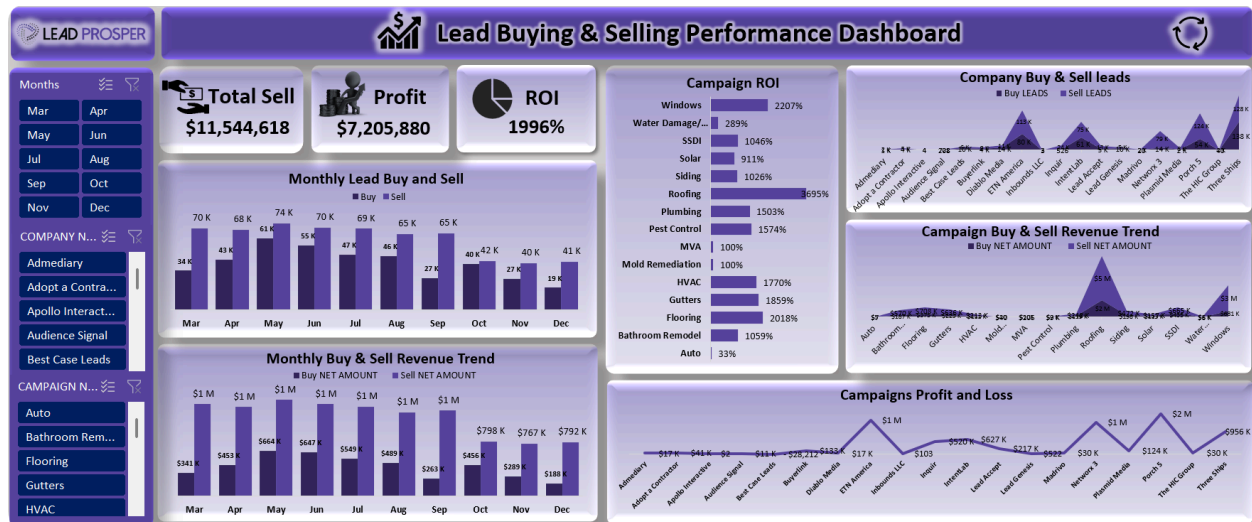


Lead Prosper Case Study: Driving Growth Through Data Analytics



COMPANY OVERVIEW

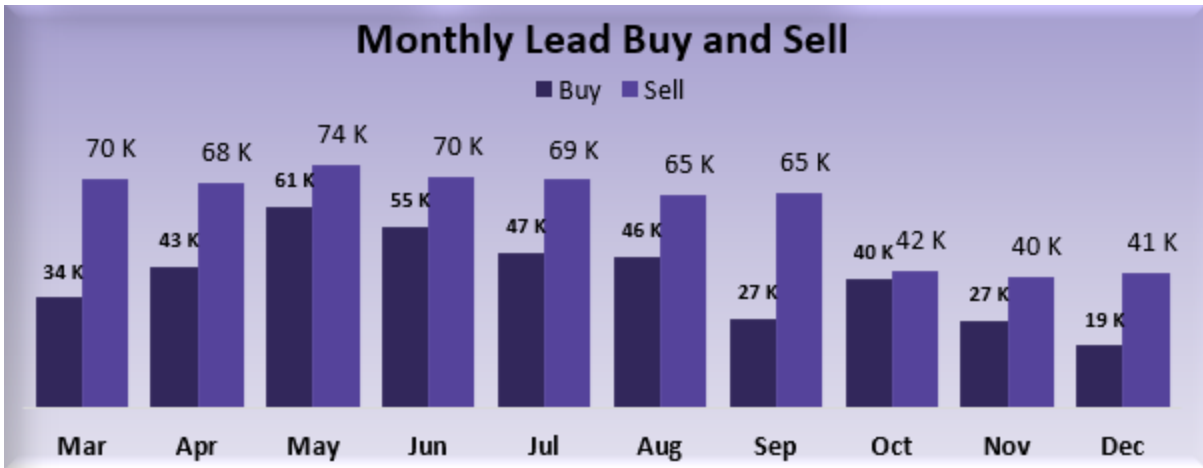
Lead Prosper is a lead management platform that optimizes sales and revenue by connecting businesses with high-quality leads. Despite its strong market presence, the company faced challenges in identifying the most profitable campaigns, optimizing lead conversion rates, and maximizing overall return on investment (ROI).

CHALLENGES

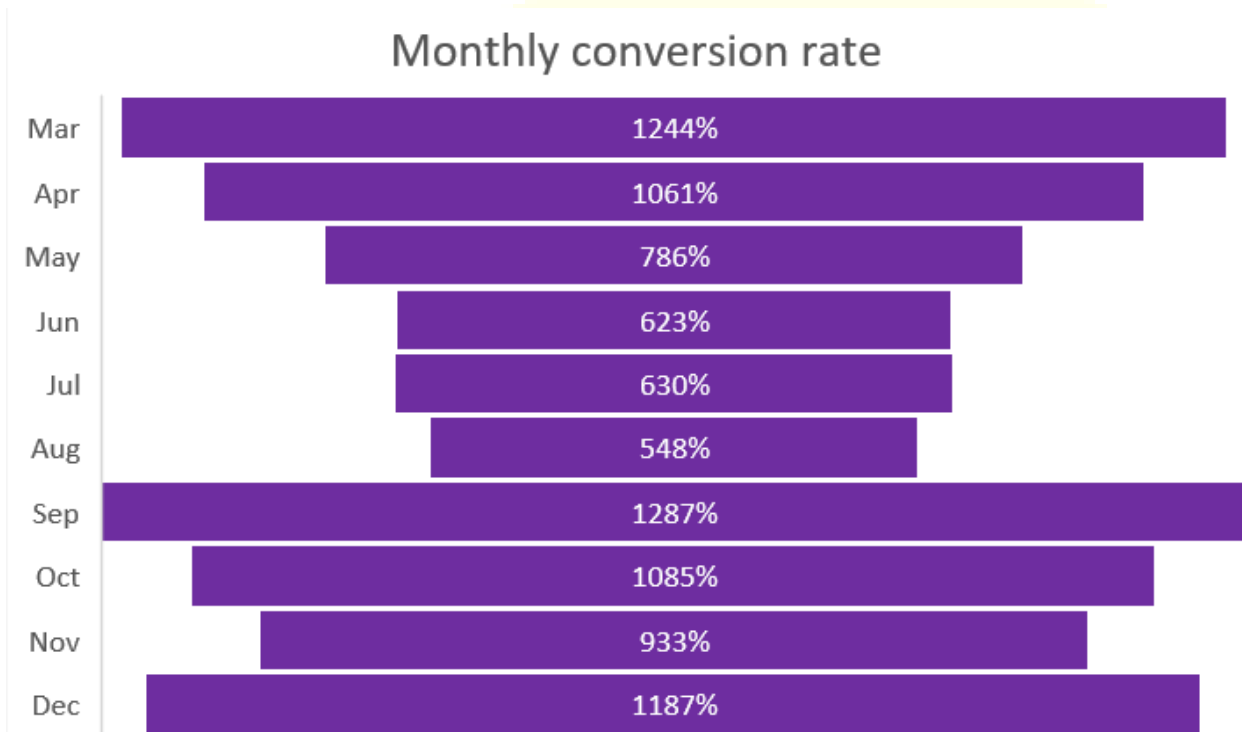
- Inconsistent Monthly Performance** – Revenue fluctuated each month, and conversion rates were unpredictable.
- Campaign Performance Disparities** – Some campaigns were highly profitable, while others failed to generate substantial returns.
- Lead Quality & Attribution Issues** – The company lacked clarity on which lead sources provided the best value.

🚩 **Profitability Optimization** – High sales volume did not always translate into high ROI, indicating inefficiencies in lead cost management.

DATA-DRIVEN INSIGHTS & KEY FINDINGS



📌 **High Sales but Low Conversions** – May, June, July, and August had the highest lead purchases, but conversion rates varied significantly.



Top-Performing Companies:

Row Labels	Sum of LEADS	Sum of Sell.LEADS	Sum of PROFIT	Average of ROI
Diablo Media	14000	10668	\$16,748	146%
ETN America	80005	113278	\$1,437,098	1833%
IntentLab	61270	75124	\$627,080	533%
Porch 5	54374	124442	\$1,726,984	1863%
Three Ships	138024	127786	\$956,464	415%

✓ **Porch 5** – ROI **1863%**

✓ **ETN America** – ROI **1833%**

💡 These companies delivered high profits and strong conversion rates.

Underperforming Companies:

Row Labels	Sum of LEADS	Sum of Sell.LEADS	Sum of PROFIT	Average of ROI
Apollo Interactive	4	4	\$ 2	33%
Audience Signal	208	721	\$ 10,575	808%
Inbounds LLC	3	3	\$ 103	100%
Madrivo	20	1524	\$ 29,922	9974%
The HIC Group	40	1524	\$ 29,662	5297%

⚠ **Apollo Interactive** – Had the lowest lead activity.

⚠ **Madrivo** – Despite lower lead volume, it showed signs of growth.

Winning Campaigns:

Row Labels	Sum of NET AMOUNT	Sum of Sell.NET AMOUNT	Sum of PROFIT	Average of ROI
Flooring	\$ 375,367	\$ 708,124	\$ 332,757	2018%
Gutters	\$ 228,747	\$ 636,026	\$ 407,279	1859%
Roofing	\$ 1,885,218	\$ 4,976,077	\$ 3,090,858	3695%
SSDI	\$ 435,336	\$ 664,884	\$ 229,548	1046%
Windows	\$ 681,309	\$ 2,883,093	\$ 2,201,783	2207%

🏆 **Roofing Campaign** – Profit **\$3,090,858** | ROI **3695%**

🏆 **Windows Campaign** – Profit **\$2,201,783** | ROI **2207%**

📌 Struggling Campaigns:

Row Labels	Sum of NET AMOUNT	Sum of Sell.NET AMOUNT	Sum of PROFIT	Average of ROI
Auto	\$ 5	\$ 7	\$ 2	33%
Mold Remediation	\$ 20	\$ 40	\$ 20	100%
MVA	\$ 103	\$ 206	\$ 103	100%
Pest Control	\$ 2,062	\$ 8,916	\$ 6,854	1574%
Water Damage/ Restoration	\$ 3,007	\$ 6,010	\$ 3,003	289%

❌ **Auto Campaign** – ROI **33%**, minimal profit.

❌ **Pest Control** – Lowest revenue but had an impressive ROI of **1574%**.

IMPLEMENTED SOLUTIONS & TRANSFORMATIONS

✅ **Interactive Dashboards** – Created Excel-based dashboards for real-time performance tracking.

✅ **Improved Filtering Process** – Conducted deeper analysis of campaign performance and ROI trends.

✅ **Lead Attribution Enhancement** – Developed better tracking mechanisms to identify top-performing lead sources.

✅ **Strategic Budget Allocation** – Increased investment in high-ROI campaigns, optimized or discontinued underperforming ones.


✅ **Pricing & Cost Management** – Adjusted pricing models to maximize conversions while reducing acquisition costs.

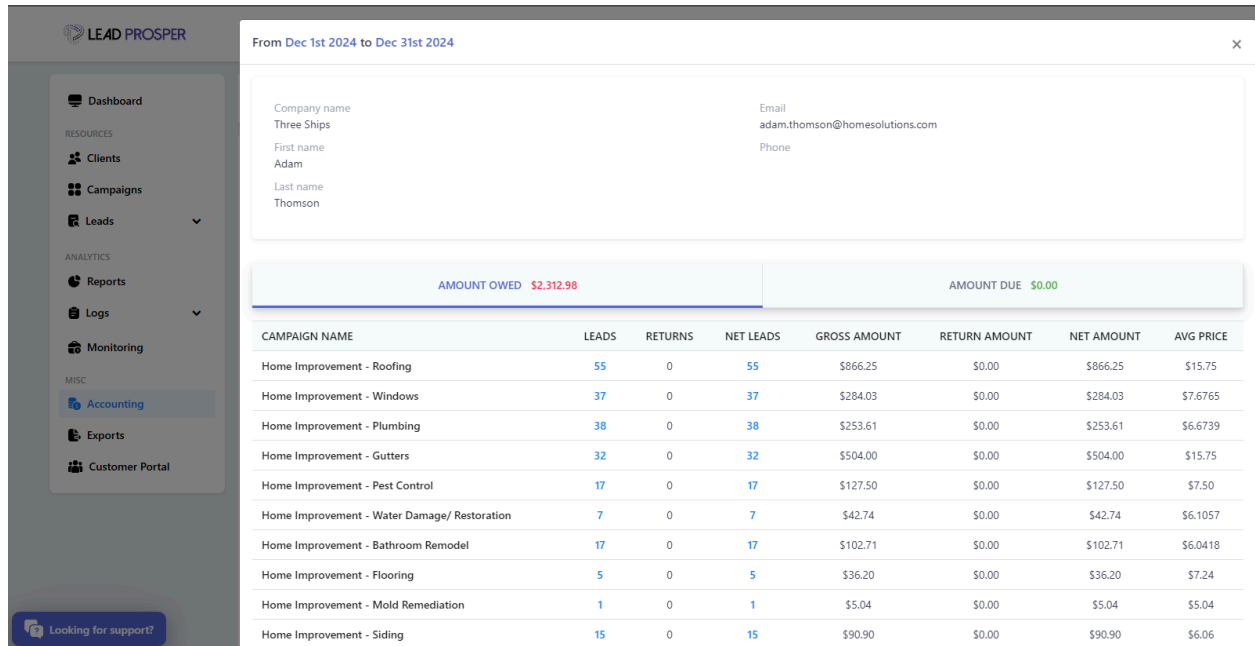
KEY INSIGHTS & RECOMMENDATIONS

- ♦ **High-Performing Companies:** ETN America and Porch 5 should continue receiving priority investment.
- ♦ **Low-Performing Companies:** Apollo Interactive and Best Case Leads need revised lead generation strategies.
- ♦ **Campaign Profitability:** Roofing, Windows, and Flooring campaigns should receive more funding.
- ♦ **Low-Performing Campaigns:** Auto, Mold Remediation, and MVA campaigns need strategic optimization.

◆ **Seasonal Trends:** Lead purchases peaked in May, but activity dropped in December—recommendation to maintain consistency year-round.

HOW I SOLVED THESE CHALLENGES USING DATA ANALYSIS

 **Web Scraping & Data Integration** – Extracted lead data from Lead Prosper’s website and consolidated multiple datasets.



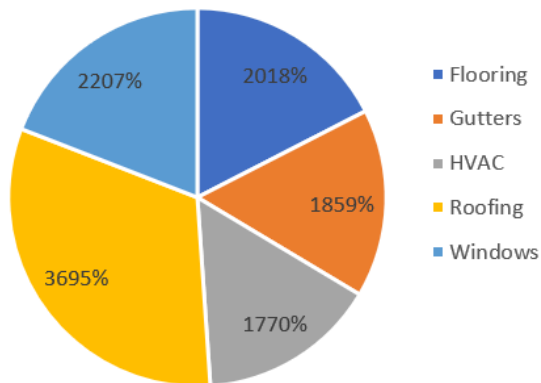
The screenshot shows the Lead Prosper dashboard. The sidebar on the left includes sections for Dashboard, Resources (Clients, Campaigns, Leads), Analytics (Reports, Logs, Monitoring), and Misc (Accounting, Exports, Customer Portal). The main content area displays data for the period 'From Dec 1st 2024 to Dec 31st 2024'. It includes a summary section with 'AMOUNT OWED \$2,312.98' and 'AMOUNT DUE \$0.00'. Below this is a table with columns: CAMPAIGN NAME, LEADS, RETURNS, NET LEADS, GROSS AMOUNT, RETURN AMOUNT, NET AMOUNT, and AVG PRICE. The table lists various home improvement campaigns such as Roofing, Windows, Plumbing, Gutters, Pest Control, Water Damage/Restoration, Bathroom Remodel, Flooring, Mold Remediation, and Siding, each with associated lead and financial data.

CAMPAIGN NAME	LEADS	RETURNS	NET LEADS	GROSS AMOUNT	RETURN AMOUNT	NET AMOUNT	AVG PRICE
Home Improvement - Roofing	55	0	55	\$866.25	\$0.00	\$866.25	\$15.75
Home Improvement - Windows	37	0	37	\$284.03	\$0.00	\$284.03	\$7.6765
Home Improvement - Plumbing	38	0	38	\$253.61	\$0.00	\$253.61	\$6.6739
Home Improvement - Gutters	32	0	32	\$504.00	\$0.00	\$504.00	\$15.75
Home Improvement - Pest Control	17	0	17	\$127.50	\$0.00	\$127.50	\$7.50
Home Improvement - Water Damage/ Restoration	7	0	7	\$42.74	\$0.00	\$42.74	\$6.1057
Home Improvement - Bathroom Remodel	17	0	17	\$102.71	\$0.00	\$102.71	\$6.0418
Home Improvement - Flooring	5	0	5	\$36.20	\$0.00	\$36.20	\$7.24
Home Improvement - Mold Remediation	1	0	1	\$5.04	\$0.00	\$5.04	\$5.04
Home Improvement - Siding	15	0	15	\$90.90	\$0.00	\$90.90	\$6.06

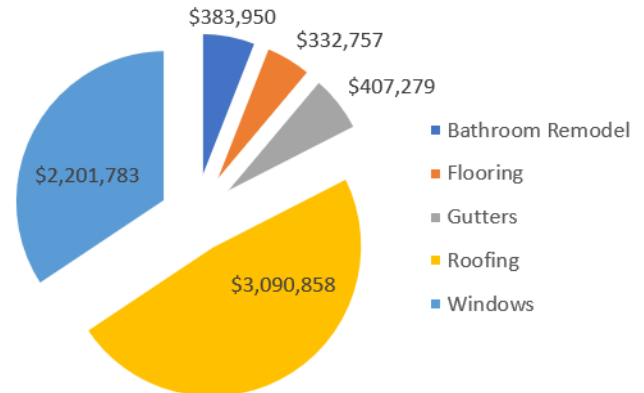
 **Data Cleaning & Formatting** – Used **Power Query** to clean, format, and structure the data.

1	DATE	COMPANY NAME	CAMPAIGN NAME	LEADS	NET AMOUNT	AVG PRICE	Sell.LEADS	Sell.NET AMOUNT	PROFIT	ROI	CONVERSION RATE
14	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	157	\$3,140	\$2,930	1395%	1121%
15	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	26	\$520	\$310	148%	186%
16	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	206	\$4,120	\$3,910	1862%	1471%
17	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	3	\$60	-\$150	-71%	21%
18	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	282	\$5,640	\$5,430	2586%	2014%
19	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	12	\$240	\$30	14%	86%
20	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	307	\$6,140	\$5,930	2824%	2193%
21	2024-03-01	Adopt a Contractor	SSDI	14	\$210	\$15	11	\$220	\$10	5%	79%
22	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	68	\$1,540	-\$1,637	-52%	30%
23	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	22	\$470	-\$2,707	-85%	10%
24	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	156	\$2,808	-\$369	-12%	68%
25	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	7	\$126	-\$3,051	-96%	3%
26	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	70	\$1,400	-\$1,777	-56%	31%
27	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	8	\$160	-\$3,017	-95%	3%
28	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	3	\$60	-\$3,117	-98%	1%
29	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	2	\$40	-\$3,137	-99%	1%
30	2024-03-01	Diablo Media	SSDI	229	\$3,177	\$14	62	\$1,116	-\$2,061	-65%	27%

Top 5 ROI Campaign



Top 5 Profit Campaign




 **Advanced Analysis** – Conducted **profitability & ROI analysis** to identify high-value campaigns and eliminate inefficiencies.


 **Visualization & Reporting** – Built **interactive dashboards in Excel** for real-time decision-making.

[Dashboards Link: Click here](#)

CONCLUSION

This case study demonstrates how **data analytics transformed Lead Prosper's lead management strategy**. By identifying inefficiencies, optimizing profitable campaigns, and leveraging real-time insights, the company significantly improved its performance and revenue generation.

 **Future Steps:** Continuous performance tracking, refining attribution models, and strategic investments will ensure sustained growth and industry leadership.

Project created by  Sufian