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SALES FUNNEL *ANALYSIS DECK*

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01

Problem & Objectives

BACKGROUND

Earlier, we already analyzed our market & sales data, and now we want to know how the process in our **Sales Funnel**, and what we can do to get more deals for each cluster.

But since 2021 our **"deal_won"** conversions have been dropping. In Q3 2022 they are dropping by about **24%**. So we are looking closely at the data, looking at historical trends and trying to identify the underlying factors that are contributing to this decline.

OUR SALES FUNNEL STAGE

Leads_ registered

Qualification

Initial_ Communications

Approach

Discussion

Offering

Quotation

Deal_Won

Qualified/not

Sales analyze the leads Profile and only assign the “Most Probable One”to the teams.

Sales To Leads

First Communication to leads. The funnel success only if the leads are answering our first initial connection

Ask Discuss Time

The funnel success if leads agree to have further discussion

Discuss Success/not

Sales Team explained product. It can success if leads interest and agree to offering

Send Offering

Sales start to offer the price. Success if leads accepting

Quotation Sent

Sales create quotations and sent to the leads from our finance

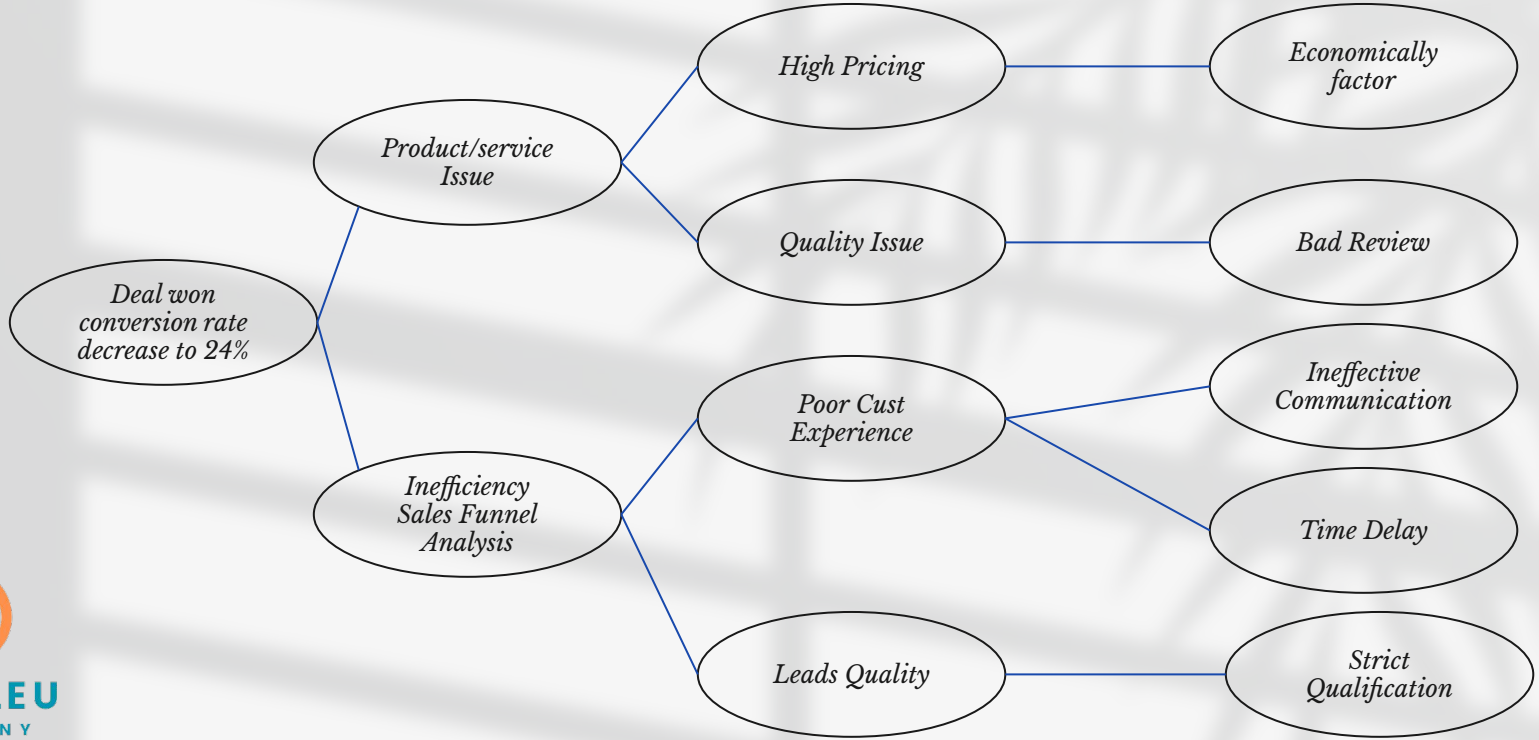
DEAL!

Deal won, leads are sign the deal.

PROBLEM

Why the “Deal_Won” conversion rate decrease to 24% by Q3 2022.

WHAT'S THE ROOT CAUSE



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OBJECTIVES

IDENTIFY

Identifying potential bottlenecks or areas of inefficiency (pinpointing specific stages, lost leads)

ANALYSE

Analyse each factor that caused the lead to drop at the funnel stage

INSIGHT

Gain insights from data exploration and impact analysis to increase conversion rates to at least 38%.

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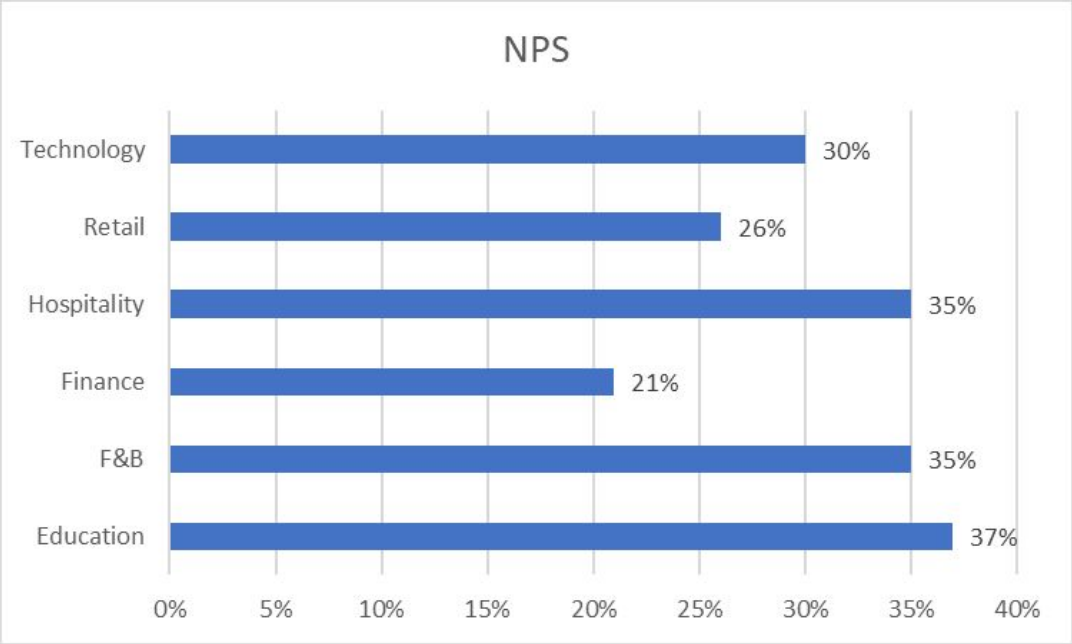
02

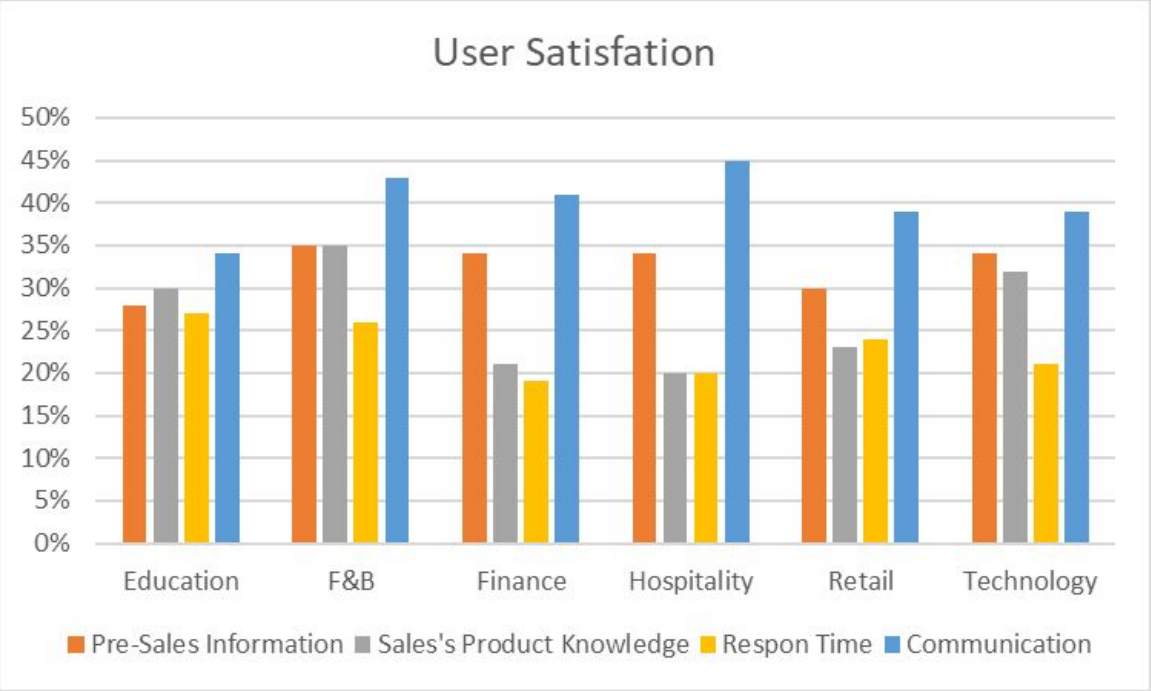
Analysing Funnel Stage

QUALITY ISSUES



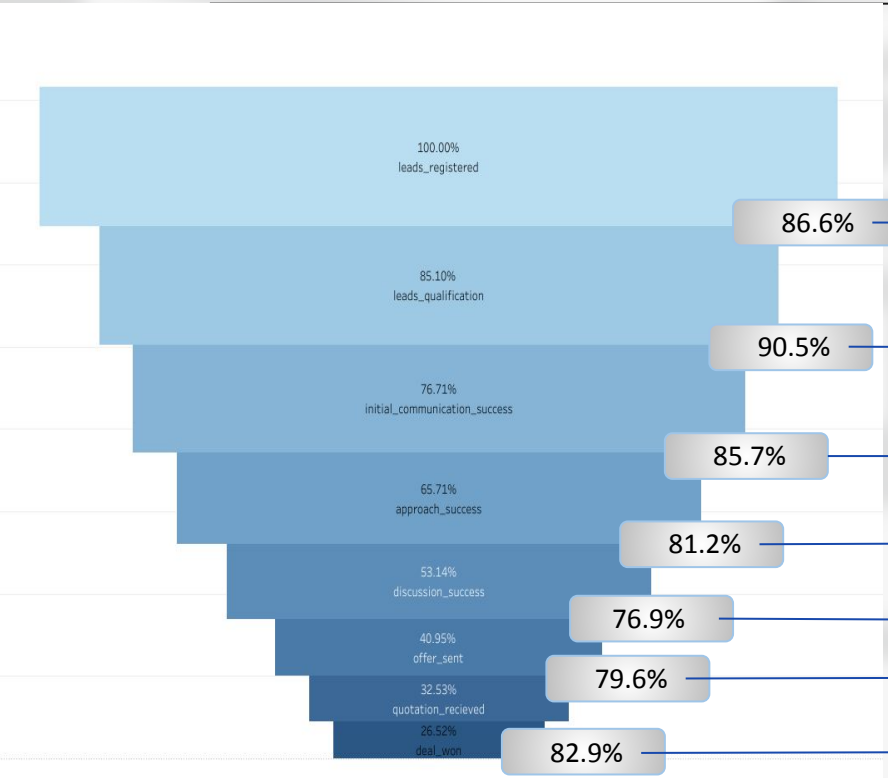
Average of users that want to promote our services only 30% which it can said that our users indeed they not satisfied with our services

Poor Cust. Experience



This chart shown that only 35%-40% users are satisfied with our services.

IDENTIFY THE FUNNELS



Average leads from register into qualification is 86%

Average leads from qualification into communication is 90%

Average leads from communication into approach success is 85%

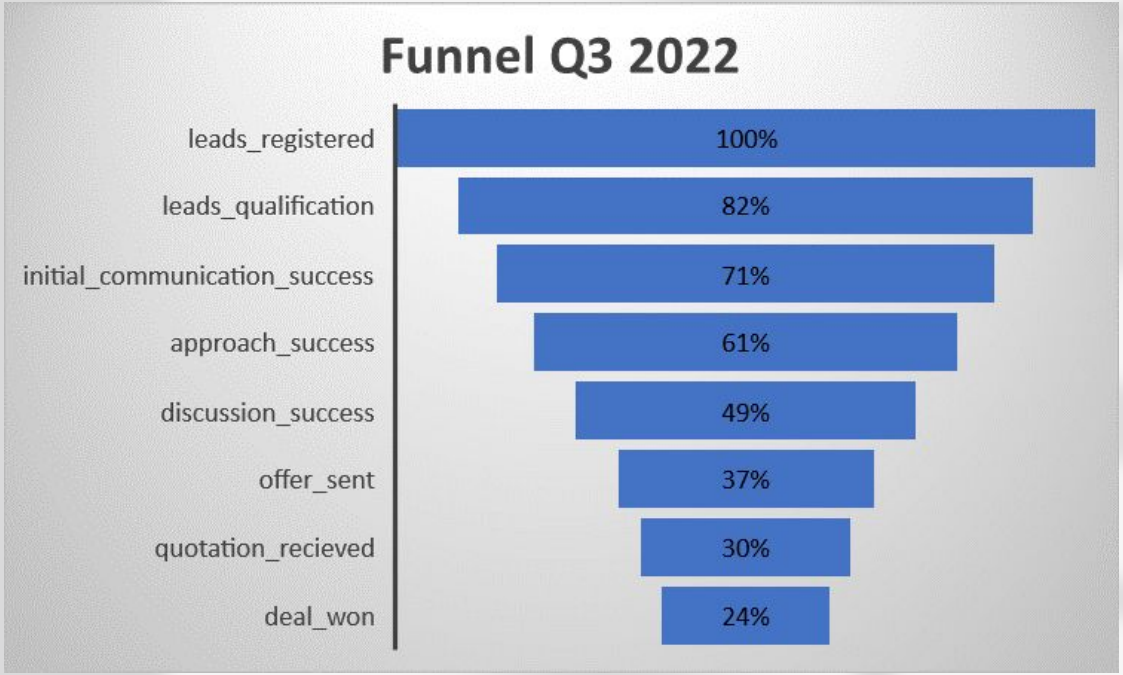
Average leads from approach success into discussion success is 81%

Average leads from discussion success into offer sent is 76%

Average leads from offer sent into quotation recieve is 79%

Average leads from quotation receive into deal won is 82%

IDENTIFY FUNNELS (Q3)



After we breakdown in each cluster we can see there's decreasing in deal won from average total 26% to 24%.

Now, we try to analyze why deal won decrease to 24%?

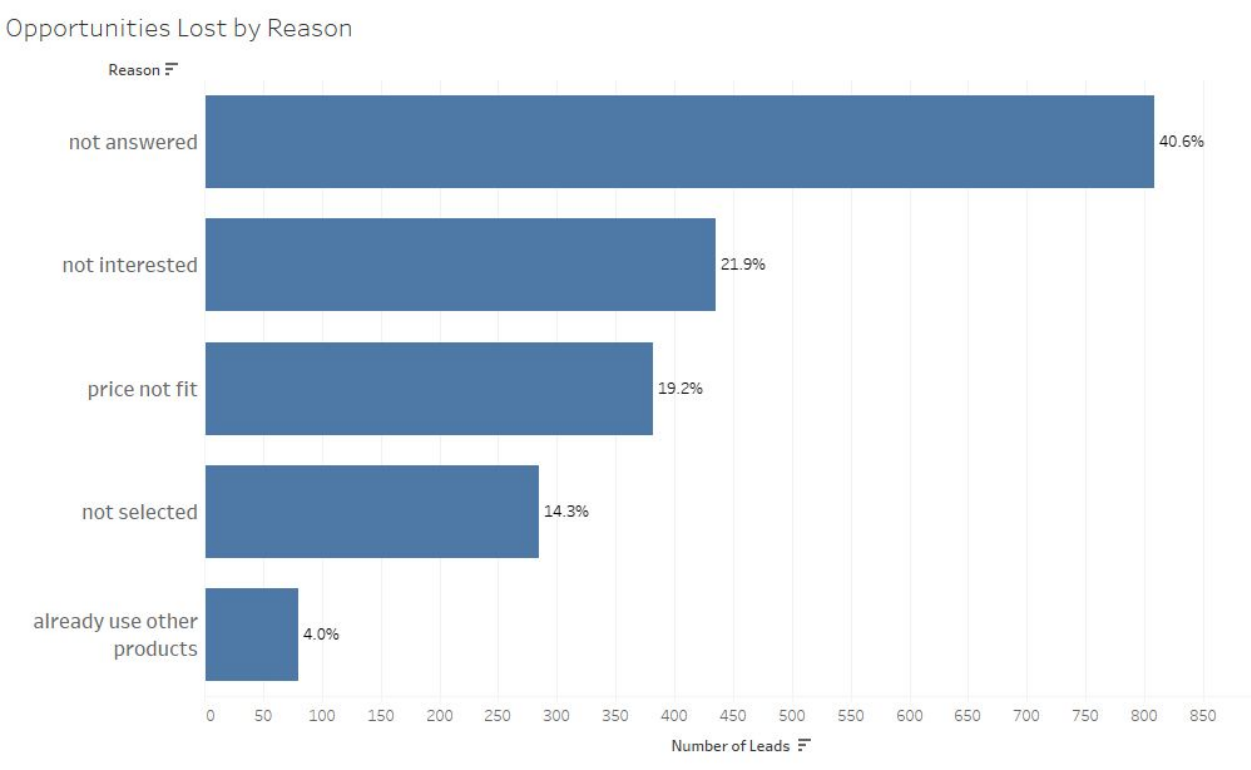
LEADS DROP/STAGE

Findings:

Row	stage_id	stage	reason	number_leads
1	102	leads_qualification	not selected	285
2	103	initial_communication_success	not answered	286
3	103	initial_communication_success	not interested	88
4	104	approach_success	not answered	201
5	104	approach_success	not interested	146
6	104	approach_success	already use other products	80
7	105	discussion_success	not answered	109
8	105	discussion_success	price not fit	167
9	105	discussion_success	not interested	138
10	106	offer_sent	not answered	113
11	106	offer_sent	price not fit	110
12	106	offer_sent	not interested	63
13	107	quotation_recieved	not answered	99
14	107	quotation_recieved	price not fit	105

All leads_registered that have dropped out usually give reason why they are not continuing the process at each stage.

LEADS DROP/STAGE



Not Answered = Registered leads that not answer for connection

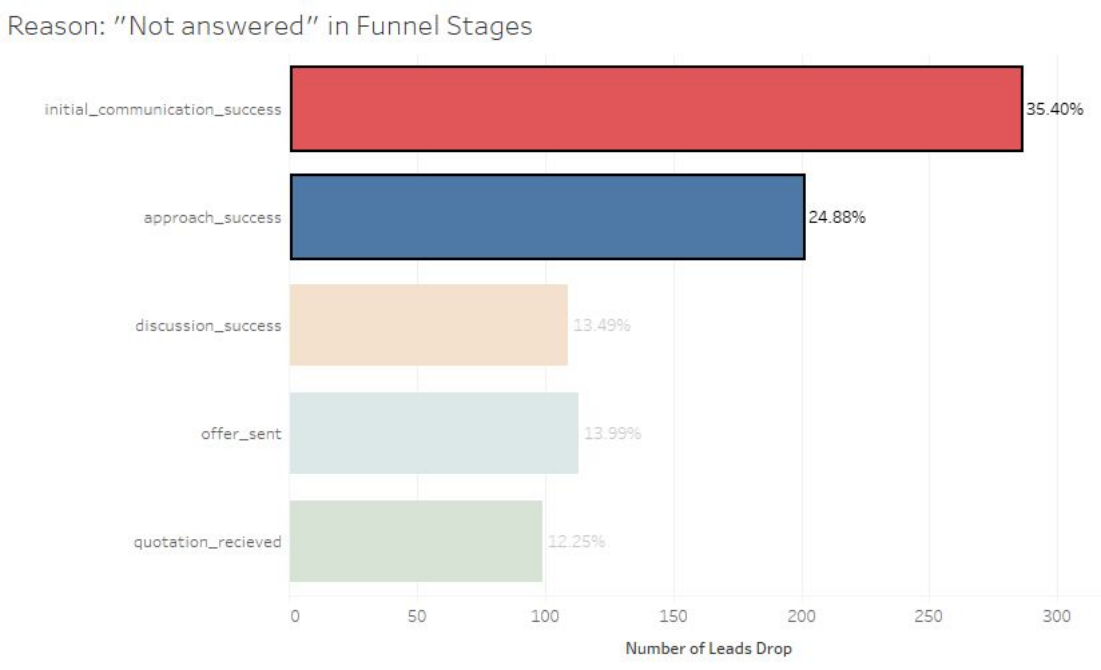
Not Selected = Leads are not qualified

Price not fit = Leads not interest cause of high price of product

Not Interest: Product not meet their needs

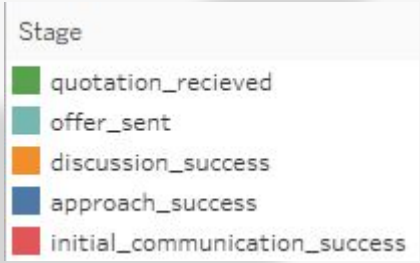
Already use other product: Leads use competitor product

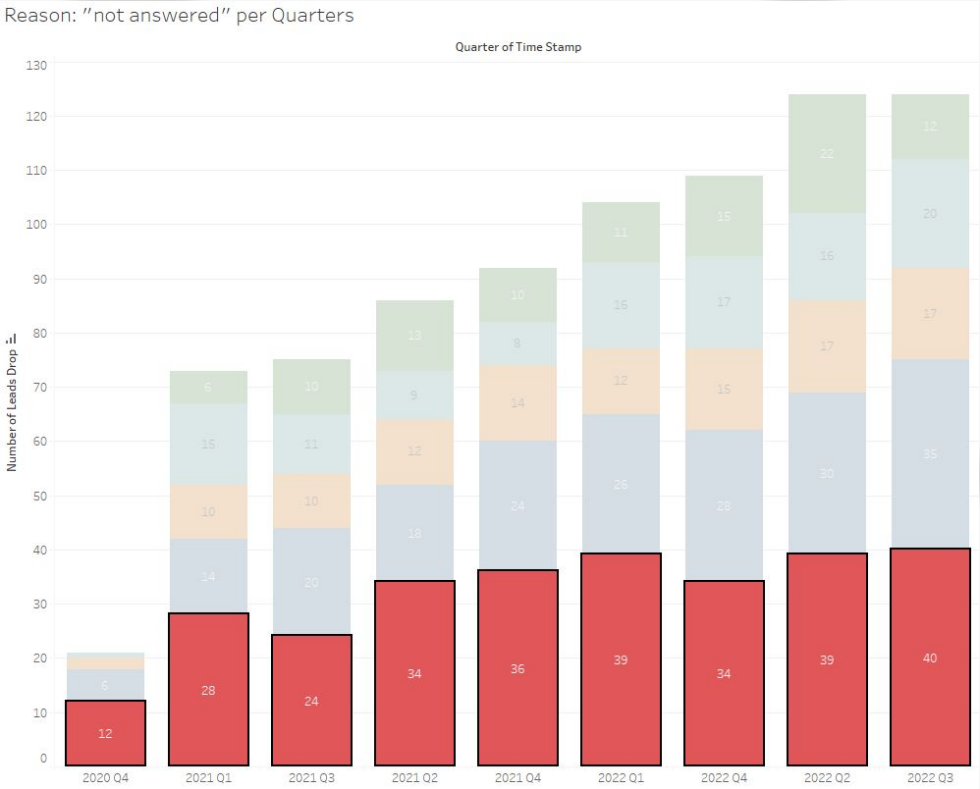
STAGE/NOT ANSWERED



60% of leads are lost in the first two stages of customer contact.

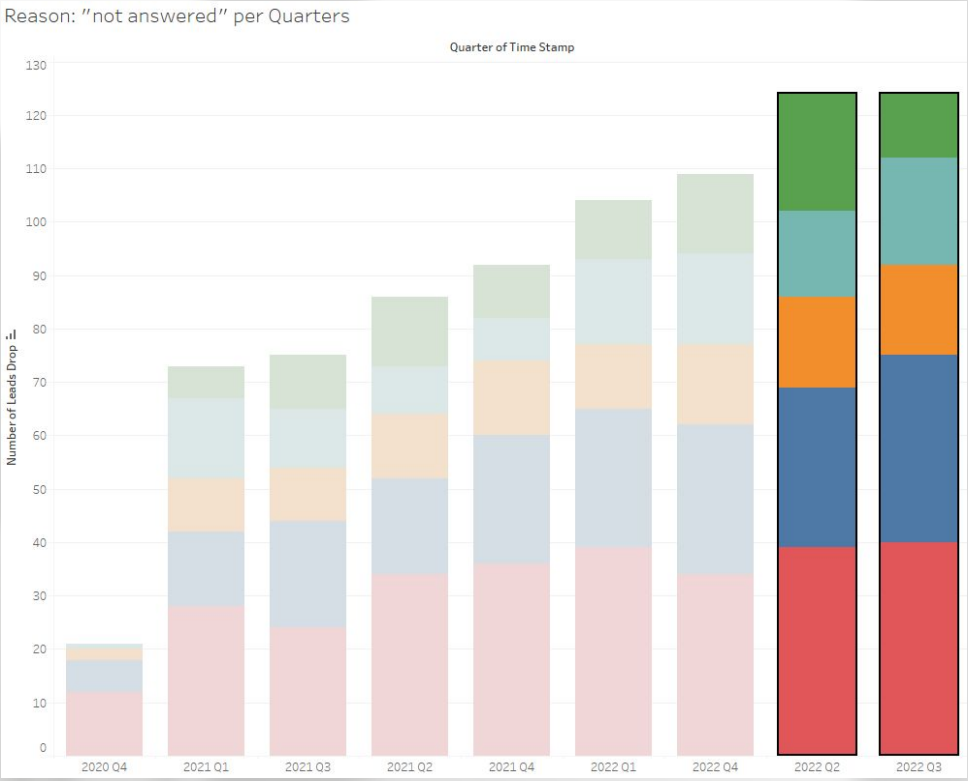
STAGE/NOT ANSWERED





In every quarter of the year, **initial_communication_success** contributes the highest number of lead drop-offs.

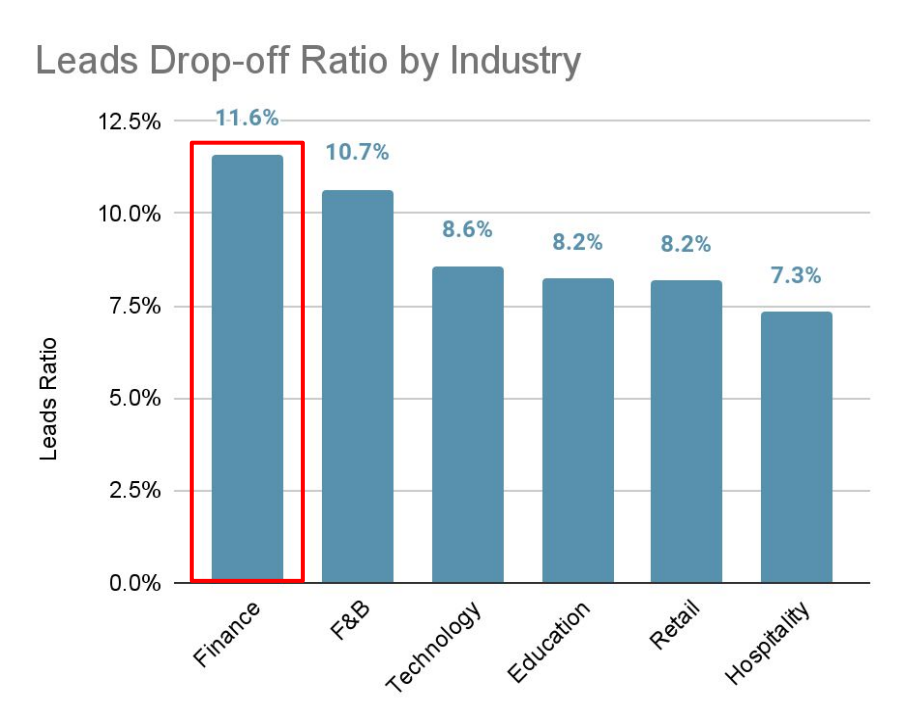
STAGE/NOT ANSWERED

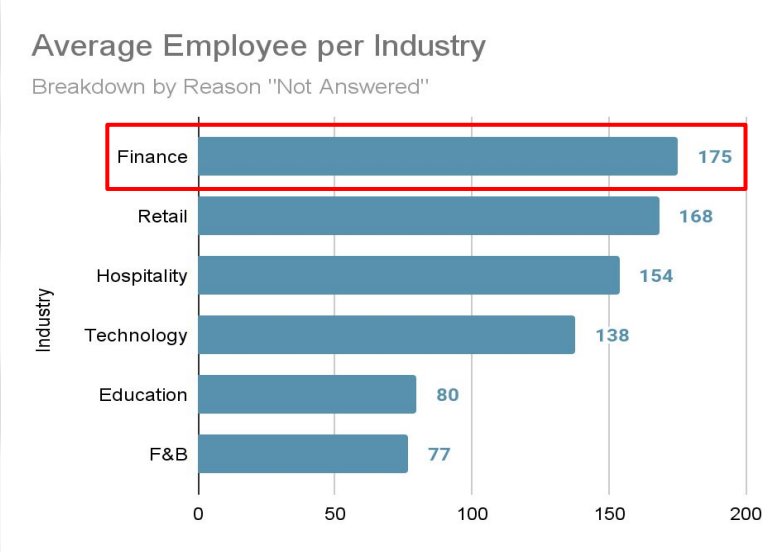


From Q4 2020 onwards, the decreasing leads caused by 'Not answered' **gradually increase**.

Until Q3 and Q4 2022
The number of lead drop-offs **breaks its own record**.

STAGE/NOT ANSWERED

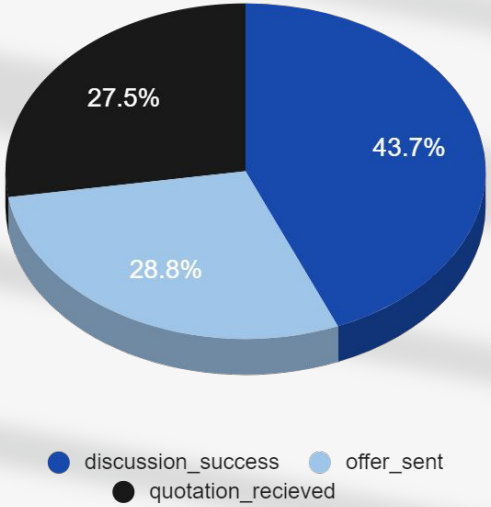




Finance has the highest proportion of drop leads at **11.6%**. However, typically all industries have a drop in the **number of employees <200**.

STAGE/PRICE NOT FIT

Top Highest "Price not fit"



Discuss

Explained Product
by Sales Team

167

Total leads drop

Offer

Offering the
Price of product

110

Total leads drop

Quotation

Quotation letter from
People_u finance

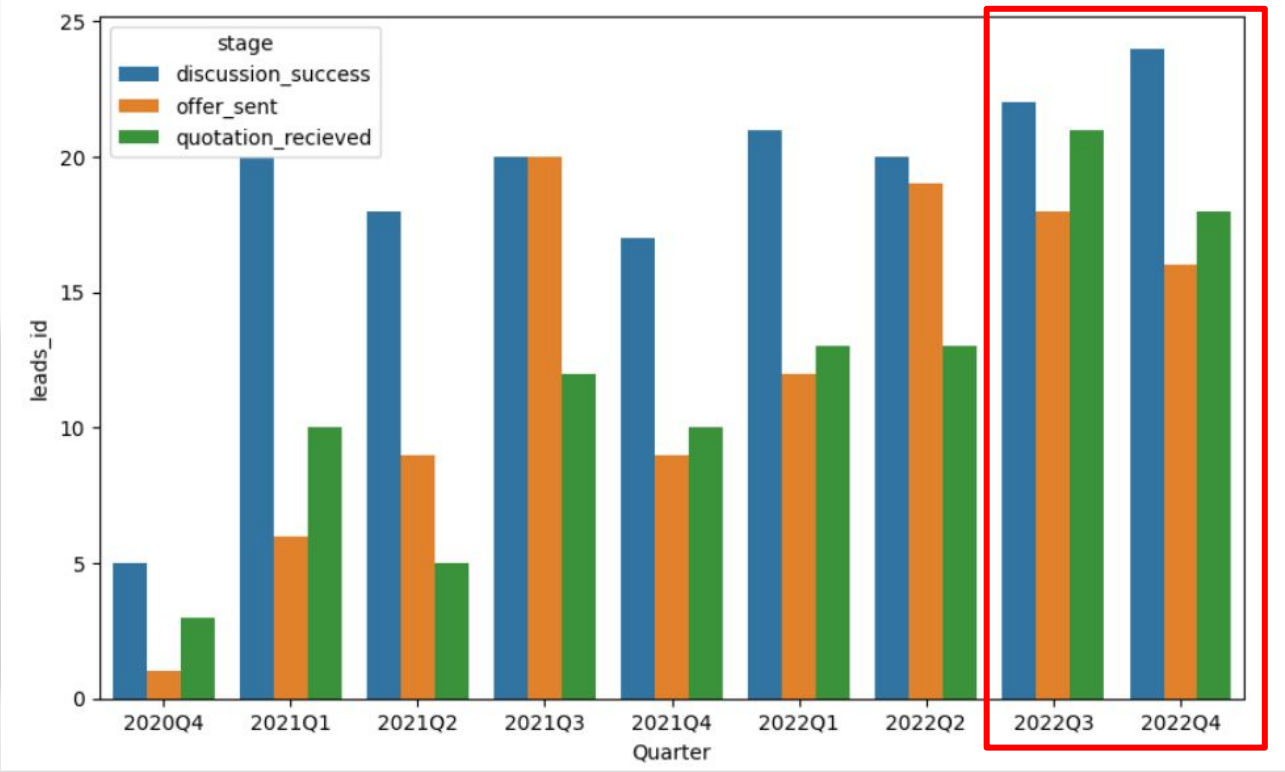
105

Total leads drop

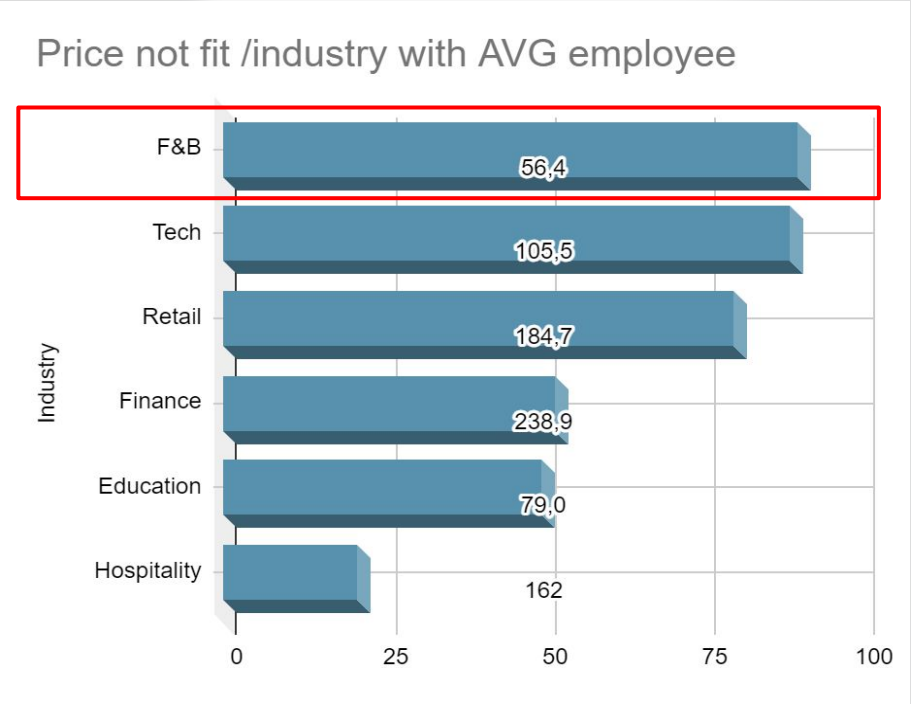
STAGE/PRICE NOT FIT

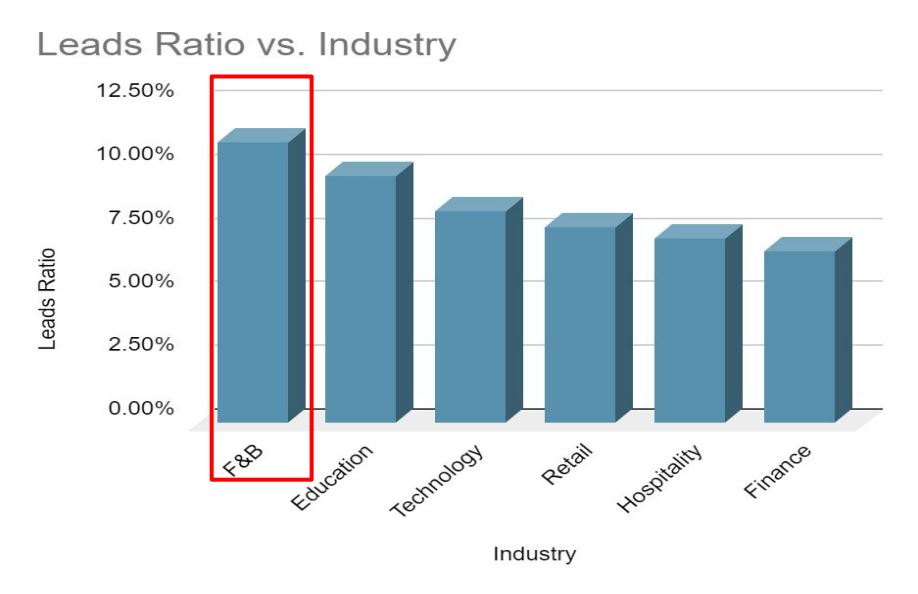
stage_id	stage	leads_id
105	discussion_success	167
106	offer_sent	110
107	quotation_recieved	105

In 2022 Q3 and Q4 Leads drop reason “Price not fit” has highest value in 3 stage.



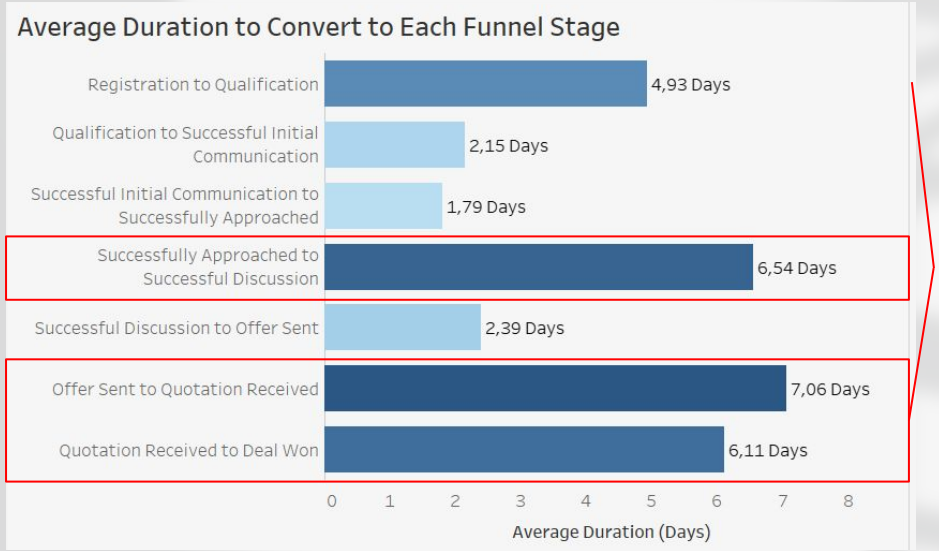
STAGE/PRICE NOT FIT





F&B has highest drop leads ratio in 11% with the reason price not fit. But typically all industry leads drop **has num of employee <200.**

TIME DELAY



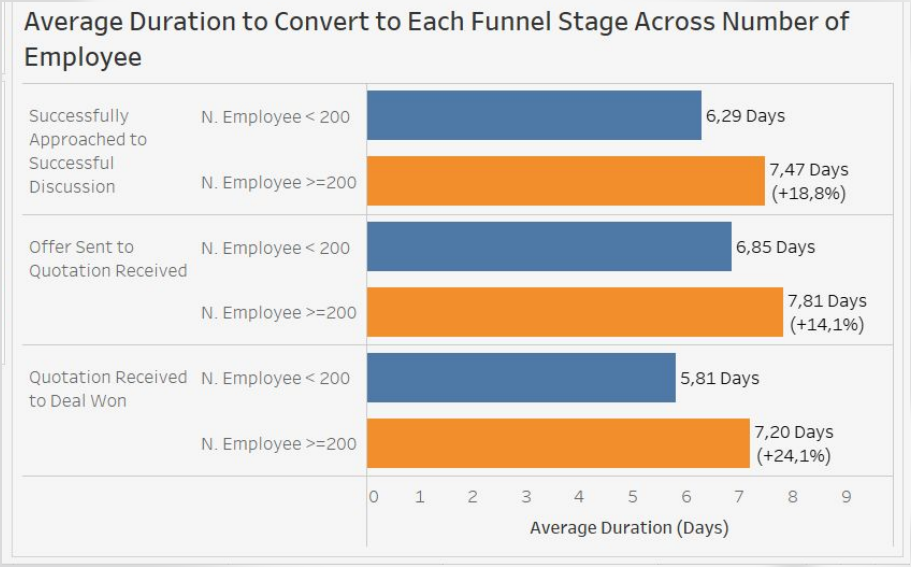
Total:
±31 days

- Leads need **±31 days** to process from registration to close the deal with PeopleU.
- Leads experiences the longest duration from **Successfully Approached to Successful Discussion, Offer Sent to Quotation Received** and **Quotation Received to Deal Won**

TIME DELAY

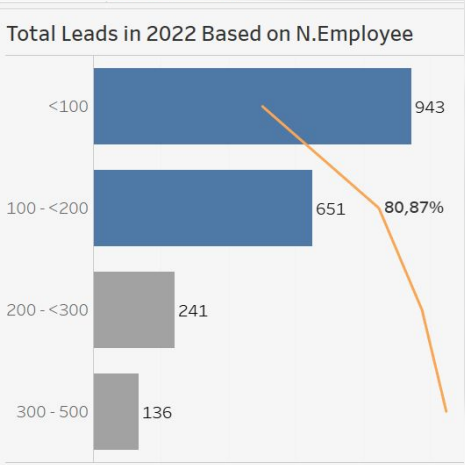
- From customer survey, leads with number of employee >=200 are more dissatisfied in response time, consistent in all industry.

TIME DELAY



- Compared to leads with <200 employee, leads with >=200 employee experiences longer duration in 3 stages: **Successfully Approached to Successful Discussion, Offer Sent to Quotation Received** and **Quotation Received to Deal Won.**

QUALIFICATION DROP-OUT



- Leads with lower number of employee (<200) have more unqualified leads compared to >=200 employee. It is worth to focus more on them, since the leads majority came from **industry with Num of employee <200 (80.87%)**.

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Recommendation

Recommendation

- Only 30% of users expressed interest in recommending our services (4-5 NPS Score). This relates to perceived shortcomings in our sales team's product knowledge. **We propose targeted sales training to improve product understanding**, because the goal is to provide potential customers with the information and confidence they need to make a purchasing decision.

- Targeted Negotiation and customizations when engaging leads with number of employee <200, the sales team might consider **offering customization options or negotiate pricing terms to better fit** leads budget constraints.

- By **enhancing the response time and reducing the communication step**, it will minimise the chance of leads not answering and improve the response time survey score. However, PeopleU should be aware of the external factor that affects the time delay, which is the process in each leads company.

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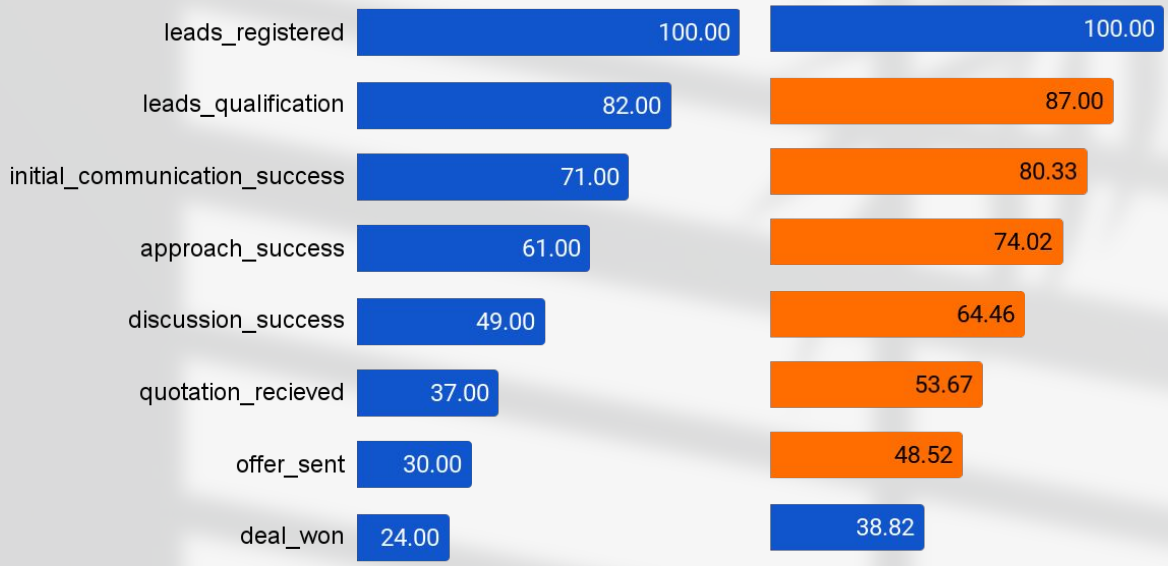
04

Impact Analysis

Impact Analysis

Conversion Rate per Funnel



By increasing conversion rate in **leads_qualification**, **initial_communication_success**, **approach_success**, **discussion_success**, **quotation_recieved** and **offer_sent** by **5%**, leads-to-customer conversion rate could be **increased to 38,82%**

**Calculation is explained in appendix*

Impact Analysis

- Not Answered: if we could decrease leads drop out ratio because “not answered” in Finance industry by 2022 from 11,6% to 6,6%, the leads-to-customer conversion rate will increase by 0,25% (from 24% to 24,5%)
- Price not fit: if we could decrease leads drop out ratio because “price not fit” in F&B industry by 2022 from 9,5% to 4,5%, the leads-to-customer conversion rate will increase by 0,2% (from 24% to 24,2%). Also in general if we could provide customized cheap subscription package, it can also increase qualified leads.
- Poor Quality Survey product: This factor are give contribution approx 69%, so if we can improve the quality of sales pre-sales & knowledge we can increase conversion rate by “Good survey product” or ”Good Review Product”.
- Time Delay: Customer that complains high time delay more contributes to 77,14% of total customer, so if we can improve the response time and shorten communication step we can increase conversion rate.

THANKS!

Do you have any questions?

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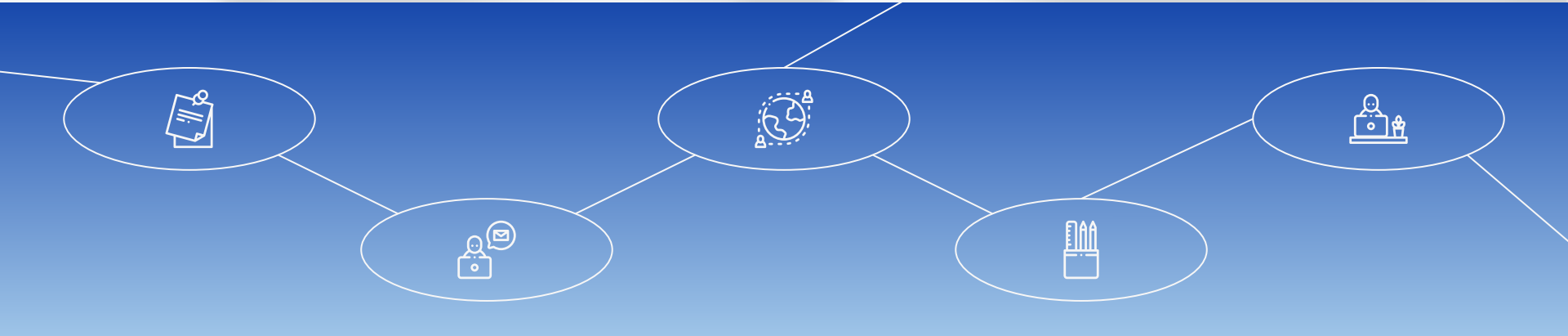
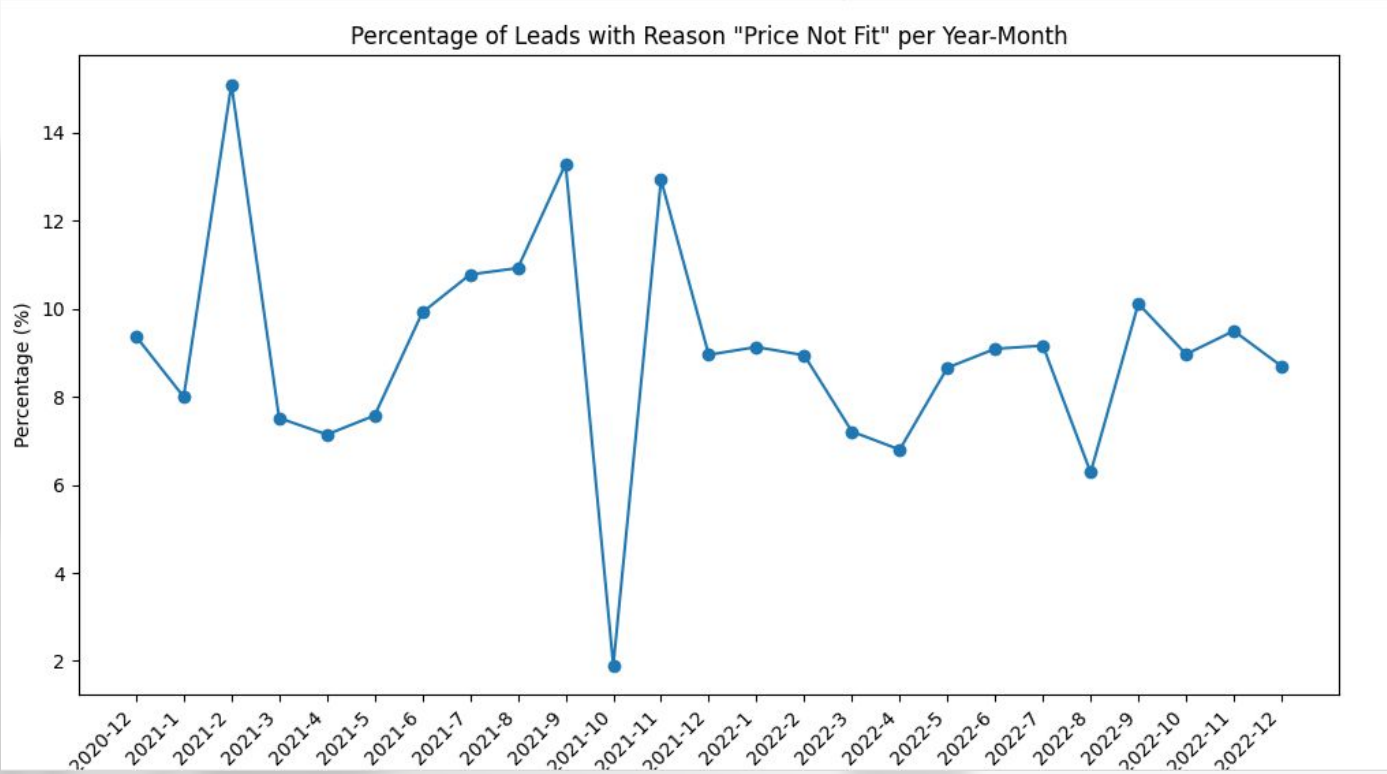
APPENDIX

Supplementary Information, additional data, or references related to the main content

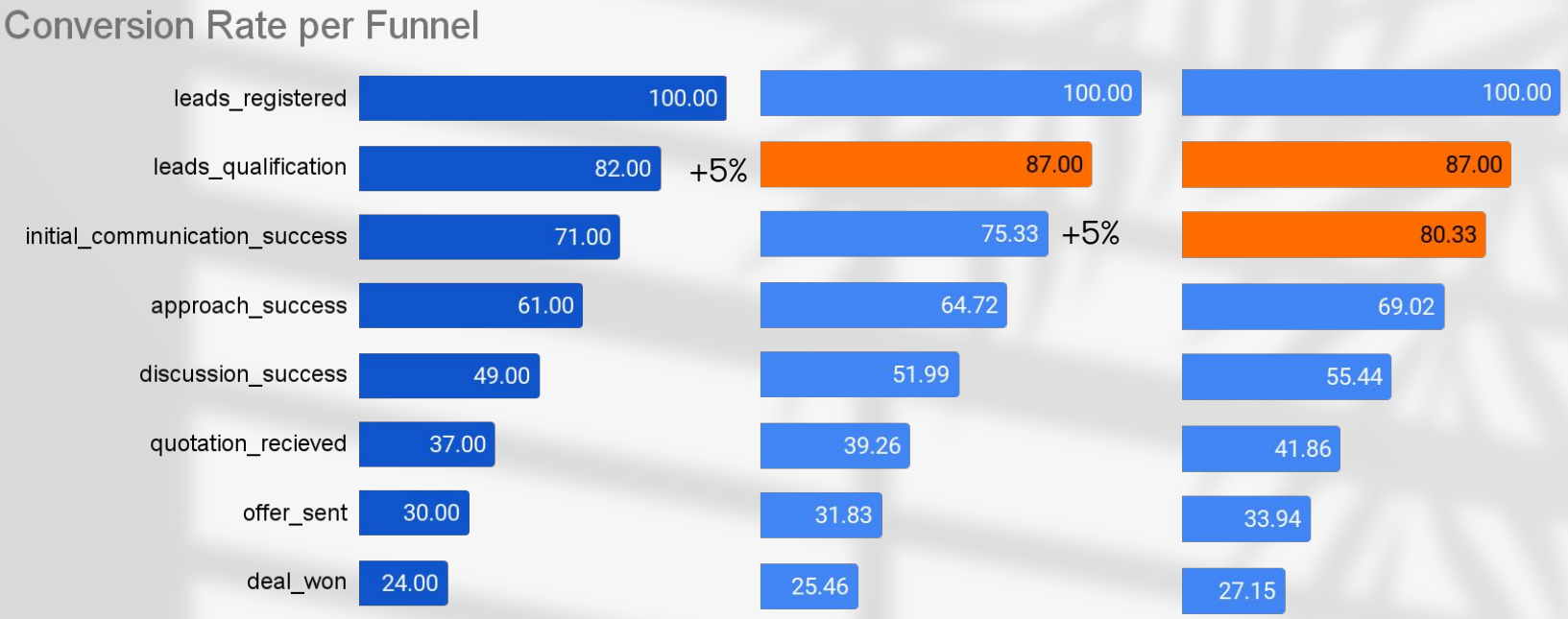


STAGE/PRICE NOT FIT



The discount event are held in month 1,4,7,10.
The line graph show pattern of drop_leads with reason **“price not fit”** are not related with the **Discount event.**

Impact Analysis - The Calculation



APPENDIX

Not Answered/current year-Quartal in 2022

Industry	Leads Count with Reason Not Answered
Technology	92
F&B	79
Retail	67
Finance	56
Education	40
Hospitality	18

Total leads by Industry/Not Answered in 2022

Contribution of Finance to Overall Drop Leads Ratio:

- Contribution = (Leads with "Not Answered" in Finance) / (Total leads with "Not Answered" in all industries) = 56/352*100 = 15.9

Estimation Impact on Conversion Ratio:

- Change in Drop Leads Ratio in Finance by 2022 = 11.6% - 5% = 6.6%
- Estimated Change in Overall Drop Leads Ratio = Change in Drop Leads Ratio in Finance * Contribution = 15.91 * 0.07 = 1.05

Estimation Impact on Conversion Ratio:

- Potential Conversion Ratio = Current Conversion Ratio * (1 - Estimated Change in Overall Drop Leads Ratio)

  24 - ((100 - 1.05035)/100 * 24) = **0.25**

APPENDIX

Price not fit/current year-Quartal in 2022

Industry	Leads Count with Reason Price Not Fit
Technology	41
Retail	39
F&B	30
Finance	23
Education	20
Hospitality	6

Total leads by Industry/price not fit in 2022

Contribution of F&B to Overall Drop Leads Ratio:

- Contribution = (Leads with "price not fit" in F&B) / (Total leads with "price not fit" in all industries) = 30/159*100 = 18.867924528301888

Estimate Impact on Conversion Ratio:

- Change in Drop Leads Ratio in F&B by 2022 = 9% - 5% = 4%
- Estimated Change in Overall Drop Leads Ratio = Change in Drop Leads Ratio in F&B * Contribution = 18.867924528301888 * 0.045395 = 0.8565094339622642

Estimate Impact on Conversion Ratio:

- Potential Conversion Ratio = Current Conversion Ratio * (1 - Estimated Change in Overall Drop Leads Ratio)
- 24 - ((100 - 0.8565094339622642)/100 * 24) = 0.2055622641509416

APPENDIX

Increase quality issue:
Audience with bad rating because of service come
Finance: PS 79%
Retail: 74%
Technology : 70&
Hospitality : 65%
F%B : 65%
Education : 63%
The factore are in pre-sales & product knowledge

Contribution Overall audience rating to increase conversion rate:

- Contribution = (Leads with poor survey) / (Total leads in all industries) = 624/901*100 = 69%

WHAT'S THE ROOT CAUSE

Marketing Solutions Subscribe Type

Price Elasticity each subscription

Promotion Performance Analyze/ Impact

Mau cerita apa?

- Background + Objective: Kondisi contract growth rate per subscription type sampai Q3 2022. Masalahnya X. Objectivenya Y. RCA 1 orang (Lucky)
- Performance
  - ROI - LTV/CAC dan marketing spend per tahun harus bisa ngebahas high marketing spend kaitannya dengan GMV. 1 orang (Angga)
- Price Elasticity : Segmentasi employee, subscription type. 3 orang (Risvan, Ajeng, Biyan) 1. K-means segmentasi employee.
- Rekomendasi - marketing spend, price elasticity + limited subscription price Impact analysis - perbandingan sebelum price elasticity dan setelah price elasticity. (Barengan)