44Underwood
Properties

Sales Conversion Rate Analysis Report

August 2023

ACTION

The existing marketing and sales system should be overhauled.

FACTS

- Objectives
- Conversion Rate
- Executives
- Weekly Performances

INSIGHTS

- Gender
- Location
- Product
- Inspection
- Population

RECOMMENDATIONS

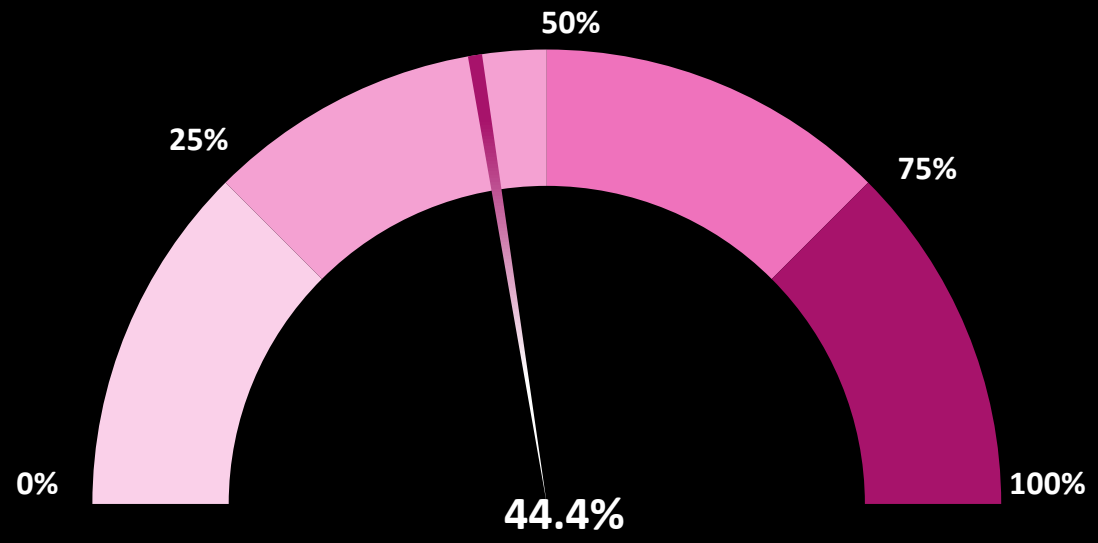
- System Review
- Date
- Gender
- Location
- Inspection
- Product

Objectives

- Assess the effect of the date on the conversion rate.
- Examine the impact of the location on the conversion rate.
- Investigate how product type influences the conversion rate.
- Analyze the correlation between the gender of the client and the conversion rate.
- Evaluate the influence of the inspection program on the conversion rate.

Facts

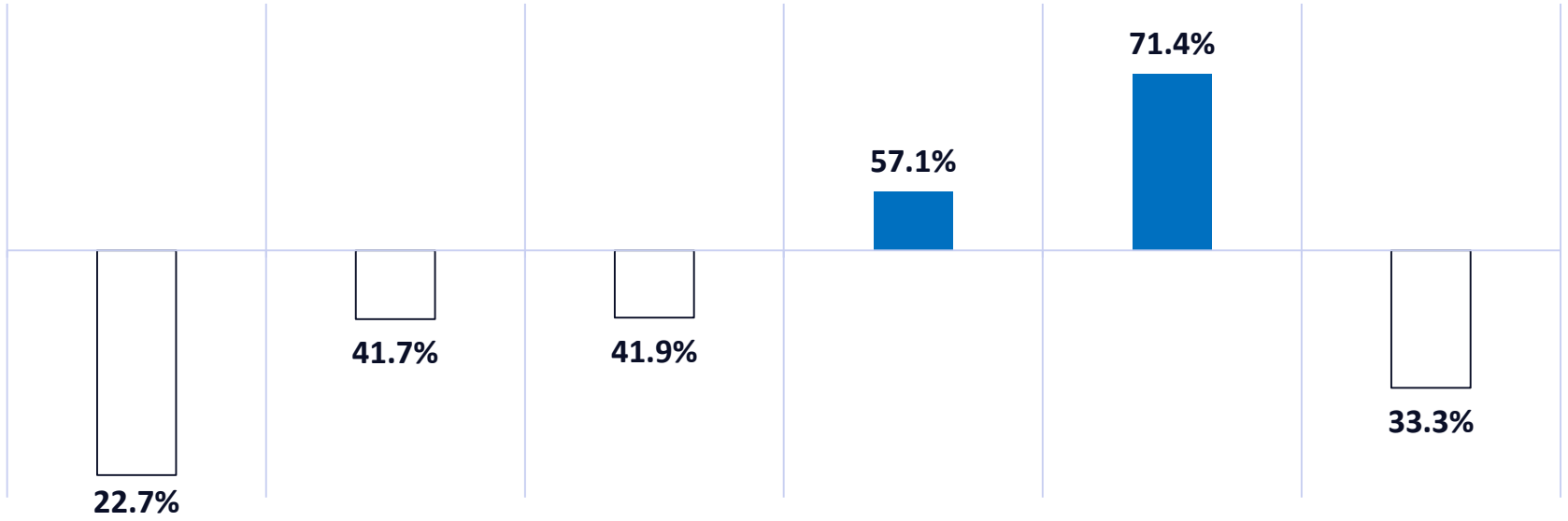
Conversion Rate



The conversion rate is **44.4%** (100 out of 225 leads), leaving 125 prospects, which account for the remaining **56%**

Facts

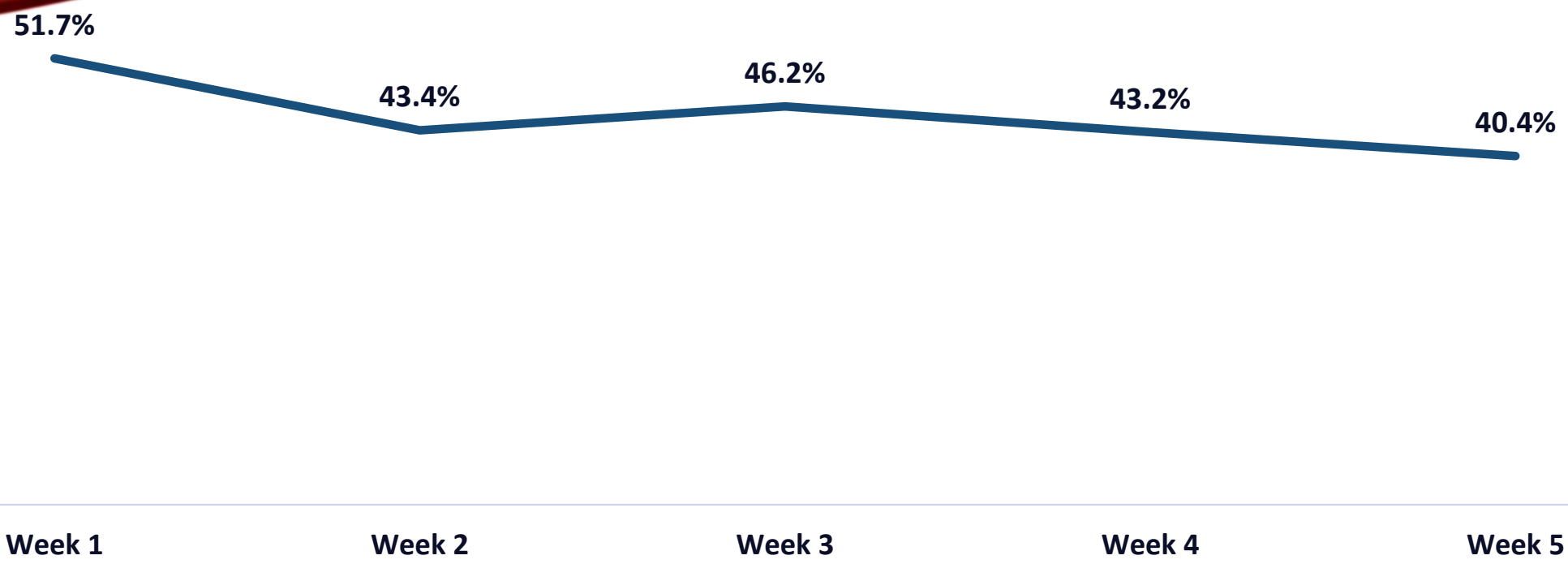
Executives



The sales conversion rate showed that only two executives, Funmi and Ngozi, achieved **57.1%** and **71.4%,** respectively, while the other four had negative rates ranging from **-22.7%** to **-41.9%.**

Facts

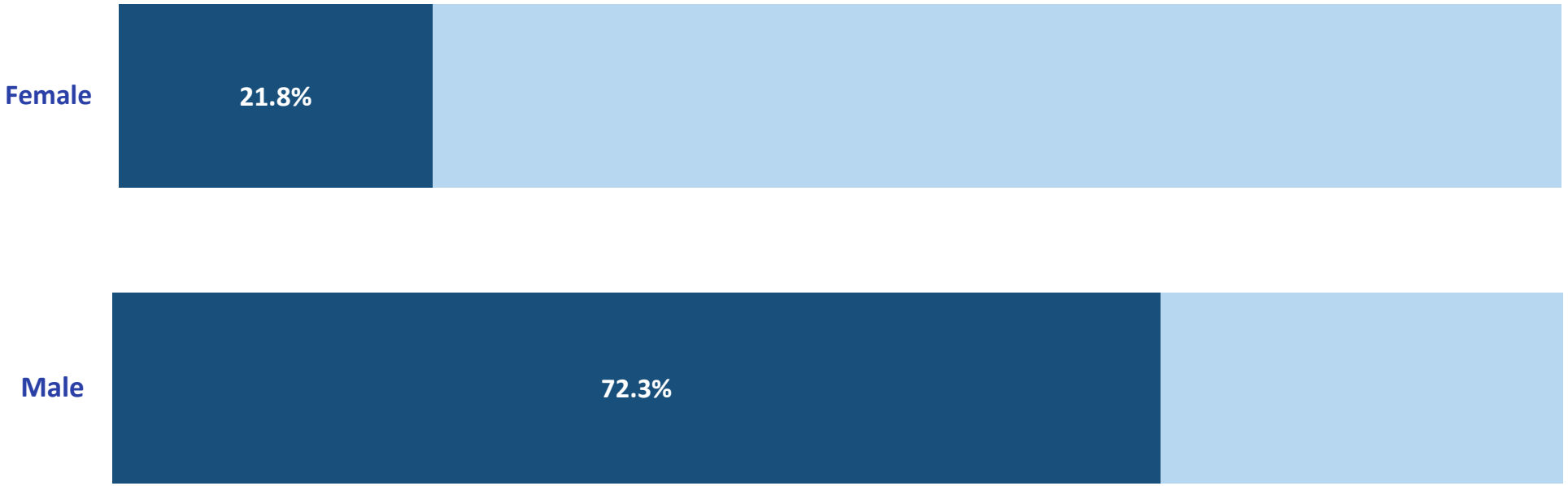
Weekly Performances



The conversion rate of customers was up in **1st, 3rd** and **4th** week but went down in **2nd** and **5th**, whereas it will move up with prospects and the review of the systems

Facts

Gender

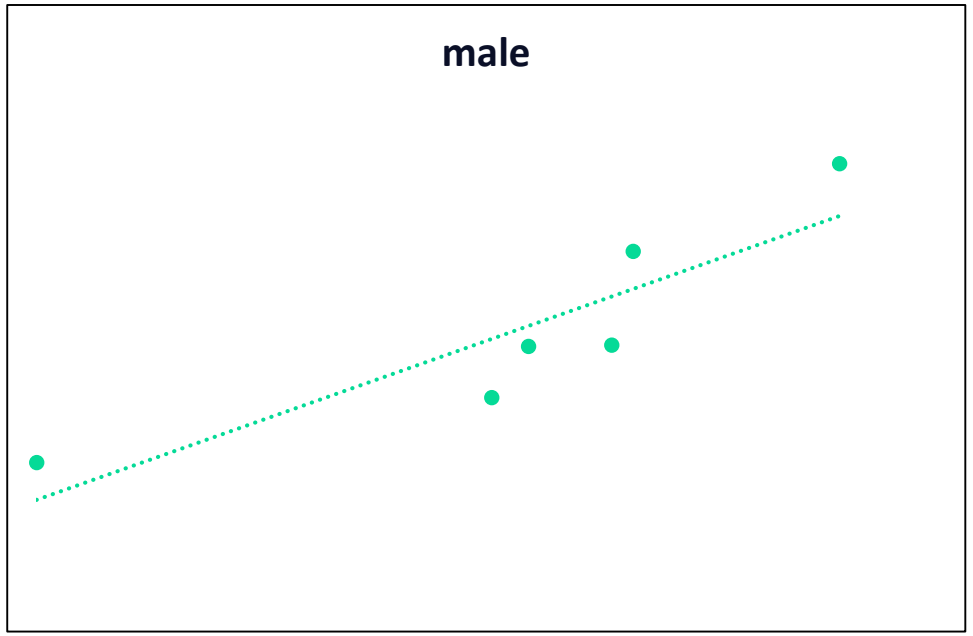


The product appeal more by male gender with higher conversion rate of **72.3%**

Insights

Gender

	Female	*Male*	*Paid*
Female	1		
Male	-1	1	
Paid	-0.88994	0.88994	1

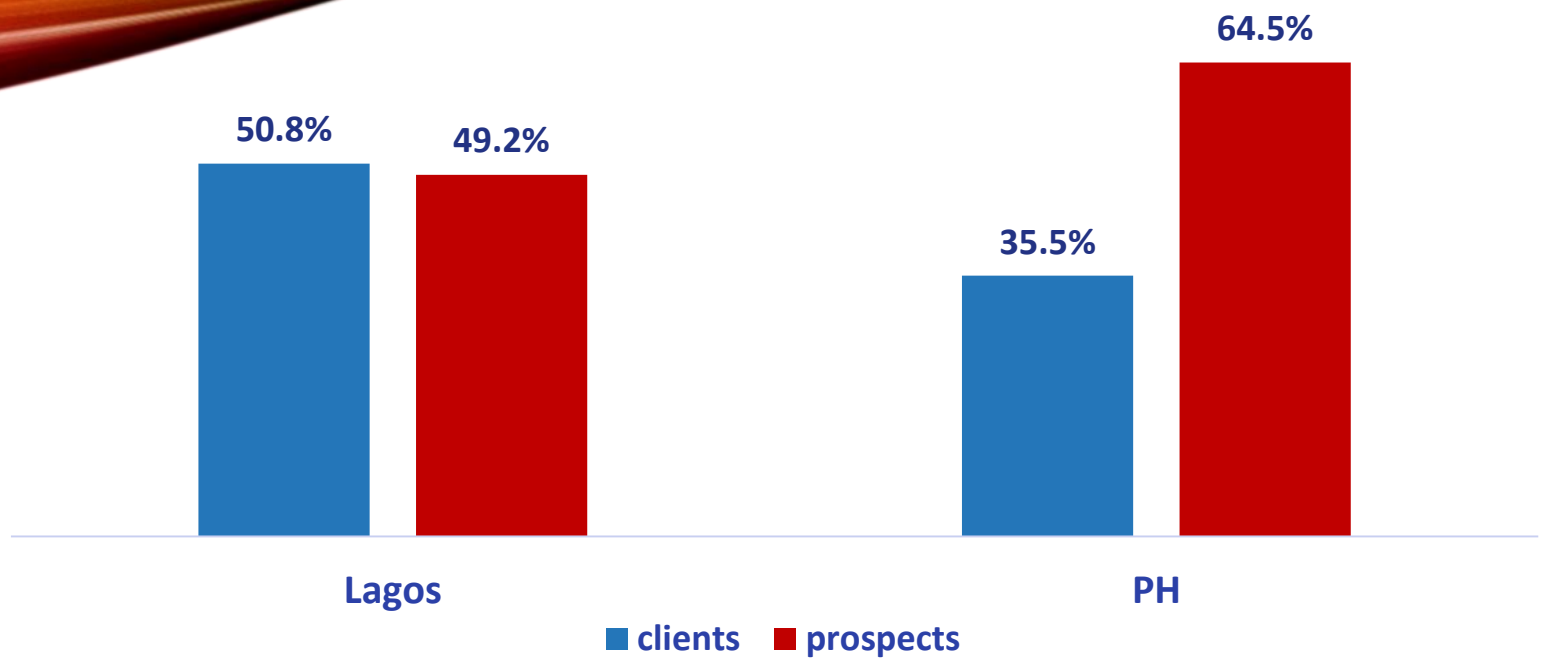


- There is a strong positive correlation between male and conversion rate (0.889) which means as you increase the number of male leads, there will likely be an associate increase in the number of payment (conversion rate)

- There is a strong negative correlation between female and conversion rate (-0.889) which means as you increase the number of female leads, there will likely be an associate decrease in the number of payment (conversion rate)

Insights

Location

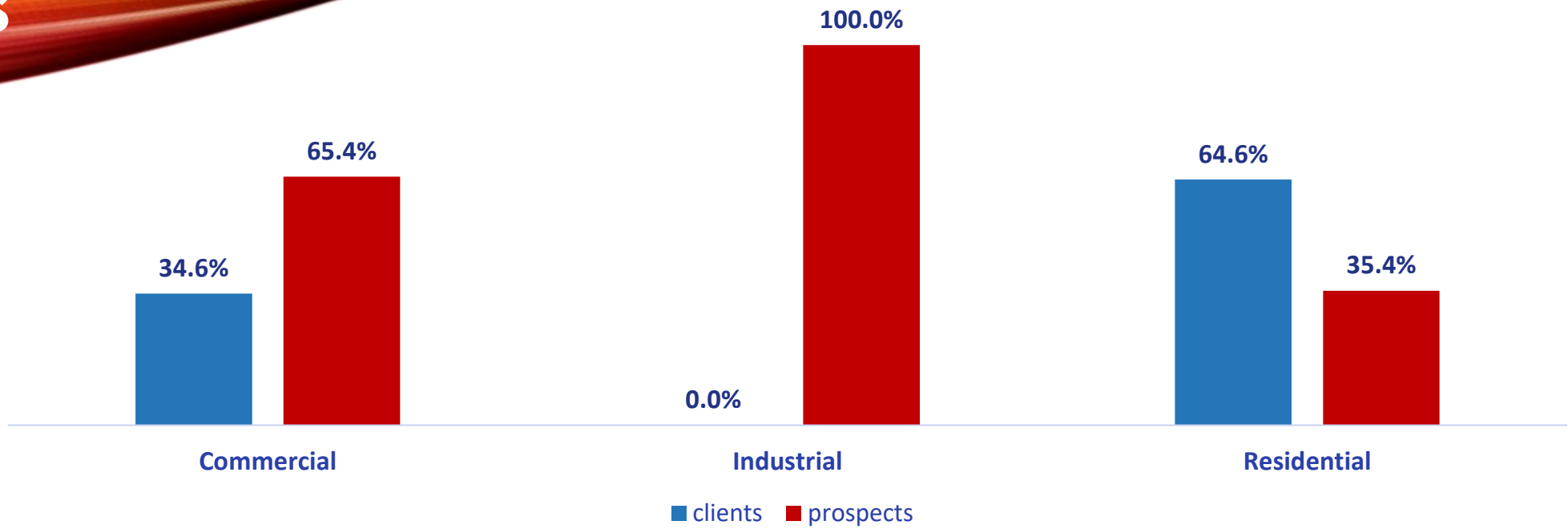


The location conversion rate distribution clearly indicate that Lagos is the best performing location with the highest conversion rate of **50.8%,** while Port Harcourt has **35.5%.**

There is no correlation between location and conversion rate.

Insights

Products



The product conversion rate distribution clearly indicates that customers preferred residential products, which had the highest conversion rate of **64.6%,** followed by commercial products **(34.6%),** while industrial products had **0.0%**

Insights

Products

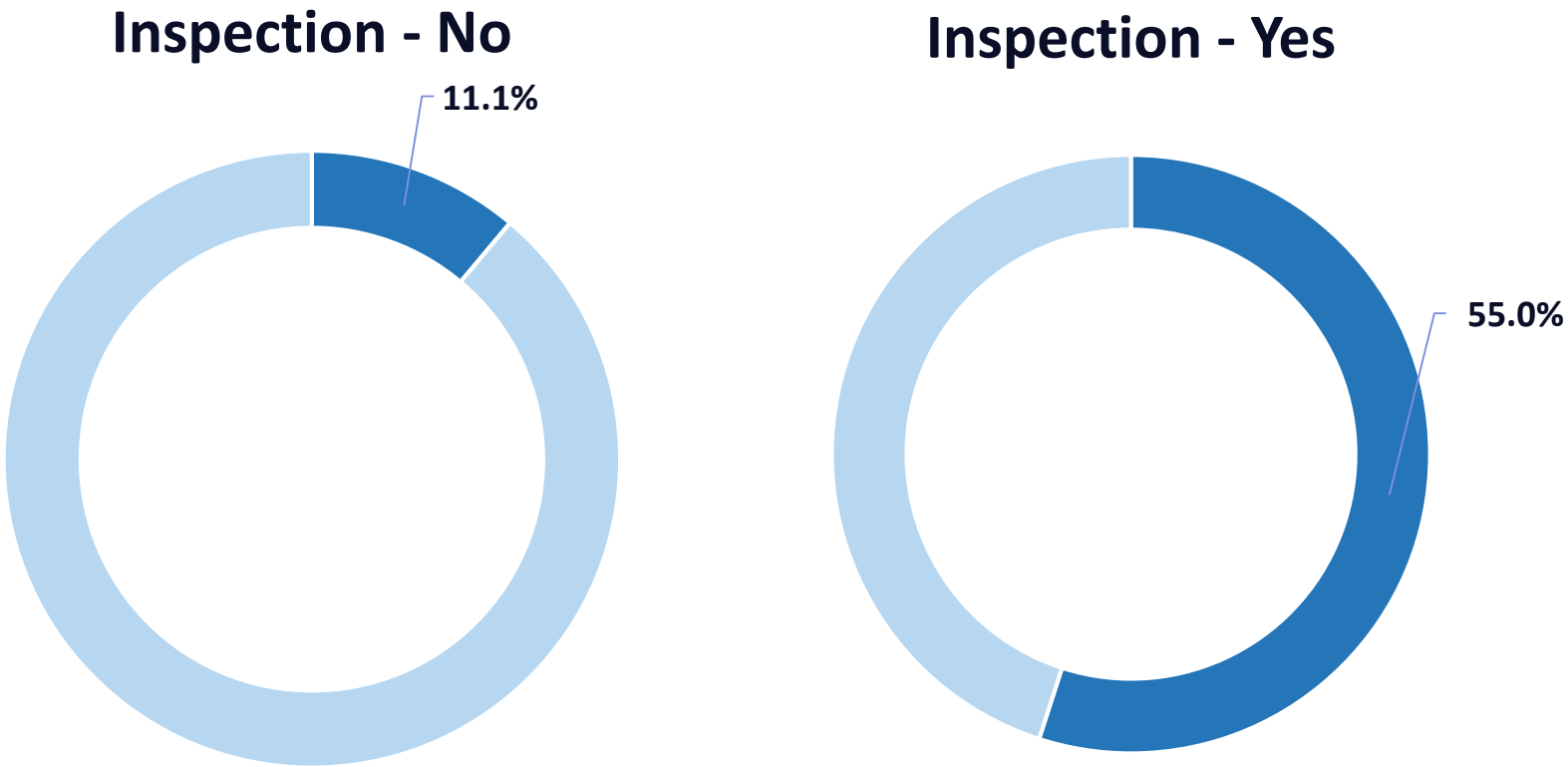
	Commercial	*Industrial*	*Residential*	*Paid*
Commercial	1			
Industrial	0.373551097	1		
Residential	-0.734781943	-0.903679345	1	
Paid	-0.60121431	-0.669686681	0.767237221	1

- There is a strong positive correlation between Residential products and conversion rate **(0.767)** which means as you increase the number of residential product leads, there will likely be an associate increase in the number of payment (conversion rate)

- There is a moderate negative correlation between commercial products (-**0.60)**, industrial products **(-0.669)** and conversion rate which means as you increase the number of those products leads, there will likely be an associate decrease in the number of payment (conversion rate)

Insights

Inspection

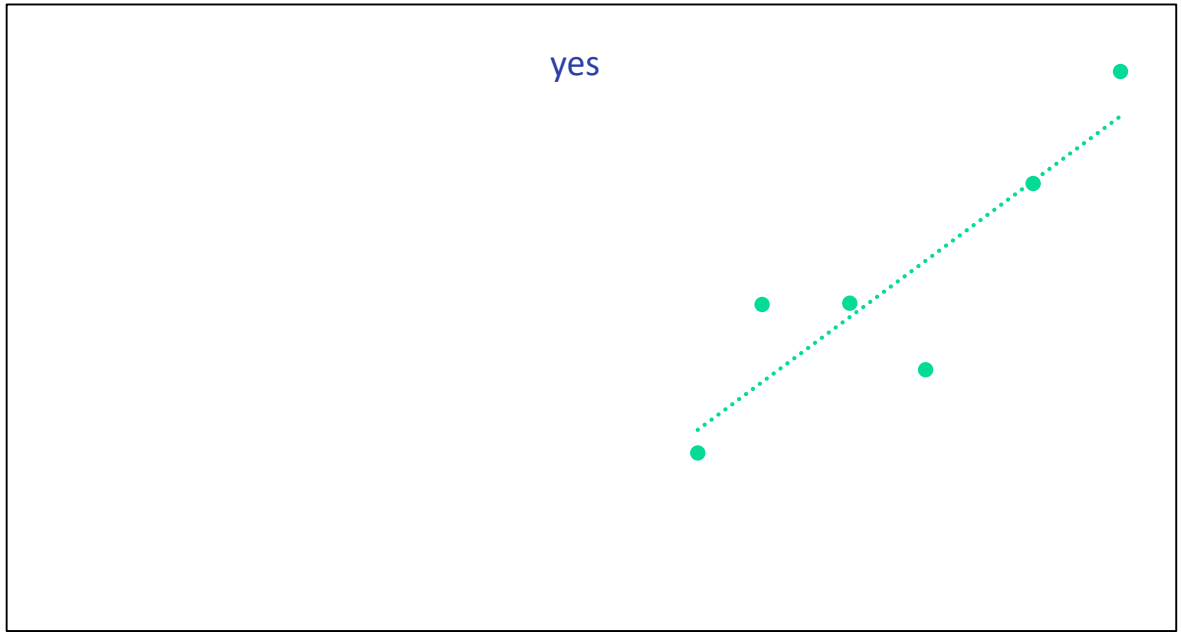


The conversion rate of customers that went for the inspection was 55% while that of people that did not go for inspection was 11.1%

Insights

Inspection

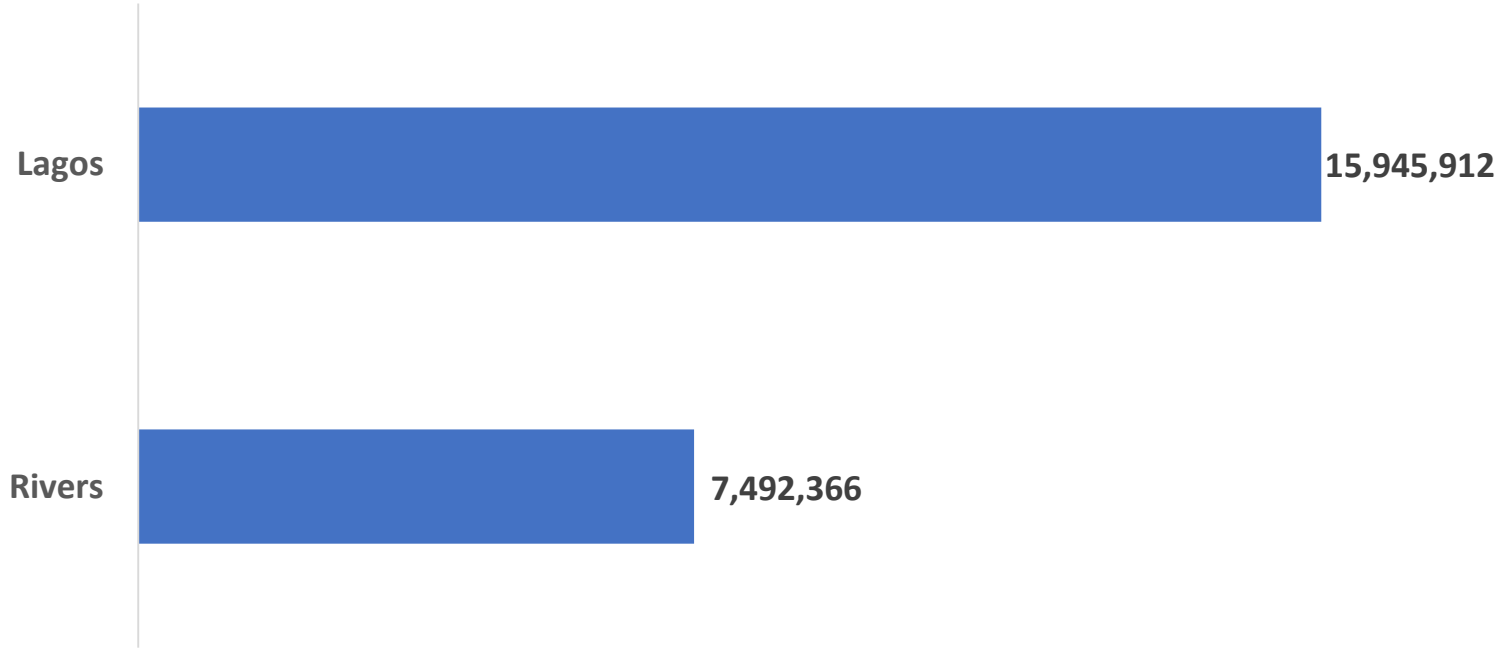
	No	*Yes*	*Paid*
No	1		
Yes	-1	1	
Paid	-0.880586575	0.880586575	1



- There is a strong positive correlation between leads that went for inspection and conversion rate (0.88) which means as increase the number of leads that go for inspection there will likely be an associate increase in the number of payment (conversion rate)
- There is a strong negative correlation between leads that did not go for inspection and conversion rate (-0.88) which means as you increase the number of leads that did not go for inspection, there will likely be an associate decrease in the number of payment (conversion rate)

Insights

Population



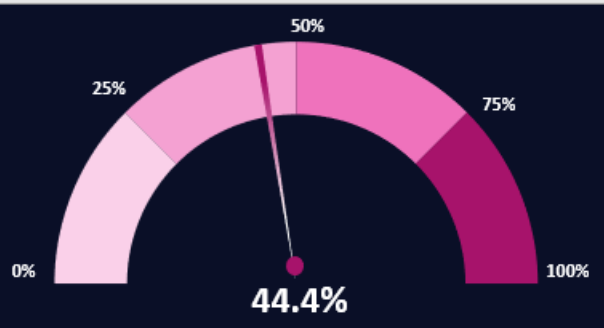
According to external extraction from Google, the projected population of Lagos and Rivers in the year 2023 are **15,945,912** and **7,492,366** respectively

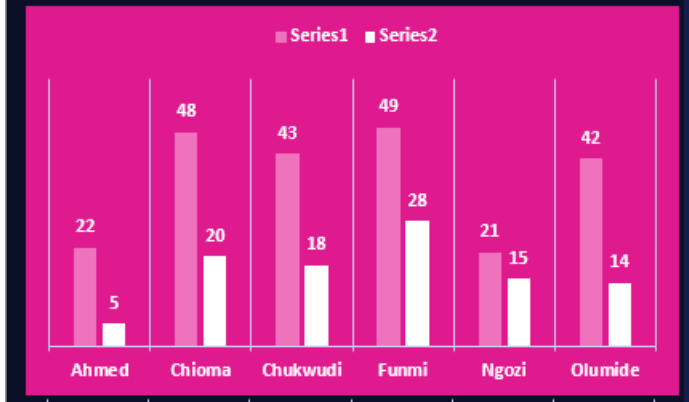
Insights

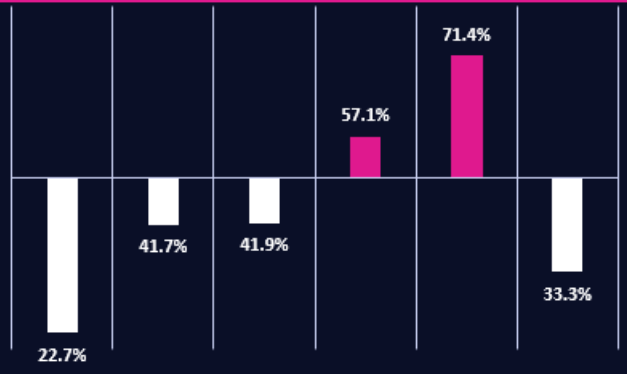
Population

- Lagos, as Nigeria's commercial and most industrialized city, has a higher concentration of workers with disposable income who can afford commercial properties.
- A large population likely contributes to residential products being a strong performer
- Population size might influence conversion rates, with Lagos being more populous than Port Harcourt
- Economic Disparities: Conversion rates can vary based on the economic status of different regions. Wealthier areas may see higher conversion rates, while economically challenged location like states may struggle.

Insights







Ahmed | Chioma | Chukwudi
Funmi | Ngozi | Olumide

44Underwood Properties

Sales Performance Analysis Dashboard
August 2023

Total Leads	Clients	Prospects
225	100	125

Mariam Adeola

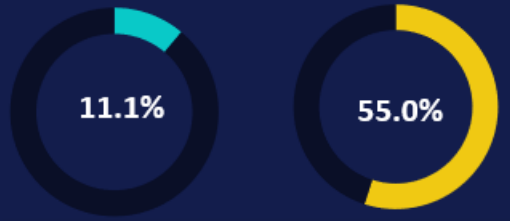
Gender

	Paid	Leads	Conversion Rate
Male	73	101	72.3%
Female	27	124	21.8%

Female | Male

Inspection

Yet to Inspect		Inspected	
Paid	Leads	Paid	Leads
6	54	94	171



No | Yes

Product

	Paid	Leads
34.6%	36	104
0.0%	0	22
64.6%	64	99

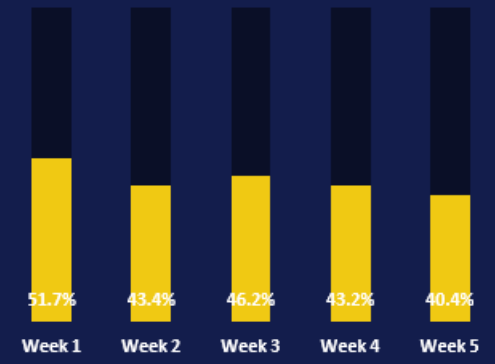
Commercial | Industrial | Residential

Branches

Lagos State: 50.8% — Paid 67, Leads 132

Rivers State: 35.5% — Paid 33, Leads 93

Weekly Performance



Weekly Distribution

Activate Windows
Go to Settings to activate Windows.

System Review

- **Improve Sales Training:** Regularly train your sales team on new techniques, product knowledge, and customer engagement strategies.
- **Align Marketing and Sales:** Foster closer collaboration between marketing and sales teams through joint planning sessions, shared goals, and regular communication. This alignment ensures consistent messaging and better lead conversion.
- **Monitor Competitor Strategies:** Regularly analyze competitor marketing and sales strategies to stay competitive. Adjust your approach as needed to maintain a competitive edge.
- **Track KPIs and Evaluate:** Establish clear key performance indicators (KPIs) to measure the success of the marketing and sales efforts. Continuously monitor and refine strategies based on performance data

Recommendations

Date

- Revamp the marketing and sales campaign strategy by scheduling marketing campaigns during peak conversion periods identified in the weeks to maximize impact.
- Leverage Seasonal Opportunities by targeting promotions and offers to align with key dates, holidays, or seasons when conversion rates tend to rise.

Recommendations

Gender

- **Personalized communication and monitor to optimize:** Use personalized communication to engage male clients based on their gender-specific preferences and interests, which could lead to higher and conversion rates.
- **Gender-Inclusive Campaigns:** Ensure that marketing campaigns are inclusive and consider the preferences of both genders. This will also improve overall conversion rates.

Recommendations

Location

- **Advance Marketing Strategies in Lagos State:** Develop location-specific marketing campaigns that align with the preferences and economic conditions to boost conversion rates in Lagos
- **Address Market Saturation:** In saturated markets like Port Harcourt, consider strategies such as product differentiation, targeting underserved customer segments, or introducing new product offerings to stimulate demand

Inspection

- **Leverage customers testimonials** from customers in the conversion rate who benefited from the inspection program to demonstrate its effectiveness and influence on their purchasing decision
- **Emphasize Inspection Results in Marketing:** Highlight the benefits of your inspection program in marketing review by showcasing how it adds value and attract more customers

Questions & Answers