

Wiingy Marketing Channel Performance Analysis

Executive Summary

This report analyzes Wiingy's marketing data to evaluate lead source performance, geographic distribution, and student demographics. Findings reveal that the Website channel contributes the majority of leads with the best return on investment, Singing is the most in-demand subject, and students show a strong preference for female tutors. Based on this analysis, recommendations focus on optimizing marketing spend, targeting high-potential geographies, and aligning tutor resources with student demand.

Methodology & Data Quality Assessment

The dataset **Wiingy_Data.csv** was reviewed to assess completeness, duplicates, and anomalies.

- **Total inquiries:** 960
- **Unique students:** 613 (some students inquired about multiple subjects)
- **Missing values:** Notably present in *Grade* and *Subject* columns
- **Duplicates:** Multiple inquiries per Student ID were found (expected behavior)
- **Cleaning approach:** Missing Grade values were grouped as *"Not Specified"*. Cost per lead was calculated using given assumptions:
 - Website-Organic: \$0
 - Website-Google Ads: \$15
 - Meta: \$20
 - Bark: \$25

This provided a clean dataset for lead source, geography, and demographic analysis.

Detailed Analysis

A. Lead Source Performance

- Website contributes **56% of total leads** (Organic: 28.7%, Google Ads: 26.7%).
- Bark generates **~40% of leads**, though at a higher cost per lead.

- Total estimated marketing spend = **\$13,605**, with an **average cost per lead = \$14.2**.
 - Website-Organic is the **highest ROI channel** with zero cost.
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B. Geographic Analysis

- The **United States** is the top country for inquiries.
 - The **top 5 cities** (As Sulaymānīyah, London, Bengaluru, New York, Aberaeron) together contribute **~22% of all leads**.
 - There is concentration in US/UK/India, but signs of demand exist in emerging markets such as the Middle East.
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C. Student Demographics

- **Working Professionals** represent ~22% of inquiries, while the majority are K-12 students.
 - **Subjects:** Singing dominates at **41%**, followed by Guitar (13%) and Piano (6%).
 - **Gender Preference:** 48% prefer Female tutors, 39.5% are flexible (Both), only 12% prefer Male.
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Key Insights

1. Website is the strongest channel, providing 56% of leads at the lowest cost.
 2. Bark contributes ~40% of leads but is the most expensive channel (\$25/lead).
 3. Geographic concentration is in the US, UK, and India, with potential growth in Middle East regions.
 4. Singing is the dominant subject (41% of inquiries), suggesting high demand.
 5. Female tutor preference (48%) is significantly higher than Male (12%).
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Recommendations

1. **Budget Allocation**
 - Reduce Bark spend by at least 20–30% due to high cost.
 - Reallocate towards Website-Google Ads for better cost efficiency.

- Continue maximizing free Website-Organic traffic.

2. **Geographic Strategy**

- Focus more on **US, UK, and India** as core markets.
- Explore campaigns in emerging regions (e.g., Iraq, Middle East cities) where early demand is visible.

3. **Product Focus**

- Strengthen **Singing programs**, the most in-demand subject.
- Cross-sell Guitar/Piano to Singing students for upselling opportunities.

4. **Tutor Strategy**

- Recruit and train **more Female tutors** to align with student preferences.
- Promote “flexible tutor” options (Both) to capture broader demand.

Conclusion

Wiingy’s marketing data highlights clear opportunities to optimize spend and improve outcomes. Website channels—especially Organic and Google Ads—are the most cost-efficient sources of leads, while Bark should be de-prioritized. Strong demand exists for Singing courses, with the majority of students preferring Female tutors. A focused approach on cost-effective marketing channels, targeted geographies, and tailored tutor allocation will enable Wiingy to maximize ROI and capture growing student demand effectively.