



PEOPLEU LEADS CONVERSION RATE ANALYSIS

*Target audience in this presentation is non-technical, sales and marketing manager.

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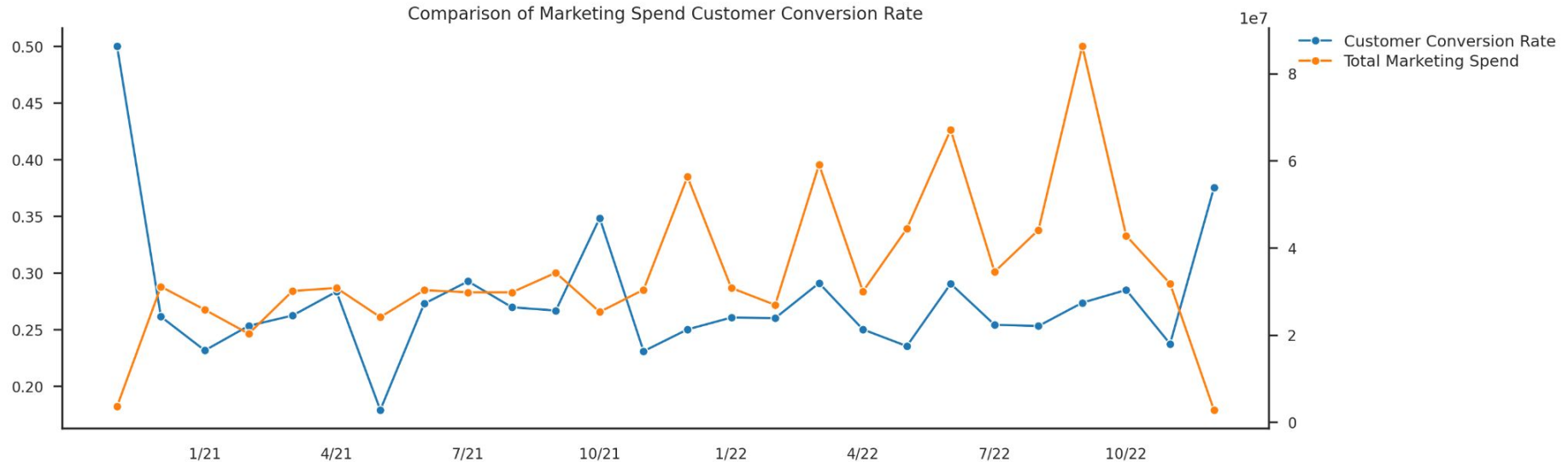
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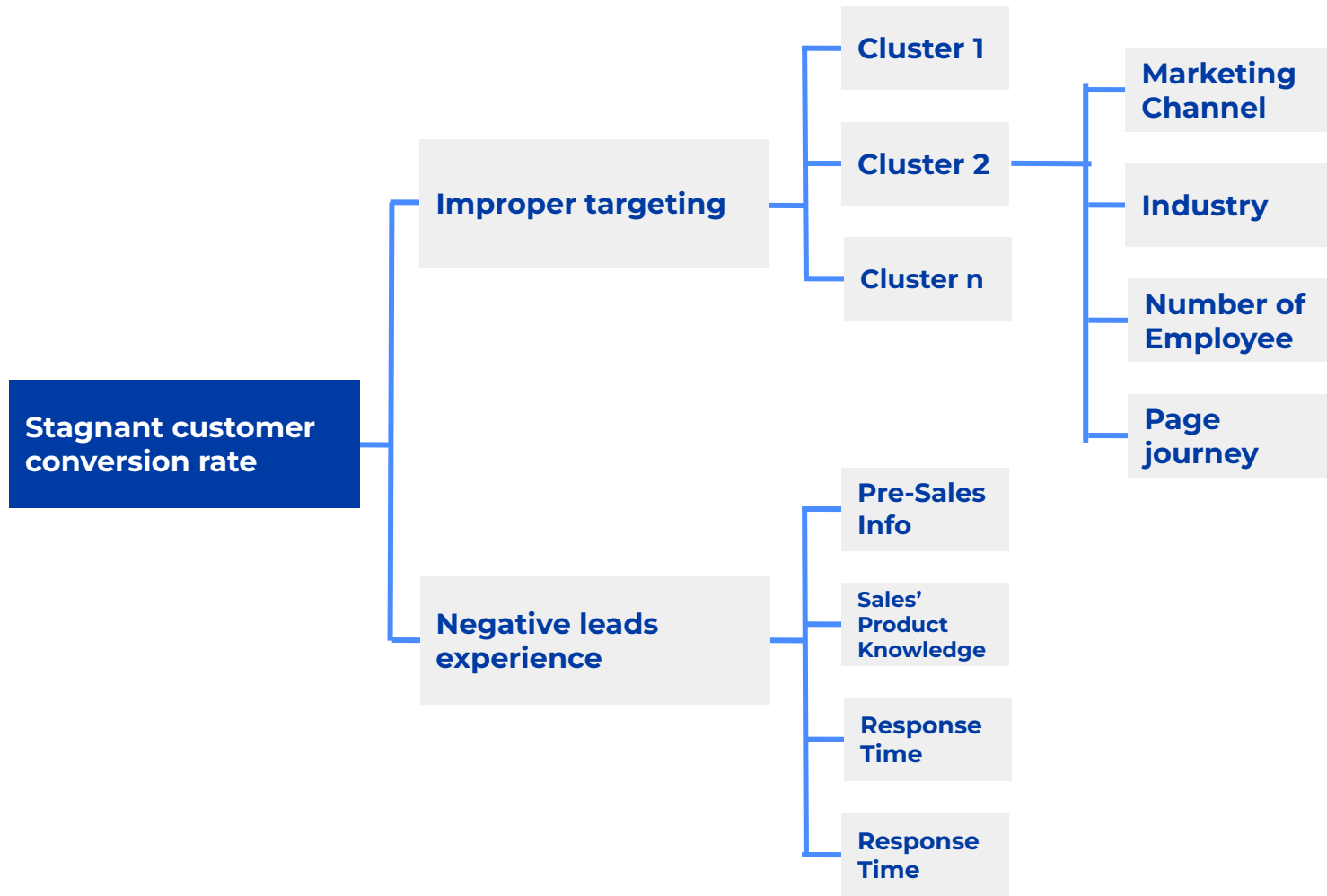
01. Background

DAA is expected to be able to provide specific insight regarding **which and what marketing approach can be focused more to attract the most qualified leads**. DAA is also expected to provide recommendation support for developing marketing strategies that can meet the objectives.

Marketing spend keeps increasing, but customer conversion rate is stagnant around 25%. Why?



Objective: to increase conversion rate to 28% by the end of the year 2023





04. Exploratory Data Analysis

26,76%

**Leads to Customer Conversion Rate
in 2022**

4,82

**Unit Economics (CLTV/CAC)
in 2022**

Rp 500.600.000

Total Marketing Spend in 2022

Rp 4.864.042

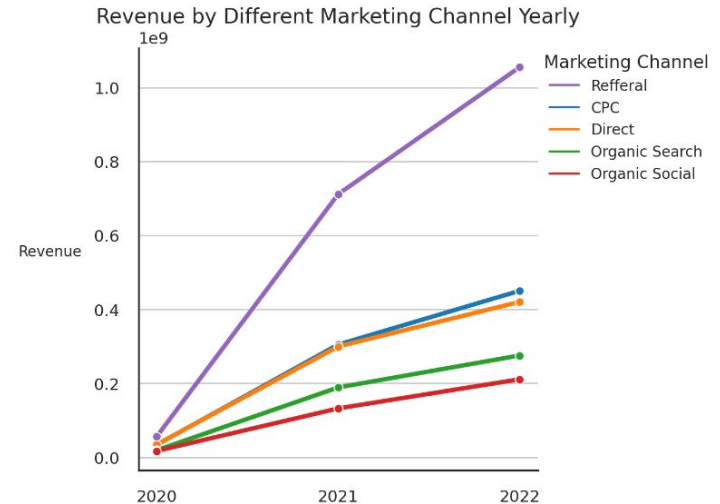
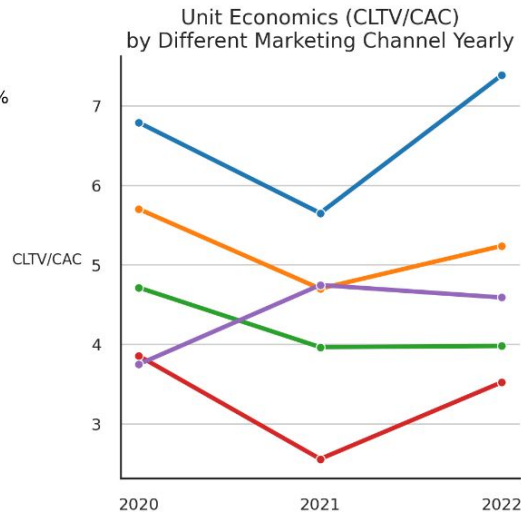
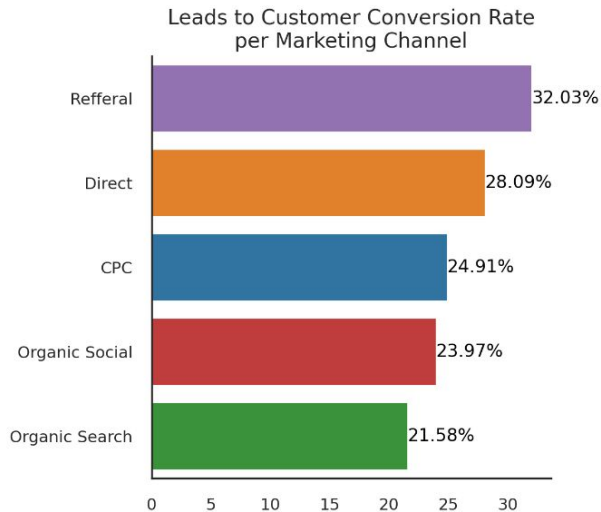
Average Customer Lifetime Value (CLTV) in 2022

Rp 1.009.274

Customer Acquisition Cost (CAC) in 2022

Referral has the highest revenue and conversion rate but CPC and Direct are the 2 most efficient channel to acquire customer.

Referral high marketing cost causing it to have lower Unit Economics over CPC and Direct.

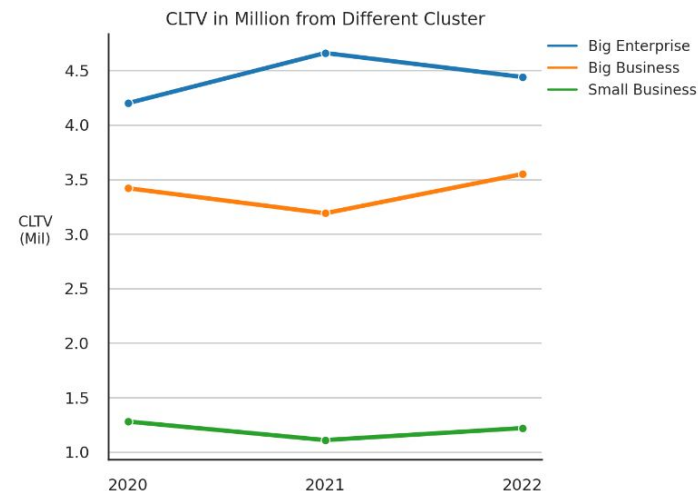
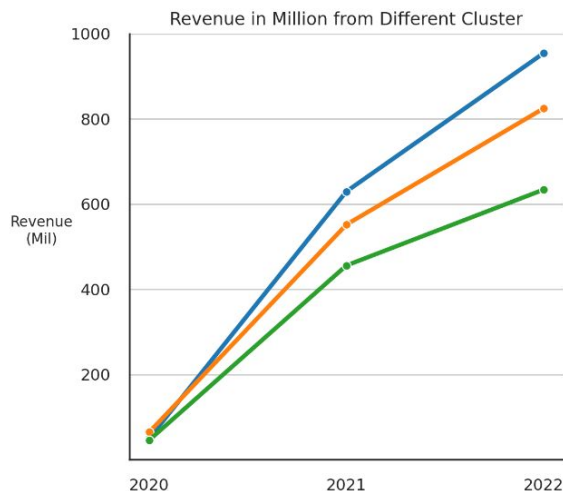
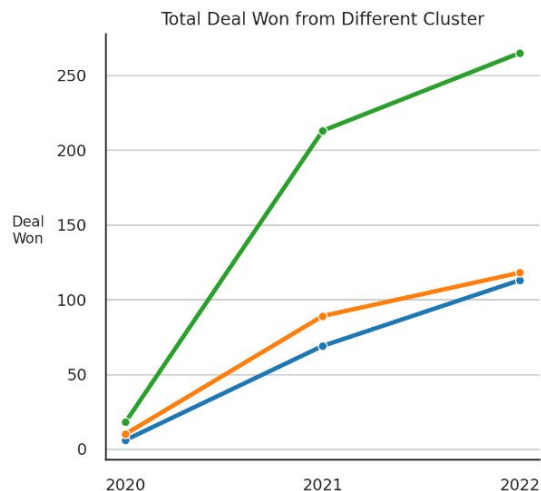




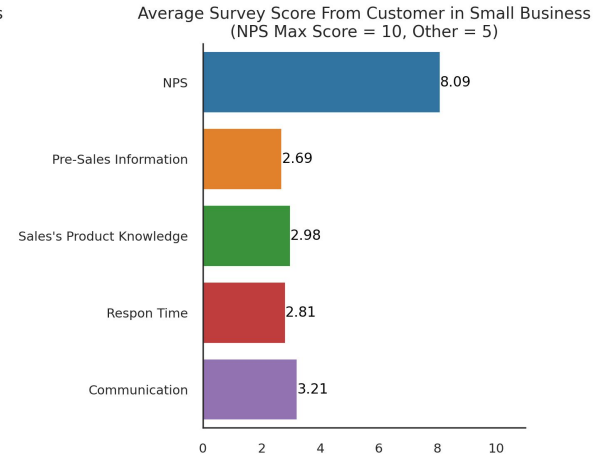
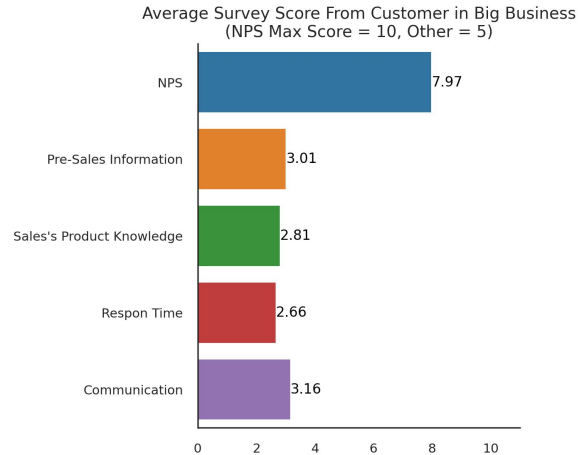
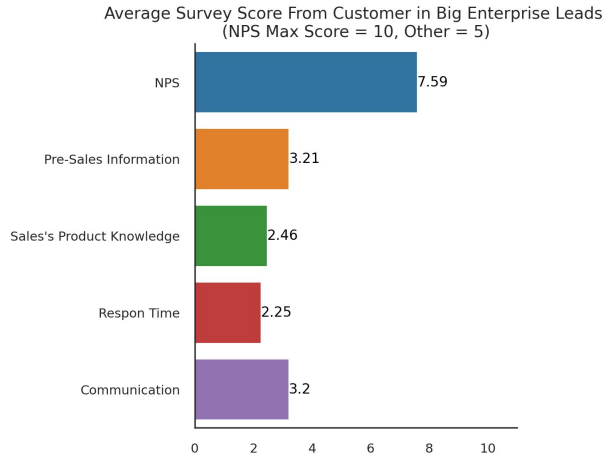
05. Leads Segmentation

	Big Enterprise	Big Business	Small Business
N. employee	>= 140 employee	>= 140 employee	< 140 employee
Total leads	566 leads	777 leads	2,054 leads
Channel	72,6% Referral	Came from various channel	42,8% CPC
Top 3 industry	Finance, Retail, Tech	Tech, Retail, Finance	F&B, Tech, Education
Subscription	95,7% Enterprise	67,7% Startup , 16,1% Business	66,3% Business , 33,2% Startup
Where leads mostly dropout	approach_success, offer_sent and discussion_success.	approach_success, leads_registered and initial_communication_success.	leads_registered, discussion_success and initial_communication_success.
Page journey	1-2 pages , mostly directly visit /form/set-a-meeting	Many pages	Many pages
Conversion rate	33,22%	27,92%	24,15%

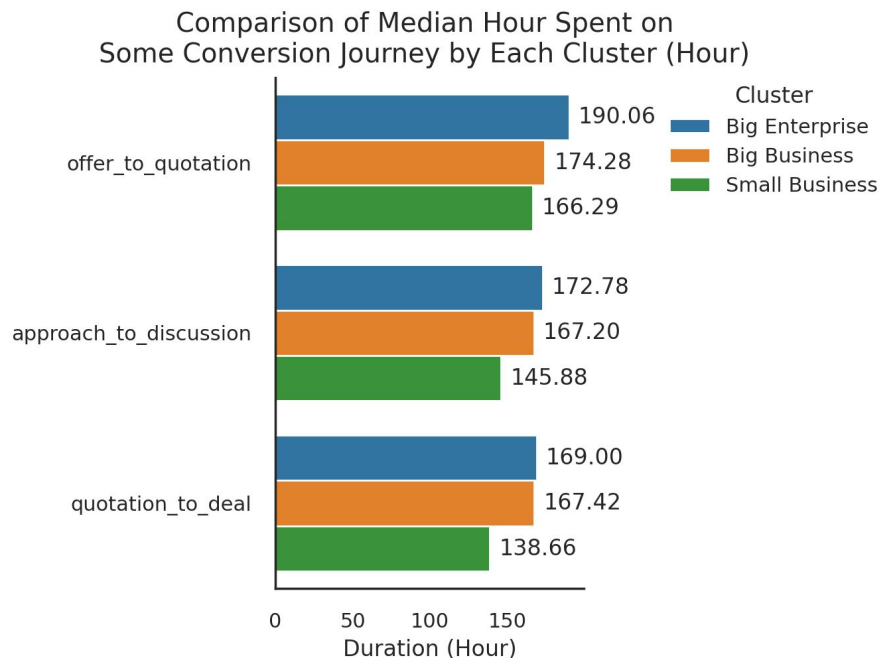
Small Business generates the smallest revenue and conversion rate, but most of PeopleU customers are them.



Big Enterprise and Big Business tend to dislike **Sales' Product Knowledge** and **Response Time**, while **Small Business** tend to dislikes **Pre-Sales Information**



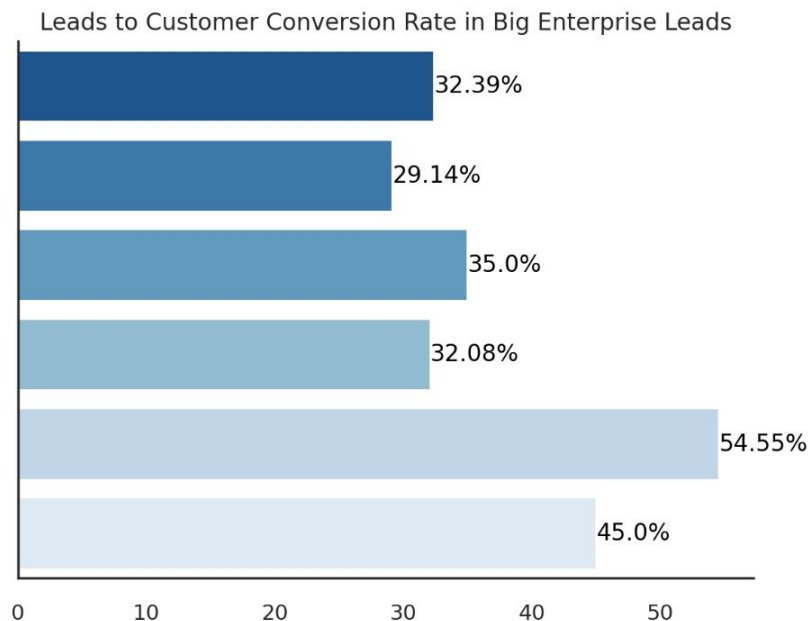
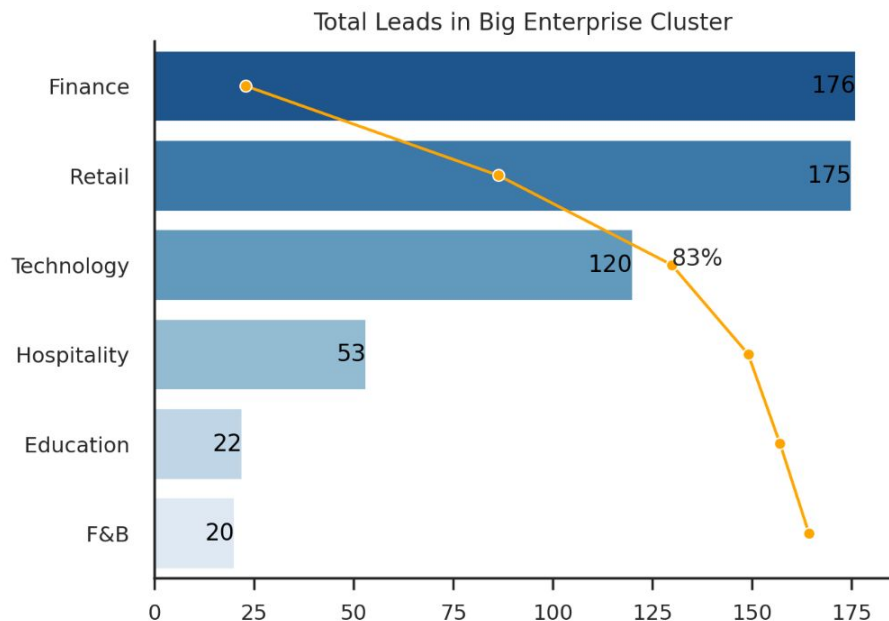
Big Enterprise and Big Business experienced longer duration in offer sent to quotation received, approach success to discussion success and quotation received to deal won





Big Enterprise: Industry

Finance, Retail and **Technology** shape 83% of industry in Big Enterprise cluster. They all have >30% conversion rate except Retail.

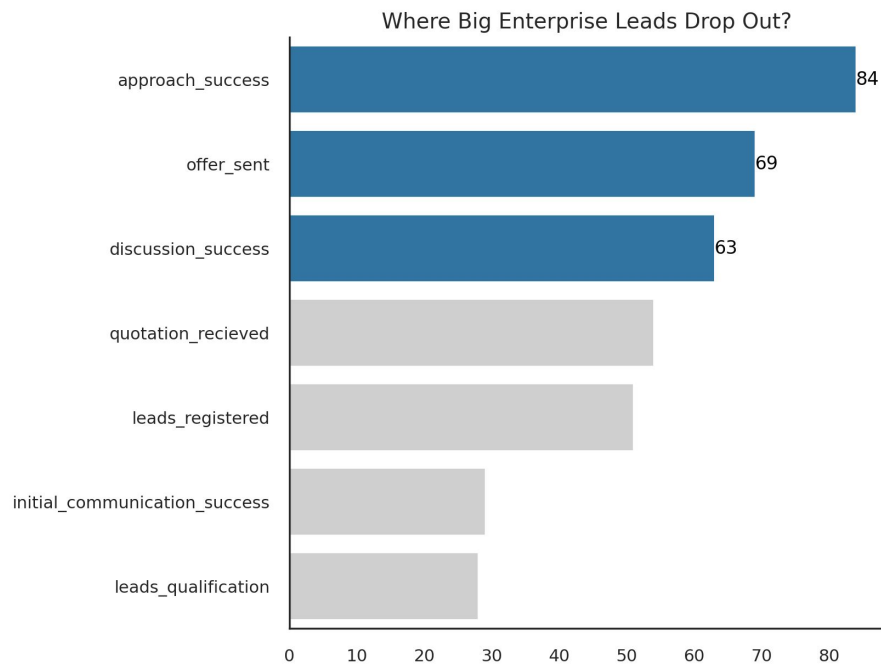




Big Enterprise: Funnel Journey

In their conversion journey, they mostly drop out after **approach_success**, **offer_sent** and **discussion_success**.

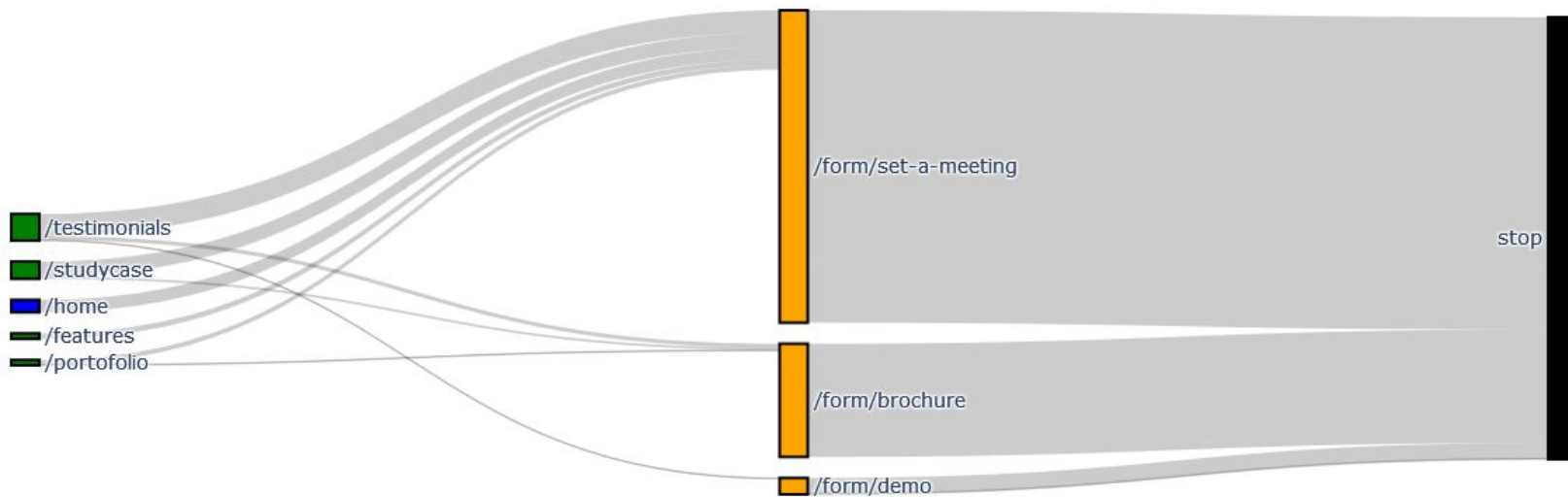
Stage	Explanations
leads_registered	leads fill the form
leads_qualification	Sales leads analyze the leads profile and only assign the "Most Probable One" to the Sales teams
initial_communication_success	The Sales team starts to connect with the Leads. This funnel success only if the leads are answering our first initial connection
approach_success	Sales team starts to asking for discussion time. This funnel only success if the leads are agree to have some discussion.
discussion_success	Sales team are starts to explain our product. This step will consider success if interested with our product and agree to see our initial offer
offer_sent	Sales team starts to offer the price. This funnel only success if the Leads are accepting the offer
quotation_recieved	Sales team creates quotations that are sent to the leads from our finance. This funnel only success if they agree with our quotation
deal_won	Deal are won if they are sign the deal





Big Enterprise: Page Journey

They **don't visit many pages (max. 2)** and tend to directly visit **/form/set-a-meeting** or **/form/brochure**.

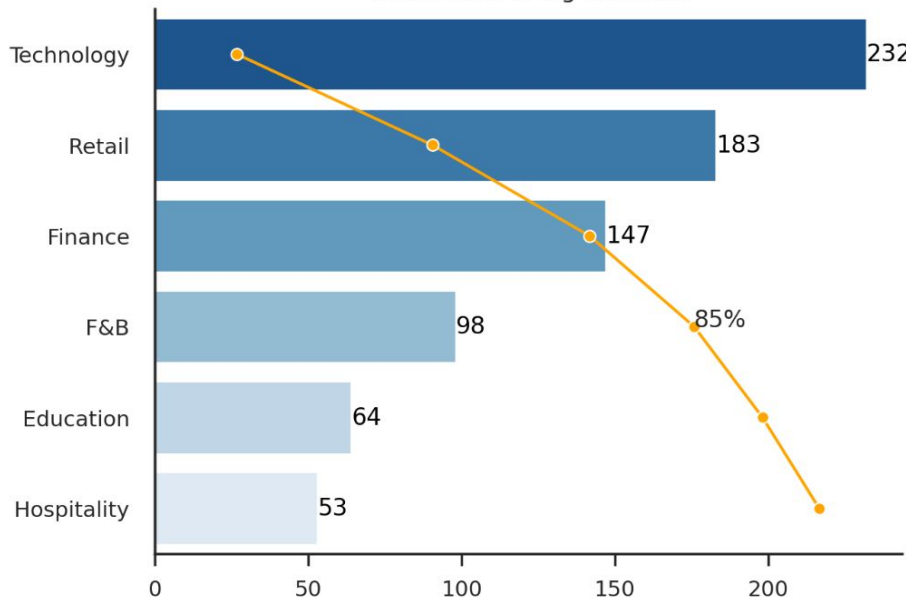




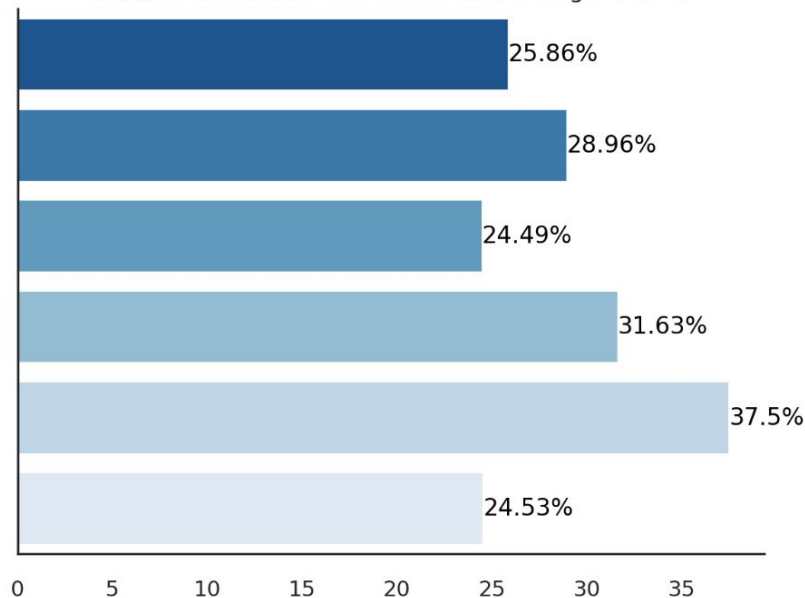
Big Business: Industry

Technology, Retail, Finance and **F&B** shape 85% of industry in this cluster. Among those 4, only **F&B** has conversion rate >30%.

Total Leads in Big Business



Leads to Customer Conversion Rate in Big Business

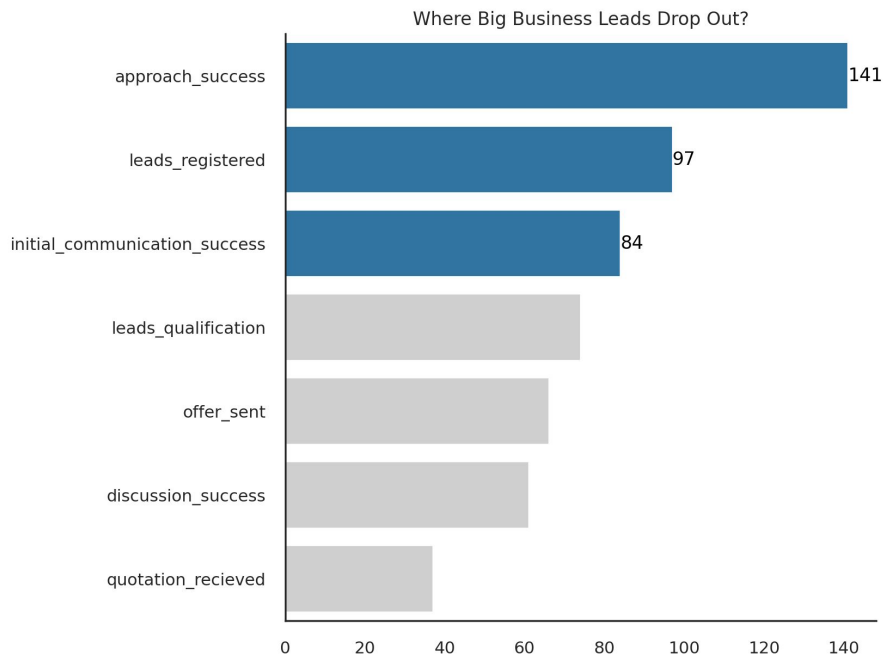




Big Business: Funnel

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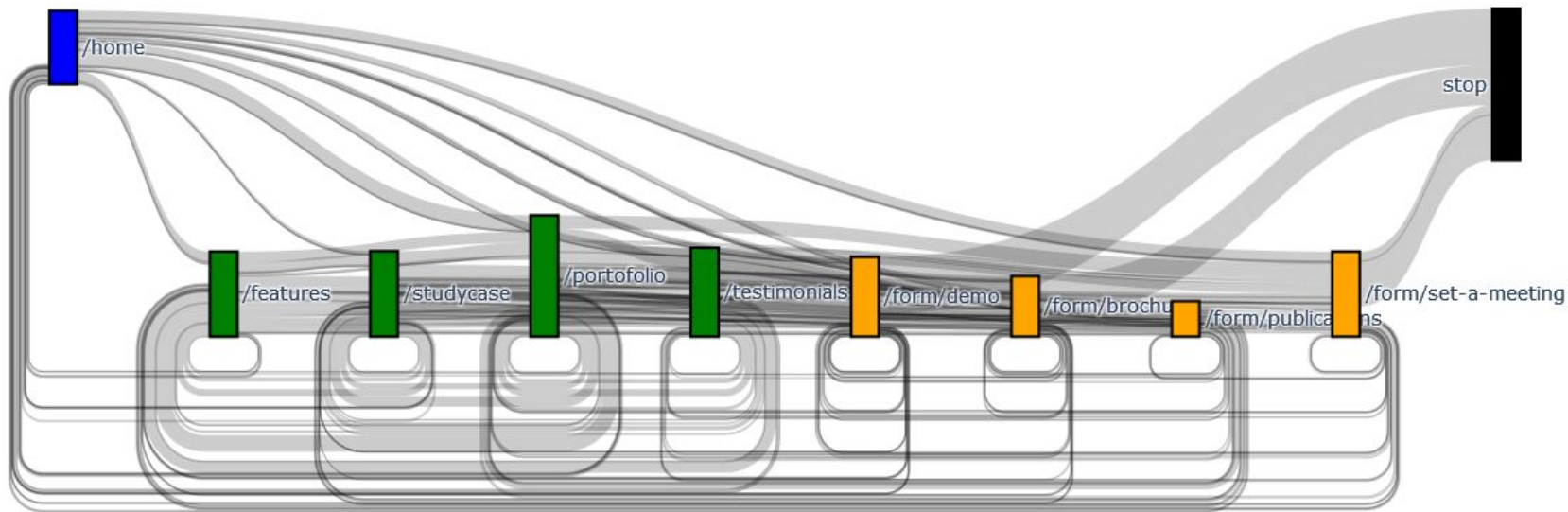
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Big Business: Page Journey

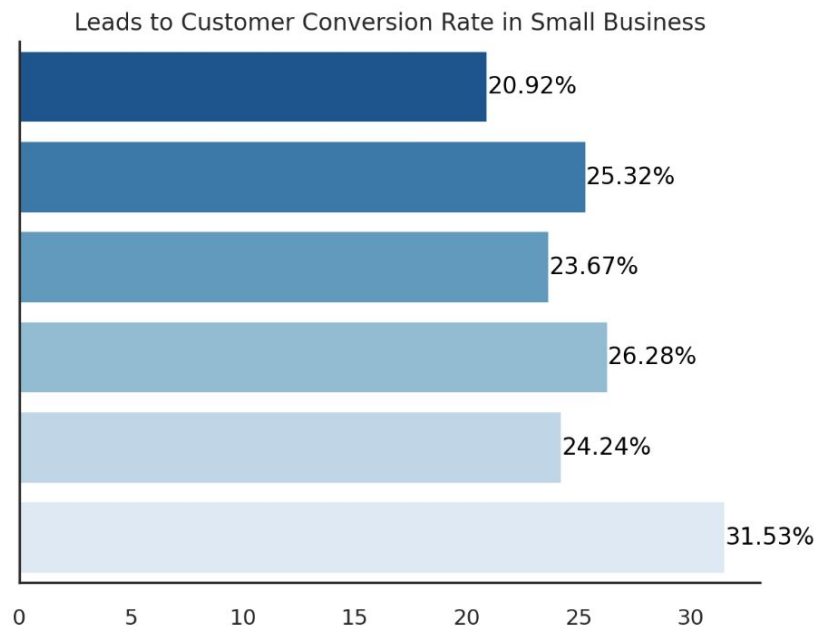
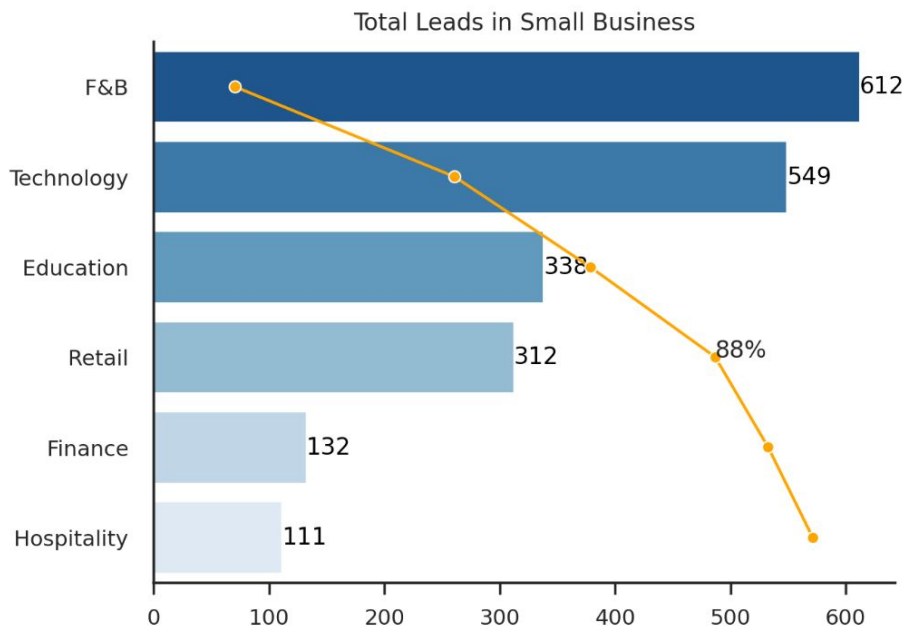
They visit **many pages**, and some of them don't stop even after reaching /form page. They mostly end at **/form/set-a-meeting** and **/form/demo**.





Small Business: Industry

In this cluster, only **Hospitality** has **> 30% conversion rate** but it is the least reached by PeopleU. 88% leads industry in this cluster are **F&B, Tech, Education** and **Retail**. **F&B** has the **worst conversion rate** but most leads come from this industry.

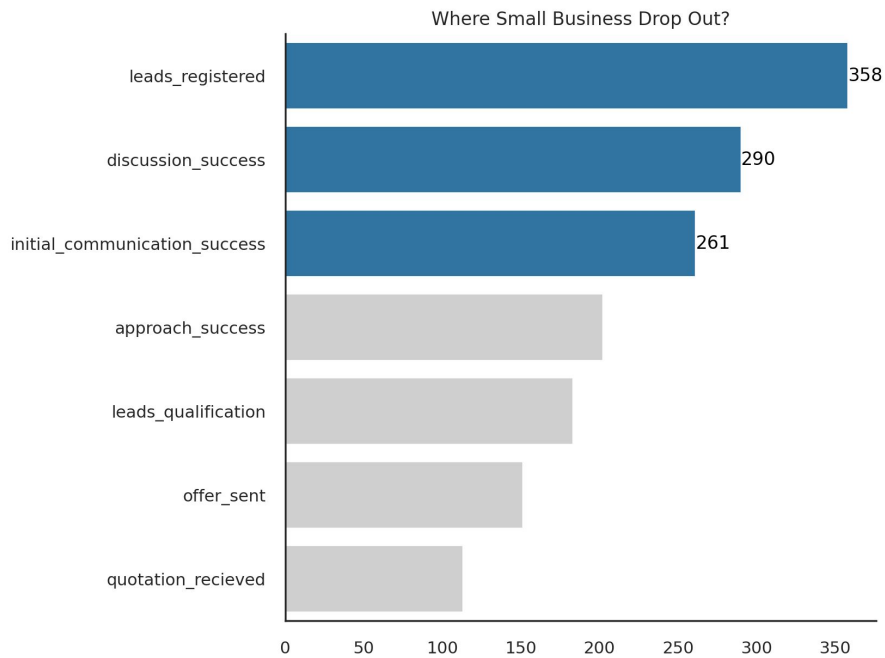




Small Business: Funnel

In their conversion journey, they mostly drop out after **leads_registered**, **discussion_success** and **initial_communication_success**.

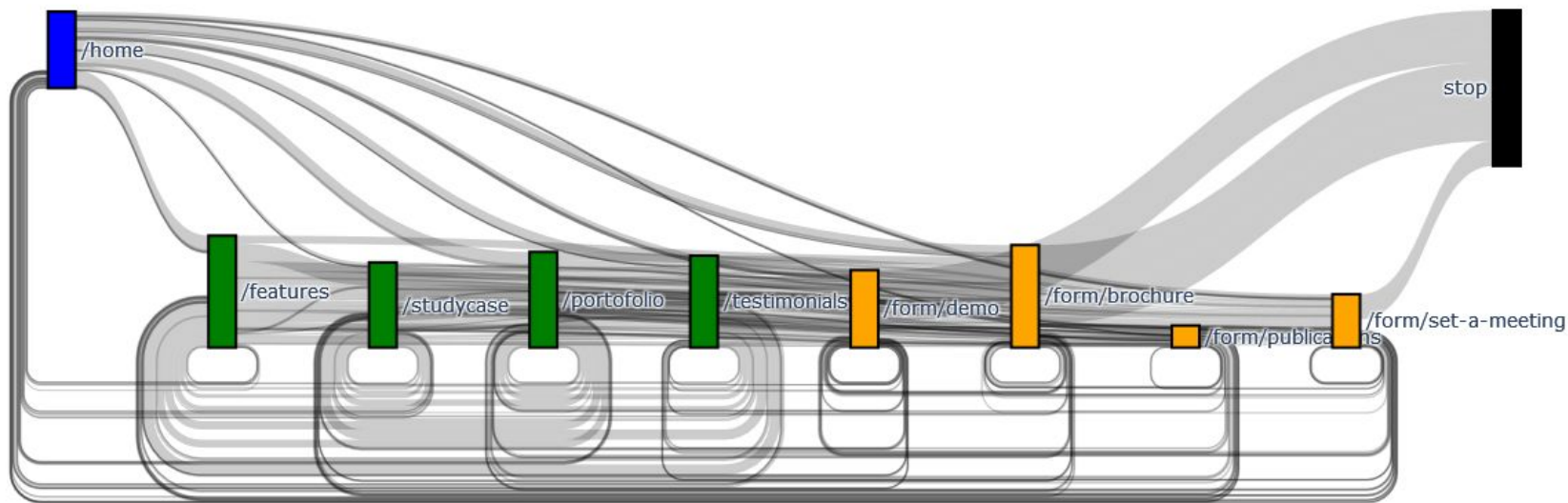
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Small Business: Page Journey

They visit **many pages**, and some of them don't stop even after reaching /form page. Many of them end at **/form/brochure** and **/form-demo**





Impact Analysis

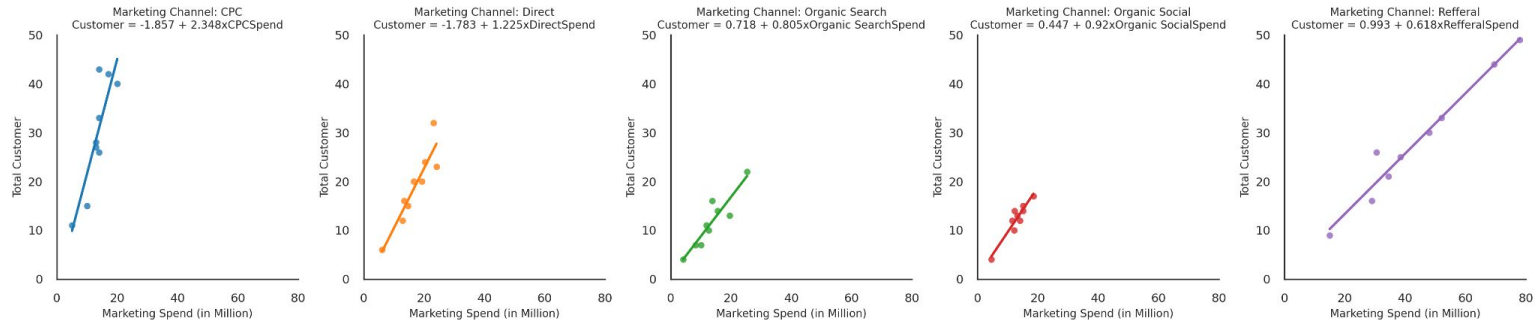
Quarterly, each 1 mil spent on Direct results in ± 4 leads and $\pm 1,2$ customer, the most efficient marketing after CPC.

Since Direct leads have 28% conversion rate, increasing Direct budget can be an option.

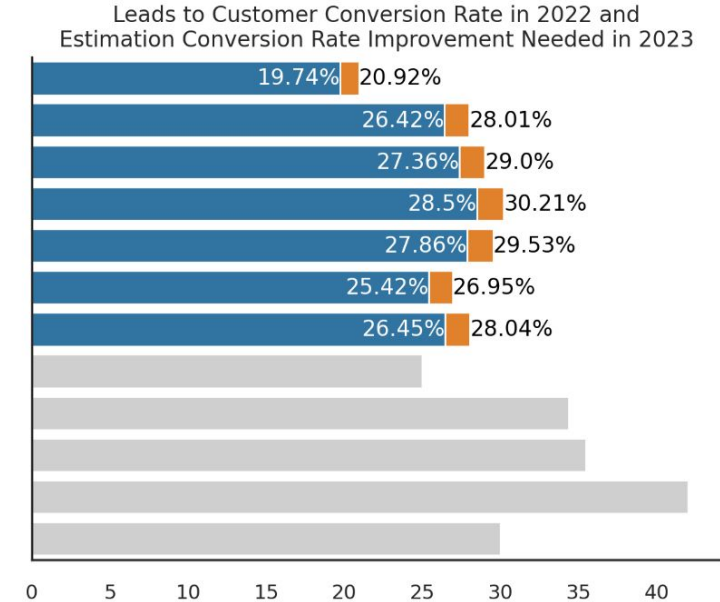
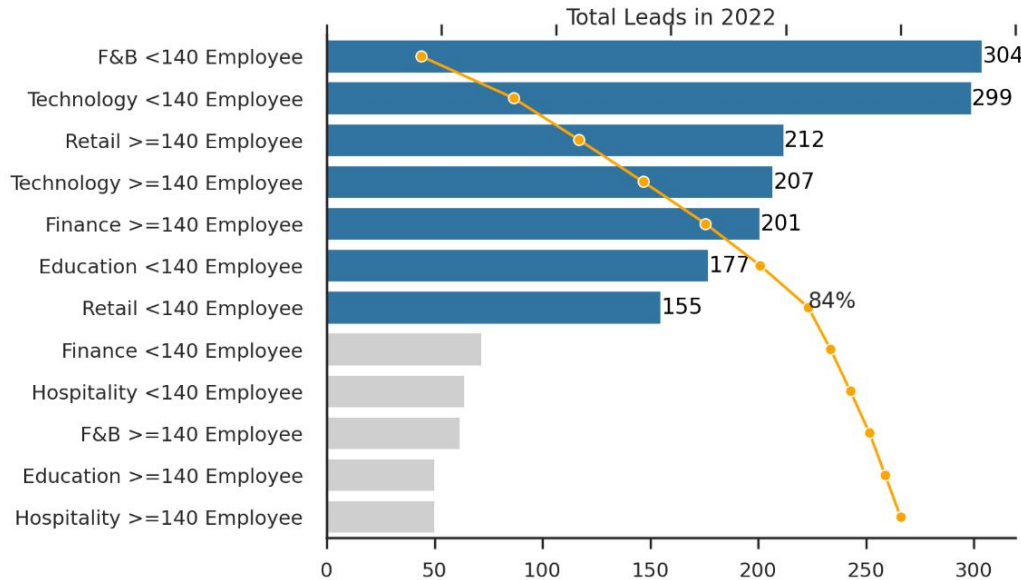
Relationship of Marketing Spend and Leads Gained by Different Channel, Quarterly



Relationship of Marketing Spend and Customer Gained by Different Channel, Quarterly



To achieve 28% conversion rate, it is estimated that PeopleU need to improve conversion rate from below leads category by 1,06x (assuming other leads category conversion rate don't change).



Recommendation

- 01 Improve leads conversion rate by at least **1,06x** with employee **< 140** in industry **F&B, Tech, Education and Retail**; also leads with employee **>=140** in industry **Retail, Tech and Finance**.
- 02 Invest more on **Direct** marketing channel.
- 03 Speed up **response time** and **sales' product knowledge**, especially to handle leads with employee **>=140**.
- 04 Improve **pre-sales information** in leads with **<140 employee**. One way to do this is by improving UI/UX so leads don't travel to many pages to obtain information they want and/or improving feature/portfolio pages.

Recommendation

Find out why many leads in Small Business drop out in `leads_registered`, `discussion_success` and

- 05 `inital_communication_success`.** Depending on the problem, the solution could be making subscription package that is more affordable.

Thanks

Do you have any questions?

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Appendix



Clustering Method

1. **Data cleaning**
2. **Feature Engineering**: create new columns such as page visited, conversion journey, page journey etc. Then convert all non-numeric column into numeric by Label Encoder, One-Hot Encoder or simply change to numeric for date column.
3. **Feature Selection**: remove multicollinearity and do trial and error in selecting features which results in best cluster segmentation.
4. **Scaling**: trial and error between Standard Scaler, Robust Scaler and Min Max Scaler, the one gave the best result is chosen.
5. **Compare Kmeans and Gaussian Mixture Model¹ (GMM)**: Select number of cluster using silhouette score for Kmeans or BIC for GMM. Compare the result interpretation.
6. **Interpretation**

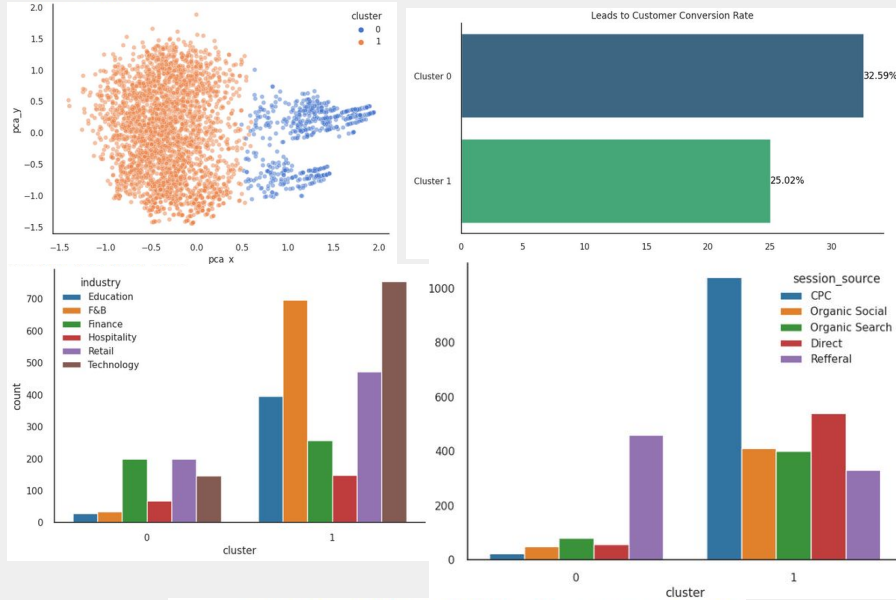
¹<https://scikit-learn.org/stable/modules/generated/sklearn.mixture.GaussianMixture.html>

Originally, there are only 2 clusters but it will be confusing for marketing team if the suggestion is to focus on certain cluster.

- **Not all company with employee ≥ 140 is considered big enterprise leads**, only those who don't visit many pages (1-2 pages) and directly go to certain /form pages.
- If the suggestion is to focus on leads with < 140 employee, **it will be easier to make interpretation if the cluster is clean from leads with employee ≥ 140 .**

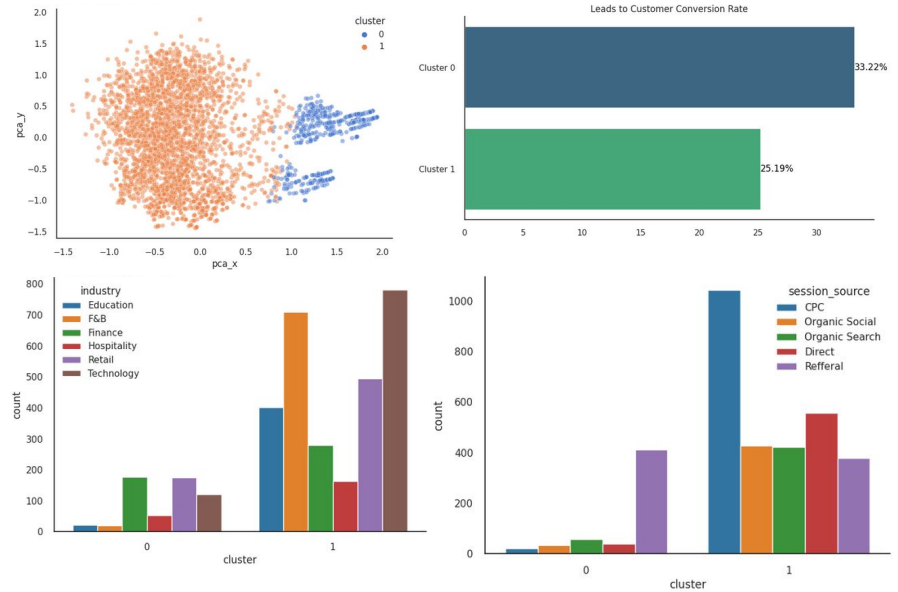
Compare Clustering Method:

Kmeans



	Total Member in Big Enterprise	Total Member in Business
cluster	675	2722

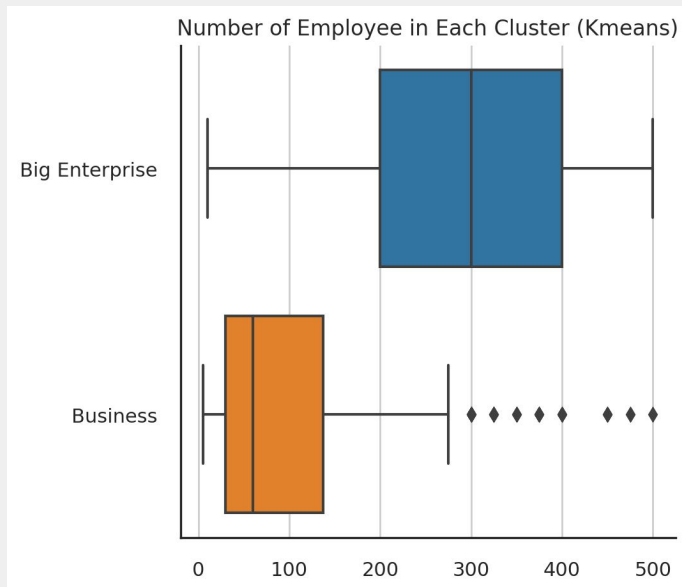
Gaussian Mixture Model (Chosen Model)



	Total Member in Big Enterprise	Total Member in Business
cluster	566	2831

Compare Clustering Method:

Kmeans



	cluster	Big Enterprise	Business
number_of_employee	min	10.0	5.0
	median	300.0	60.0
	max	500.0	500.0

Gaussian Mixture Model (Chosen)



	cluster	Big Enterprise	Business
number_of_employee	min	140.0	5.0
	median	300.0	60.0
	max	500.0	500.0