

Process Map for the Funnel: Understanding the Sales Funnel Analysis of SAPL

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Understanding of the project

Problem : - The conversion rate of students booking accommodations in hostels is significantly lower compared to the traffic on the website and app.

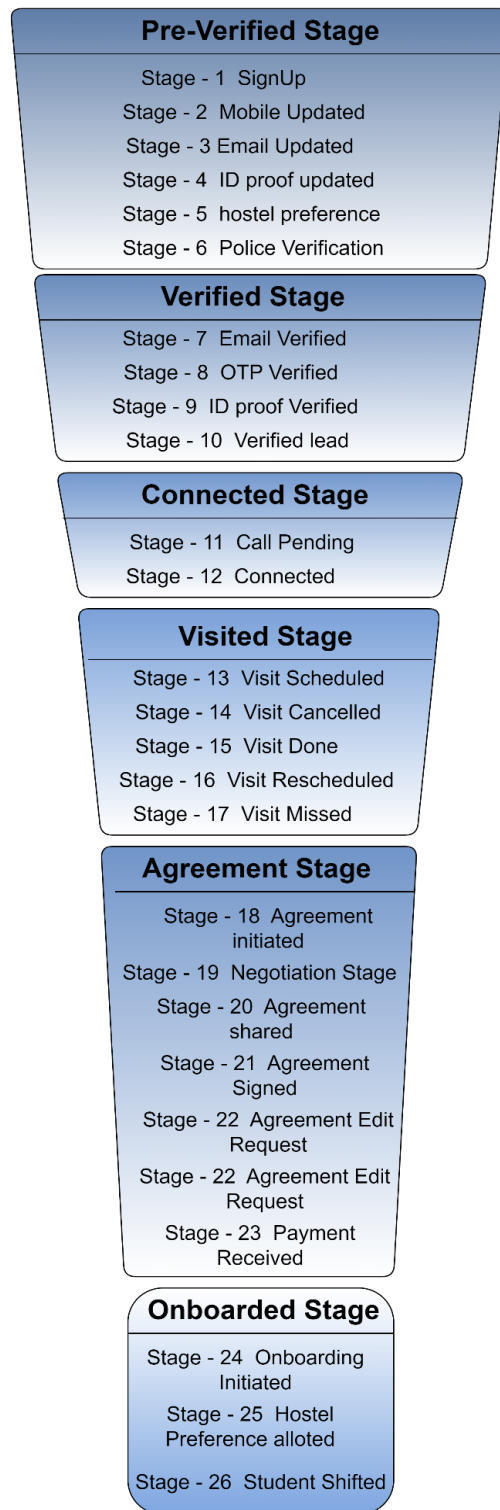
Objective of this project : - Identify the cause of the low conversion rate if it is a result of minimal customer interaction through calls and fewer property visits by leads.

Aim of this project : - To increase the conversion rate

Overview of the project : - With the increasing number of students migrating from one city to another for the purpose of attending university or preparing for competitive exams, SAPL (Strent AH Pvt Limited) initiated a chain of hostel rooms in various cities to assist students in finding suitable accommodations. Many students came across SAPL while searching for hostels that align with their preferences. SAPL recently introduced their platform called Rento, which offers flexible room rentals to university students and exam aspirants through their app and web applications. However, SAPL has observed a low conversion rate of approximately 13% despite generating a significant number of leads during the admission season. This has prompted the need for a thorough investigation to identify the underlying factors contributing to this issue.

Purpose of the project : - The purpose of this project is to identify the reasons behind the low conversion rate of students booking accommodations in hostels, specifically focusing on the potential factors of minimal customer interaction through calls and fewer property visits by leads. The objective is to analyze these factors and determine their impact on the conversion rate in order to propose effective strategies for increasing the conversion rate and improving the overall success of the business.

Sales Funnel Map of SAPL



Understanding the Sales Process flow of SAPL sales Funnel

When it comes to finding the perfect student accommodation, the process can be complex and overwhelming. However, student accommodation providers like SAPL (Student Accommodation Private Limited) have implemented a streamlined approach to make this journey smoother and more efficient.

Stage 1: Pre-Verified

The pre-verification stage is the initial step in the process. Here, potential leads sign up and express their interest in finding affordable hostels near their college or coaching classes. SAPL collects basic information, including their requirements, preferences, and desired rental duration. This stage is crucial to filter out non-genuine leads and ensure that only authentic individuals proceed further in the journey.

Stage 2: Verified

Once the pre-verification stage is complete, leads move on to the verified stage. During this stage, SAPL confirms the authenticity of the leads by verifying their email addresses and mobile numbers. This step adds an extra layer of security and establishes a trustworthy connection between SAPL and the leads. Verified leads have a higher chance of securing their desired accommodation and receive personalized support throughout the process.

Stage 3: Connected

Upon reaching the connected stage, leads have established a direct communication channel with SAPL. This stage signifies that the lead has shown genuine interest and is actively engaged in the accommodation search. The connection stage is vital for efficient and effective communication between the lead and SAPL's customer care team.

Stage 4: Visited

The visited stage indicates that leads have taken the important step of visiting potential accommodation options. SAPL has developed a system for scheduling property visits based on lead preferences and availability. During these visits, retail agents provide detailed information about the hostel facilities, pricing, and additional amenities. This stage allows leads to gain firsthand experience and make informed decisions about their future accommodation.

Stage 5: Agreement

Once a lead expresses interest after a property visit, the agreement stage begins. SAPL initiates a transparent and efficient agreement process that involves clear communication of terms and conditions. This stage includes document verification, payment collection, and room allocation. The agreement stage ensures that both parties have a mutual understanding and sets the foundation for a smooth onboarding process.

Stage 6: Onboarding

The onboarding stage is the final milestone in the student accommodation journey. At this stage, leads have successfully gone through the pre-verification, verification, connection, visitation, and agreement stages. They have completed all necessary procedures, and SAPL officially welcomes them as residents. The onboarding process includes tasks such as finalizing paperwork, handing over keys, and providing any additional support required for a seamless transition into the accommodation.

Progressing the Project: Implementing Essential Steps, Code, and Visualizations

1. Data Processing / Exploratory Data Analysis / Feature Engineering : -

The SAPL dataset includes a comprehensive list of leads generated from various cities, along with corresponding city codes, lead status, and the hostel ID of onboarded leads. To conduct our analysis, we will utilize Python, specifically Jupyter Notebook, to merge the required datasets for further examination. Once the datasets are merged, we will proceed with the essential data cleaning process to ensure data quality. This involves removing any inconsistencies or errors in the data. Additionally, we will obtain the count of leads for each city and each stage of the conversion process, providing valuable insights into lead distribution and progression.

2. Data Visualization : -

Once we have obtained the cleaned dataset, we will utilize Tableau to visualize the data. This visual representation will enable us to gain valuable insights and identify trends that can be derived from the dataset we have acquired.

3. Presentable data to client SAPL : -

After visualizing the data, it is now time to present our data analysis results to the client. We will showcase the valuable insights and findings that have been derived from our analysis.

Conclusion : -

The sales process of SAPL is designed to capture and convert leads efficiently. From lead generation to onboarding, each stage plays a vital role in establishing a strong customer base. By prioritizing lead qualification, customer care interaction, property visits, and a streamlined agreement process, SAPL ensures a comprehensive and satisfactory experience for its customers.