**Dashboard Link:**

Link: [powerbi](https://app.powerbi.com/links/cVJwXhXmwJ?ctid=f24149cc-9205-4d16-8e46-11e5b93d0453&pbi_source=linkShare&bookmarkGuid=a054c7b2-50b5-44a3-a97c-7ddd728411c0)

**Insights:**

1. **Diverse Conversion Dynamics:**
   * Conversion rates vary across genders, cities, and age ranges, indicating the influence of these factors on lead engagement and interest.
2. **Initial Engagement Crucial:**
   * The highest dropout rate in the "Awareness" stage highlights the need for improved initial engagement strategies to sustain interest.
3. **Female Leads Show Interest:**
   * Female leads demonstrate a significantly higher conversion rate compared to males, emphasizing the effectiveness of tailored approaches.
4. **City-Based Conversion Trends:**
   * Bangalore leads in conversion rate, while other cities exhibit varying rates, suggesting geographical nuances affecting engagement.
5. **Managerial Performance Patterns:**
   * Junior and senior sales managers exhibit differing conversion rates, necessitating analysis to identify effective practices.
6. **Language and Engagement Correlation:**
   * Leads' language preference affects engagement levels, with English-speaking leads showing the highest average watch time.
7. **Barriers to Conversion and Interest:**
   * Affordability, offline class preference, and domain relevance emerge as significant barriers affecting conversion and interest.
8. **Diverse Lead Generation Channels:**
   * Social marketing, SEO, email marketing, user referrals, and the website contribute to lead generation, highlighting the importance of a diversified approach.
9. **Lead Source and Conversion Link:**
   * Monitoring how different sources generate leads and their subsequent conversion rates can guide resource allocation.
10. **Tailoring Strategies for Affinity:**
    * Understanding gender, age, city, and language preferences allows for tailored strategies that resonate more effectively.

**Recommendations:**

1. **Targeted Gender Strategies:**
   * Develop gender-specific content and communication strategies to improve the conversion rate for male leads.
2. **Initial Engagement Enhancement:**
   * Revamp initial engagement strategies, focusing on the "Awareness" stage to reduce dropout rates and sustain interest.
3. **Tailored Female Engagement:**
   * Further personalize engagement strategies for female leads to capitalize on their higher conversion rate.
4. **City-Specific Marketing:**
   * Customize marketing efforts for cities with lower conversion rates, addressing unique concerns for increased engagement.
5. **Managerial Training and Insights:**
   * Provide training and insights to junior and senior sales managers to optimize conversion rates across teams.
6. **Multilingual Content Strategy:**
   * Craft content in multiple languages to cater to diverse language preferences and enhance engagement.
7. **Overcoming Barriers:**
   * Introduce flexible pricing, hybrid learning, and domain-focused content to address affordability, preference, and relevance concerns.
8. **Lead Source Allocation:**
   * Allocate resources based on the effectiveness of lead generation sources, focusing on high-performing channels for better ROI.