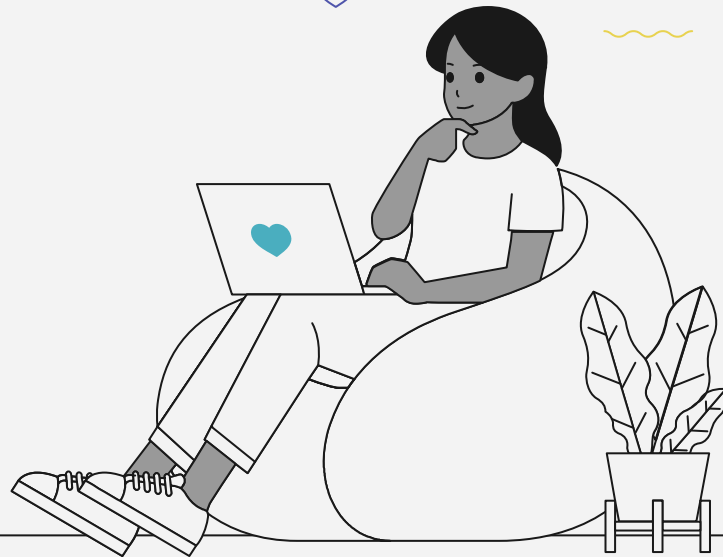


Optimizing the Online Programming School: Data, Analysis, Growth

Welcome to a journey through CRM data, unlocking secrets to boost the efficiency of our online programming school.

Ready for a breakthrough?



Project Goal



Goal: Accelerate Growth Through Data

Our mission is to clean and analyze CRM data to enhance sales, marketing, and customer service efficiency.

The result? Smarter decisions and revenue growth.

Clean Data – The Key to Accurate Insights



Cleaned 4 datasets:

- Deals (21,411 rows)
- Contacts (18,510)
- Spend (16,393)
- Calls (92,617)

Removed duplicates, fixed errors (currencies, dates), filled missing values (Unknown, 0.0).

Data is now analysis-ready!



Deal Analysis: Speed and Opportunities



Deal Closure Speed

50% in 3 days,
75% in 11 days.



Average duration

14.2 days, with outliers up to
357 days.



Average payment

€1,178



Total amount

€8,966





Activity Timeline: April Peak

April 2024

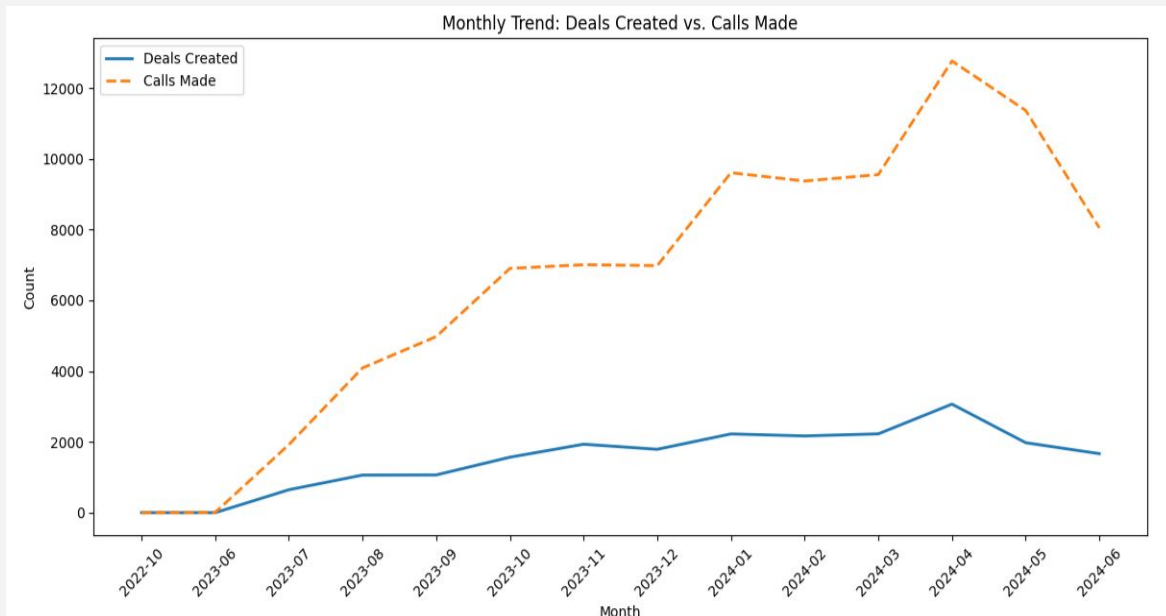
set records:

3,068 deals

12,767 calls.

June 2024

shows a dip—time to act!



Campaign Effectiveness: Leaders and Laggards

Top Campaign

performancemax_digital
markt_ru_DE

- 2,508 deals,
- 371 successful
- €3.34M



High conversion

web1312_DE

54.55%



Low conversion

Webinars

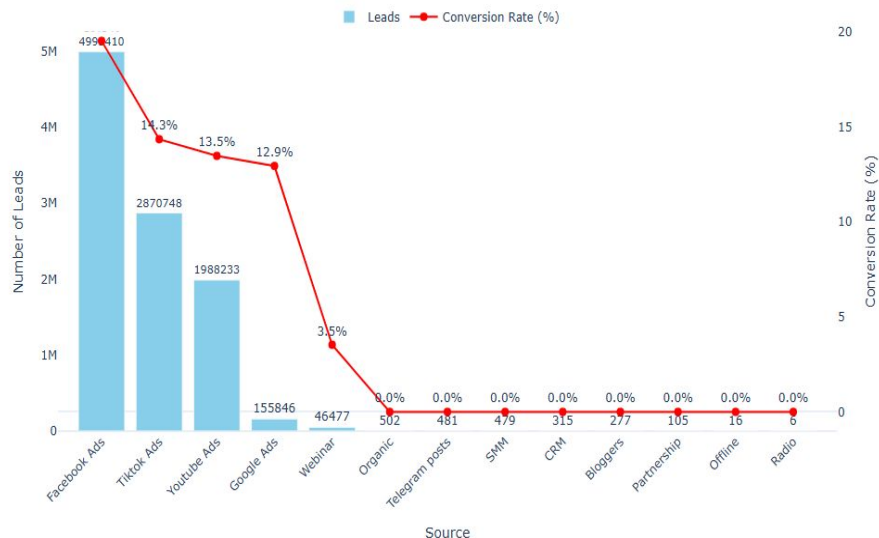
1.4–2.1%

Need optimization



Lead Sources: Facebook Shines

Source Performance: Leads and Conversion Rate



Facebook Ads



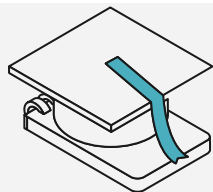
King of Conversions

- ★ 4.99M leads,
- ★ 19.52% conversion,
- ★ 1.23 efficiency.

Google Ads

Conversion Struggler

- 155K leads,
- 0.04 efficiency.



Top Performers: Who Drives the Business?

Sales Superstar

Oliver Taylor

- ★ 93.87% conversion
- ★ 163 deals
- ★ €1.66M



Top performer

Ulysses Adams

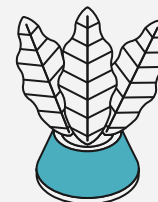
- ★ 2,150 deals
- ★ €5.03M



Top performer

Charlie Davis

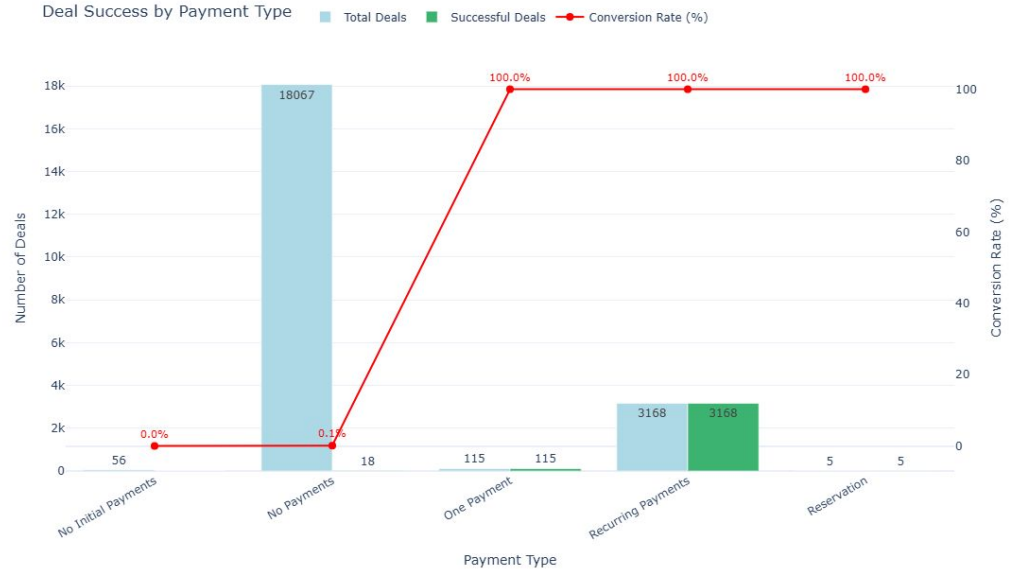
- High volume
- but 8.74% missed calls





Payment Types: Where's the Success?

- ❖ Recurring Payments: 3,168 deals, high conversion.
- ❖ No Payments (18,067) show low efficiency.
- ❖ One Payment and Reservation have high potential but low volume.



Products: Morning Courses Lead



Morning – The Time for Success

Digital Marketing (Morning):

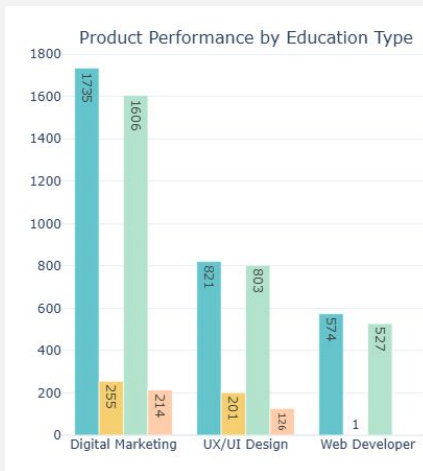
- 1,735 deals,
- 92.56% conversion,
- €17.12M.

UX/UI Design (Morning):

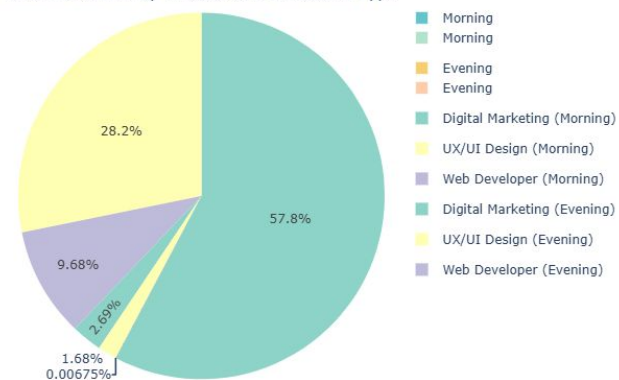
- 97.81% conversion.

Evening courses lag

- (62.69–83.92%).



Revenue Share by Product and Education Type



Geography: Berlin and Beyond



Berlin, Munich, Leipzig – Growth Engines

Berlin:

- 283 deals,
- 62.19% conversion.

Munich:

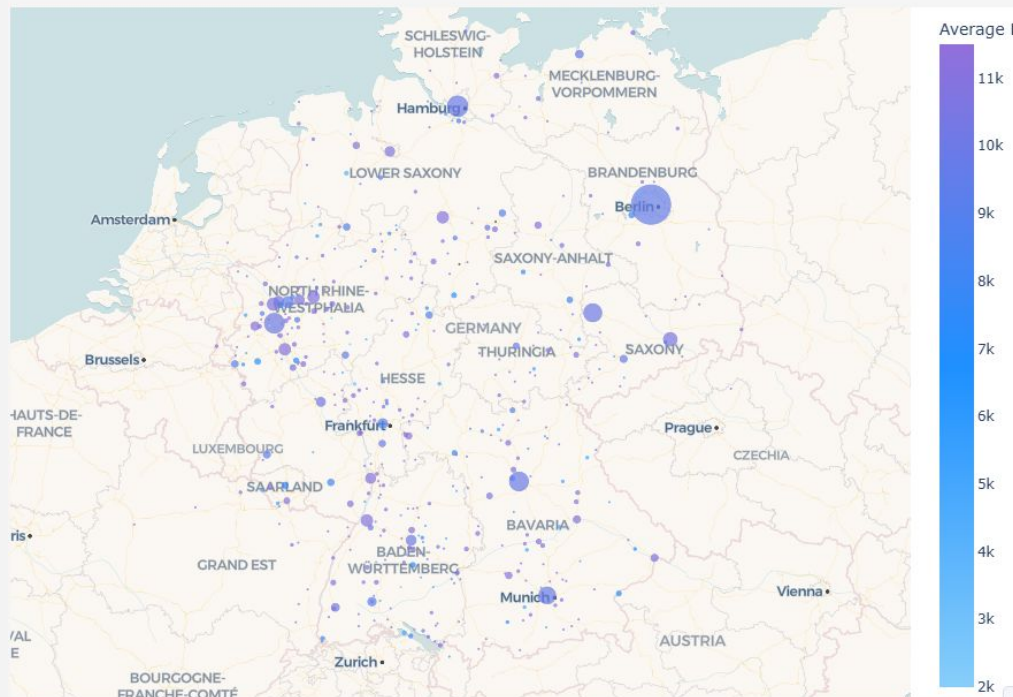
- 79.12%.

Leipzig:

- 81.48%.

Small cities (Wilhelmshaven, 100%) show hidden potential.

Geographic Analysis



German Language Impact

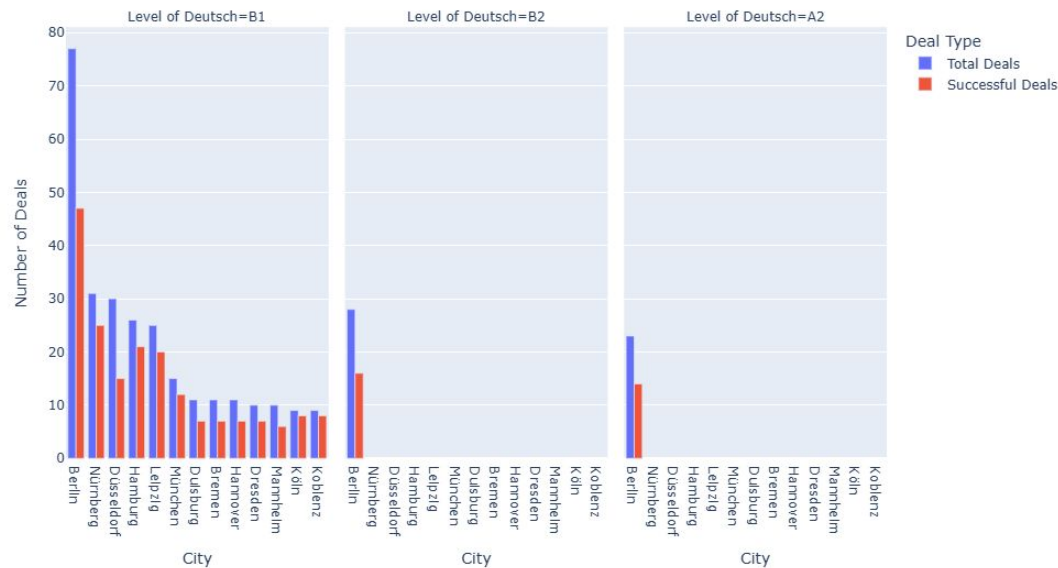


B1 high conversion:

- Nuremberg (80.65%),
- Cologne (88.89%),
- Leipzig (80%)

A2 (60.87% in Berlin) is promising, B2 lags (57.14%).

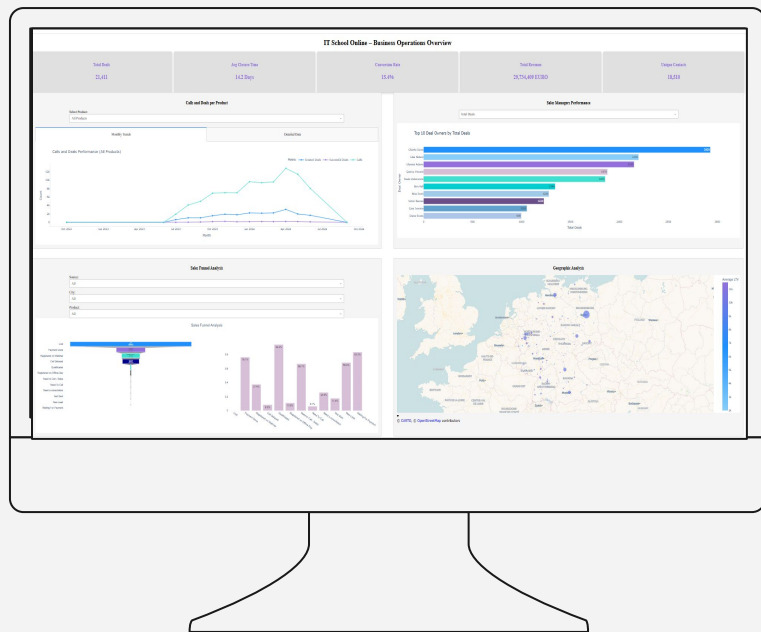
Total vs Successful Deals by City and Level of Deutsch



Dashboard: Full Business Control

Interactive Dash and Plotly dashboard: KPIs, trends, sales funnel, geography.

Real-time monitoring for informed decisions.





Recommendations: Path to Growth

Roadmap to Success



01

Scale Success:

Facebook Ads, morning courses, B1 clients.

02

Benefits

Webinars, Google Ads, evening courses.

03

Focus on Stars

Leverage Oliver Taylor's approach.

04

Target Cities

Berlin, Munich, Leipzig + niche markets.

05

Call Efficiency

Train staff to reduce missed calls (e.g., Charlie Davis' 8.74%).

06

Conclusions

Scale success, optimize processes, and reach new heights!



Thanks!

Do you have any questions?

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