

# Marketing Reports

## Overview

The Marketing Reports section provides visual and tabular data about lead performance across sources, campaigns, and Lead IDs.

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## Available Reports

### 1. Lead Rates

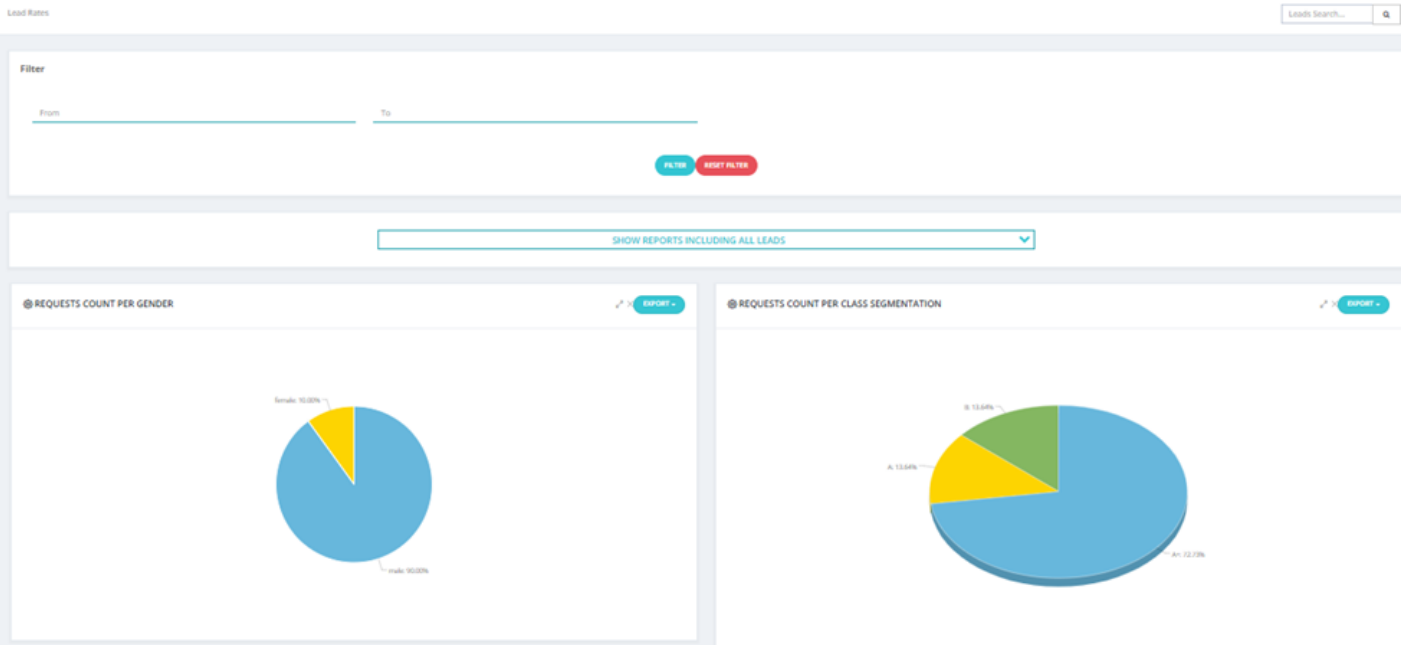
Pie charts showing lead distribution by demographic and behavioral data.

Charts include:

- **Requests Count per Gender** — Male vs Female breakdown.
- **Requests Count per Class Segmentation** — A+, A, B, C segments.
- **Requests Count per Purpose** — Purpose of inquiry (e.g., For Children, Not Determined).
- **Requests for Gender According to Sources** — Male/Female breakdown per source.
- **Age Group According to Requests Count** — Leads by age range (20-30, 30-40, 40-50, 50-60, 60+).
- **Classes According to Sources Requests** — Segment quality per source.

**Filter:** Date range (From / To). Toggle between **All Leads** or specific segments using the dropdown.

**Export:** Each chart can be exported individually.

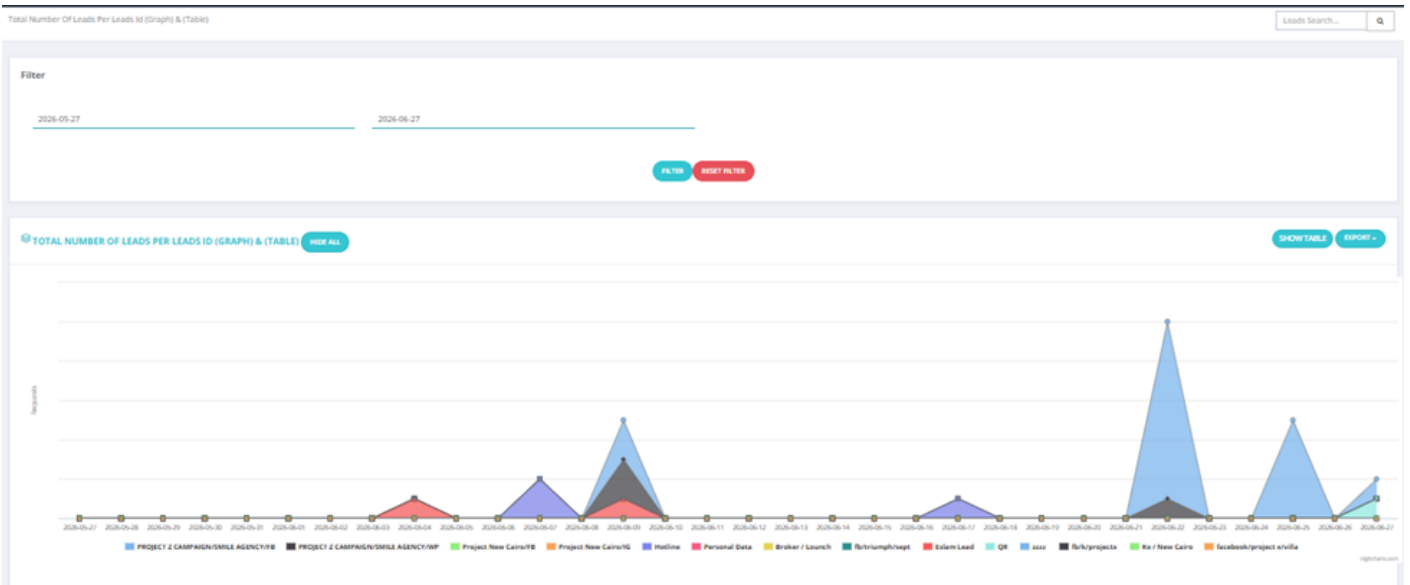


## 2. Total Number of Leads Per Lead ID (Graph & Table)

A line/area graph showing leads coming in per Lead ID over time.

- X-axis: Date
- Y-axis: Number of leads
- Each Lead ID is color-coded
- Toggle **Show Table** to see the data in table format

**Filter:** Date range (From / To).

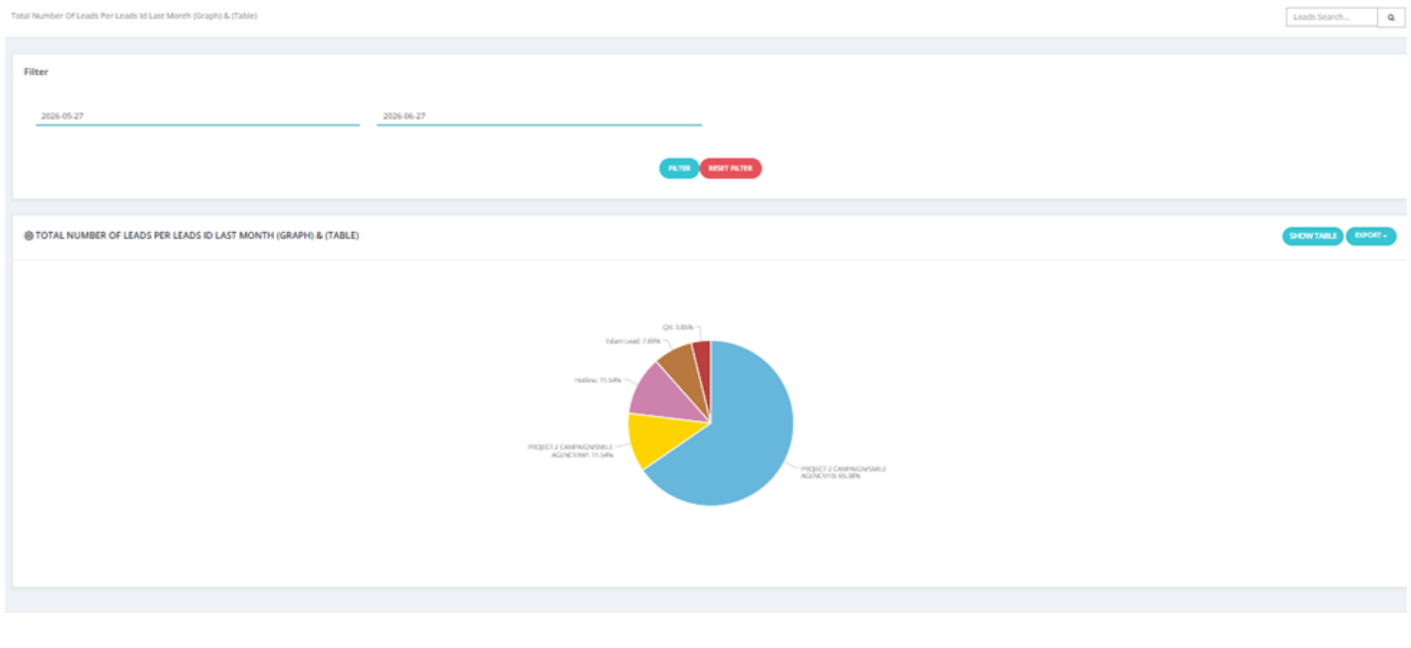


### 3. Total Number of Leads Per Lead ID Last Month (Graph & Table)

Same as above but defaults to **last month's data** — shown as a pie chart.

Each slice represents a Lead ID and its percentage of total leads.

**Filter:** Date range (From / To).



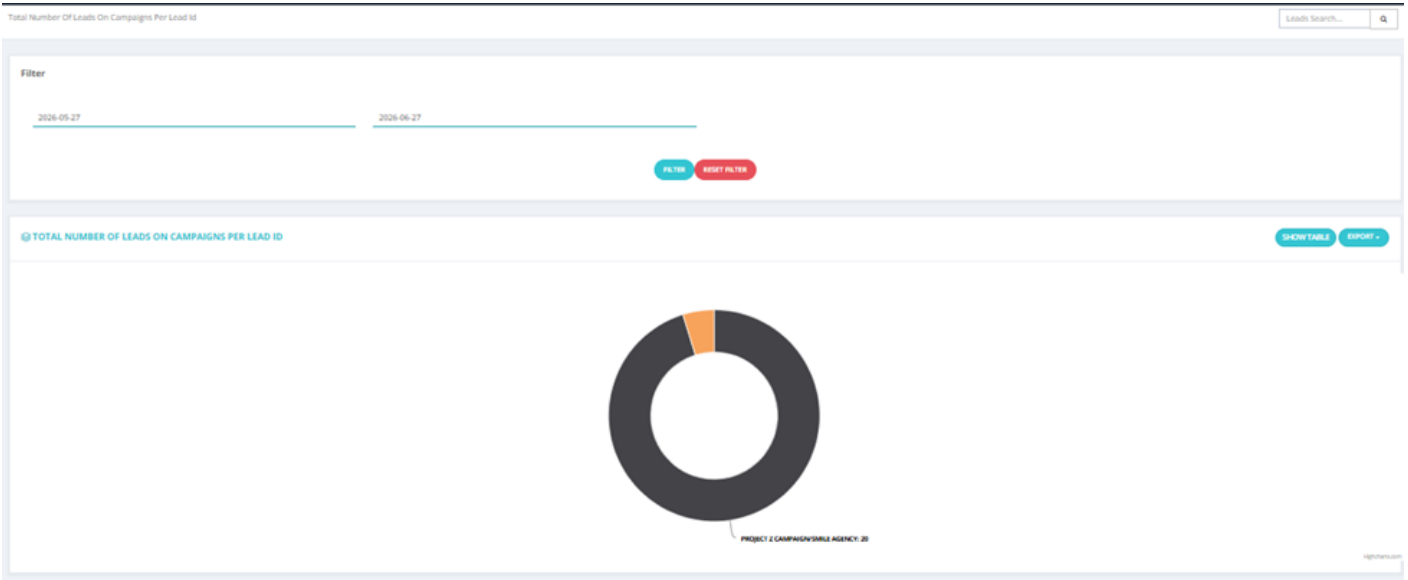
### 4. Total Number of Leads on Source Per Lead ID and States

A detailed table showing leads broken down by **Source** → **Lead ID** → **State**.

For each Lead ID under a source, shows:

- New, Fresh, Pending, Following, Planned Meeting, Meeting, After Meeting, Not Interested, Unreachable, Done-deal, Cancelled, Low Budget
- **Current** count vs **Re** (returned) count per state

**Filter:** Date range (From / To), Sources.

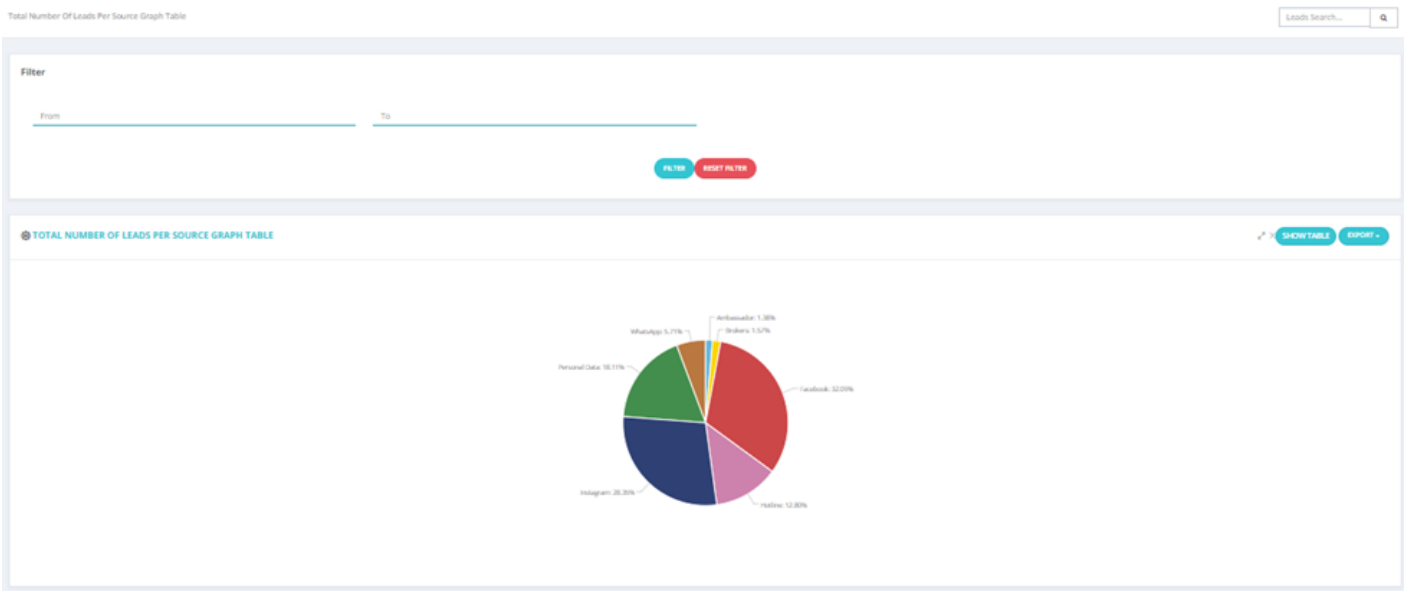


## 5. Total Number of Leads on Campaigns Per Lead ID

Donut chart showing the distribution of leads across campaigns per Lead ID.

Toggle **Show Table** for tabular view.

**Filter:** Date range (From / To).



## 6. Sources Per States



# 8. Marketing Analysis

A comprehensive financial performance table grouped by **source groups** (e.g., Brokers, Social Media).

Columns include:

- **Item** — Source name.
- **Planned / Actual / Deviation / Percentage %** — Budget tracking.
- **Total Leads** — Total leads from this source.
- **Qualified Lead** — Leads that progressed beyond fresh state.
- **Reservation / Confirm Reservation / Down Payment / Confirm Down Payment / Contract / Delivery** — Units count and total unit price at each stage.
- **Total Per Source** — Combined clients and unit value.

“ 📅 Default view is the **current month**. Use filters to extend the date range.

**Filter:** Date range (From / To).

Marketing Analysis Leads Search...

Filter

From \_\_\_\_\_ To \_\_\_\_\_

**Filter** **RESET FILTER**

**MARKETING ANALYSIS**  
This Report default view is the current month, please use filter to get more data **EXPORT**

Item	Planned	Actual	Deviation	Percentage %	Total Leads	Qualified Lead	Reservation	Confirm Reservation	Down Payment	Confirm Down payment	Contract	Delivery	Total Per Source
<b>* Group Brokers</b>													
Brokers	0	0	0	0%	0	0 Leads Cost Per: 0.00	1 Clients Total Unit Price : 6,382,060	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	1 Clients Total Unit Price : 15,111,000	0 Clients Total Unit Price : 0	2 Clients Total Unit Price : 21,493,060
Total	0	0	0	0%	0	0 Leads Cost Per: 0.00	1 Clients Total Unit Price : 6,382,060	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	1 Clients Total Unit Price : 15,111,000	0 Clients Total Unit Price : 0	2 Clients Total Unit Price : 21,493,060
<b>* Group Social Media</b>													
WhatsApp	0	0	0	0%	3	0 Leads Cost Per: 0.00	3 Clients Total Unit Price : 33,905,938	1 Clients Total Unit Price : 2,780,000	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	6 Clients Total Unit Price : 306,369,430	1 Clients Total Unit Price : 8,244,320	11 Clients Total Unit Price : 351,299,688
Instagram	0	0	0	0%	0	0 Leads Cost Per: 0.00	2 Clients Total Unit Price : 4,162,500	1 Clients Total Unit Price : 4,600,800	0 Clients Total Unit Price : 0	0 Clients Total Unit Price : 0	1 Clients Total Unit Price : 20,150,000	0 Clients Total Unit Price : 0	4 Clients Total Unit Price : 28,913,300
Facebook	0	0	0	0%	17	0 Leads Cost Per: 0.00	5 Clients Total Unit Price : 37,496,800	4 Clients Total Unit Price : 78,556,899,260	2 Clients Total Unit Price : 136,580,000	3 Clients Total Unit Price : 144,617,720	18 Clients Total Unit Price : 411,411,455	1 Clients Total Unit Price : 6,325,000	33 Clients Total Unit Price : 79,293,330,234
Total	0	0	0	0%	20	0 Leads Cost Per: 0.00	10 Clients Total Unit Price : 75,565,238	6 Clients Total Unit Price : 78,564,280,060	2 Clients Total Unit Price : 136,580,000	3 Clients Total Unit Price : 144,617,720	25 Clients Total Unit Price : 737,930,885	2 Clients Total Unit Price : 14,569,320	48 Clients Total Unit Price : 79,673,543,222

## Common Features Across All Reports

- **Export** button available on every report.
- **Show Table** toggle on chart-based reports to switch between graph and table view.
- **Filter + Reset Filter** buttons for date filtering.

- **Default view is the current month** — use the date filter (From / To) to extend or change the date range.
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