

SAAS SALES ANALYTICS

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PEOPLEU BACKGROUND

B2B Software as a Service (SaaS) company that offers a human resource management application.

Subscription-based.

Currently focus on increasing customer.



PeopleU always held a regular four month discount for new user

Starting in 2021, every January, April, July and October there is 10% discount, but not for extending customer.

In 2022, the discount is 10% higher.

IN Q1 AND Q2 2022
MANY COMPANY DO
FINANCIAL
EFFICIENCY. DOES THIS
AFFECT PEOPLEU
PERFORMANCE?



METHODOLOGY



QUERY DATASET

The data is stored in bigquery, containing 9 tables.



DATA CLEANING & ADDING FEATURE

This step is done in Google Colab. Added some feature for easier analysis.



ANALYSIS & VISUALIZATION

This step is done in Tableau

DATASET OVERVIEW

| leads_id | leads_reg_timestamp | number_of_employee | industry | contract_id | subscription_type | contract_date | reten_flag |
|----------|-----------------------------------|--------------------|-----------|-------------|-------------------|---------------|------------|
| 437 | 2021-04-01 15:39:02.000000 UTC | 5 | Education | 119.0 | Business | 2021-05-03 | 0.0 |
| 437 | 2021-04-01 15:39:02.000000 UTC | 5 | Education | 119.0 | Business | 2021-05-03 | 0.0 |

| user_price | deal_won | user_price_after | discount_type | session_source | stage | funnel_timestamp | revenue |
|------------|----------|------------------|---------------|----------------|---------------------|-----------------------------------|----------|
| 25000.0 | NaN | NaN | no_discount | Organic Social | leads_registered | 2021-04-01 15:39:02.000000 UTC | 125000.0 |
| 25000.0 | NaN | NaN | no_discount | Organic Social | leads_qualification | 2021-04-05 11:31:34.000000 UTC | 125000.0 |



EXPLORATORY DATA ANALYSIS



Rp 2.830.627.500

Total Revenue From 2021 to 2022

1.226

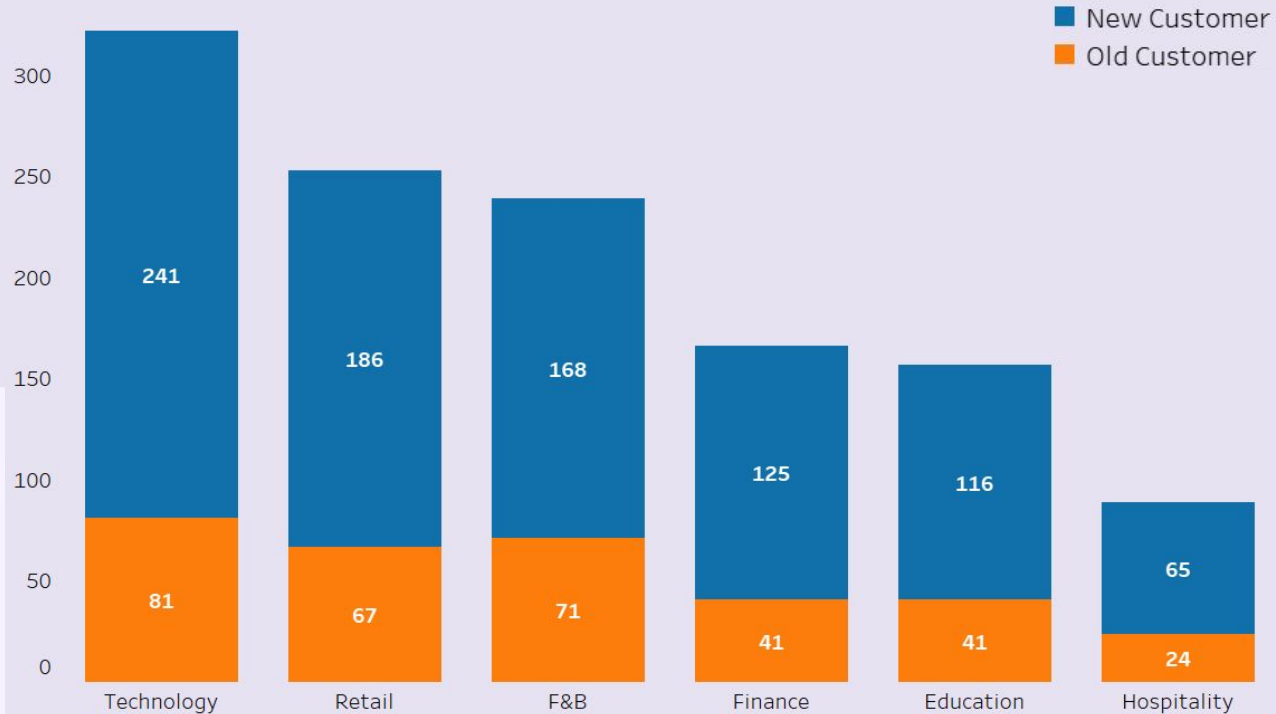
Total Customer From 2021 to 2022

3.635

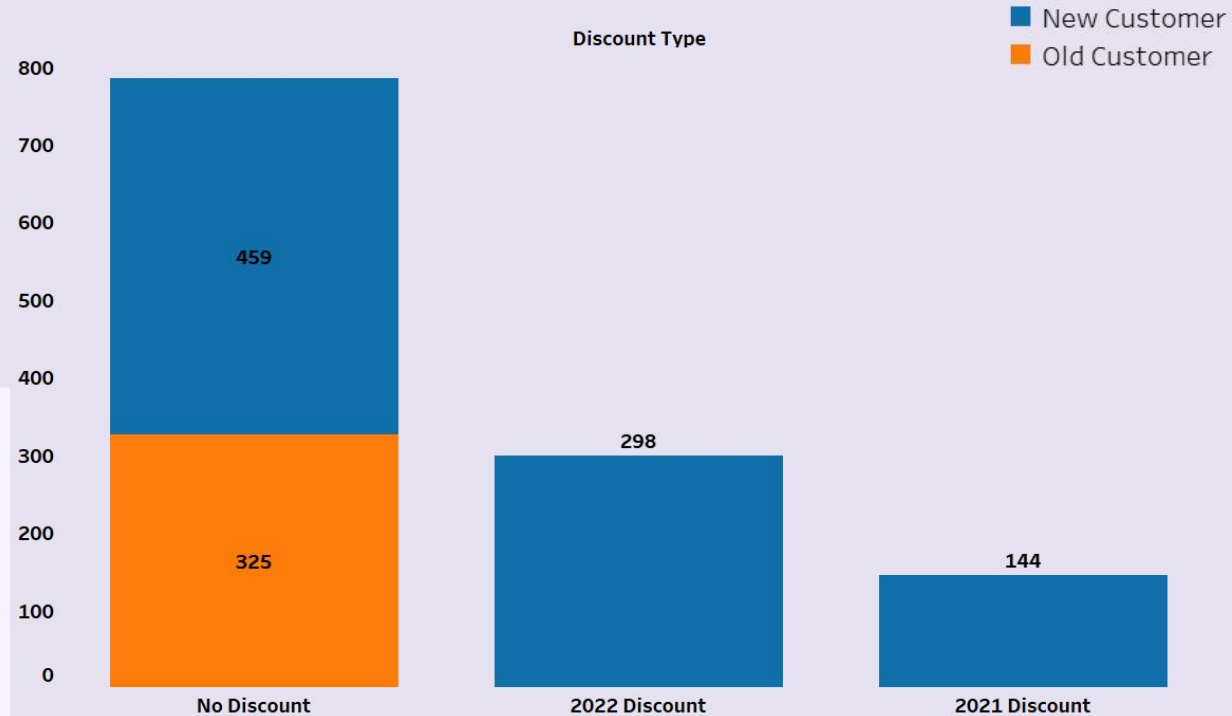
Total Registered Leads From 2021 to 2022



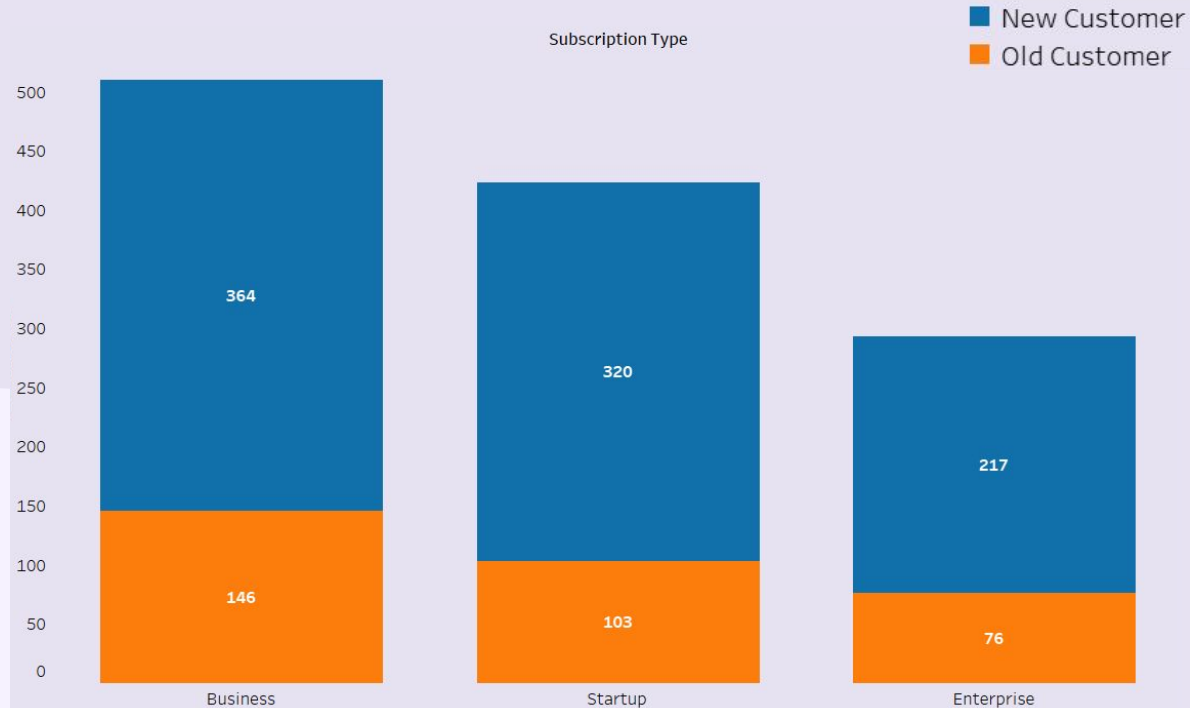
PEOPLEU CUSTOMER MOSTLY COME FROM TECH INDUSTRY



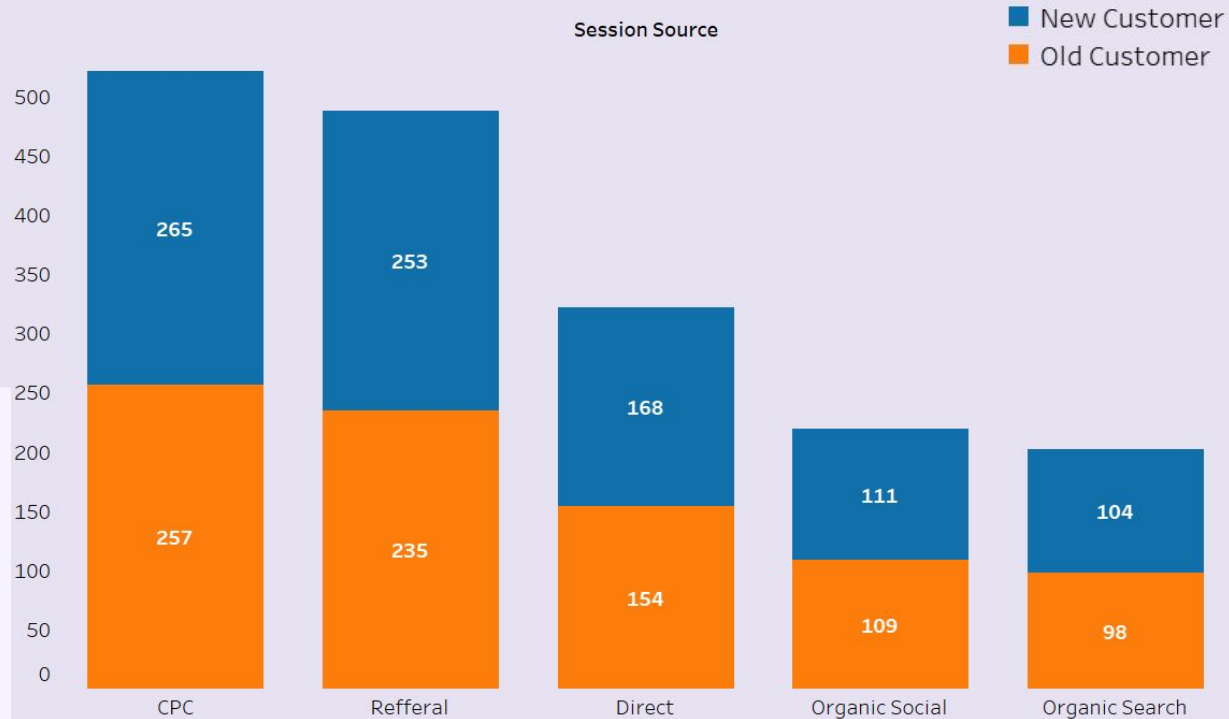
MOST CUSTOMERS ARE NOT USING DISCOUNT



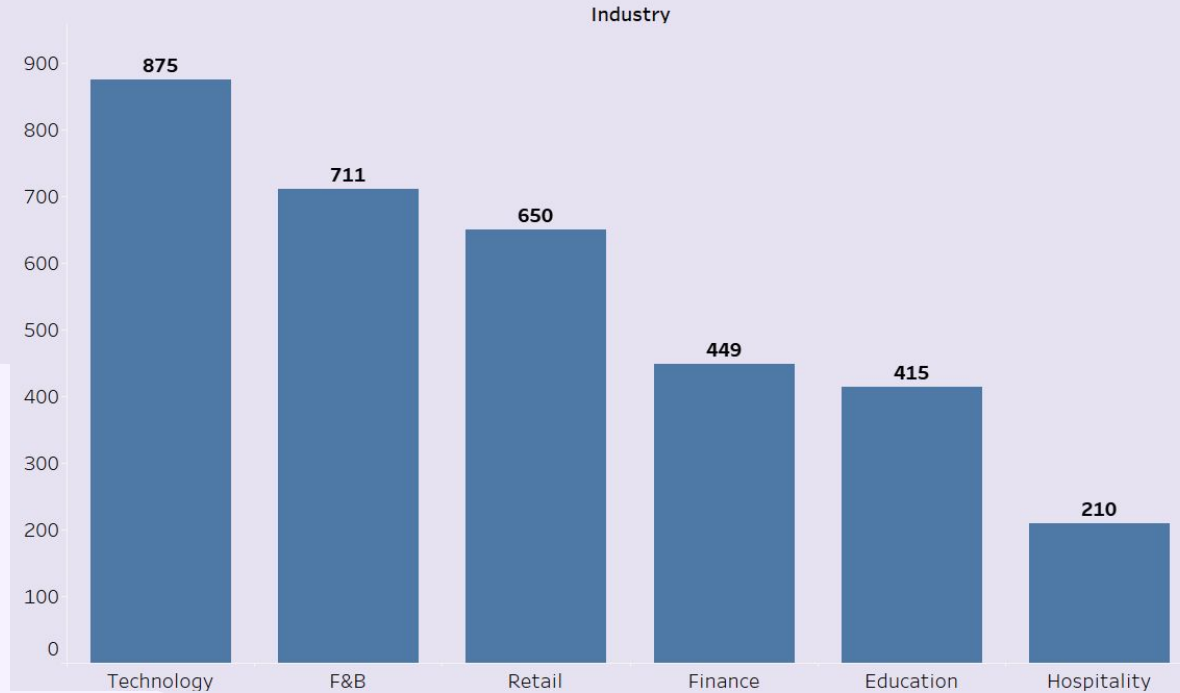
MOST CUSTOMERS ARE PURCHASING BUSINESS SUBSCRIPTION TYPE



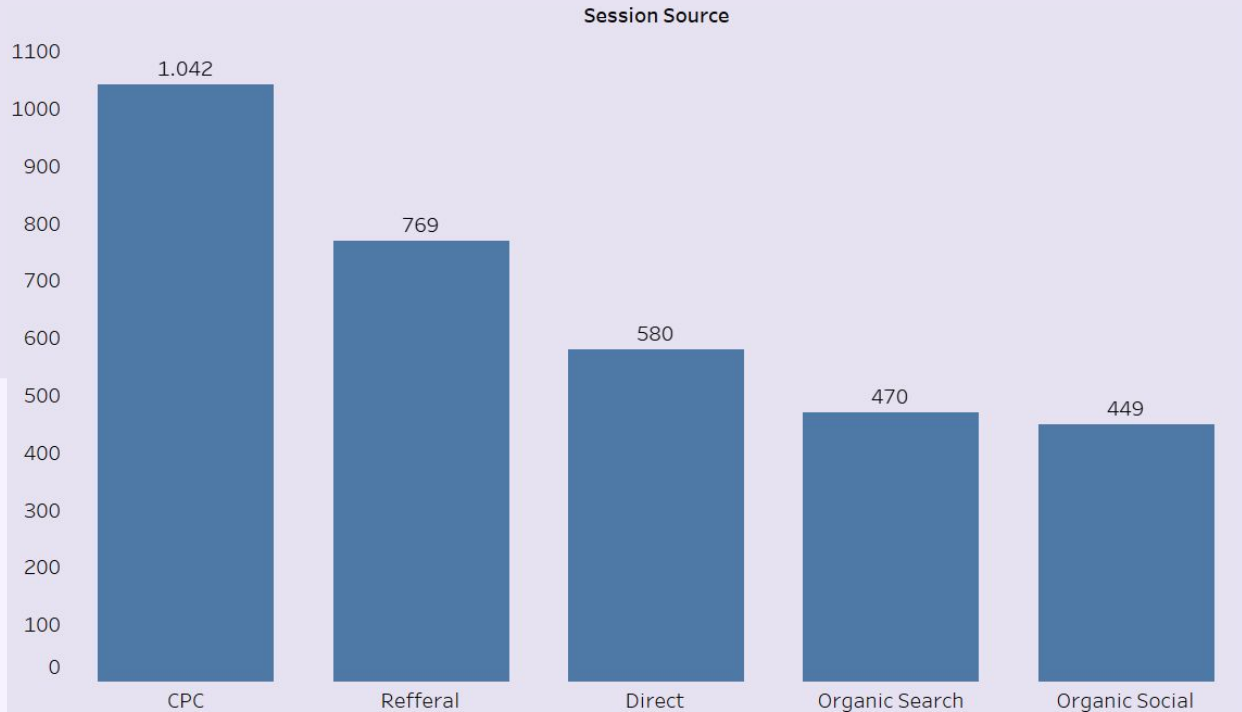
MOST CUSTOMERS CAME FROM COST PER CLICK ADS (CPC) AND REFERRAL



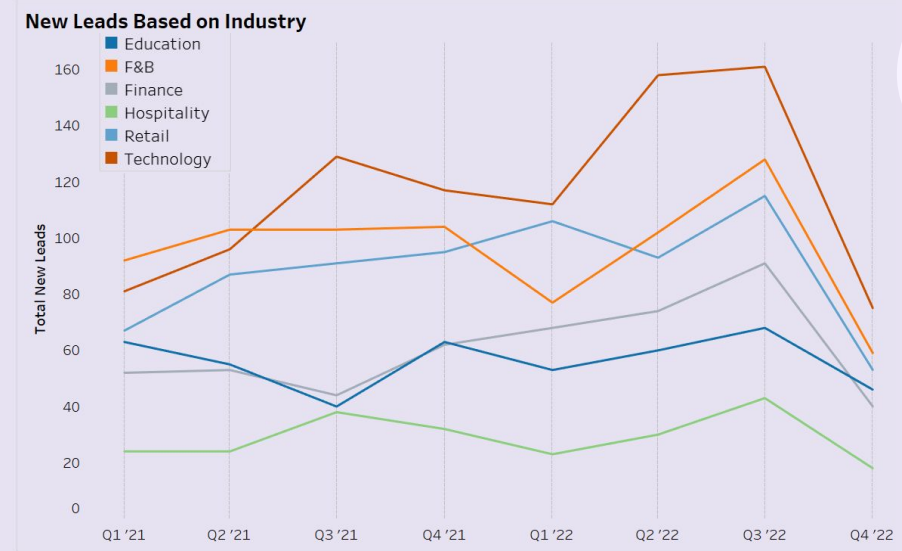
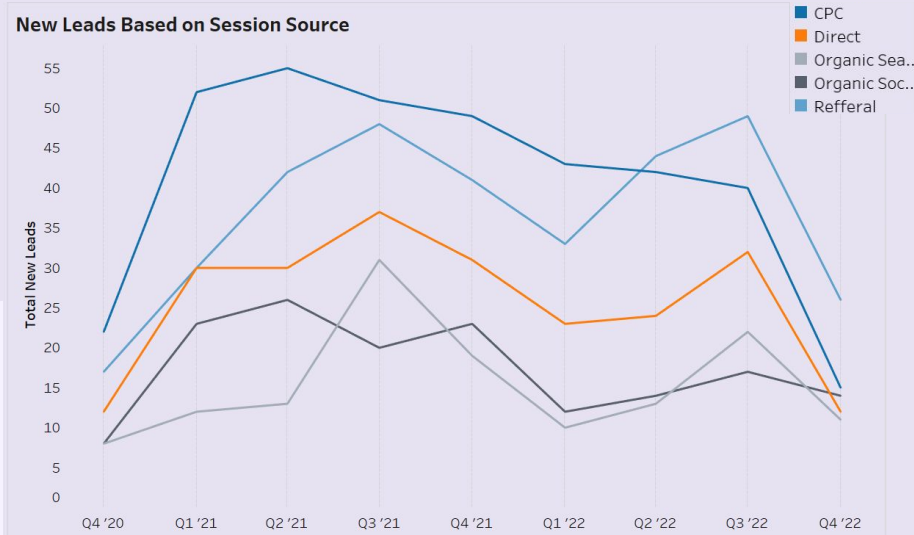
MOST LEADS CAME FROM TECH INDUSTRY



MOST LEADS CAME FROM **CPC** AND **REFERRAL**

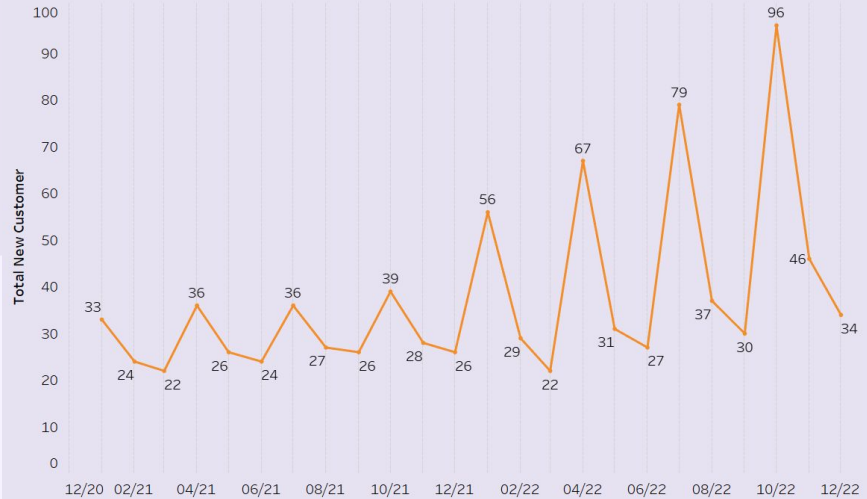


REGISTERING LEADS ARE INCREASING OVER TIME BUT THERE IS A HUGE DROP AT Q4 2022, FROM ALL INDUSTRY AND FROM ALL SOURCE. LEADS CAME FROM CPC ARE DECREASING THE MOST

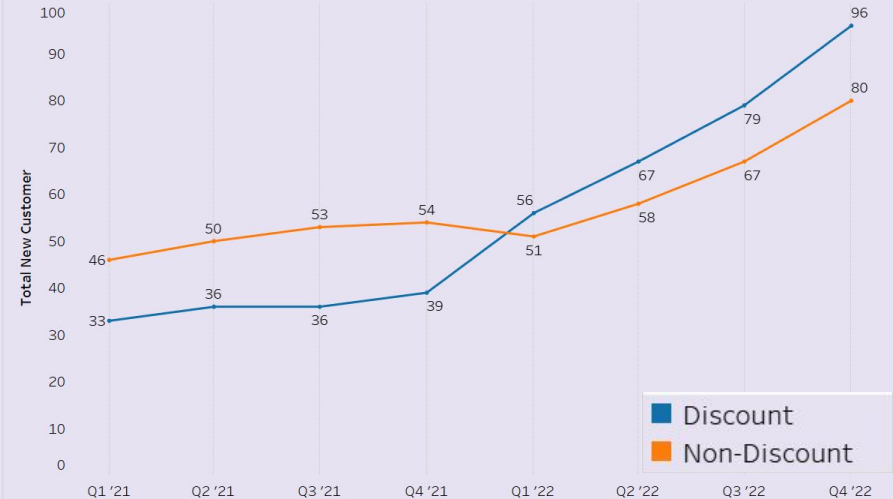


NEW CUSTOMER ARE MORE DRAWN TO SUBSCRIBE IN DISCOUNT MONTH, AND AFTER Q4 2021, THERE ARE MORE NEW CUSTOMER SUBSCRIBING IN DISCOUNT MONTH THAN NON-DISCOUNT MONTH.

New Customer Over Time



New Customer on Discount Month and Non-Discount Month

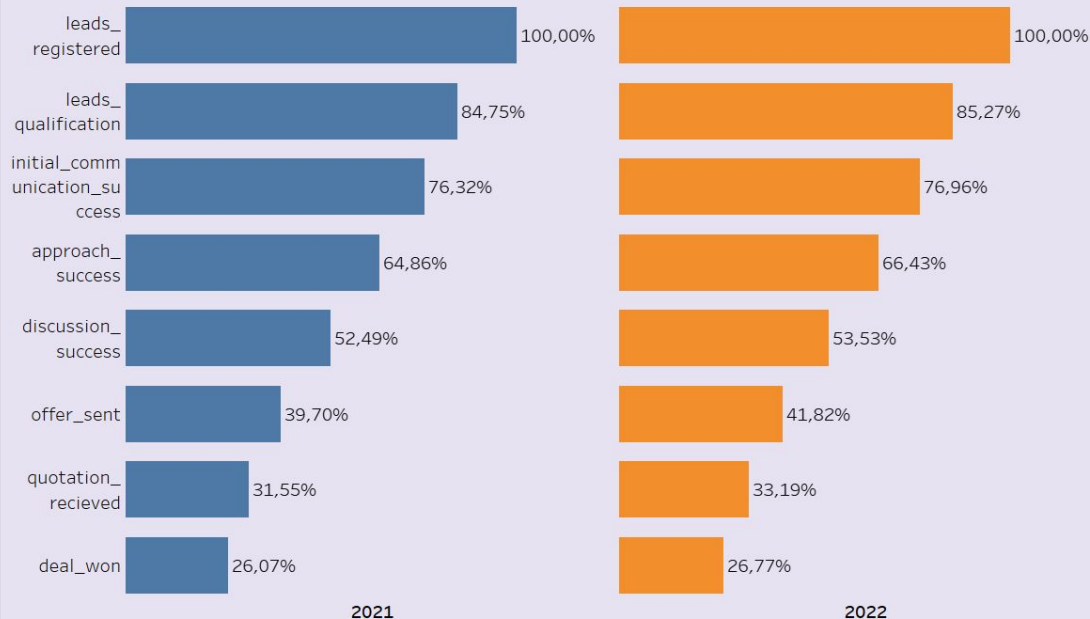


AVERAGE CUSTOMER RETENTION RATE IS 94.7% AND THERE IS STILL NO DIFFERENCE IN CUSTOMER CONVERSION RATE IN 2021 AND 2022

Customer Retention Rate

| Month of First Subscribe | Customers per 1st Date | |
|--------------------------|------------------------|--------|
| January 2021 | 33 | 97,0% |
| February 2021 | 24 | 91,7% |
| March 2021 | 22 | 95,5% |
| April 2021 | 36 | 86,1% |
| May 2021 | 26 | 100,0% |
| June 2021 | 24 | 95,8% |
| July 2021 | 36 | 100,0% |
| August 2021 | 27 | 96,3% |
| September 2021 | 26 | 88,5% |
| October 2021 | 39 | 89,7% |
| November 2021 | 28 | 96,4% |
| December 2021 | 26 | 88,5% |

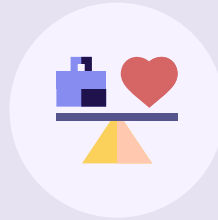
Funnel - Compare Yearly



RECOMMENDATION

DEPRIORITIZE MARKETING USING CPC ADS

Focus on direct and
referral

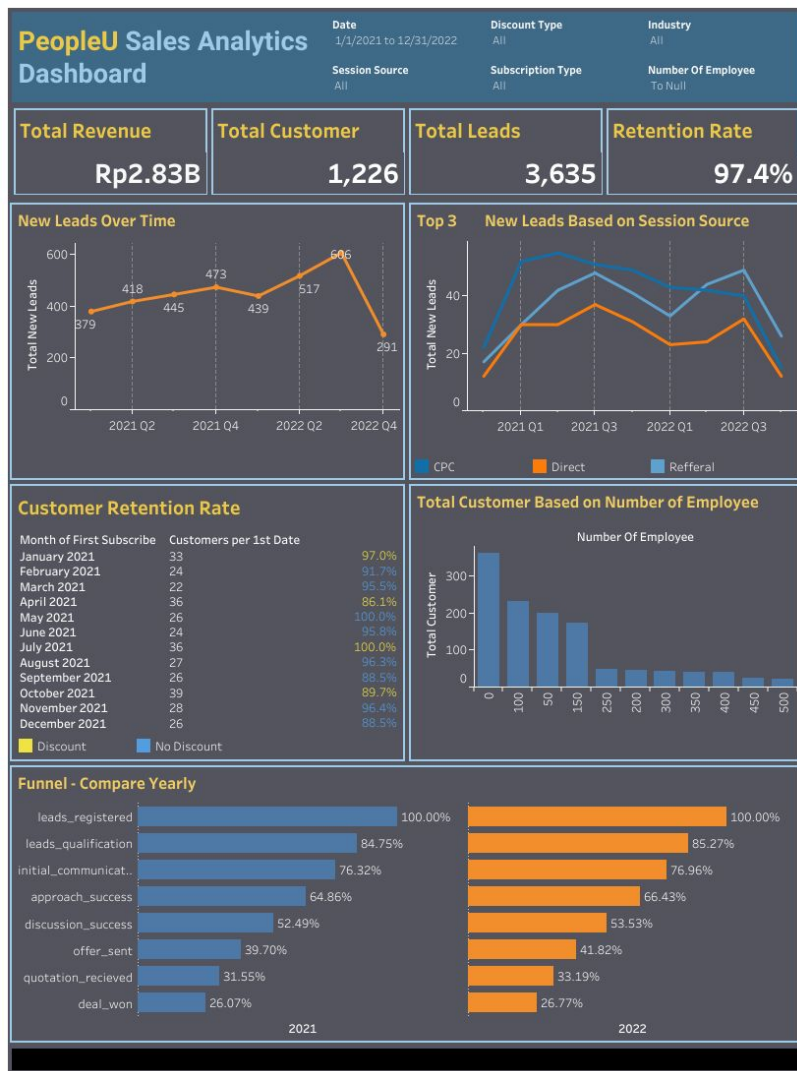


MONITOR THE PERFORMANCE USING DASHBOARD

CONSIDER GIVING DISCOUNT ON EXTENDING CUSTOMER

If customer next year is churning because
subscription price, consider giving
discount to maintain retention rate

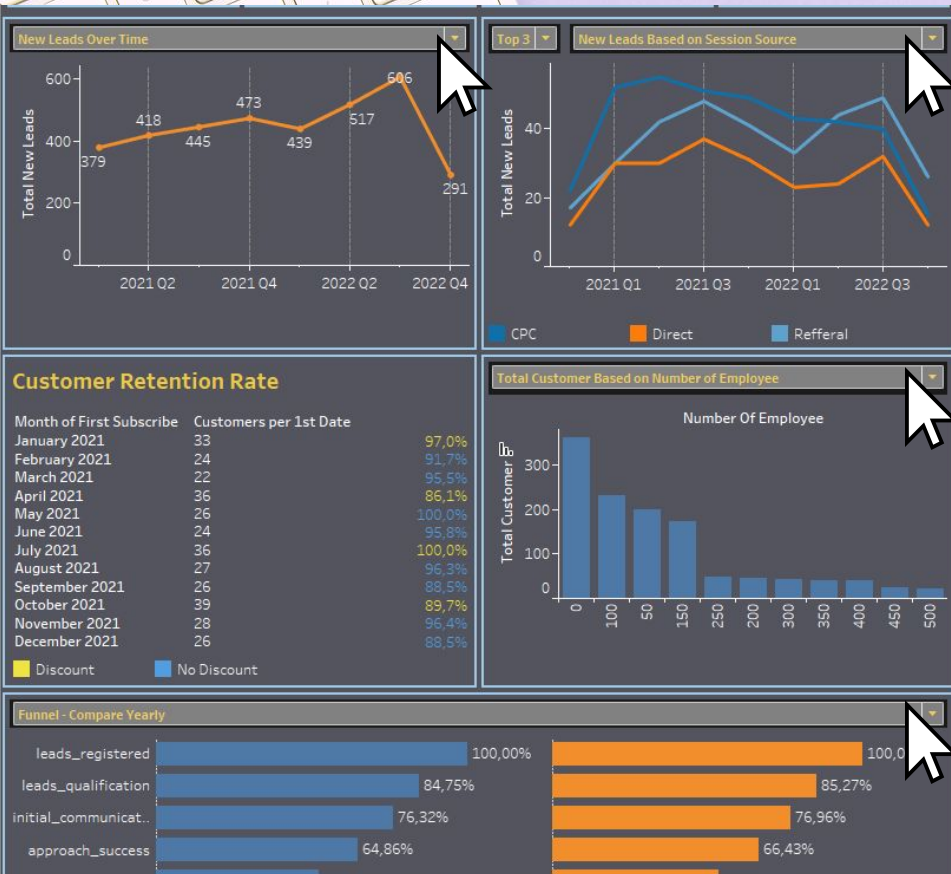




DASHBOARD [\(LINK\)](#)

The dashboard is created to support **sales analytics** for **Sales Manager**.

As it is focused on analytics, I design it to be flexible and to facilitate comparison between dimensions.



DASHBOARD (LINK)

In one page users can choose a lot of visualization by simply clicking the dropdown menu!

THANKS!

Do you have any questions?

Reach me out on:

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CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

