



LEAD-TO-LEARNING: UNCOVERING INSIGHTS TO BOOST EDTECH CONVERSIONS

PRESENTED BY BHAVANI DURAI



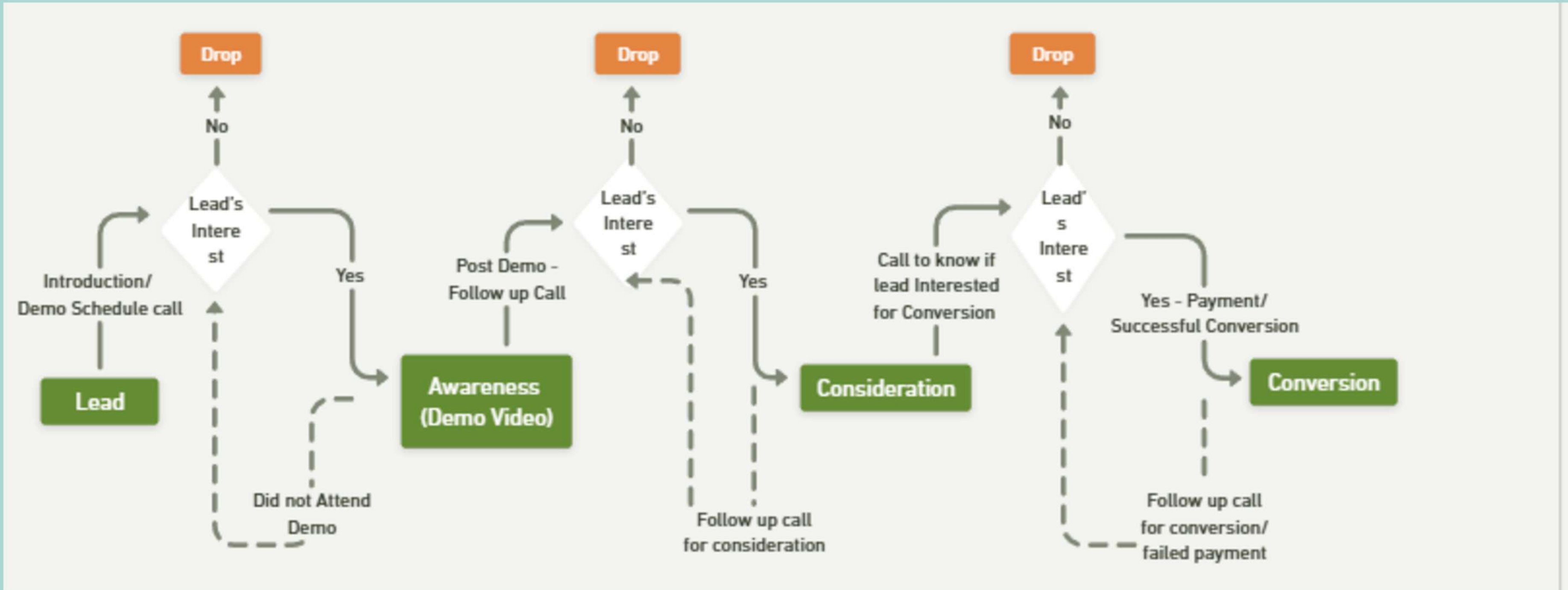
ABOUT EDCOMPANY AND PROBLEM STATEMENT

- EDCompany is a fast-growing EdTech platform focused on delivering high-quality, accessible education across various domains.
- The company aims to boost user engagement, drive course enrollments, and streamline the lead-to-conversion journey.
- With diverse course offerings and multilingual content, EDCompany is committed to scalable and data-driven growth.
- The company wants to accelerate user growth by analyzing lead acquisition and conversion patterns. The goal is to uncover insights that guide marketing, team efficiency, and regional focus. This data-driven strategy aims to boost enrollments through improved decision-making.

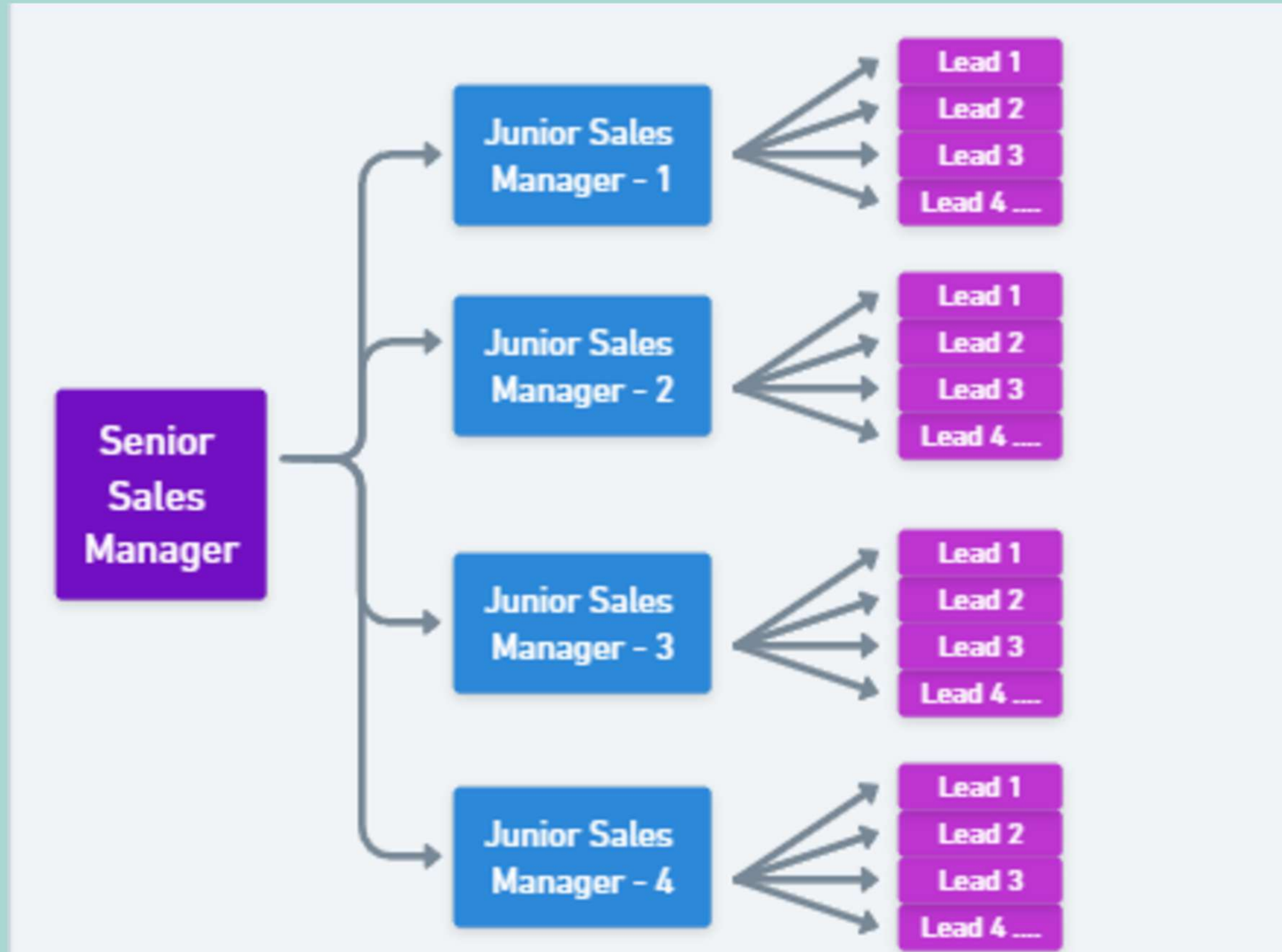
PROJECT OVERVIEW

- We analyzed lead, interaction, and assignment data using SQL and Power BI to uncover insights across business, lead, and manager performance.
- The project involved data modeling, KPI building, and storytelling dashboards for actionable strategy.

CUSTOMER ACQUISITION FLOW



HIERARCHY STRUCTURE



STACKHOLDERS OVERVIEW

- This project supports cross-functional decision-making by providing data-driven insights to all key stakeholders—business heads, leads, and managers—enabling unified growth strategies.
- It ensures each level of leadership is equipped with actionable metrics to optimize performance, lead handling, and conversion success.



Business Heads – Analyzed overall team efficiency and conversion rates to identify strategic performance gaps and growth opportunities.



Business Leads – Explored the lead journey stages, drop-offs, and aging patterns to refine engagement and follow-up strategies.



Managers – Evaluated junior-level performance, regional trends, and call efforts to optimize team alignment and training focus.

DATASET & TABLE OVERVIEW

LEADS BASIC DETAILS	Contains demographic info of each lead (e.g., ID, city, gender, education, gen source, and parent occupation).
LEADS DEMO WATCHED DETAILS	Captures each lead’s demo-watched status, date, language preference, and demo completion percentage.
LEADS INTERACTION DETAILS	Tracks every interaction with each lead of each juniors(call date, status, call reason, lead stage, etc.).
LEADS REASON FOR NO INTEREST	Contains reasons why leads dropped off or showed no interest during various stages: demo, consideration, and conversion.
SALES MANAGERS ASSIGNED LEAD DETAILS	Maps which junior and senior managers are responsible for each lead per cycle.

BUSINESS HEAD ANALYSIS-EDCOMPANY

360

Total_leads

166

Demo Watched(Count)

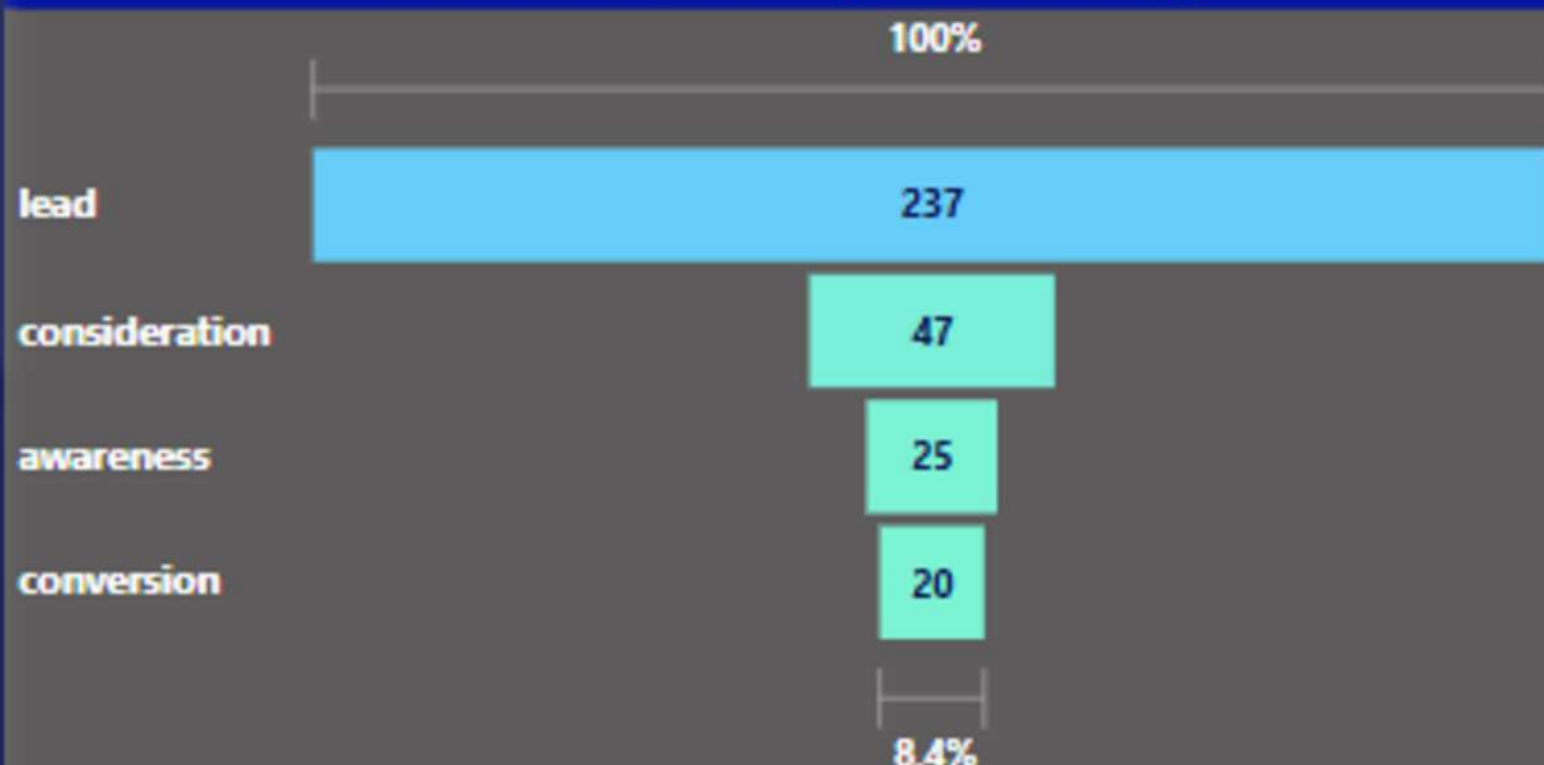
194

Lead Yet To Watch Demo

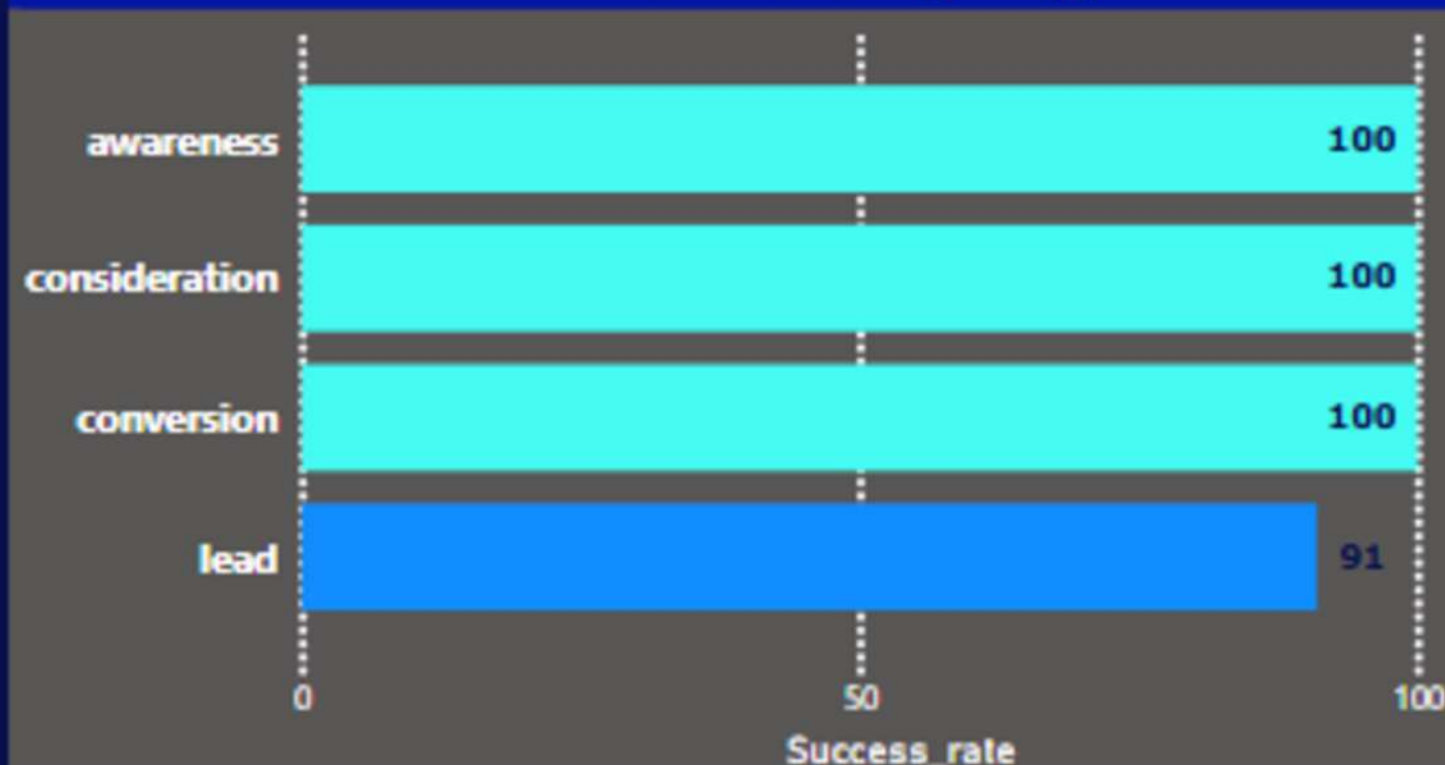
62

Final Conversions

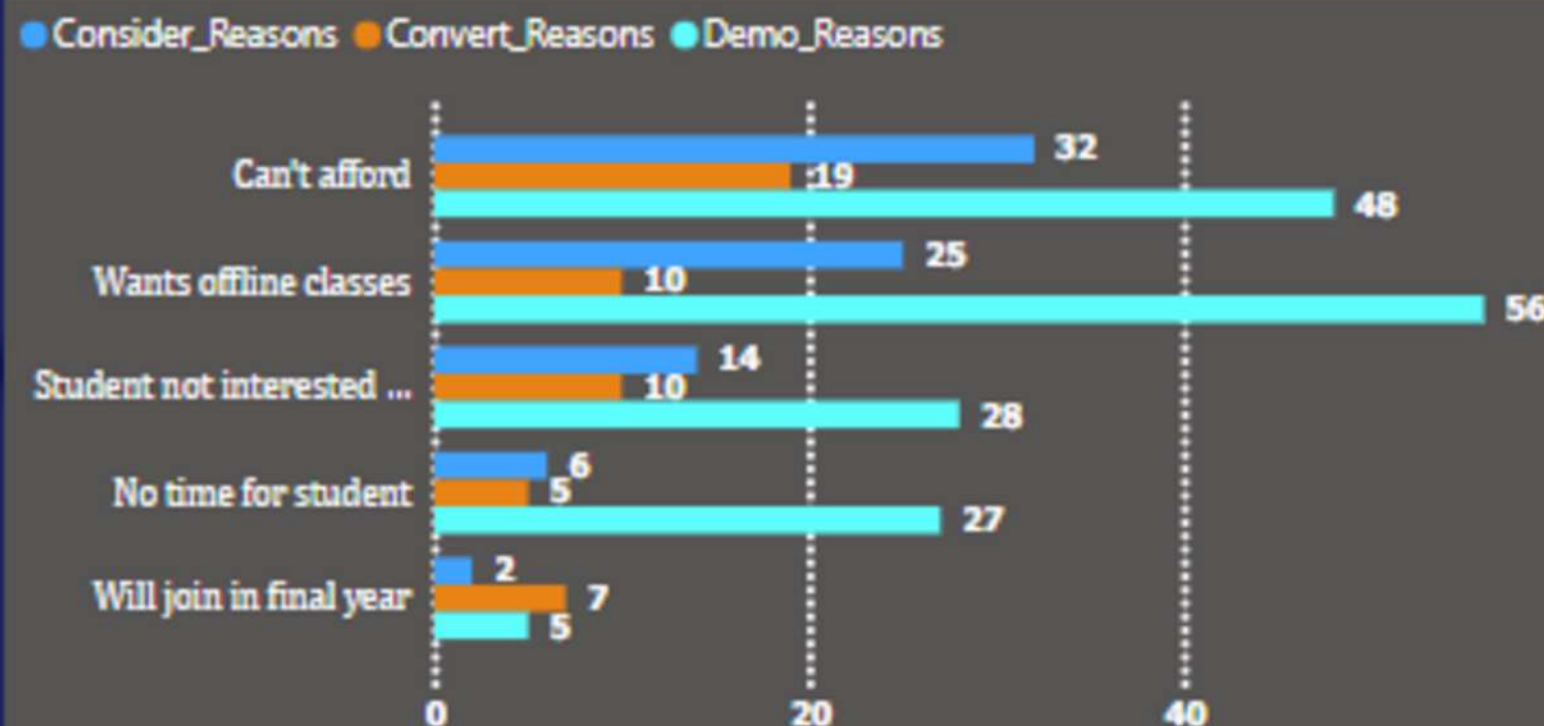
Successful Leads By Funnel Stage



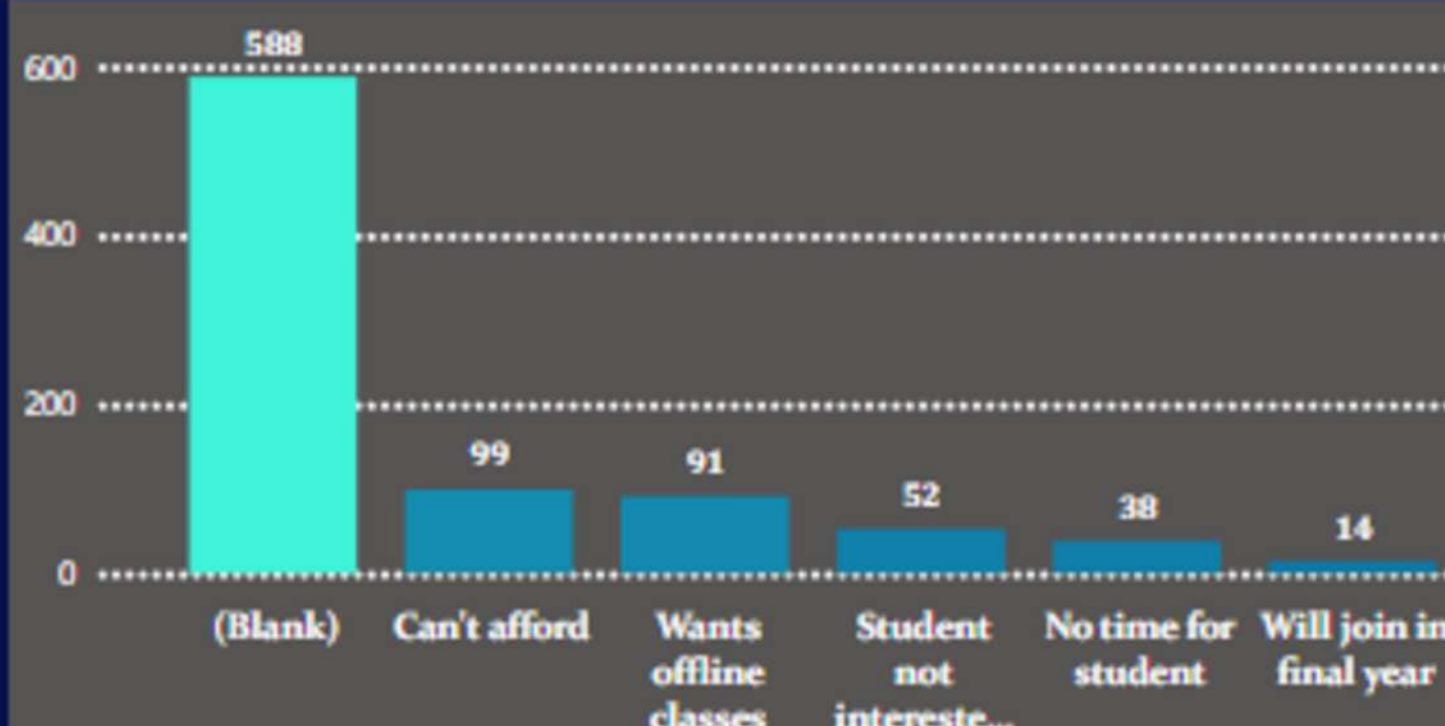
Call Success Rate By Stage



Lead Rejection Insights By Stage



Top Reasons For Lead Rejection



VISUAL INSIGHTS BREAKDOWN- BUSINESS TEAM

Lead Overview:

- Total Leads: 360 leads have entered the funnel.
- Demo Watched: 166 leads (46.1%) engaged with the demo.
- Demo Not Watched: 194 leads (53.9%) did not attend the demo.
- Successful Conversions: 62 leads successfully converted, resulting in a **conversion rate of 17.2%**.

Successful Leads by Stage:

- Lead Stage: 237 successful interactions.
- Consideration: 47 leads moved further.
- Awareness: 25 leads identified interest.
- Conversion: 20 leads successfully converted at the final stage.

Success Call Rate by Stage:

- Awareness, Consideration, Conversion: **100% success call rate**.
- Lead Stage: **91% success call rate** – only 9% did not proceed beyond the initial stage.

Stage-wise Lead Rejection Reasons:

- Demo Stage: High rejection due to affordability and class format preference
- Consider & Convert Stages: Minor objections seen, primarily offline preference and lack of interest.

Top Common Objections

- Blank Entries: 588 (unrecorded or missing).
- Other reasons: Class timing, fee concerns, and content relevance.

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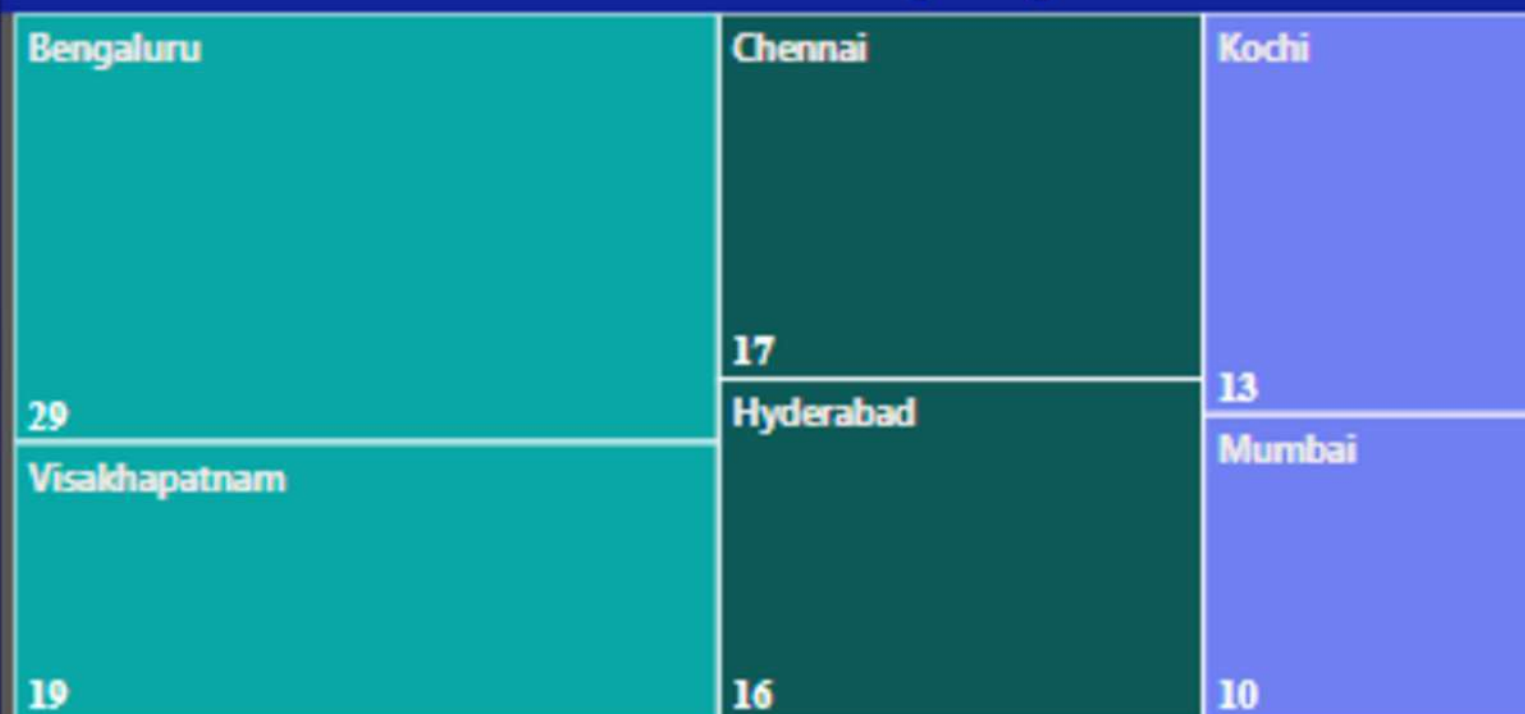
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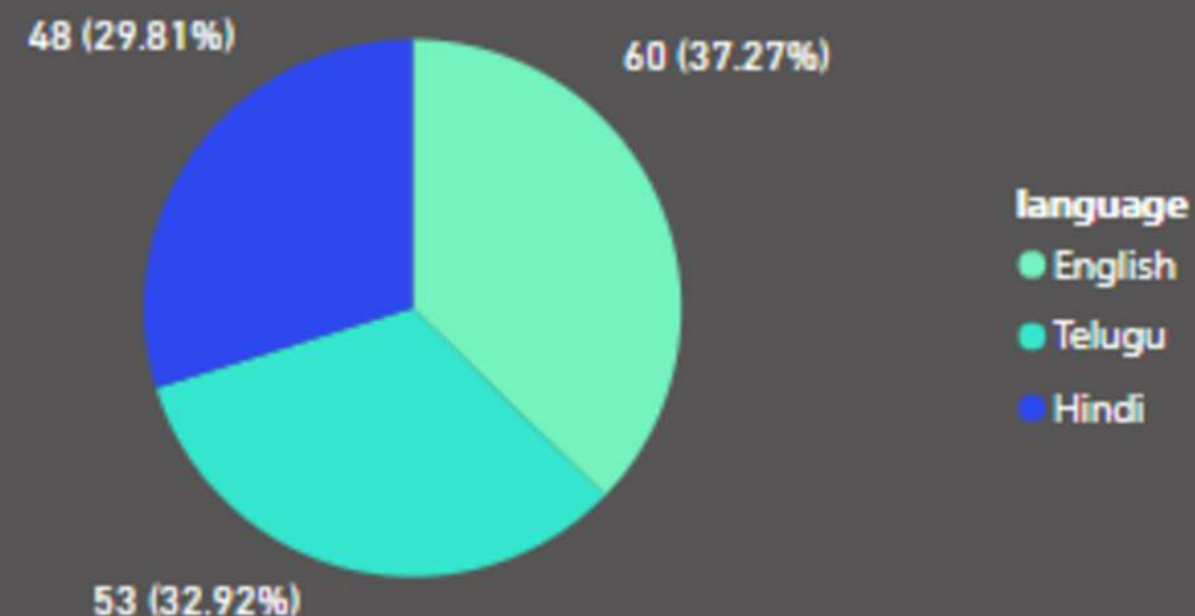
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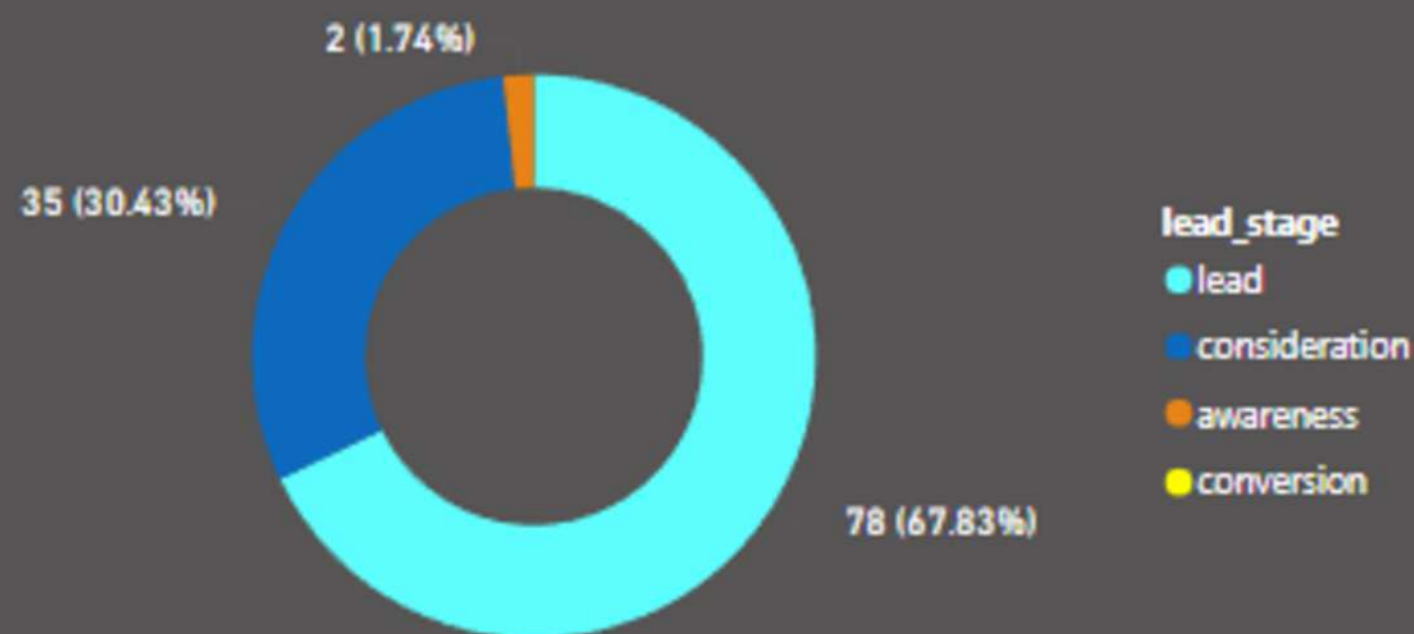
Conversion % By City



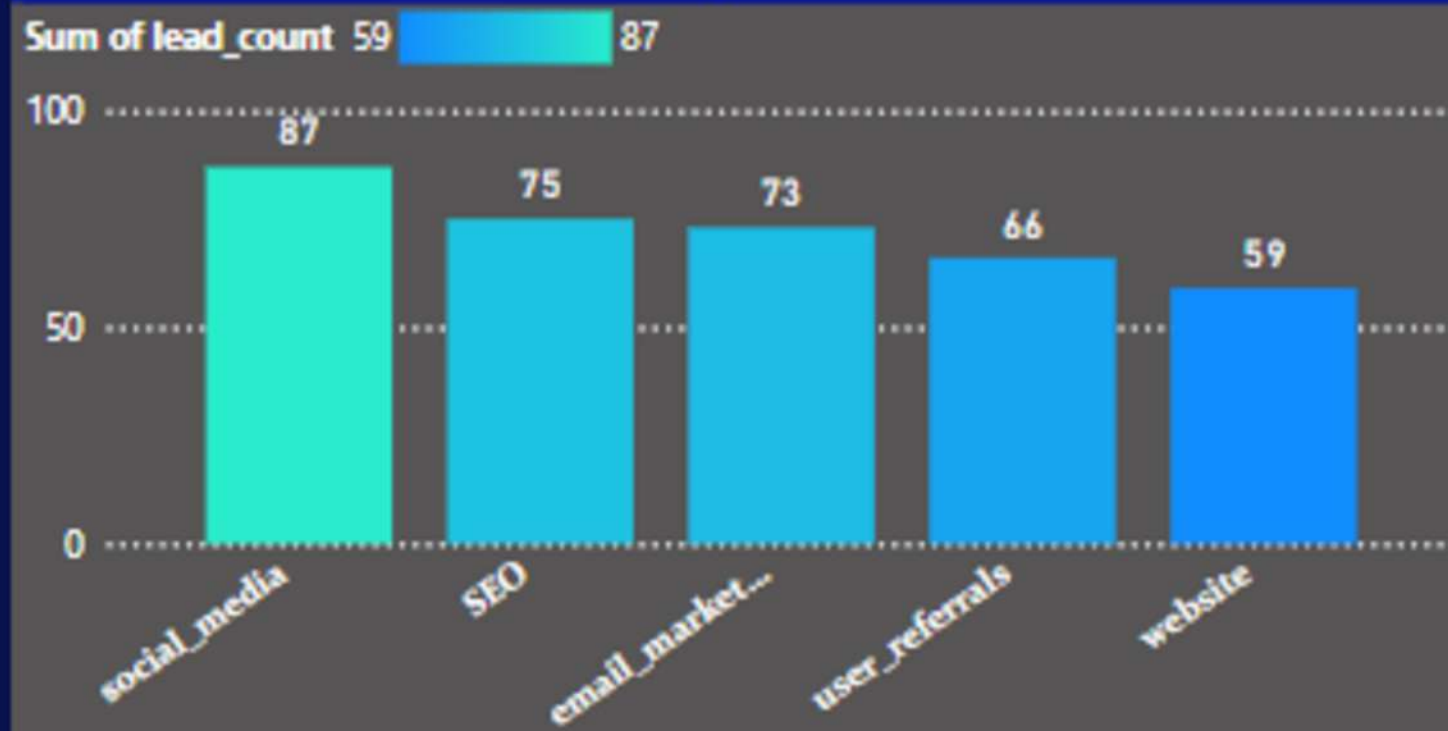
Language Preference Distribution



Lead Drop_off Rates By Stage



Lead Volume By Source Channel



VISUAL INSIGHTS BREAKDOWN- BUSINESS TEAM

Conversion % By City

- Chennai and Visakhapatnam lead in conversion efficiency, indicating higher quality or better engagement.
- Bengaluru has more leads but slightly lower conversion %. Mumbai and Kochi reflect low conversion, needing targeted follow-ups.

Language Preference Distribution

- English is the most preferred demo language (37%), followed closely by Telugu and Hindi—highlighting the need for multilingual demo strategies.

Lead Drop-off Rates By Stage

- Major drop-offs (68%) occur right after the lead stage, indicating a need for stronger nurturing at the initial interaction phase.

Lead Volume By Source Channel

- Social media and SEO drive the highest lead volumes, proving them to be the most effective acquisition channels. Website and referrals show room for growth.

DEEP INSIGHTS AND RECOMMENDATIONS FOR BUSINESS TEAM

- ★ Focus on demo invitations/reminders—increase demo watch rate from 46% to 70%+.
- ★ Lead stage had only 91%, meaning initial calls need improvement.
- ★ Avoid targeting students with timing issues or affordability concerns.
- ★ Filter leads using pre-screening criteria.
- ★ Work on call scripts and timing to improve success at the Lead stage.
- ★ Consider offering multi-lingual demos, especially in Telugu and Hindi while ensuring English clarity and persuasion.
- ★ Re-strategize for Mumbai and Kochi—introduce local language support or city-specific offers.
- ★ Continue investing in Social Media & SEO, but revisit Website performance (lowest source-based leads).

BUSINESS LEAD ANALYSIS-EDCOMPANY

360

Leads_Assigned

64

Leads_Converted

3

Avg Aging Days(Jr)

3

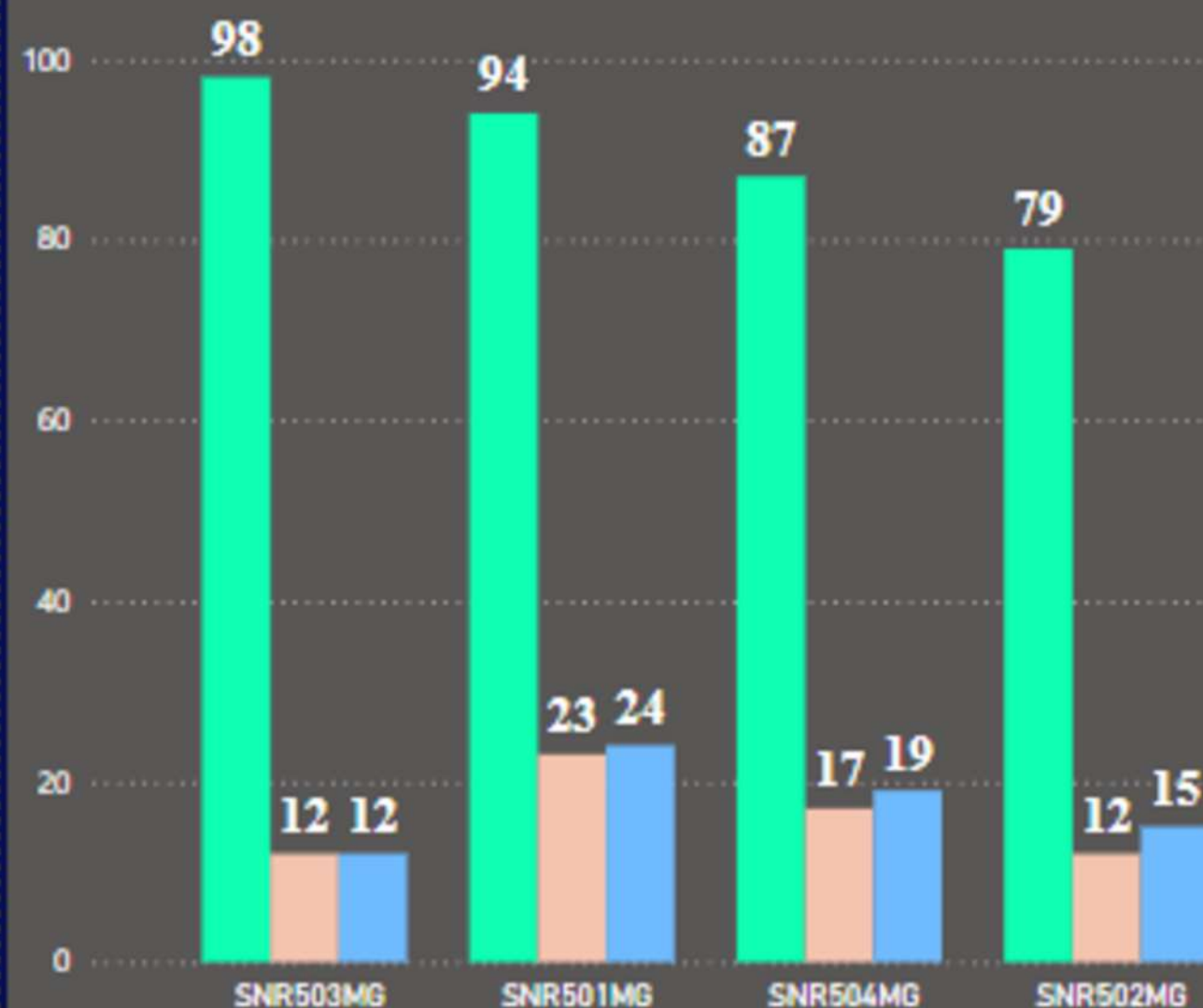
Avg Aging Days(Sr)

JNR1007MG

Best Performer (Jr)

Senior Managers Team Performance

● Total_Calls_By_Juniors ● Final_Converted_Calls ● Conversion %_Per_Seniors

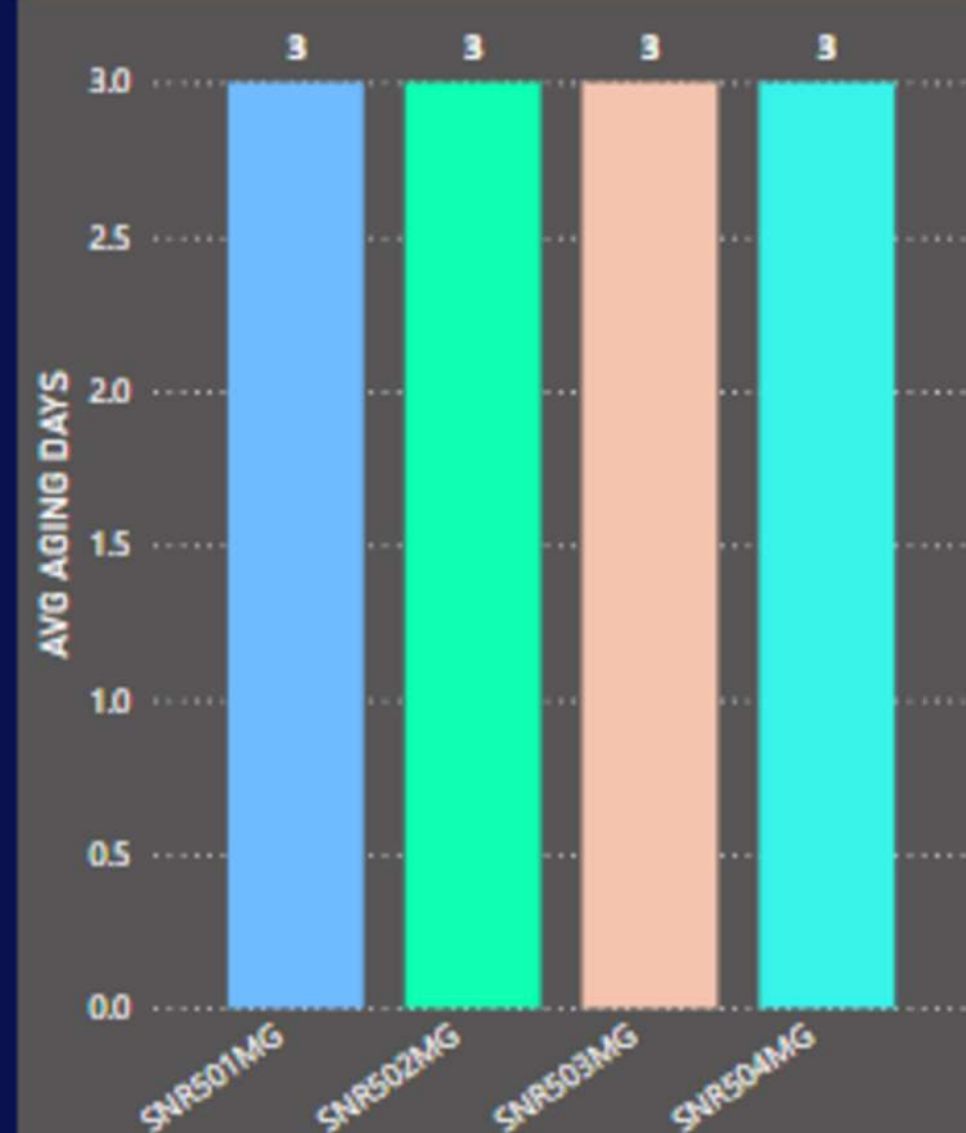


Lead Assigned Vs Lead Converted Per Cycle

● LEAD ASSIGNED COUNT ● LEAD CONVERTED COUNT



Average Aging Days By Seniors



VISUAL INSIGHTS BREAKDOWN- BUSINESS LEADS

KPI Cards:

- 360 Leads Assigned | 64 Converted: 2 leads dropped post-conversion; 62 are final confirmed closures.
- Post-Drop Reason: Likely due to payment issues or withdrawn interest.
- Top Junior: **JNR1007MG** recognized as Best Performer for outstanding conversions.

Senior Managers Team Performance:

- SNR503MG led in overall effort with 98 calls, followed by SNR501MG with 94.
- SNR501MG's team had the highest final conversions (24) and best conversion rate (25.5%).
- Indicates where leadership is effectively guiding their team.

Lead Assigned vs Converted Per Cycle:

- Highest conversion happened in Cycle 1 with 19 out of 94 leads converted.
- There's a visible drop in conversion in later cycles despite leads being assigned.
- Suggests early cycles are more fruitful; later cycles need strategy revision.

Average Aging Days by Seniors:

- All seniors are consistently averaging 3 days, indicating uniform performance.
- No delay seen from any particular senior; this metric is well-maintained.

BUSINESS LEAD ANALYSIS-EDCOMPANY

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Leads Assigned

64

Leads_Converted

3

Avg Aging Days(Jr)

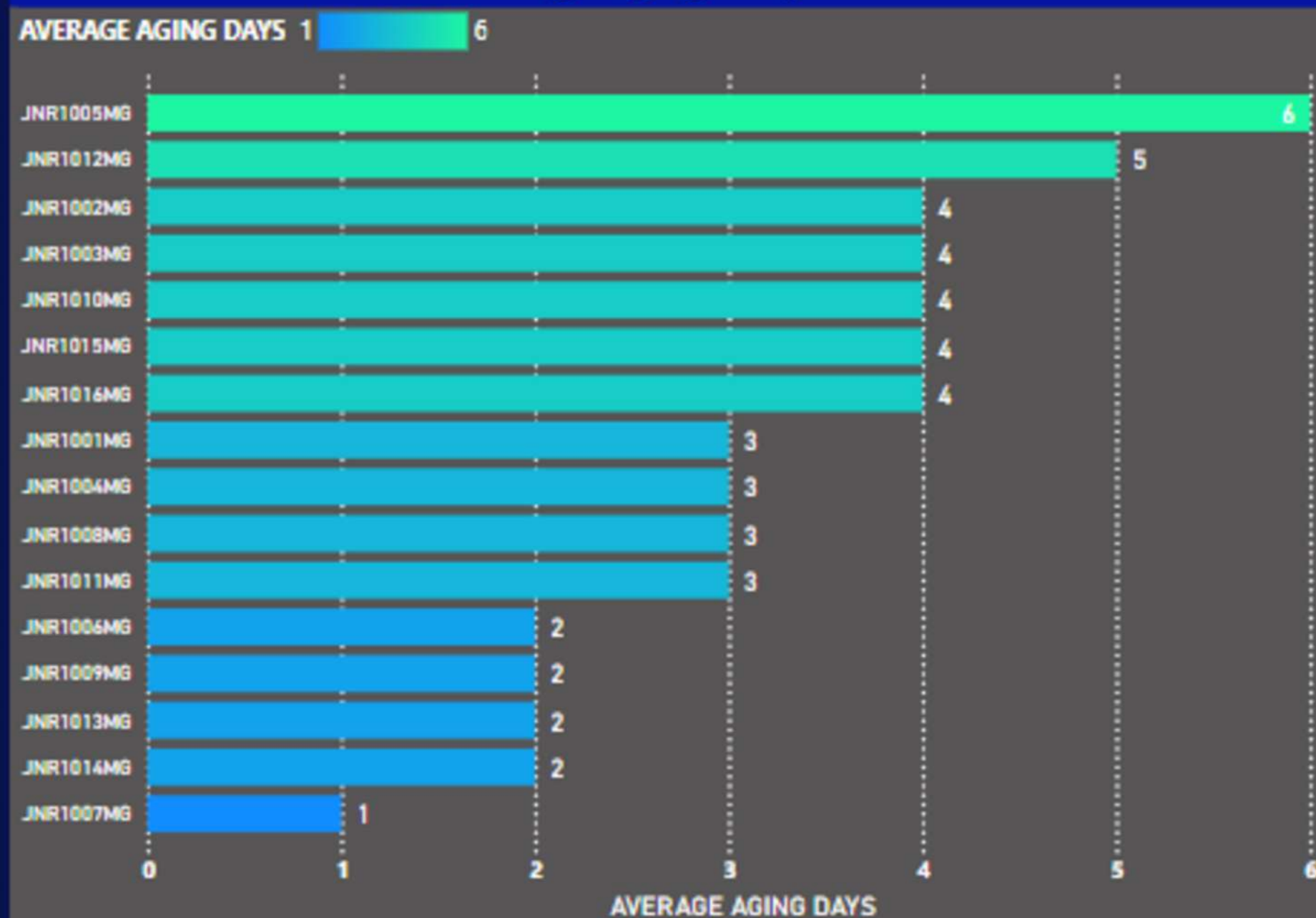
3

Avg Aging Days(Sr)

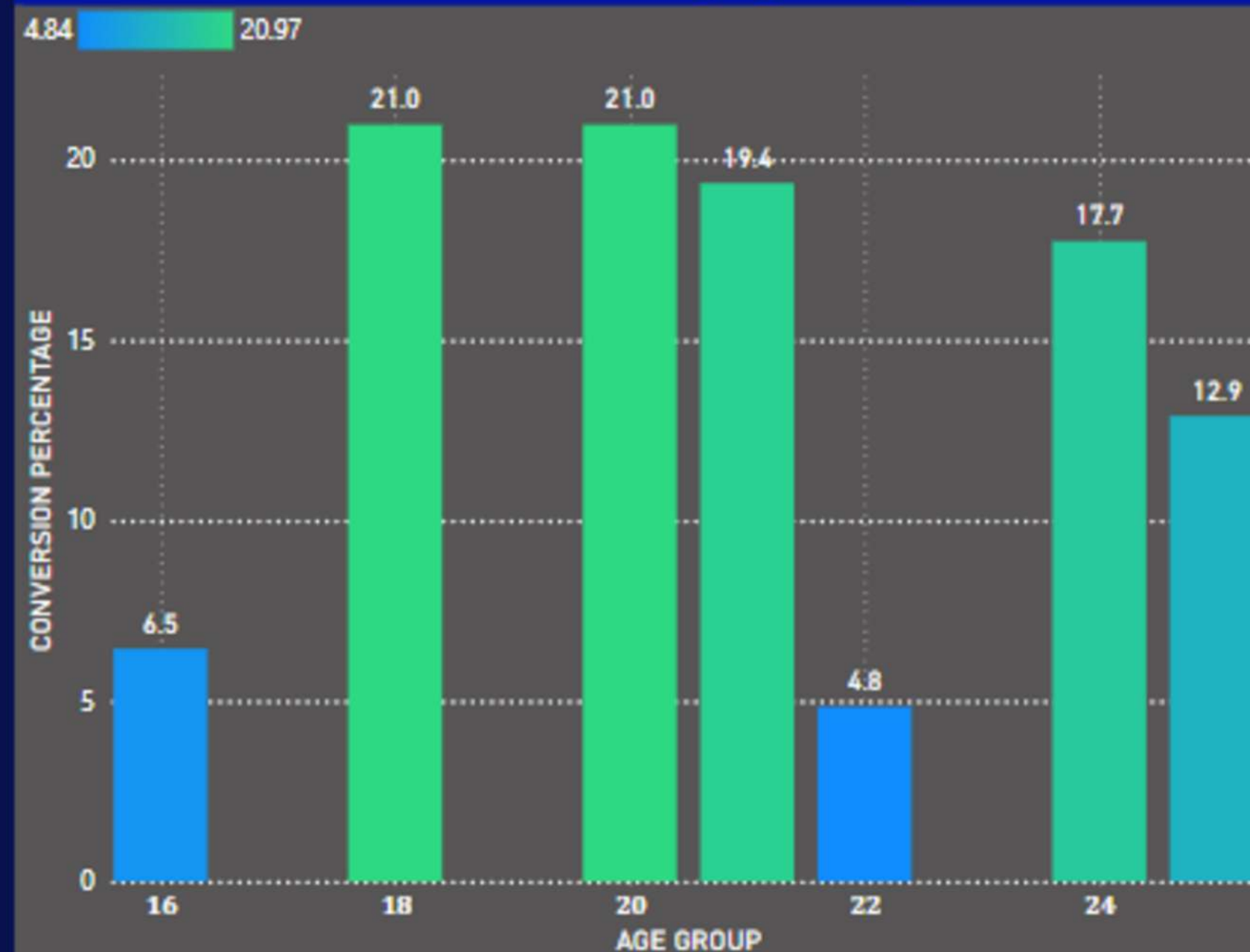
JNR1007MG

Best Performer (Jr)

Average Aging Per Juniors



Conversion Rate By Age Group



VISUAL INSIGHTS BREAKDOWN- BUSINESS LEADS

Average Aging per Junior:

- **Highest Aging:**

- **JNR1009MG** has the highest average aging (6 days), indicating possible delays in lead follow-ups.

- **Lowest Aging:**

- **JNR1007MG** closed leads in just 1 day, showing excellent follow-up speed and responsiveness.

Conversion Rate by Age Group:

- **Peak Conversion:**

- Age groups 18 & 20 show the highest conversion rates at 21.0%..

- **Lower Conversion:**

- Age 16 and 22 had significantly lower conversions, suggesting these groups may be less decision-ready or harder to convert.

DEEP INSIGHTS AND RECOMMENDATIONS FOR BUSINESS LEADS

- ★ Investigate post-conversion fallout (e.g., payment failure) to retain conversions.
- ★ SNR503MG's team made the highest calls but had lower conversion efficiency. Focus on improving quality over quantity of calls.
- ★ Conversions dropped in the latest cycle despite consistent lead assignments. Review campaign/channel effectiveness in recent cycles.
- ★ All seniors average 3 aging days—consistent but not optimized. Encourage tighter follow-up SLAs to reduce delays.
- ★ JNR1007MG is the fastest performer with 1 aging day. Use JNR1007MG's strategy as a benchmark for others.
- ★ Age groups 18 and 20 have the highest conversion rates (~21%). Prioritize engagement campaigns for 18–20 age segment.
- ★ JNR1007MG stood out in aging and conversion efficiency. Recognize and promote best practices across the team.

MANAGER'S ANALYSIS-EDCOMPANY

360

Leads Assigned

64

Leads_Converted

3

Avg Aging Days(Jr)

3

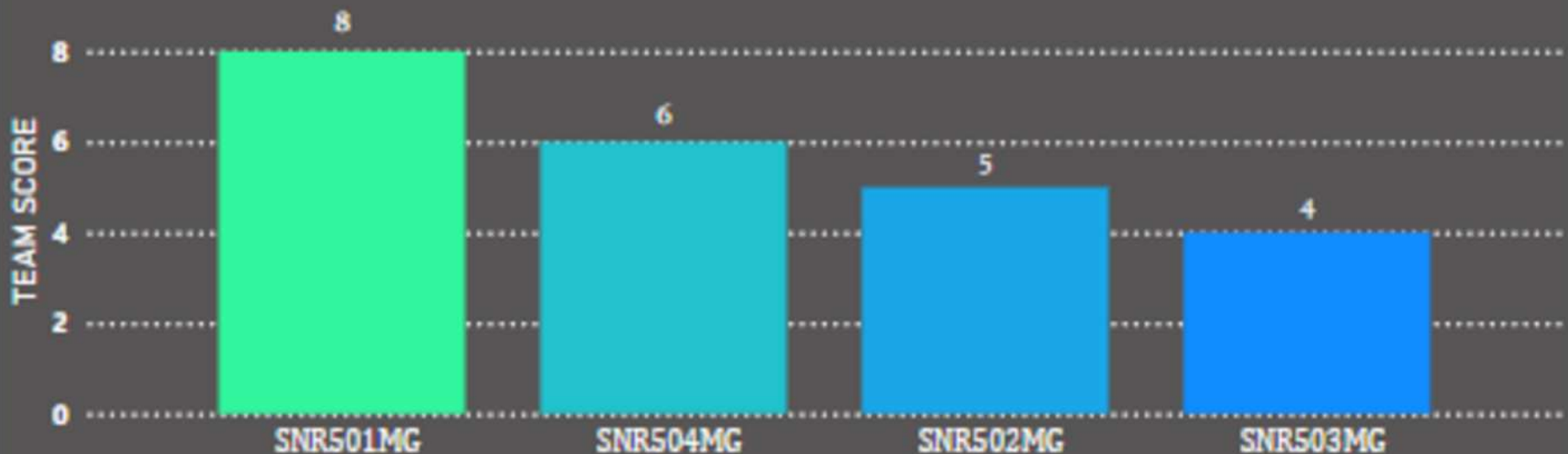
Avg Aging Days(Sr)

SNR501MG

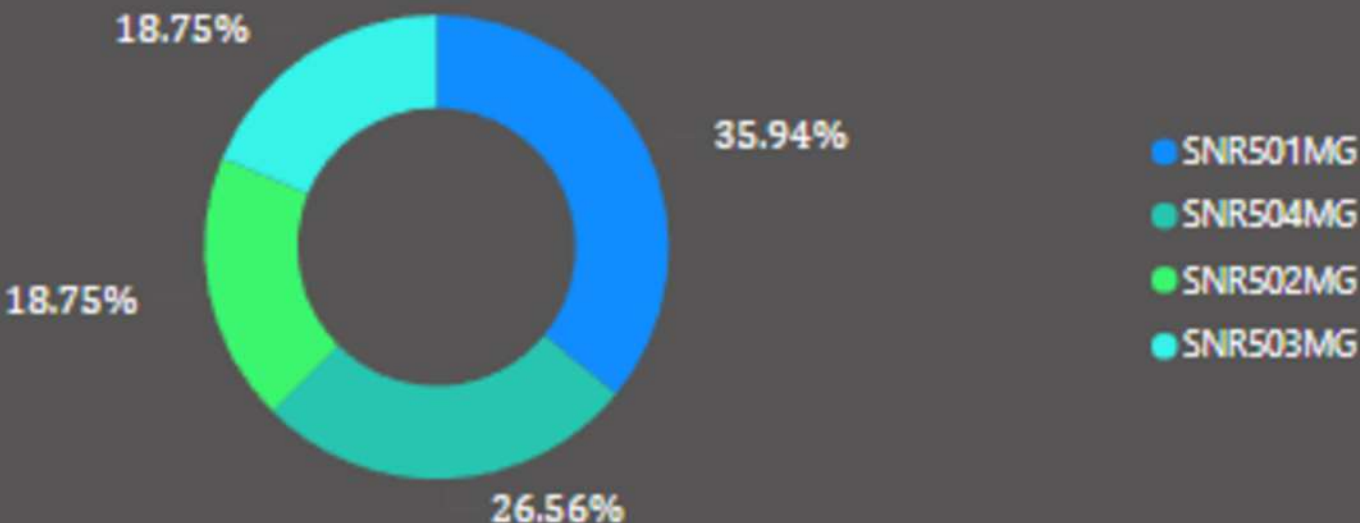
Highest Team Scorer

Team Efficiency Score

Scores 4 8



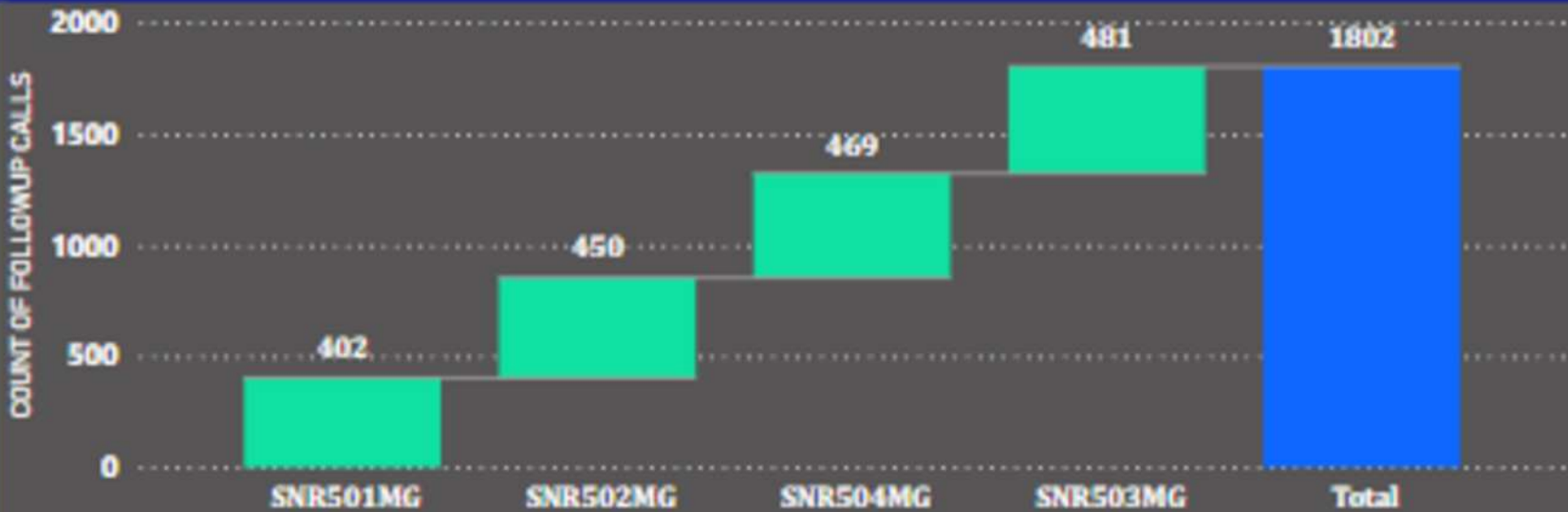
Senior Teams Contribution Breakdown



City Wise Lead Contribution Heatmap

CURRENT CITY	TOTAL LEAD COUNT	CONVERSION COUNT	CONVERSION %
Bengaluru	51	15	29
Chennai	41	7	17
Hyderabad	77	13	16
Kochi	67	9	13
Mumbai	48	5	10
Visakhapatnam	76	15	19
Total	360	64	104

Follow-up Efficiency Before Conversion By Snr Team



VISUAL INSIGHTS BREAKDOWN- MANAGER'S

KPI Summary:

- Average Aging Days (Jr & Sr): 3 – Indicates efficient response across both levels.
- Top Performer: SNR501MG consistently leads in conversions and efficiency.

Team Efficiency Score:

- SNR501MG and SNR504MG scored highest (8 & 6), reflecting strong team execution.
- Lower scores for SNR503MG suggest room for performance uplift.

Senior Team Contribution Breakdown:

- SNR501MG drives 36% of total conversions, emerging as the top contributor.
- Other seniors contribute evenly (~18–26%), indicating balanced but less impactful efforts.

City-wise Lead Contribution Heatmap:

- Hyderabad (77 leads) and Visakhapatnam (76 leads) have low conversion % (16%) → points to poor lead quality or follow-up.
- Chennai (17 leads) shows 30% conversion → potentially stronger sales strategy or better targeting.

Follow-up Efficiency by Senior Team:

- SNR503MG made the most follow-ups (481), yet didn't top conversions → signals inefficiency in call effectiveness.
- SNR501MG converts more with fewer calls (402), proving call quality > call volume.

MANAGER'S ANALYSIS-EDCOMPANY

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Avg Aging Days(Jr)

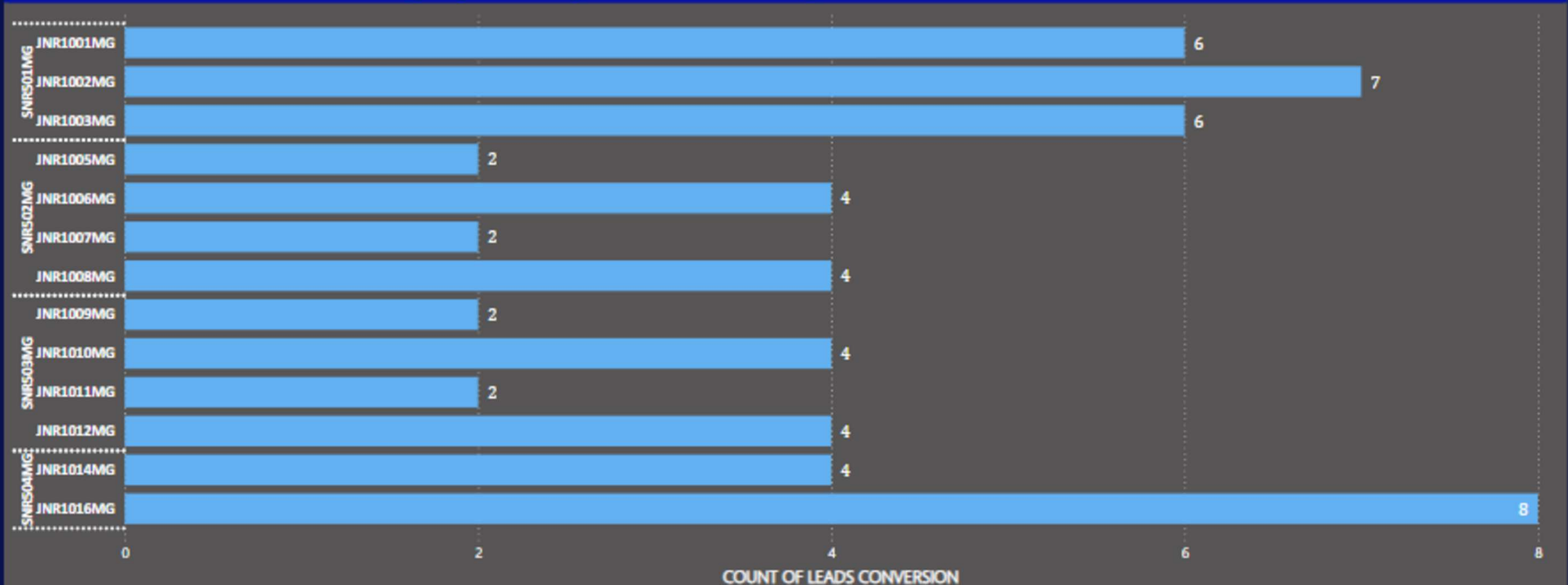
3

Avg Aging Days(Sr)

SNR501MG

Highest Team Scorer

Top 2 Juniors By Each Senior Mangers For Successful Conversion



VISUAL INSIGHTS BREAKDOWN- MANAGER'S

Top 2 Juniors by Each Senior Manager for Successful Conversion:

- SNR504MG's junior JNR1016MG leads with 8 conversions, the highest across the board.
- All senior managers have at least two standout juniors contributing significantly to conversions.
- This breakdown helps in identifying strong mentor-mentee dynamics and potential role models within the team for knowledge sharing and replication of best practices.

DEEP INSIGHTS AND RECOMMENDATIONS FOR MANAGERS

- ★ Train Underperforming Seniors (e.g., SNR503MG) on lead handling and efficient follow-ups.
- ★ Promote Best Practices from SNR501MG across teams—optimize quality of interaction, not volume.
- ★ Recognize High-Converting Juniors (JNR1016MG, JNR1002MG) and replicate their engagement styles.
- ★ Focus on High-Potential Cities (Chennai, Visakhapatnam) with additional marketing/personalized outreach.
- ★ Reduce Follow-up Load by improving the demo pitch and early engagement strategy.

**Thank you
very much!**