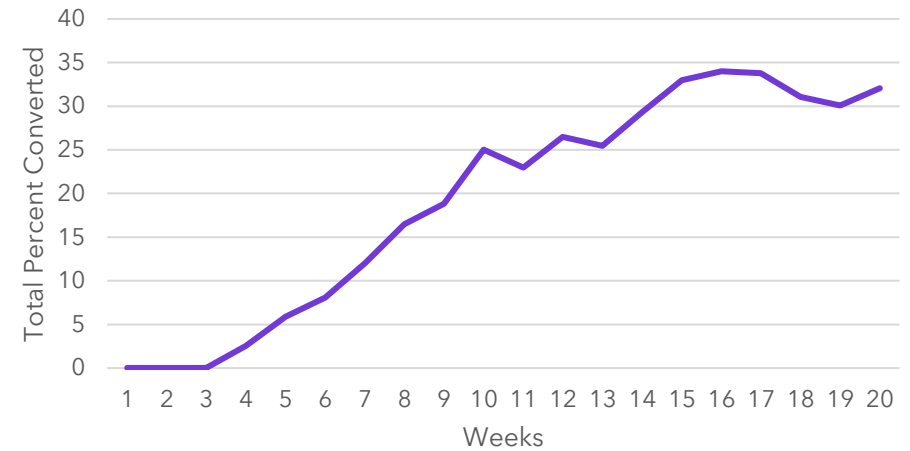
- Pearson Correlation Coefficient: 0.69
- Clients are correlated with leads from 3 weeks prior

# Weekly Cumulative Leads & Clients

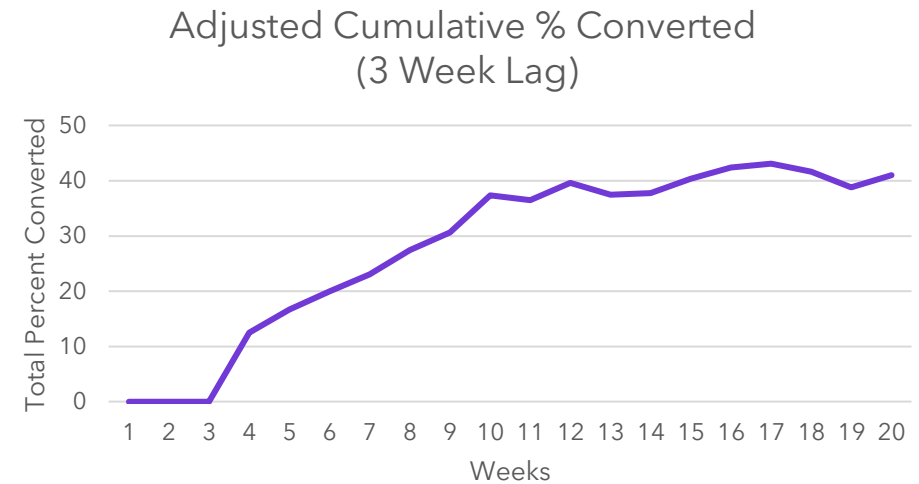
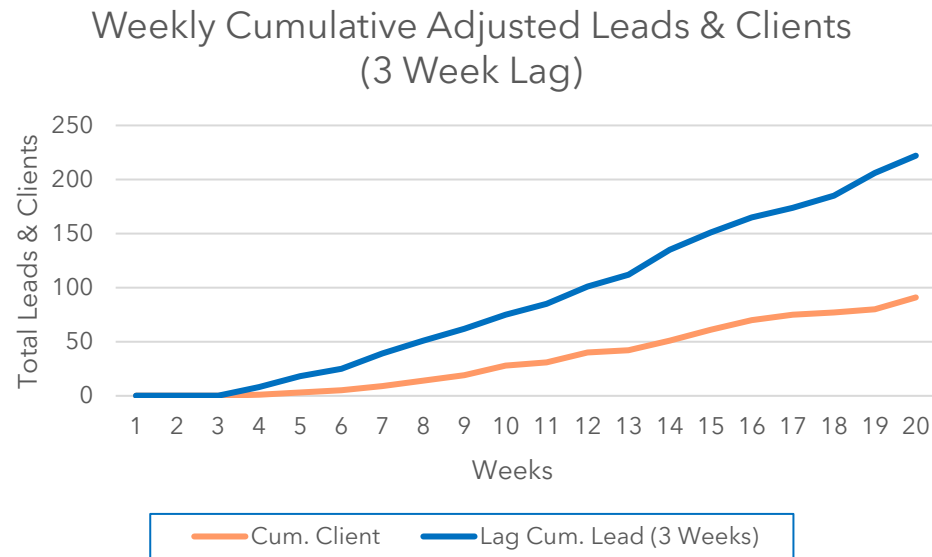
Weekly Cumulative Leads & Clients



Cumulative % Converted

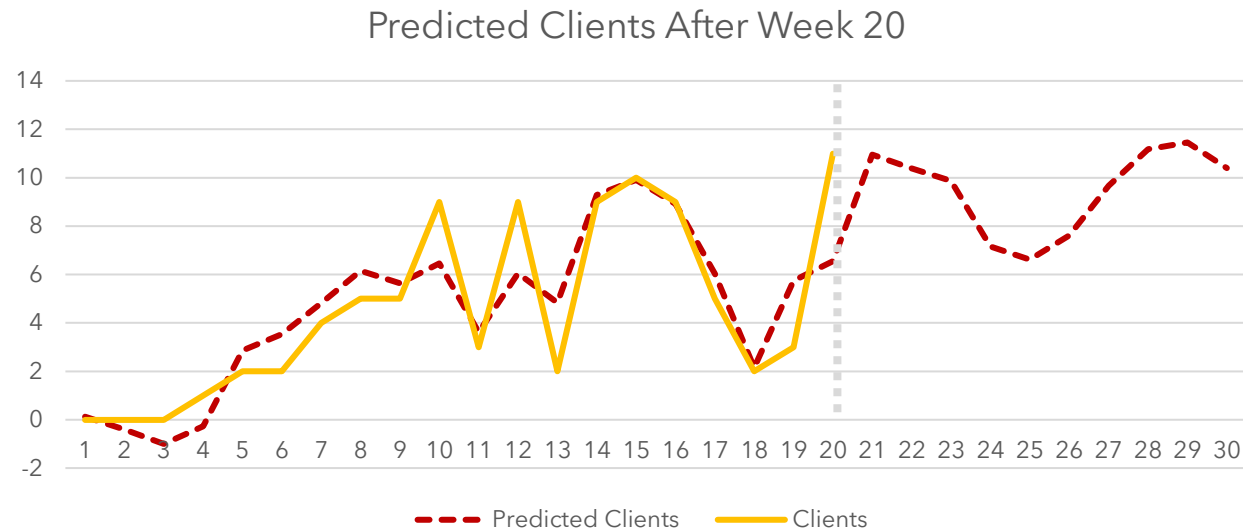


# Adjusted Cumulative Leads & Clients



- Average Adjusted % Converted: 41%

# Forecasting Weekly Clients

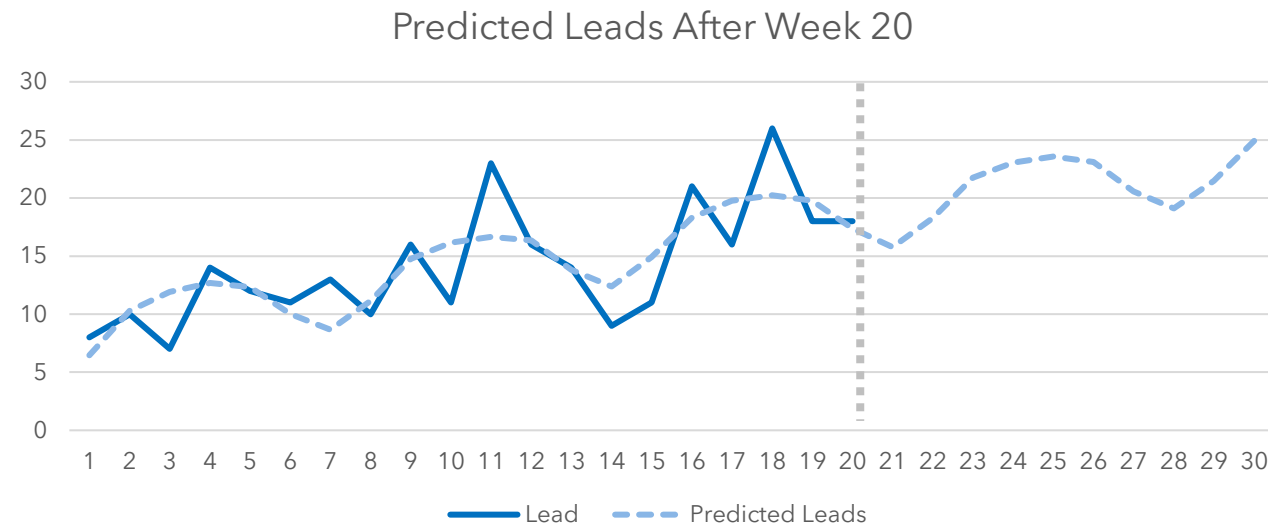


$$\text{Predicted Clients} = a + a_0(\text{Lead}) + a_1(\text{L1.Lead}) + a_2(\text{L2.Lead}) + a_3(\text{L3.Lead}) + a_4(\text{L4.Lead}) + a_5(\text{L5.Lead})$$

a	a <sub>0</sub>	a <sub>1</sub>	a <sub>2</sub>	a <sub>3</sub>	a <sub>4</sub>	a <sub>5</sub>
1.3379	-0.1523	-0.0267	-0.1259	0.2454	0.2687	0.1946



# Forecasting Weekly Leads



$$\text{Predicted Leads} = b_0 + b_1(t) + b_2(\sqrt{t}) + b_3\left(\sin\left(\frac{t\pi}{3.5}\right)\right)^2 + b_4\left(\sin\left(\frac{t\pi}{1.6}\right)\right)^2 + b_5\left(\sin\left(\frac{t\pi}{7}\right)\right)^2$$

$b_0$	$b_1$	$b_2$	$b_3$	$b_4$	$b_5$
2.7441	0.3291	1.3342	1.4301	0.0934	5.8801