

SALES FUNNEL ANALYSIS

FOR

STRENT AH PVT LTD. (SAPL)

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Title of the MX Sales Funnel Analysis for Hostel Chain

Domain Student Hostel Chain

Tool stack used Excel, Python, Tableau

Problem

Strent AH Pvt Limited (SAPL) has recently started a chain of student hostels in major cities across India. During the admissions season (May ~ June), SAPL experienced an unexpected surge in web page visits and app visits on their platform called Rento, creating various leads. However, the **conversion rate of leads** was **relatively low, ~13%**.

Implications

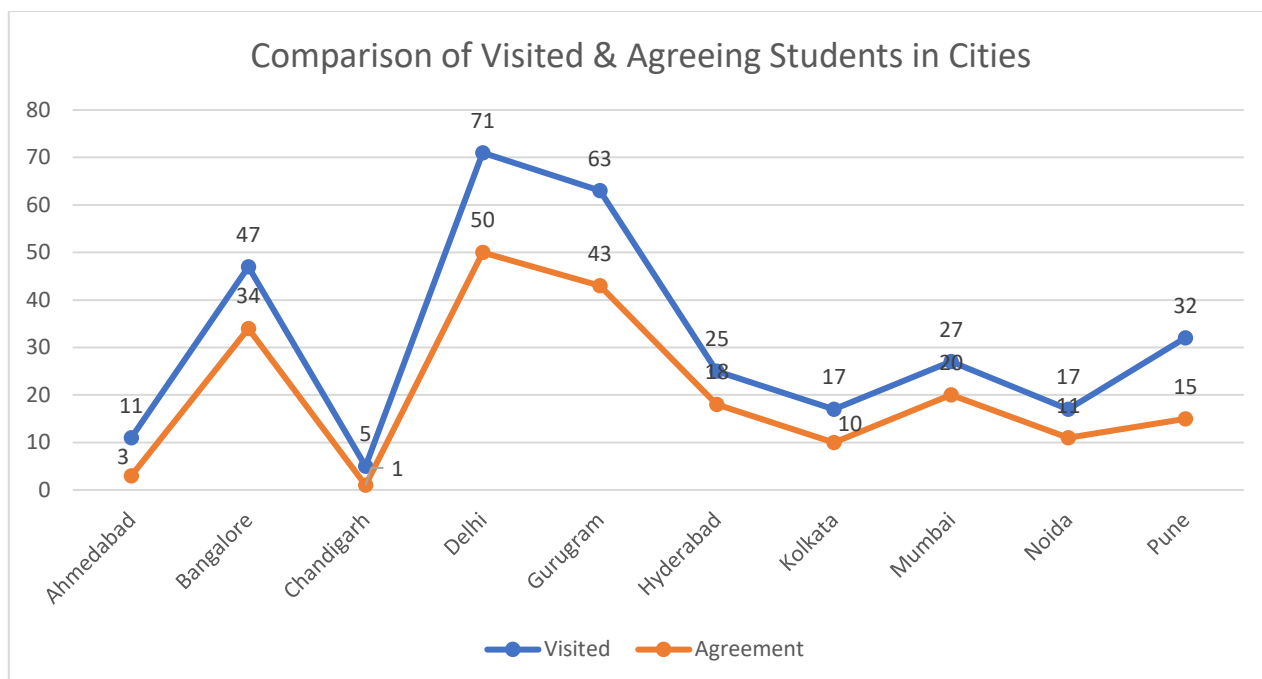
Poor conversion rate of leads points to inefficiencies in the business stages and also impacts revenues.

Objectives

- Analyse the sales funnel to identify the various sub-stages involved, from lead generation to student on-boarding
- Provide insight and analysis on the performance of each stage, identifying areas of improvement/potential bottleneck
- Present recommendations and strategies to increase the conversion rate

Approach

Steps	Finding and Impact	Deliverables
Analysed all the tables given and merged them using VLOOKUP (Excel) and 'Joins' (Python)	The merged table was easier to analyse and perform further calculations	Excel Workbook Python (Jupyter Workbook)
Created funnel chart using pivot table (Excel & Python) to break down the table for in-depth analysis	Funnel chart was created w.r.t cities to identify the funnel stages which are bottlenecks/needed improvement	Excel Workbook Python (Jupyter Workbook)
Created visualizations using Tableau to visually depict the data for easier understanding	Cities with strong & poor lead conversion rates were identified for further improvement	Tableau Dashboard



The above chart depicts the comparison of the number of students at the funnel stages of visited and agreement at major cities respectively. The difference between visited and agreement students at some cities like Delhi, Gurugram seems to be exaggerated while at others, there seems to be only a minor difference. The reason behind the significant difference could be due to factors like the hostel was not offering enough facilities for ease of living, or the hostels were not in close proximity to universities/colleges, or the flexible durations provided at hostels was not enticing enough to students, or other reasons may exist, which needs to be scrutinized more closely.

Growth Experienced

- 1. Understood Funnel Analysis:** I've gotten a better understanding of how a funnel analysis is used in a marketing sense, and how it is analysed to identify any process improvement/bottlenecks in the business model
- 2. Increased Proficiency of Excel/Python/Tableau:** Got a good workout and proficiency over Excel and Python, which will help me to further boost my analytical and technical skills
- 3. Deduce Problem Statement:** This project helped me to scrutinize and read the problem statement more closely, as initially I could not comprehend and chart my way to solve the problem.

TERMINOLOGIES

Stage 1 – Pre-verified:

Pre-verification is the initial stage where potential leads register to find affordable accommodations and at this stage, SAPL gather essential information like mobile number, city, etc. and to filter out non-genuine leads.

Stage 2 – Verified:

Leads proceed to the confirmed step after pre-verification, where SAPL confirms email addresses and phone numbers, providing additional protection and establishing a reliable link. Verified leads have better chances of obtaining accommodation and receiving personalized assistance.

Step 3: Connected:

Leads establish direct communication with SAPL at this stage, indicating genuine interest and active search for accommodation, which would enable SAPL to provide customized experience and effective communication.

Step 4: Visit:

Visit stage involves leads touring possible lodging choices, arranging property visits based on preferences and availability. Hostel representatives provide detailed information on facilities, price, and amenities, enabling leads to make informed decisions about future housing.

Step 5: Agreement:

The agreement step is initiated after a lead confirms interest in an accommodation of his/her choice. SAPL establishes terms and conditions like document verification, room allotment, duration, rent, etc. ensuring transparency and hassle-free agreement signing and a smooth on-boarding process.

Step 6: On-boarding:

The on-boarding stage marks the final step in student housing, after pre-verification, verification, connection, visiting, and agreement steps. It involves finalizing documentation, giving keys, and providing assistance for a smooth transition to new accommodation.

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