Summary Business Dashboard

City: All

campaign: All

Date: 9/30/2024 – 11/3/2025

Lead Generation & Conversion Performance

Campaign	Unique Leads	Dialled	Connected	Dialled %	Connect to Dialled %	Walkins	Admissions	Cost	AOV	Revenue	CPL	CPT
Paid	7,831	7574	4451	97%	59%	357	164	4,616K	116K	18965K	0.59K	28.14K
	70	44	20	63%	45%	2	1		118K	118K		
BTL						777	369		108K	39872K		
BTL(Event)	579	569	315	98%	55%							
IVR	4,915	3257	1683	66%	52%	263	153		108K	16479K		
Total	**13,395**	**11444**	**6469**	**85%**	**57%**	**2816**	**1157**	**4,616K**	**99K**	**114682K**	**0.34K**	**3.99K**

Campaign Wise Conversion Performance

User_Source	Leads	Walkins	Admissions	Cost	AOV	CPL	CPT	Revenue	CPT/AOV
⊟ **Paid**	**7831**	**357**	**164**	**4616K**	**116K**	**589**	**28K**	**18965K**	**24%**
ERP Campaign	51	1	1		136K			136K	
Gurugram-Google-Lead-Discovery-17-12				24K					
Gurugram-Google-Lead-Discovery-20-02	13								
Gurugram-Google-Leads-24-12	24	2							
Gurugram-Google-Lead-Search-08-01	36	2							
Gurugram-Google-Lead-Search-16-01				0K					
Gurugram-Google-Lead-Search-16-12	256	11	7	791K	129K	3090	113K	903K	88%
Gurugram-Google-Lead-Search-17-01	52	3	1	199K	137K	3829	199K	137K	145%
Gurugram-Google-Lead-Search-27-12	1			28K		27619			
Gurugram-Google-YT-Lead11-03	6								
Gurugram-Meta-IF-Leads-04-03	75								
Total	**13395**	**2816**	**1157**	**4616K**	**99K**	**345**	**4K**	**114682K**	**4%**

Lead Disposition & Sub-disposition Summary

Campaign	Unique Leads	Unique Dialled	Unique Connected	Cold	Hot	Warm
⊞	70	44	20	41	1	
⊞ **IVR**	4915	3257	1683	3979	246	225
⊞ **Paid**	7831	7574	4451	7041	433	273
Total	**12816**	**10875**	**6154**	**11061**	**680**	**498**

Lead Category: COLD

41 Leads | 2 Walkins | 1 Admissions

Disposition		IVR	Paid
⊞	**1**	**90**	
⊞ **Admission Taken**			**43**
⊞ **Admissions Done**		**5**	
⊞ **Aligned**		**1**	
⊞ **Already admission done**	**2**	**42**	
⊞ **Already Visited**		**1**	
⊞ **Alredy Visited To Our School**		**1**	
⊞ **Asked to Call Back**			**10**
⊞ **Asked to call later**		**67**	
⊞ **Call disconnected**	**5**	**430**	
⊞ **COLD**		**58**	
⊞ **Distance issue**		**155**	
⊟ **DNP**	**16**	**1658**	**4522**
	9	955	
01.03 DNP		3	
Total	**41**	**3979**	**7041**

Clear all slicers

Gurukulam Dashboard

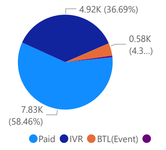
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Amount Spent	NPF Leads	CPL	Connected (NPF)	Walkins	Untouched	Junk Call
4.62M	7.831K	589.42	3.178K	357	29	110

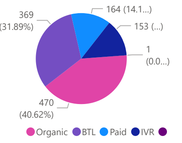
Overall Admission	IVR Leads	CPT	Connected (IVR)	Converted	Junk Call	Will Visit School
1.157K	4.915K	28.14K	2.002K	164	37	224

User_Source	Leads	Walkins	Admissions	Cost	AOV	CPL	CPT	Revenue	CPT/AOV
⊟ Paid	7831	357	164	4615709	115638	589	28145	18964650	24%
ERP Campaign	51	1	1		136400			136400	
Gurugram-Google-Lead-Discovery-17-12				24215					
Gurugram-Google-Lead-Discovery-20-02	13								
Gurugram-Google-Leads-24-12	24	2							
Gurugram-Google-Lead-Search-08-01	36	2							
Gurugram-Google-Lead-Search-16-01				19					
Gurugram-Google-Lead-Search-16-12	256	11	7	790973	128971	3090	112996	902800	88%
Gurugram-Google-Lead-Search-17-01	52	3	1	199094	136900	3829	199094	136900	145%
Gurugram-Google-Lead-Search-27-12	1			27619		27619			
Gurugram-Google-YT-Lead11-03	6								
Gurugram-Meta-IF-Leads-04-03	75								
Gurugram-Meta-Leads-02-04-25	2								
Gurugram-Meta-Leads-02-12	119	1		136298		1145			
Total	13395	2816	1157	4615709	99120	345	3989	114681800	4%

Total Leads



Admissions



Gurugram wise data

User_Source	Cost	Leads	Walkins	Admissions	AOV	CPL
⊞ Paid	2202049	2961	105	37	132076	744
⊞ BTL			170	77	131303	
⊞ BTL(Event)		437				
⊞ IVR		2410	35	25	131540	
⊞ Organic			279	90	131089	
Total	2202049	5808	589	229	131369	379

Varanasi wise data

User_Source	Cost	Leads	Walkins	Admissions	AOV	CPL
⊞ Paid	2306947	4131	230	118	119304	558
⊞			2	1	118150	
⊞ BTL			556	256	116255	
⊞ BTL(Event)		142				
⊞ IVR		1383	210	112	117776	
⊞ Organic			927	230	119348	
Total	2306947	5656	1925	717	117989	408

Indore wise data

User_Source	Cost	Leads	Walkins	Admissions	AOV	CPL
⊞ Paid	105858	736	22	9		144
⊞ BTL			51	36		
⊞ IVR		219	18	16		
⊞ Organic			211	150		
Total	105858	955	302	211		111

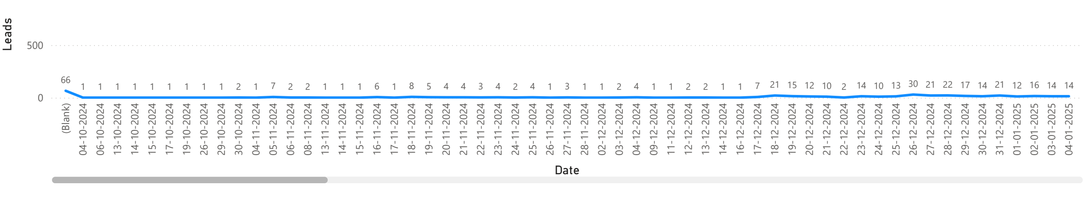
Sohna wise data

User_Source	Cost	Leads	Walkins	Admissions	AOV	CPL
⊞ Paid	855	3				285
⊞ IVR		32				
Total	855	35				24

Disposition

campaign			ERP Campaign		Gurugram-Google-Lead-Discovery-20-02		Gurugram-Google-Leads-24-12		Gurugram-Google-Lead-Search-08-01		Gurugram-Google-Lead-Search-	
disposition	Users	%	Users	%	Users	%	Users	%	Users	%	Users	%
	29	4.90%	6	1.01%								
Admission Taken											4	
Admissions Done												
Aligned												
Already admission done	2	4.17%										
Already Visited												
Alredy Visited To Our School												
Asked for call back									1	0.64%	3	
Asked to Call Back			8	44.44%			1	5.56%				
Asked to call later												
Total	70	0.55%	51	0.40%	13	0.10%	24	0.19%	36	0.28%	256	

Day wise Paid Leads



Sub Disposition

sub_disposition	ERP Campaign	Gurugram-Google-Lead-Discovery-20-02	Gurugram-Google-Leads-24-12	Gurugram-Google-Lead-Search-08-01	Gurugram-Google-Lead-Seal
	53	51			
Evening 12 feb					
HIRING INQUARY FOR DANCE TEACHER					
VALL TOMORROW					
01.03 Cut the call					
01.03 DNP					
01.03 NI					
01.03 Someone else picked the call					
02.03 Call disconnected					
02.03 Cut the call					
Total	70	51	13	24	36

DOD IVR Leads

Year		Gurugram	Indore	Sohna	Varanasi	Website	Total
⊞			1		2		3
⊟ 2024	2	70			120	1	193
⊞ December	2	70			120	1	193
⊟ 2025	69	2340	218	32	1261	869	4789
⊞ January	6	1114			320	82	1522
⊟ February	13	852	30	10	364	113	1382
1		81			15	6	102
Total	71	2410	219	32	1383	870	4985

Campaign Costs

User_Source	Cost	Leads	Walkins	Admissions
⊟ Paid	4,615,709.04	7831	357	164
Varanasi-Meta-Leads-26-12	413,498.79	1129	30	12
Varanasi-Meta-Leads-16-12	778,397.47	593	22	5
Varanasi-Google-Lead-Search-27-12	399,392.13	452	34	22
Varanasi-Google-Lead-Search-17-12	486,556.24	696	10	5
Varanasi-Google-Lead-Discovery-17-12	229,102.05	248	8	4
Sohna-Google-Lead-Discovery-04-03	854.77	3		
Other Sources		1933	184	90
Total	4,615,709.04	7901	359	165

Clear all slicers

Leads Trends

City: All

campaign: All

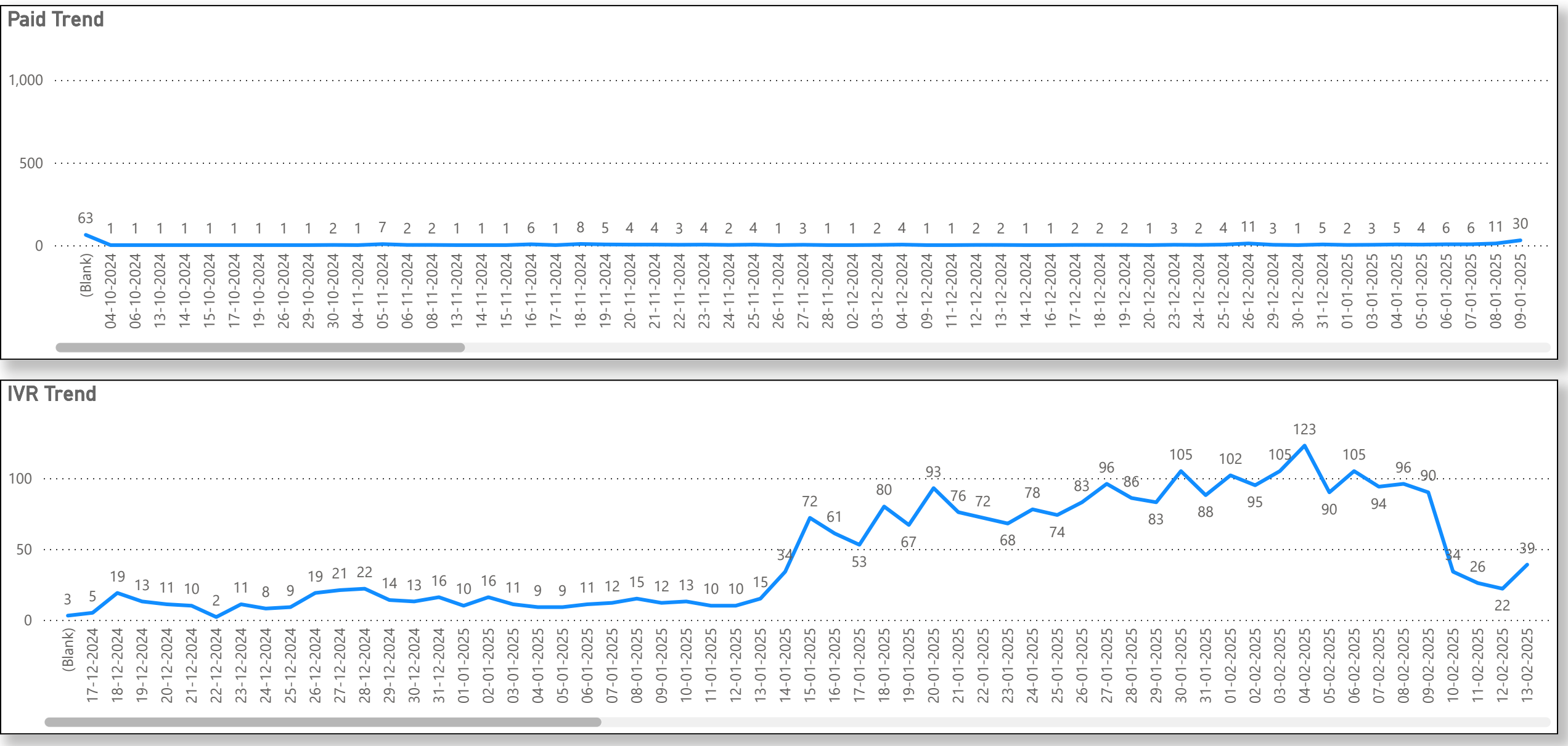
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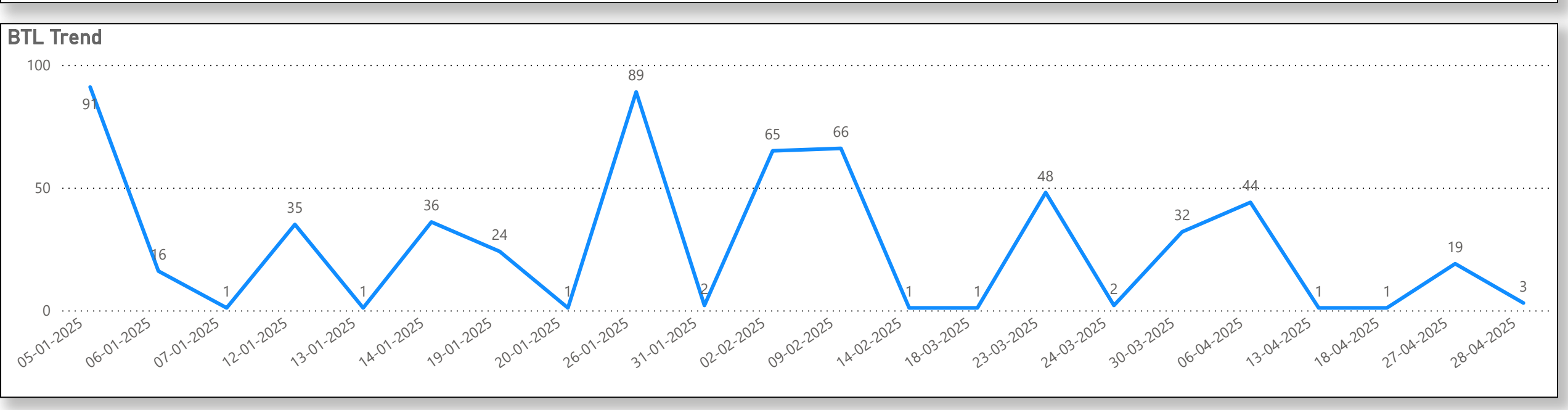
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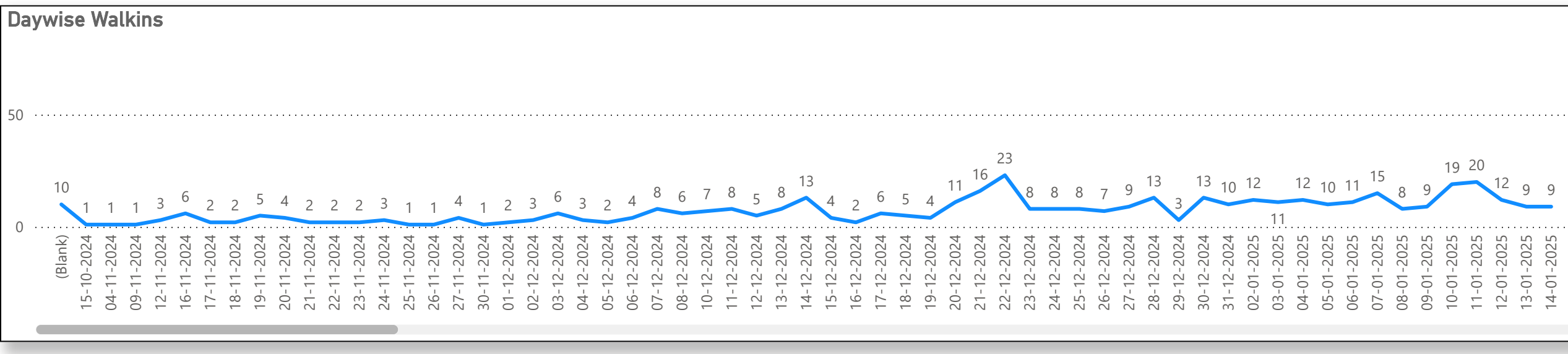
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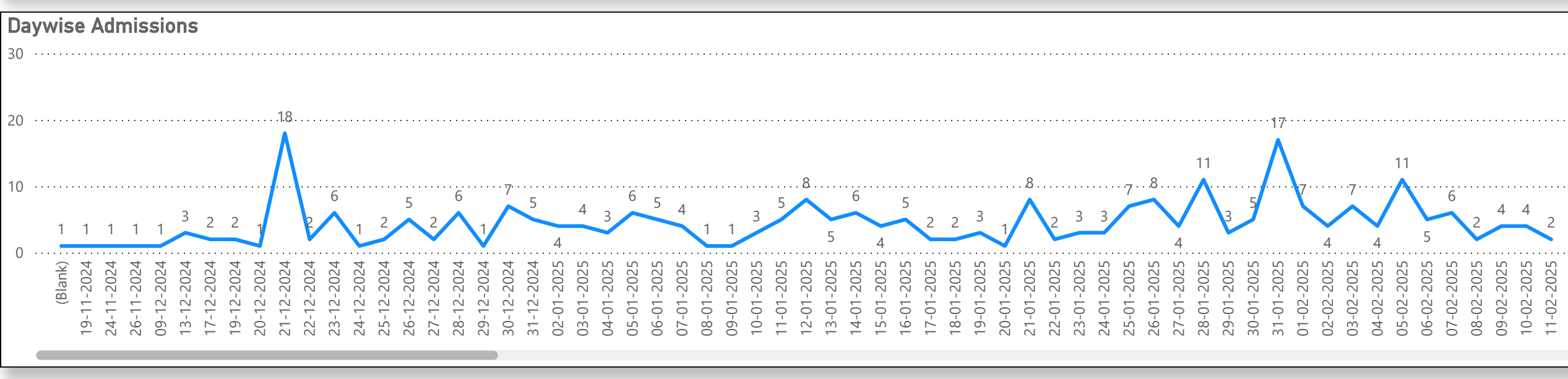
Leads Trends





Walkins & Admissions Trends





Clear all slicers

City

All

Campaign

All

Date

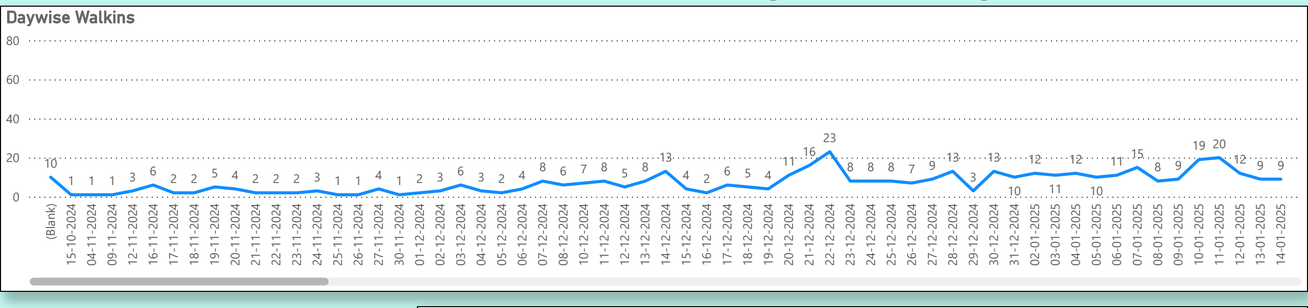
9/30/2024 11/3/2025

Date

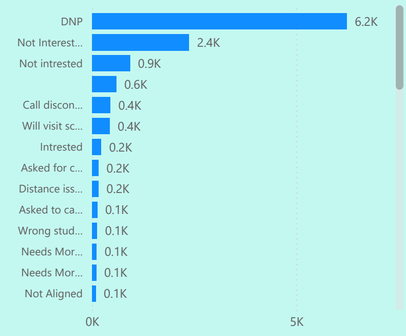
Last 1 Select

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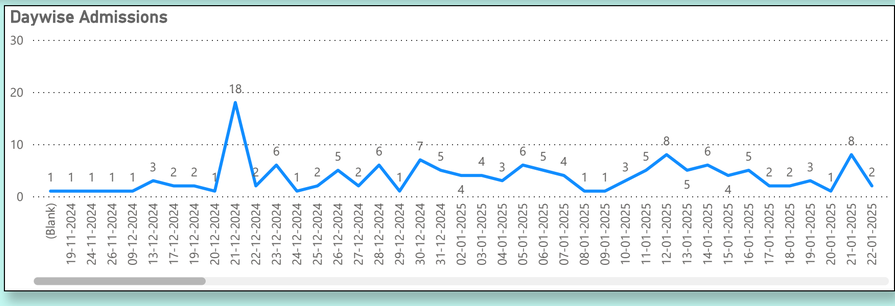
Daywise Walkins



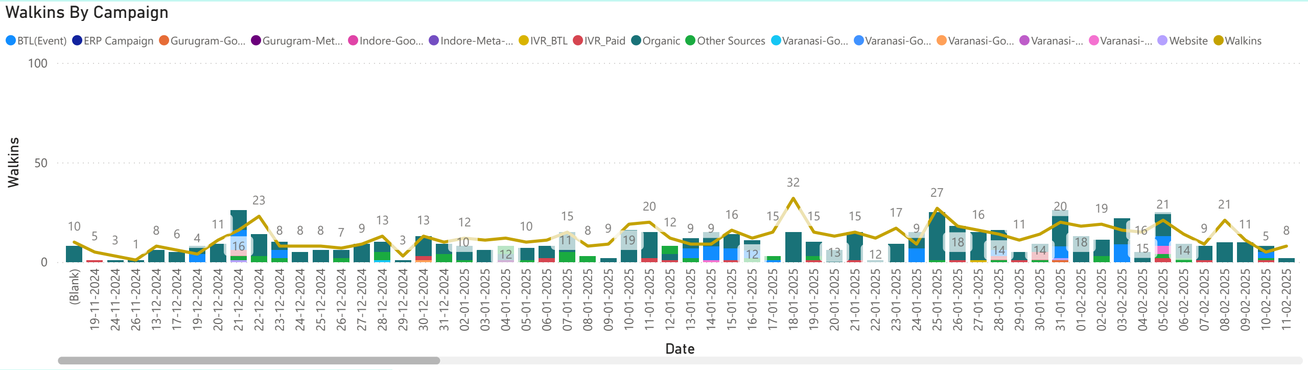
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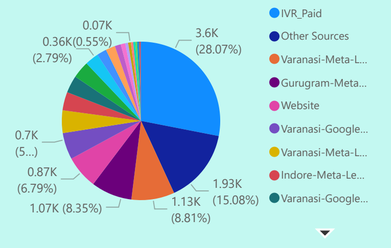
Daywise Admissions



Walkins By Campaign



Campaign wise Paid Leads



Admissions By Campaign

