Insightsand Recommendations for CRM

project

1. We are able to see the same text-phrase " I'm interested " for both Converted and non-Converted customers.
2. What we are able to see only in non-Converted customers is that they want recorded sessions.
3. Most of non-converted customers want classroom training most of them are not satisfied with online training, (perhaps this can be point to consider in case of non-converted customers)
4. Some of the enquires we are able to find in converted customers as compared to non-converted customers is that they are asking for demo classes/details, demo coverage areas along with they are interested in checking for evening batch.

Recommendations:

1. It is interesting to know that non-Converted customers are mostly locally located and showing interest in classroom trainings. Now the company usually not provide much in-person classes. But the demand for classroom trainings is still high and for company’s benefit and revenue we would like to suggest to arrange this mode of training also.
2. The converted customers are enquiring more for demo coverage along with most of them are interested in evening batch enrollment. We’d like to suggest that company should provide quick resources to customers and managing evening batch the most!!.