STUDENT ENROLLMENT ANALYSIS as at

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CALL CENTRE

| Select all | A | B | C | D | E | F | G | H | I | J | K | L |

GENERATED APPLICANTS	ENROLLED CUSTOMERS	ENROLLMENT%	ADVISERS	ADVISERS (WITH ENROLEMNTS)	ADVISERS (ZERO ENROLEMNTS)
4M	20K	0.52%	361	326	35

GENERATED APPLICANTS VS ENROLLED APPLICATNTS

ENROLLED APPLICANTS BY CALL CENTRE

Call Centre ● F ● C ● I ● A ● E ● D ● K ● B ● L ● J ● G ● H

1K (4.92%)
1K (4%)
1K (3.67%)
4K (18.19%)
1K (4.96%)
1K (5.55%)
3K (13.22%)
1K (6.03%)
1K (7.39%)
2K (12.09%)
2K (9.98%)
2K (9.99%)
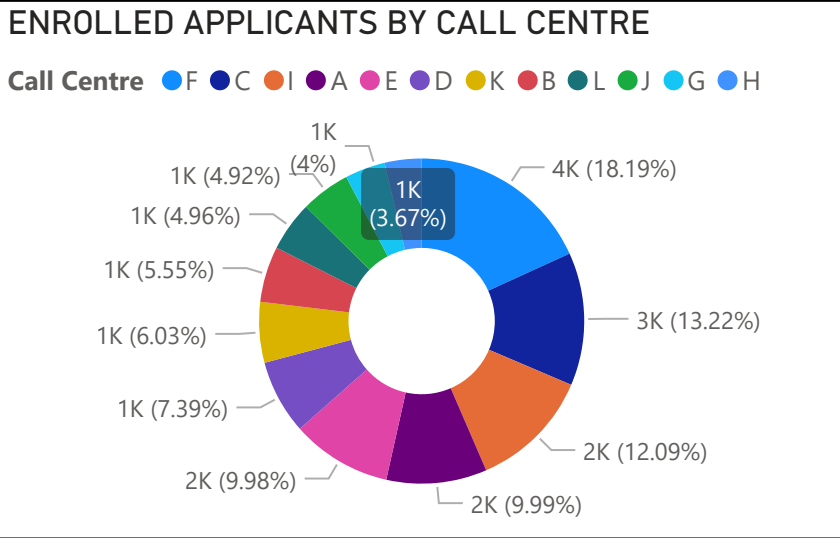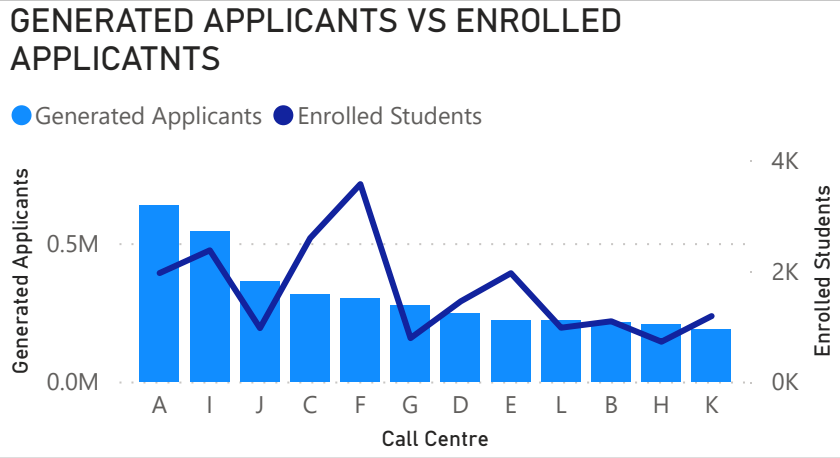
TOP 10 ADVISERS/ ENROLLMENT SUCCESS

Adviser	Generated Applicants	Enrolled Students	Enrollment %
Adviser F18	328	26	7.93%
Adviser F41	211	14	6.64%
Adviser F3	917	50	5.45%
Adviser I25	1410	52	3.69%
Adviser A27	1559	47	3.01%
Adviser F13	1289	38	2.95%
Adviser F14	10184	253	2.48%
Adviser F33	9841	241	2.45%
Adviser F15	11065	257	2.32%
Adviser F31	9054	203	2.24%
Total	**45858**	**1181**	**2.58%**

LEAST ADVISERS PER ENROLLMENT SUCCESS

Adviser	Generated Applicants	Enrolled Students	Enrollment %
Adviser B15	64490	0	0.00%
Adviser J22	61071	0	0.00%
Adviser H6	58490	0	0.00%
Adviser J21	56551	0	0.00%
Adviser I5	48956	0	0.00%
Adviser E1	47586	0	0.00%
Adviser I24	46687	0	0.00%
Adviser G4	41492	0	0.00%
Adviser A13	37357	0	0.00%
Adviser L13	32742	0	0.00%
Adviser H17	32591	0	0.00%
Adviser A30	23068	0	0.00%
Adviser F16	21699	0	0.00%
Adviser F2	8181	0	0.00%
Adviser A14	8078	0	0.00%
Adviser E13	3514	0	0.00%
Adviser G15	1881	0	0.00%
Adviser L6	1502	0	0.00%
Adviser A48	1009	0	0.00%
Adviser A72	942	0	0.00%
Adviser L8	574	0	0.00%
Adviser L15	403	0	0.00%
Adviser A26	316	0	0.00%
Adviser F26	315	0	0.00%
Adviser H3	284	0	0.00%
Total	**601537**	**0**	**0.00%**

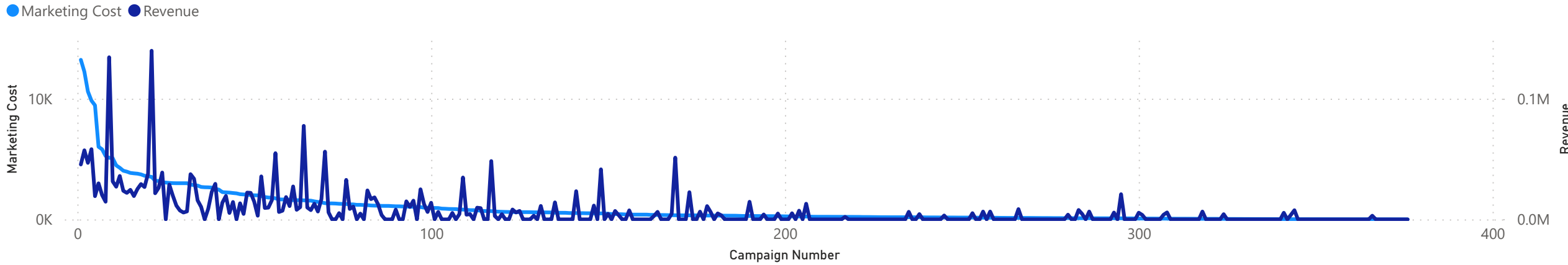# CAMPAIGN STRATEGY ANALYSIS

CAMPAIGN NUMBER	CAMPAINGS	GENERATED APPLICANTS	INTERESED APPLICANTS	ENROLLED STUDENTS	AVERAGE VALUE ENROLLED
All ⌄	376	106K	38K	437	5.99K

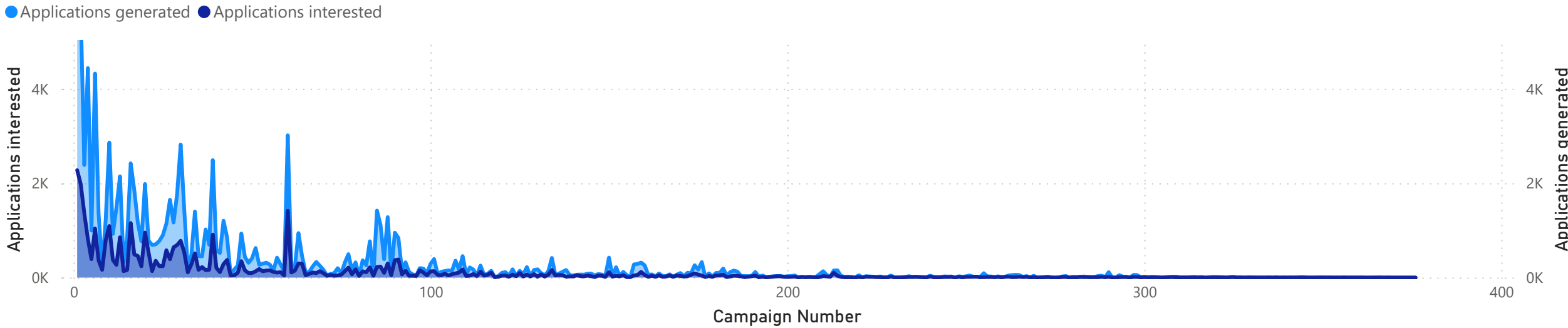| TOTAL REVENUE	MARKERTING COSTS	MARKERTING COSTS/CAMPAIGN	INTERESTED APPLICANTS%	ENROLLED % (INTRESTED)	ENROLLED %(ALL APPLICANTS)
2.57M	334K	894.35	36.25%	1.14%	0.41%

ENROLLED STUDENTS vs MARKETING COSTS

● Enrolled Customers ● Marketing Cost
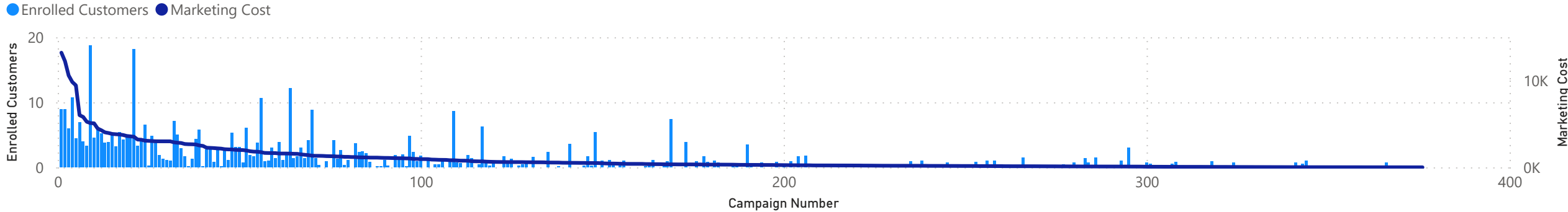
REVENUE vs MARKETING COSTS

● Marketing Cost ● Revenue

CAMPAIGN STRATEGY ANALYSIS

APPLICATIONS GENERATED VS INTERESTED APPLICANTS

● Applications generated ● Applications interested
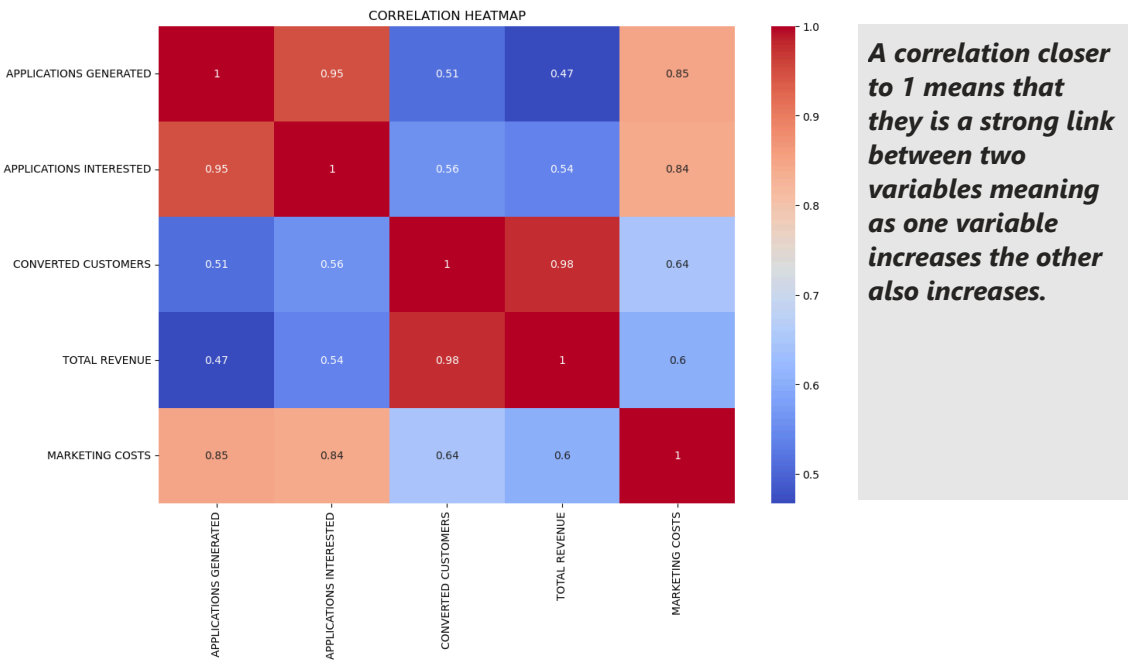

TOP 10 COMPANIGS BY NUMBER OF STUDENT ENROLLMENTS

CAMPAIGN NUMBER	ENROLLED STUDENTS	AVERAGE REVENUE/CUSTOMER	TOTAL REVENUE	MARKETING COSTS
9	19	7182	134,303.40	5,101.31
21	18	7676	139,703.20	3,524.52
64	12	6351	77,482.20	1,579.53
4	11	5436	58,165.20	9,837.83
56	11	5175	54,855.00	1,743.76
1	9	5110	45,479.00	13,217.92
2	9	6430	57,227.00	12,232.42
70	9	6378	56,126.40	1,343.66
109	9	4036	34,709.60	812.71
169	7	6913	51,156.20	341.45
Total	**113**	**60687**	**709,207.20**	**49,735.11**

CORRELATION HEATMAP

A correlation closer to 1 means that they is a strong link between two variables meaning as one variable increases the other also increases.

FINDINGS

- They are 2 Student Enrollment Strategies Used In the Dataset Namely **Call Centre Strategy** and **Campaign Strategy**

CALL CENTRE

- **Summary -**Call centre strategy is slightly more effective, with a student enrollment conversion rate of **0.52% vs 0.41%** of Campaign Strategy
- **Applicants Statistics-12** call centers with **361** advisors generated **4 million** applications but only **20K** enrollments.
- There's no link between the number of applications generated and successful student enrollments.
- **Top performers:** Call centers F, C, I, and A had the most student enrollments (F highest, A fourth)
- **Least performers** : Call centers H,G,J and L are the have least student enrollments respectively

Key takeaways:

- Call centers is slightly a better strategy for student enrollment than campaign strategy
- Application numbers don't guarantee higher student enrollments
- Specific call centers outperform others in student enrollment success.

CAMPAIGN STRATEGY

- **Low conversion rate: 376** campaigns yielded **106K** applicants but only **437** enrolled (**0.41%** conversion rate).
- **Top performers:** Campaigns **9, 21, 64, 4** and **56** had the highest student enrollments.
- **Revenue focus:** A significant positive **correlation (0.98)** exists between student enrollments and revenue, highlighting the importance of student enrollment for financial success.
- **Targeting matters:** There's a positive correlation between generated applicants and interested applicants, suggesting improved targeting could significantly boost conversion rates.
- **Marketing cost efficiency:** Marketing costs are highly correlated with generated applications **(correlation 0.85)** and interested applicants **(correlation 0.84)**, but **don't directly translate to higher revenue**.
- **Low conversion from interested applicants:** Only **1%** of interested applicants actually enrolled, highlighting a potential drop-off point in the student enrollment cycle.

RECOMMENDATIONS

CALL CENTRE

1. **Best Practices Sharing**: identifying high-performing practises for example **Call Centres F** practises should be examined and shared them across all centres
2. **Setting of Student Conversion Enrollment Targets** to Call Centres to Increase Enrolment Percentages to **10%** of all applications generated and for the KPI to be well documented
3. **Training**: Invest in regular training for call centre advisers to improve their skills in converting applications to customers
4. **Incentives:** Implement incentive programs for advisers to motivate them to achieve higher conversion rates

CAMPAIGN STRATEGY

1. **Optimize Marketing Costs**: Reallocate marketing budget from high-cost to low-conversion campaigns to those with lower costs and higher conversions for example campaign strategy **9,21 and 64** needs more marketing expenditure as they have potential to expand student enrollments
2. **Setup other market strategy Referral system**: for example giving referral allowances so our current enrolments for successfully recruiting other potentials to join the institution
3. **Best Practices Sharing**-identifying high-performing practises from compaings number **9, 21,64 ,4** and **56** to help with other campaings and to maximise student enrollments

OVERRALLY

1. **Qualitative Insights**-Supplement the quantitative data with feedback from prospective students, advisors, and other stakeholders to further understand if they are any challenges that need to be addressed that are limiting our student enrollment process
2. **Benchmarking:** -Compare your university's metrics against industry standards or peer institutions to calculate our current market share
3. **Feedback Loops**: Implement feedback loops to gather insights from customers and applicants to continuously improve campaigns.
4. **Regular Reporting**: Establish a regular reporting mechanism to track key metrics and make data-driven decisions.

THANK YOU