

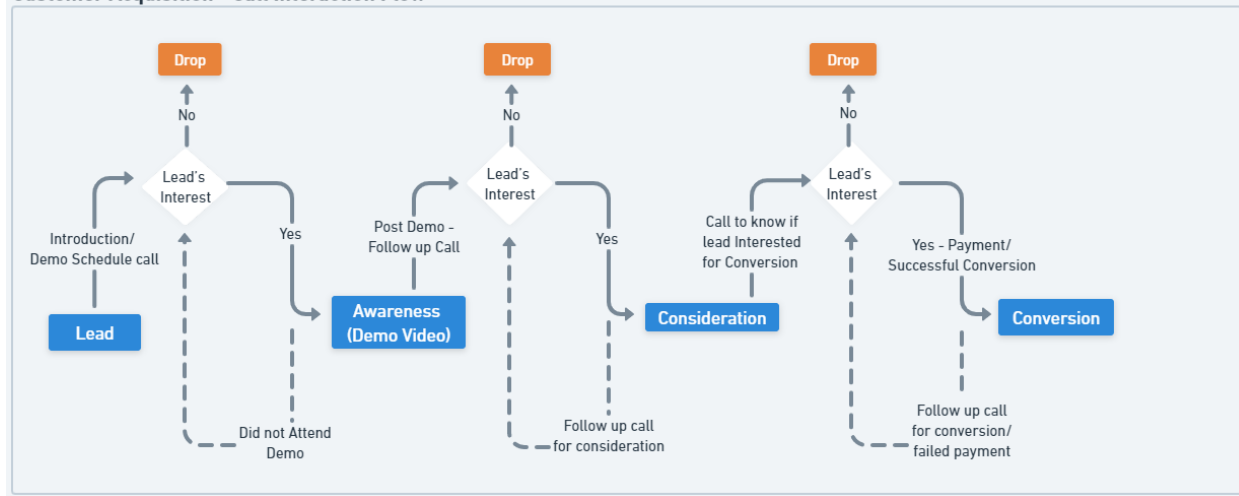
ANALYSIS REPORT

Assume you are a Data Analyst in an EdTech company. Your company is focused on accelerating its growth by increasing the number of enrolled users.

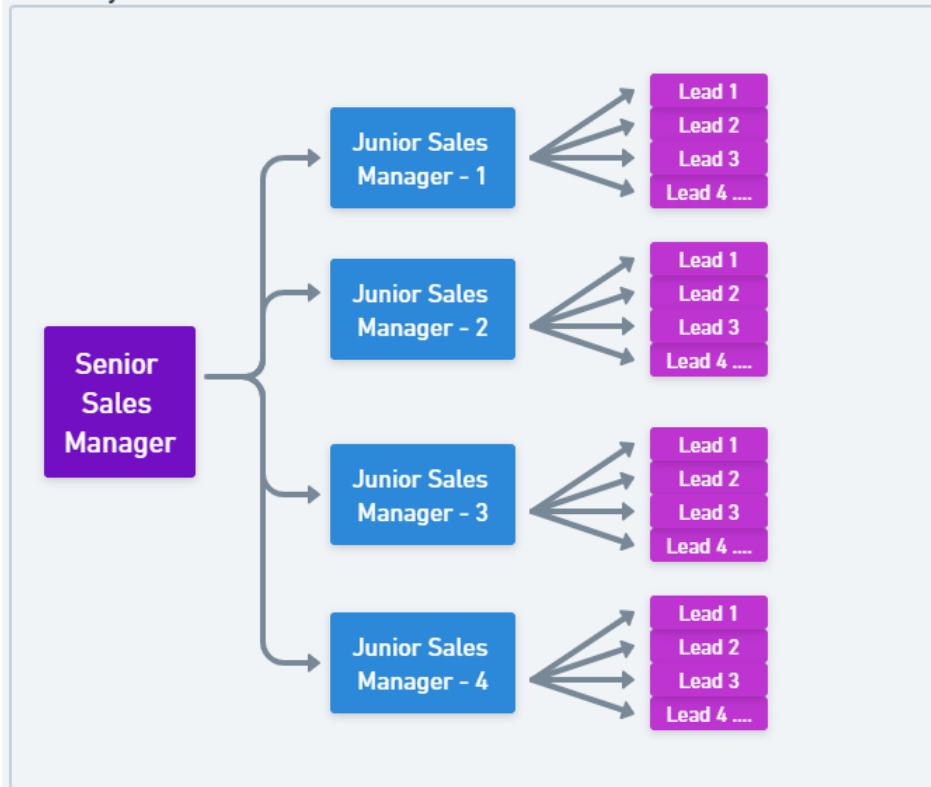
Therefore, you have been asked to analyze various aspects of customer acquisition to see the growth status of new users in your company. The insights you discover will help your business team design a better marketing strategy for your company.

Tools to Use:- **Microsoft Power Bi**

Customer Acquisition - Call Interaction Flow



Hierarchy Structure



Lead Conversion Tracking Record

INSIGHT

- There were a total of 360 Leads of which 64 leads i.e 18% 0were converted and bought over the course of the company
- 50% of leads were generated from both genders and most of the men were more interested in the course.
- Almost 28 % of the lead were converted in the age group of 21 although the highest lead came from the age of 18 and 20 their conversion rate was 19% and 20 % respectively.
- 28 % and 25% of converted leads out of 56 leads coming from degree and Intermediate completed were more interested in the course. Although most of the leads came from students who were looking for jobs and students who were pursuing their bachelor's but their conversion rate was low 19% and 16% respectively.
- 38% of the leads were converted after seeing the demo in the English Language.
- Although the highest leads came from social media and SEO but were less interested in buying the course. But around 26% of the lead were converted and bought the course which came from email marketing.
- Website is the crucial part of the marketing team to generate leads but only 10% of the lead came from websites which are very less compared with other sources.
- 109 Leads were generated from the students whose parent background was government employees but only 14% were converted. Whereas 8 and 58 leads have a parent background professors and Business were the most converted students with 26% and 20% respectively.
- Although the headquarter of the office is in Hyderabad so most of the leads were from there 64 junior managers failed to convince and convert those leads to buy the course so only 16% were converted.
- 96 Leads were generated from Bangalore and Vishakapatnam and were the having the highest conversion rate of 28% and 25%.

SUGGESTION

- There are no particular findings in the gender on which we have to focus more. An equal number of leads were generated from males and females.

- The age group of 20-24 should be focused more as they are on verge of completing their graduation and also most of the people look for a job at this only so they are more willing to take the course.
- We must stop focusing on the 10th-standard student as they are least interested in buying the course so we must not spend much who are in this category.
- Most of the students are willing to watch demo videos in English and Telegu so not much focus should be on Hindi Demo Video unless it is required.
- 59 leads were generated from the website but only 10% were converted so there might be some issue in the website may be content-wise where leads are not getting their answers properly.
- Although most of the sources generated a similar amount of leads but we must more focus on email marketing and social media.
- In India, most government employees are paid less than according to market standards so that's why they are not able to pay for this course. Or there might be a chance that managers are not able to fully convince students so parents don't want to spend money on this course. Or we should more focus on our demo video and make it more informative and knowledgeable.

KPIs for Stakeholder

INSIGHT

- 200 Leads were dropped because students think that course prices are too high and are not willing to pay that much amount. Another hand most of the students want courses should be in offline mode.
- 46% lead was dropped after the lead stage and 22% lead was dropped after the awareness stage.
- The conversion rate of each junior manager has a similar range from 0.5% to 1.11%. But JNR1016MG, JNR1002MG, and JNR1001MG have little higher conversion rates up to 2.22%.
- Almost all senior managers have the same number of leads and the same number of conversion rates of up to 3% out of 20% each.
- 2 leads(USR1116 and USR1276) were not entertained by the junior manager (JNR1006MG and JNR1014MG respectively).In total, we were

having 360 leads but the junior manager communicated with only 358 leads.

SUGGESTION

- As 200 leads were dropped because either the course price was too high or they want the offline course so here we can do we can offer both offline and online courses here and can have less price for online courses and higher courses for offline mode. But offer offline mode only to that course that is flagship courses.
- Another suggestion is you can provide an internship with a small amount of stipend only for the flagship courses. This will interact with more students.
- 46% of leads were dropped after the lead stage so might be there some problem with the demo video which is not attracting students at all. The demo video should be improvised in a much better way.
- There is a very less conversion rate among junior managers so there must be extra training for the managers so they can convince and interact with more students.
- For example, we have invested 200 rupees in each lead so in total we have invested 72000 on 360 leads but we have regained only 12800 rupees by conversion which is almost 18% of the rate conversion.