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EDA Report Insight

Data Visualization and Reporting

Team 18 — Week 2 Deliverable

Executive summary

The outreach campaigns for the Illinois Institute of Technology generated a robust **37,881** contacts, achieving a **20%** response rate and a conversion rate of just **3%**. Despite a strong outreach volume, peaking at **12,500** in Q4, significant data quality gaps hinder effective performance evaluation, necessitating a comprehensive analysis to optimize outreach strategies and improve enrollment outcomes by **15%.**

KPIs

We had 4 KPIs we tracked for this analysis:

1. **Total Outreach Volume**: Total number of outreach attempts made.
   Reason for Selection: Shows the scale of campaign activity.

2. **Response Rate**: Percentage of outreach attempts that received a response.
   Reason for Selection: Measures audience engagement.

3. **Conversion Rate**: Percentage of respondents who completed the intended outcome.
   Reason for Selection: Measures campaign success.

4. **Escalation Effectiveness Rate**: Percentage of escalated cases that led to a successful outcome.
   Reason for Selection: Evaluates the impact of escalations.

Key Insights

1. **Outreach Trend Overtime**:

   Outreach volume peaks in **Q2**, while **Q1** consistently delivers the highest conversion rate across both years, indicating stronger prospect readiness early in the year. Despite lower outreach volume in **Q1**, engagement quality is higher, suggesting that demand is not being fully captured during this period.

   ## Outreach Trend Overtime

2. **Response Rate by Category:**

   Post-Admission dominates outreaches **(~26K),** Pre-Admission lags significantly **(~7K).** But with the significant gap between then, their conversion rates are **20%** & **19%** respectively, indicating if more outreaches for Pre-Admission were conducted, the Conversion would probably be higher. More efforts should be into outreaches for Pre-Admission.

   ## Response Rate By Category
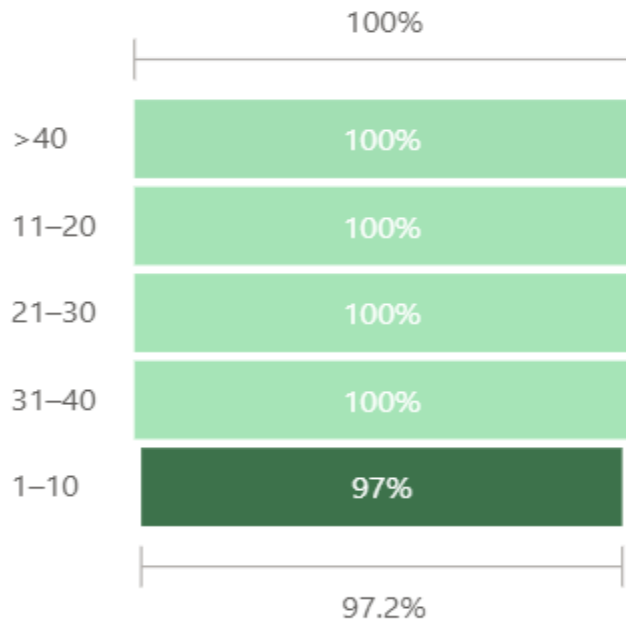
   ● Count of Reference_ID ● Sum of Response flag
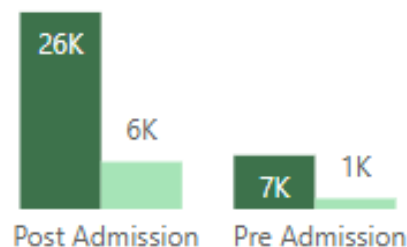
3. **Drop-off Rate by Attempt:**

   Attempts **1–10** show **97%** drop-off. Attempts **11+** show **100%** drop-off

The first few attempts matter most. Repeated contact without strategy is not improving engagement, it's **accelerating disengagement**.

Drop-off Rate by Attempt

	100%
>40	100%
11–20	100%
21–30	100%
31–40	100%
1–10	97%

97.2%

4. **Country Conversion Gap:**
   Extreme conversion gaps (e.g., **Grenada at 100%**) are driven by very low response volumes, making them statistically unreliable for performance conclusions. Mid-range gaps (**50–67%**) in countries with higher response counts provide more meaningful signals of conversion friction.

Country Conversion Gap

Grenada	100%
Latvia	100%
Japan	67%
Jamaica	50%
Lesotho	50%
Panama	50%
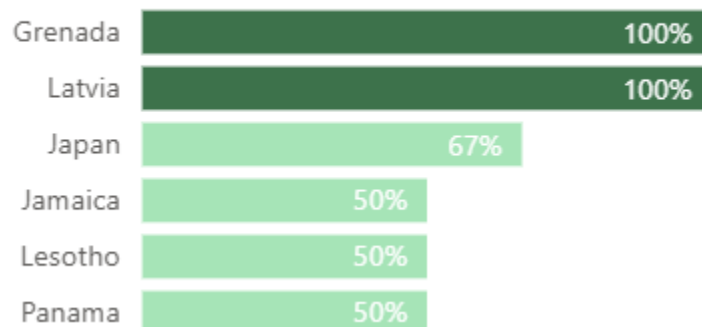
5. **Outreach-to-application ratio:**

Top campaigns convert outreach into applications at **22–26%**, with **AANF23 (26%)** leading. These campaigns are proven conversion engines, and their strategies should be taken note of by others to make improvements.
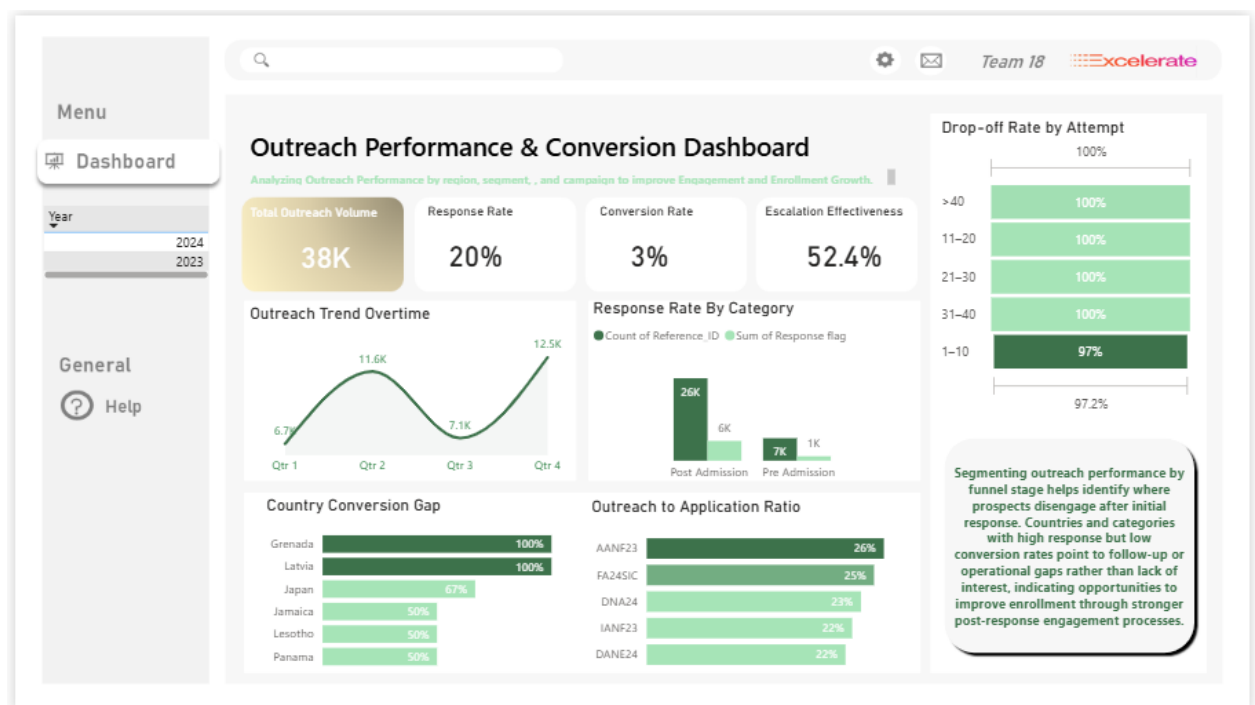
Outreach to Application Ratio

Campaign	Ratio
AANF23	26%
FA24SIC	25%
DNA24	23%
IANF23	22%
DANE24	22%
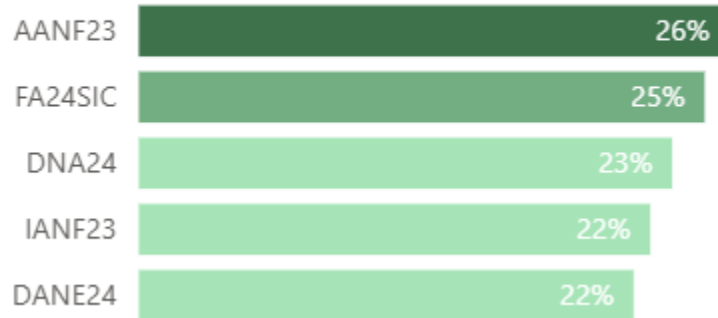
6. **Additional Insight:**
High response and application but **low** conversion = post-response breakdown, not lead quality issues.
Your bottleneck is **after engagement**, not before it.

Dashboard Prototype: https://app.powerbi.com/groups/me/reports/97def366-f71f-4779-ac02-bf88af13ebfd/c926c14301650b1a147c?experience=power-bi

Recommendation

1. Shift Outreach Volume Earlier in the Year (Q1 Focus)

Reallocate outreach capacity to front-load campaigns in **Q1**, especially for high-intent segments. Even a modest increase in **Q1** outreach could yield disproportionate gains in enrollment.

What Excelerate can influence directly:

Campaign scheduling, staffing allocation, and outreach calendar planning.

2. Scale Pre-Admission Outreach Aggressively

Increase Pre-Admission outreach volume and experiment with tailored messaging earlier in the funnel. This segment represents untapped enrollment growth, not weak performance.

What Excelerate can influence directly:

Campaign targeting rules, audience segmentation, and campaign prioritization.

3. Limit Contact Attempts Beyond the First 10

Why this matters:

Cap outreach attempts at 10 maximum per contact. Replace excessive retries with smarter follow-ups (timing, channel change, or escalation).

What Excelerate can influence directly:

Call policies, CRM rules, and follow-up automation logic.

4. Fix the Post-Response Conversion Breakdown

Audit and strengthen post-response workflows:

- Faster follow-ups after positive responses
- Clear ownership for next steps
- Stronger handoff between outreach and admissions teams

This is the single biggest lever for achieving the 15% enrollment improvement target.

What Excelerate can influence directly:

Process design, response SLAs, escalation handling, and admissions coordination.

5. Prioritize Countries with Stable Conversion Gaps, Not Extreme Ones

Focus country-level optimization on high-response, mid-gap countries, where improvements will materially impact enrollment numbers.

What Excelerate can influence directly:

Regional targeting, localized messaging, and country-specific follow-up strategies.

Final Note

The analysis indicates that Pre-Admission outreach presents a strong opportunity for improving enrollment outcomes. Despite receiving significantly fewer outreach attempts than Post-Admission campaigns, Pre-Admission efforts show comparable conversion performance, suggesting that increasing outreach volume at this stage could drive higher overall engagement and enrollment.

Across both years analyzed, Q1 consistently records higher conversion rates, even with lower outreach volumes. This pattern suggests that prospects are more prepared and responsive earlier in the year, particularly around January intake cycles. Increasing outreach efforts during Q1 could therefore capture unmet demand and improve enrollment efficiency.

From a geographic perspective, India accounts for a disproportionately high share of outreach volume, yet exhibits a sizable conversion gap. This indicates diminishing returns from concentrated outreach in a single market. Redistributing efforts toward countries with stronger conversion efficiency could improve overall outcomes.

However, it is important to note that a substantial number of NULL values in the Country field may introduce bias, and country-level insights should be interpreted cautiously.

Finally, countries showing 100% conversion gaps are largely driven by very low outreach volumes, making these figures statistically unreliable. These extremes highlight data sparsity rather than true performance differences and should not be used in isolation for strategic decisions.

Overall, reallocating outreach toward Pre-Admission stages, high-performing time periods (Q1), and countries with demonstrated conversion potential, while improving data completeness, offers a clear pathway to achieving enrollment growth targets.