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Analyzing Sales Funnel for a Student Hostel Accomodation Chain

Domain & Progress : Analytics, Problem Solving, Business Intelligence, Performance Marketing.
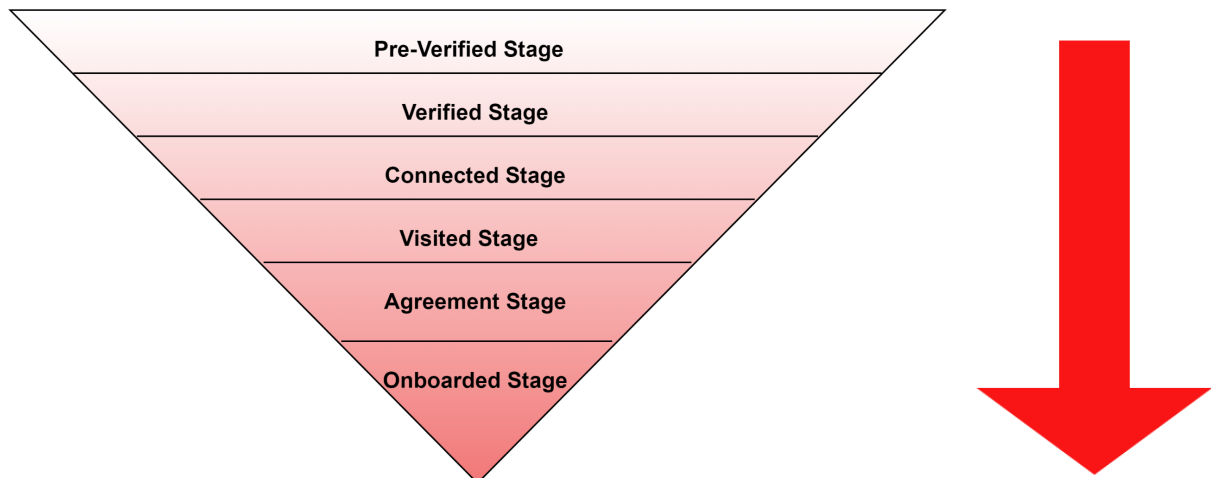**Tools Used** : Python, Excel, Tableau.

PROBLEM :

A Student hostel provider company experiences a low conversion rate of ~13%

Process Map of the Student hostel provider

Pre-Verified Stage

Verified Stage

Connected Stage

Visited Stage

Agreement Stage

Onboarded Stage

Problem
The conversion rate declined to approximately ~13% from the Pre-Verified Stage to the Onboarding Stage.

Implication :

The substantial decrease in the conversion rate between the visited stage and agreement stage contributes to the overall low conversion rate.

Objective :

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.

APPROACH :

Steps	Findings & Impacts	Deliverables
To create a comprehensive process plan document that provides detailed insights into each stage of lead conversion and offers an overview of the project along with the strategy for its execution.	The process plan document uncovered key insights into each stage of lead conversion, identifying bottlenecks and areas for improvement.	process_map
Analyze datasets given by Student Hostel provider	Obtained insights regarding the number of leads generated in each stage for every city.	Code Output in Excel
Visualized the data and created a dashboard	Created a Sales Funnel demonstrating the leads generated and distribution of those leads in different cities	Tableau
Gathered all of these insights into a presentation	The presentation explained the data analysis and the recommendations for improving the sales funnel.	presentation

GROWTH EXPERIENCED :

- **Understood the process of Conversion funnel** : - Gained an understanding of the journey from lead to customer.
- **Enhanced skills in Python and Tableau** : - Expanded knowledge of data analysis techniques and developed a greater sense of creativity in designing interactive dashboards using Tableau.
- **Building Business Insights** : - Acquired the skill to extract valuable business insights from data and effectively communicate them through impactful presentations, covering various aspects of the analysis.

APPENDIX :

Terminologies :

*Pre-verified Stage - Potential leads have signed up and are awaiting verification with their details.
**Verified Stage - The leads have been verified and are now ready to progress to the next stages.
***Connected Stage - In this stage, Verified leads establish communication with the customer care team.
****Visited Stage - Leads are now prepared to visit the hostel rooms for decision-making.
*****Agreement Stage - Leads confirm and book their desired hostel rooms.
******Onboarded Stage - Leads are prepared to move or are in the process of moving to their assigned rooms.