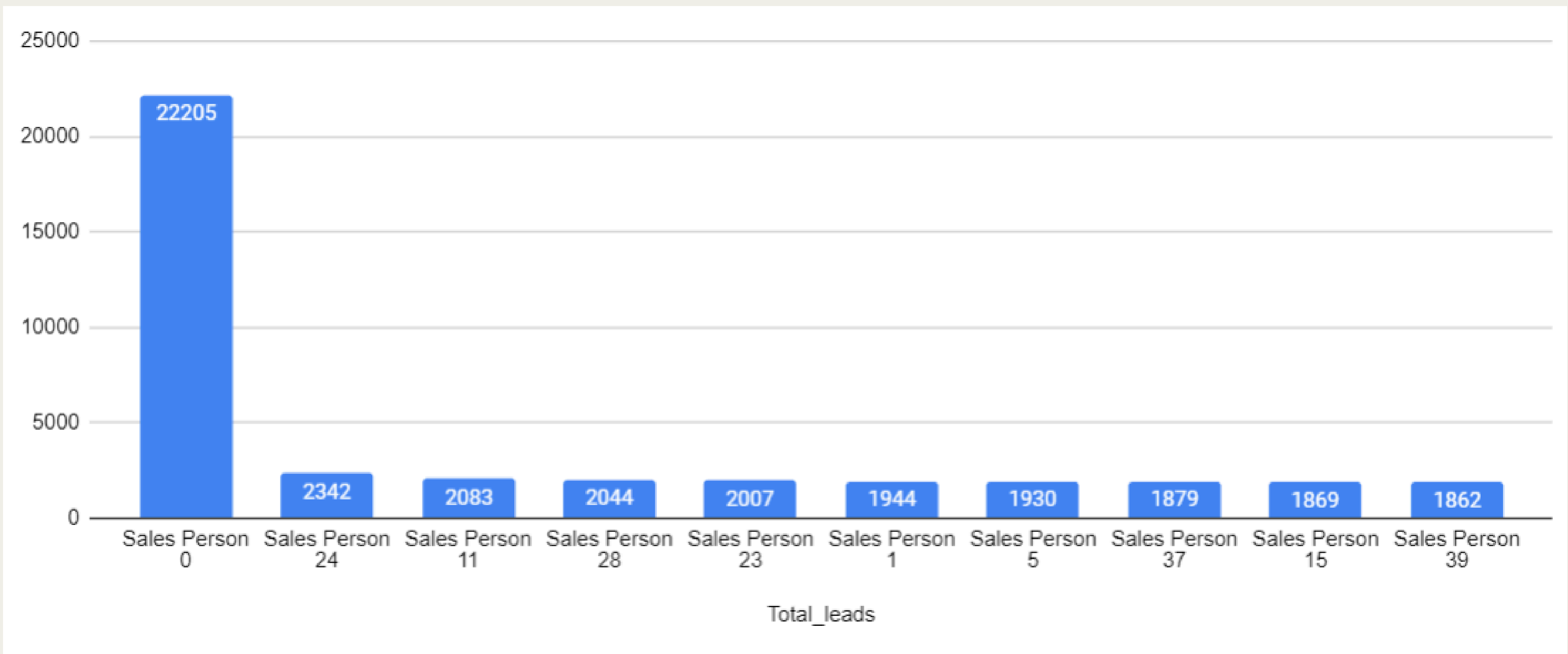


# WanderOn

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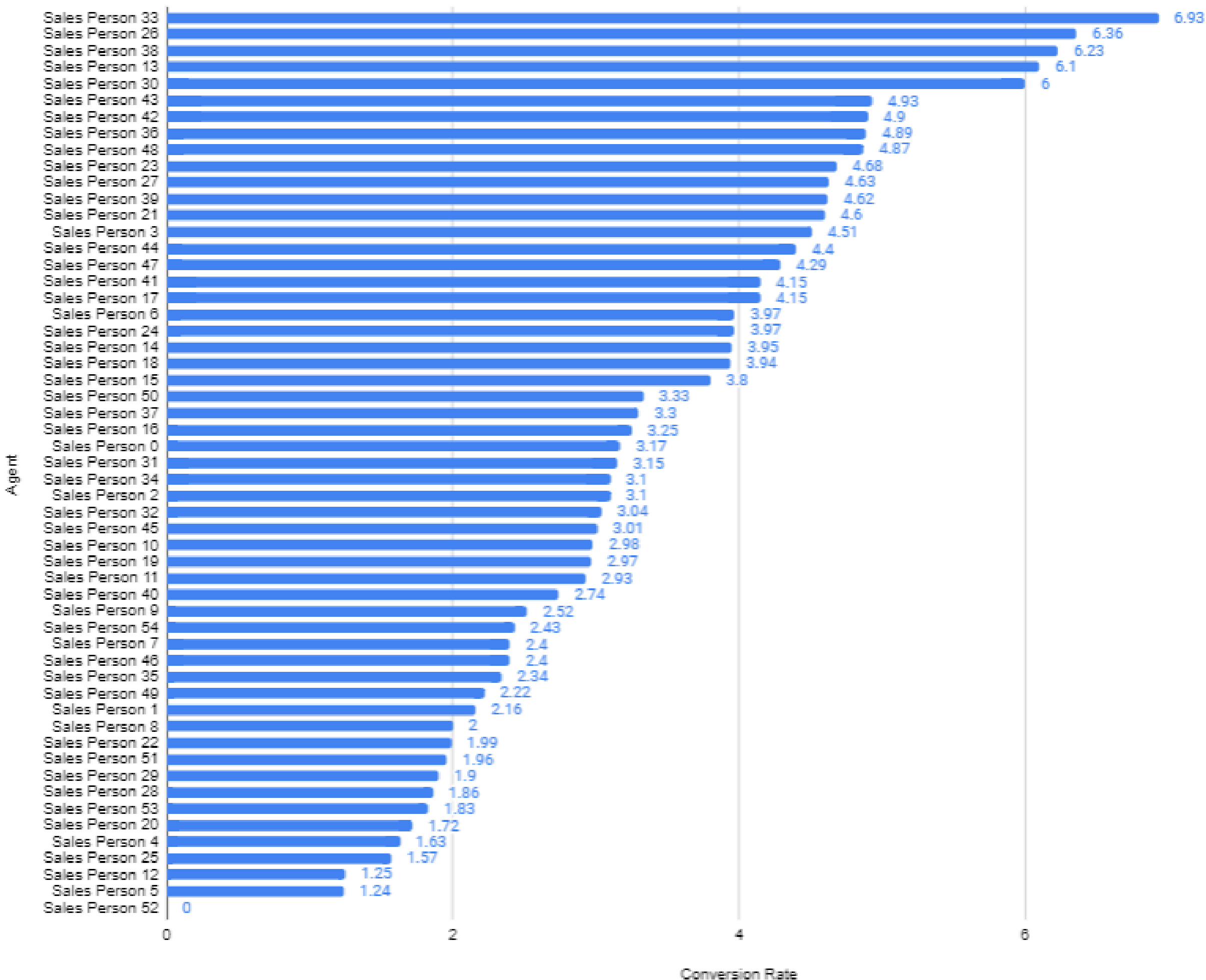
**BUSINESS ANALYST ASSIGNMENT**  
**- PRIYANSHU DHARKAR**





- **INSIGHT: IDENTIFIED TOP 10 SALES AGENTS WHICH HANDLE MOST NUMBER OF LEADS.**
- **ACTIONABLE STRATEGY: SHOULD ALLOCATE RESOURCES MORE EFFECTIVELY TO HANDLE THE LEADS AS THERE IS TOO MUCH LOAD ON SALES PERSON 0.**

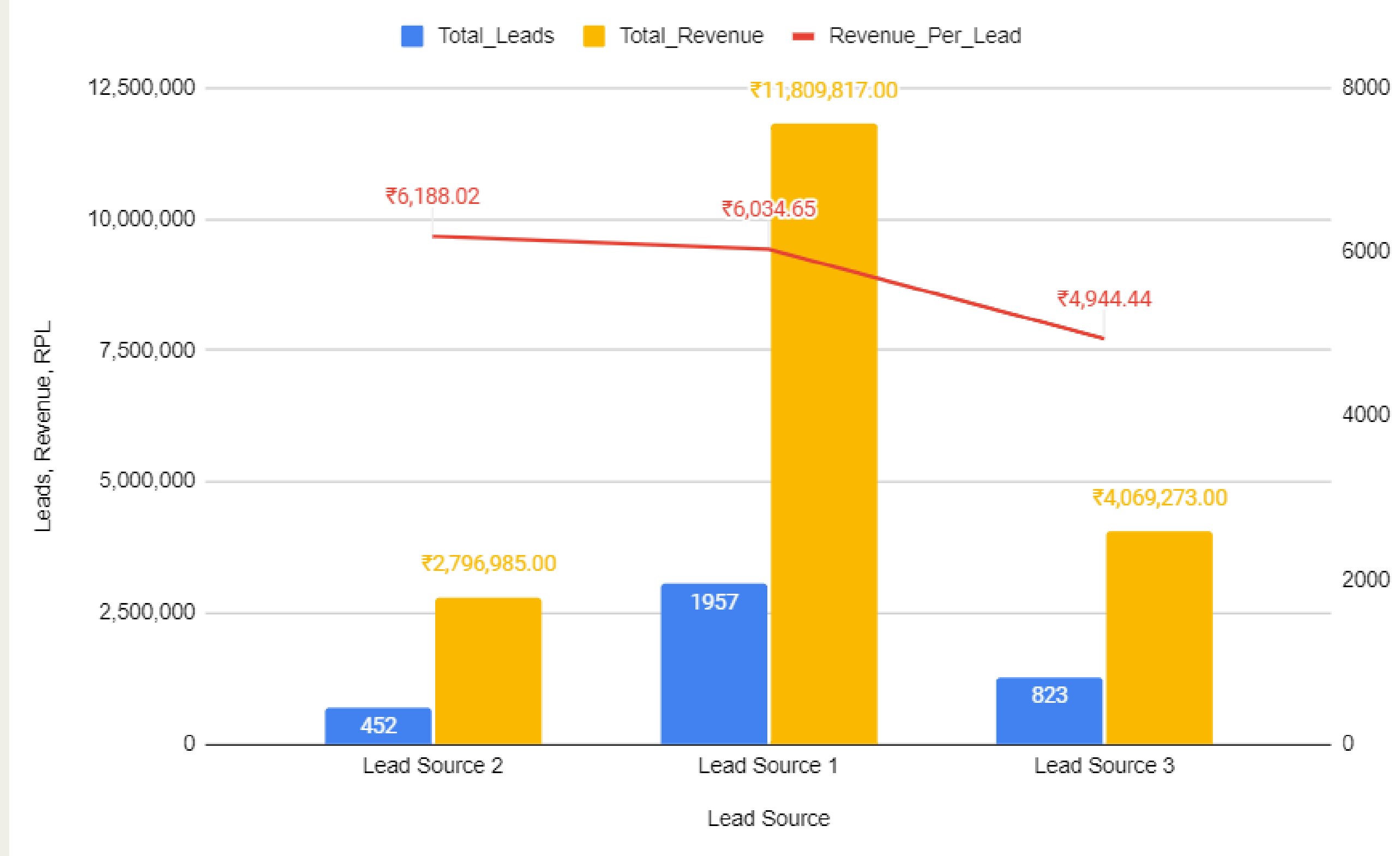
## Conversion Rate per Agent



FROM THE GRAPH WE CAN OBSERVE THAT THE CONVERSION RATE OF AGENT NUMBER 33 IS HIGHEST WHEREAS NUMBER 0 HAS AN AVERAGE CONVERSION RATE.

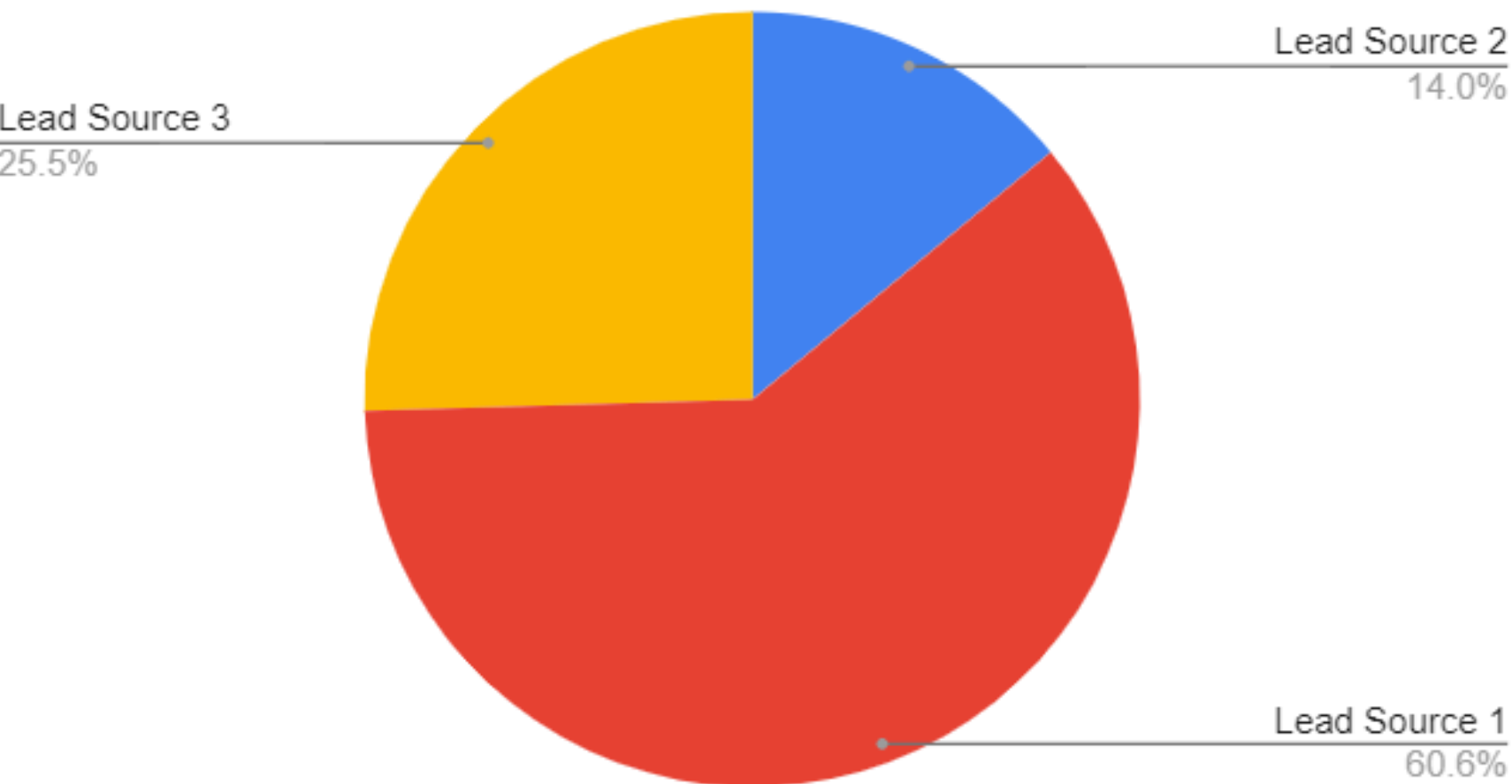
MORE NUMBER OF LEADS SHOULD BE ASSIGNED TO NUMBER 33 FOR MORE REVENUE AND A BETTER LEAD ALLOTMENT SYSTEM SHOULD BE IN PLACE FOR AN EFFECTIVE SALES TEAM.

ADDITIONAL TRAINING SHOULD BE PROVIDED TO SALESPERSONS WITH LOWER CONVERSION RATES.



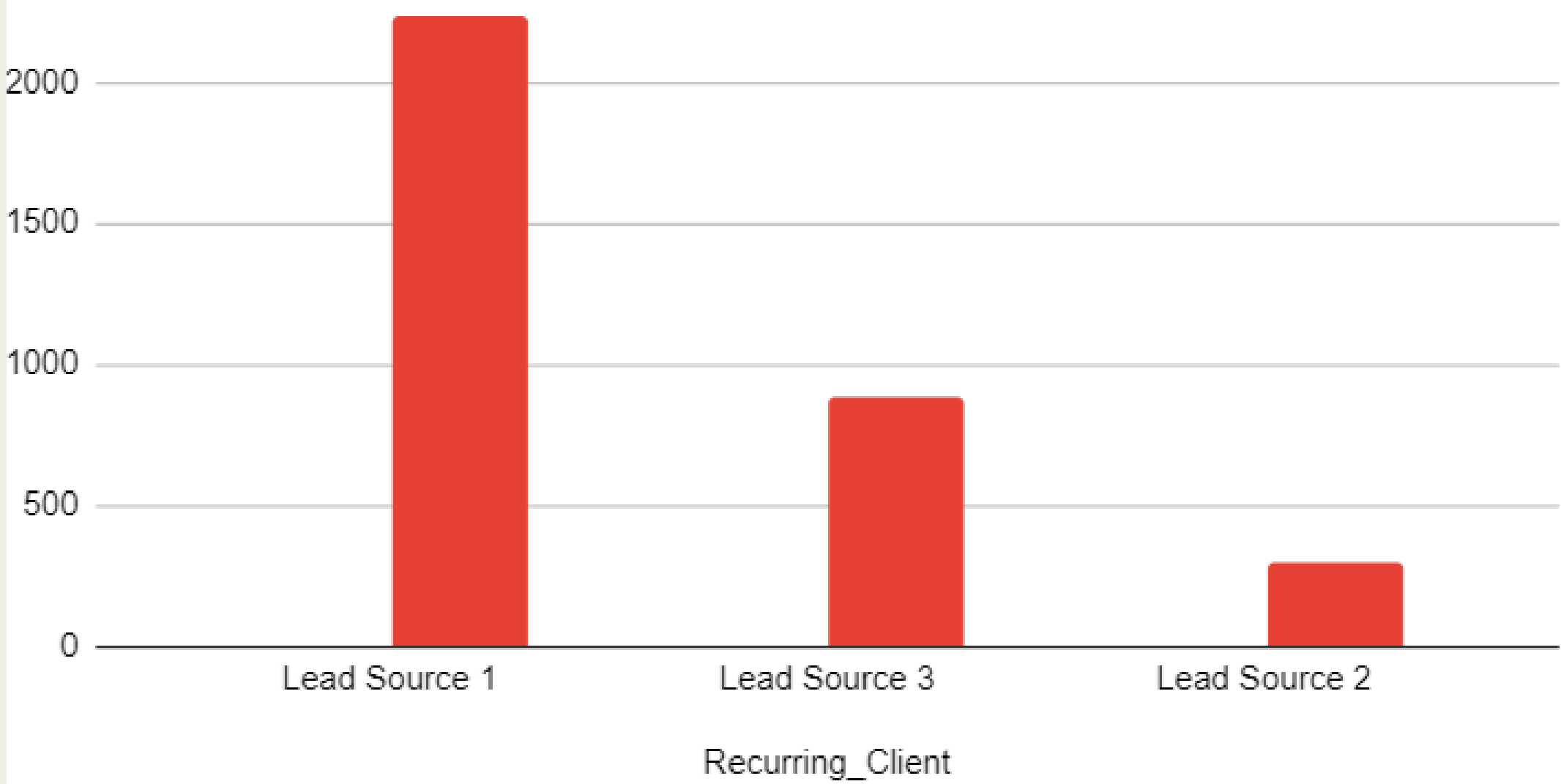
- SOURCE 1 HAS A SIGNIFICANTLY HIGHER VOLUME OF LEADS COMPARED TO SOURCES 2 AND 3. EVEN IF THE REVENUE PER LEAD IS SIMILAR, THE SHEER NUMBER OF LEADS FROM SOURCE 1 WILL RESULT IN HIGHER TOTAL REVENUE.
- THE QUALITY OF LEADS FROM SOURCE 1 MIGHT BE HIGH, MEANING THESE LEADS ARE MORE LIKELY TO CONVERT INTO SALES. HIGH LEAD QUALITY COMBINED WITH HIGH LEAD VOLUME RESULTS IN SIGNIFICANTLY HIGHER TOTAL REVENUE.
- SHOULD FOCUS ON MAINTAINING OR INCREASING THE LEAD VOLUME FROM SOURCE 1 AS IT IS A MAJOR REVENUE DRIVER.
- EXPLORE WAYS TO ENHANCE THE LEAD VOLUME FROM SOURCE 2, GIVEN ITS SIMILAR REVENUE PER LEAD TO SOURCE 1.
- ALLOCATE MORE RESOURCES (BUDGET, SALES EFFORTS) TO SOURCE 1 TO CAPITALIZE ON ITS HIGH LEAD VOLUME AND SIGNIFICANT REVENUE CONTRIBUTION.
- EVALUATE THE POTENTIAL OF SOURCE 2 TO INCREASE ITS LEAD VOLUME WITH ADDITIONAL RESOURCES.

Total\_Leads

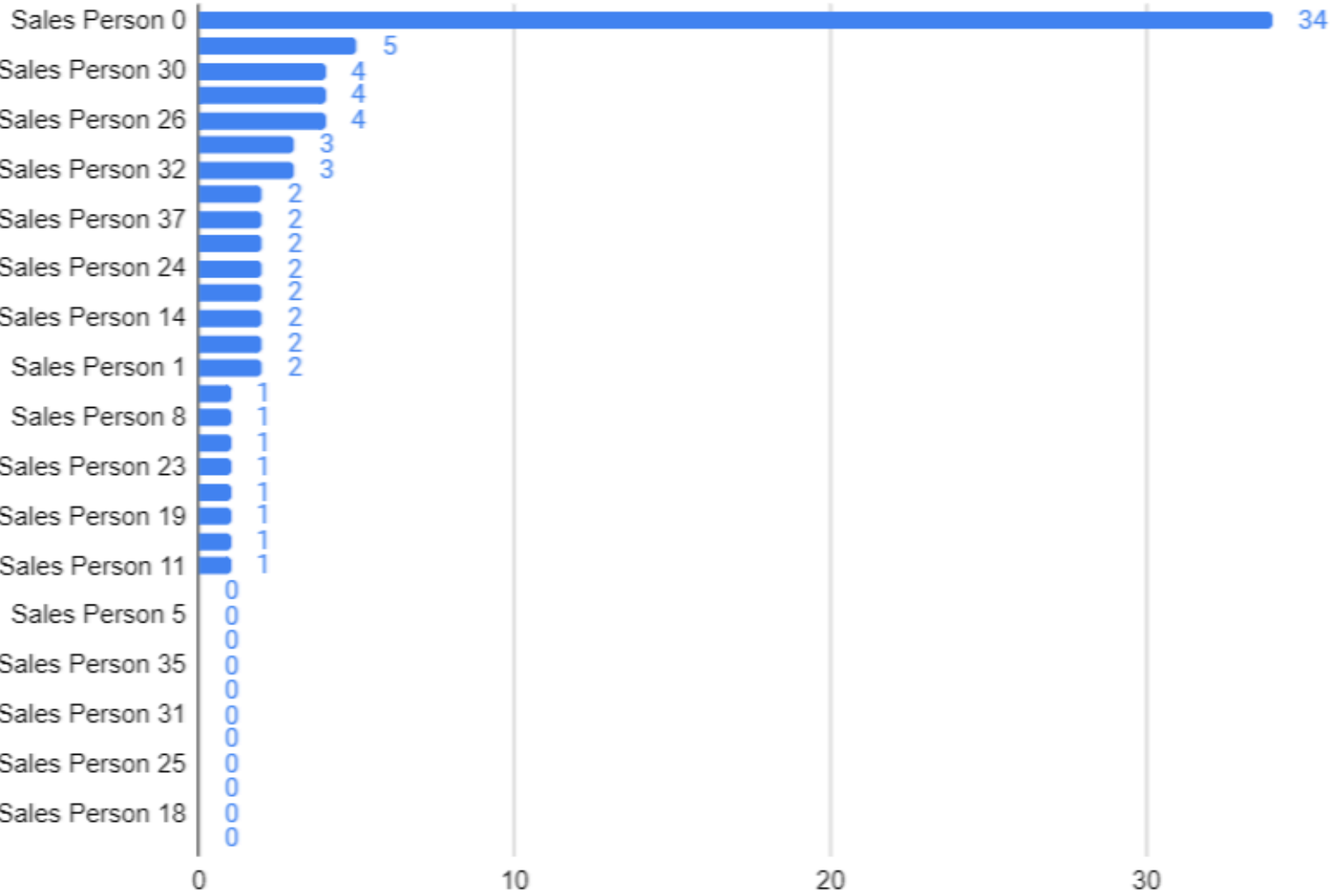


MAJORITY OF LEADS ARE  
OBTAINED THROUGH SOURCE 1 WHICH INDICATES THAT  
IS A HIGH PERFORMING LEAD SOURCE.

- SOURCE 1 IS LIKELY GENERATING HIGHER CUSTOMER SATISFACTION AND LOYALTY, LEADING TO A GREATER NUMBER OF RECURRING CLIENTS.
- THE COMPANY CAN RELY ON A STEADY FLOW OF REVENUE FROM REPEAT CLIENTS SOURCED THROUGH SOURCE 1.
  - THE COMPANY SHOULD CONTINUE TO INVEST IN AND POSSIBLY EXPAND THE RETENTION STRATEGIES THAT ARE WORKING WELL FOR SOURCE 1.
  - ANALYZE AND IMPROVE RETENTION STRATEGIES FOR SOURCE 3 AND SOURCE 2 TO INCREASE THEIR NUMBER OF RECURRING CLIENTS.



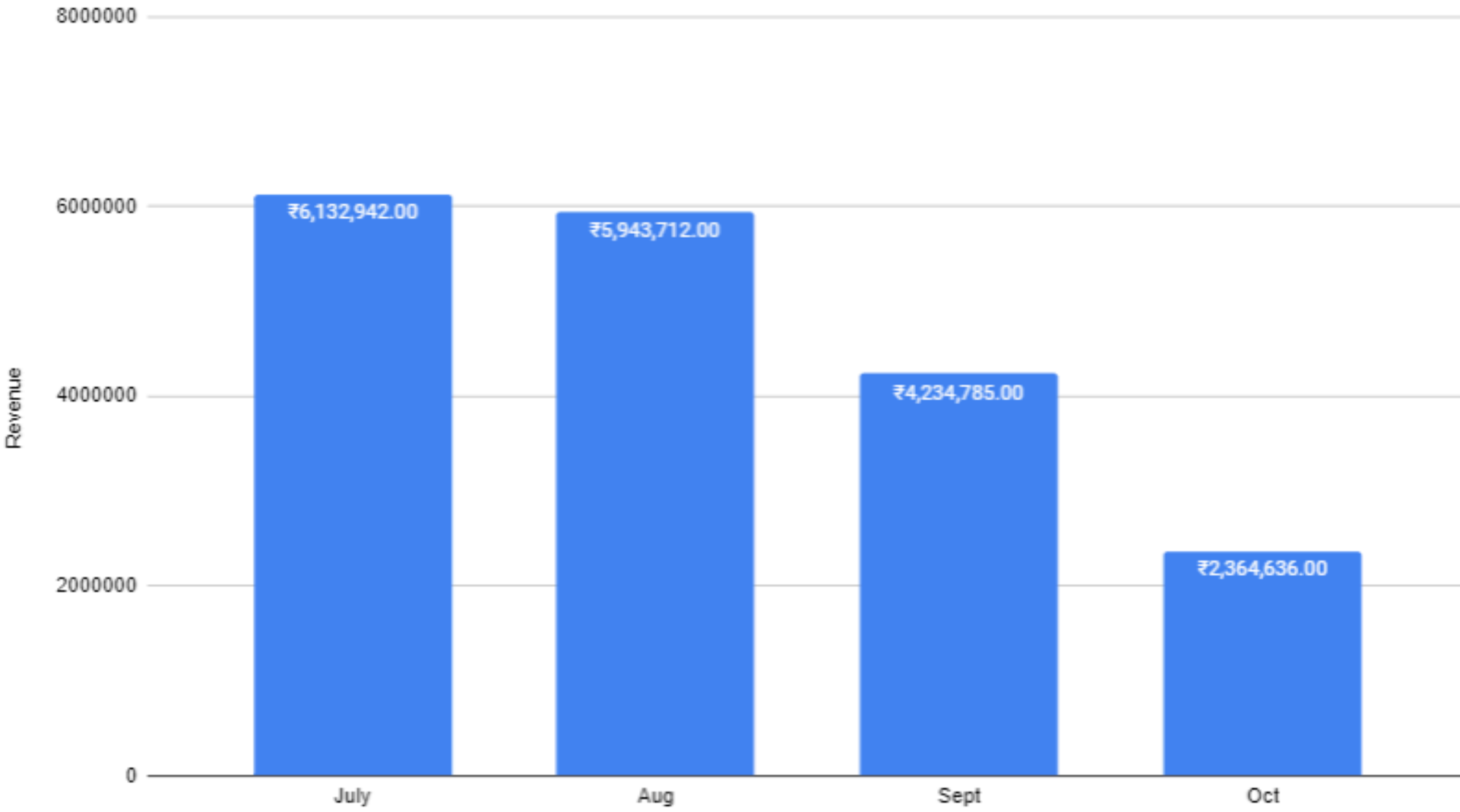
Sales distribution in July

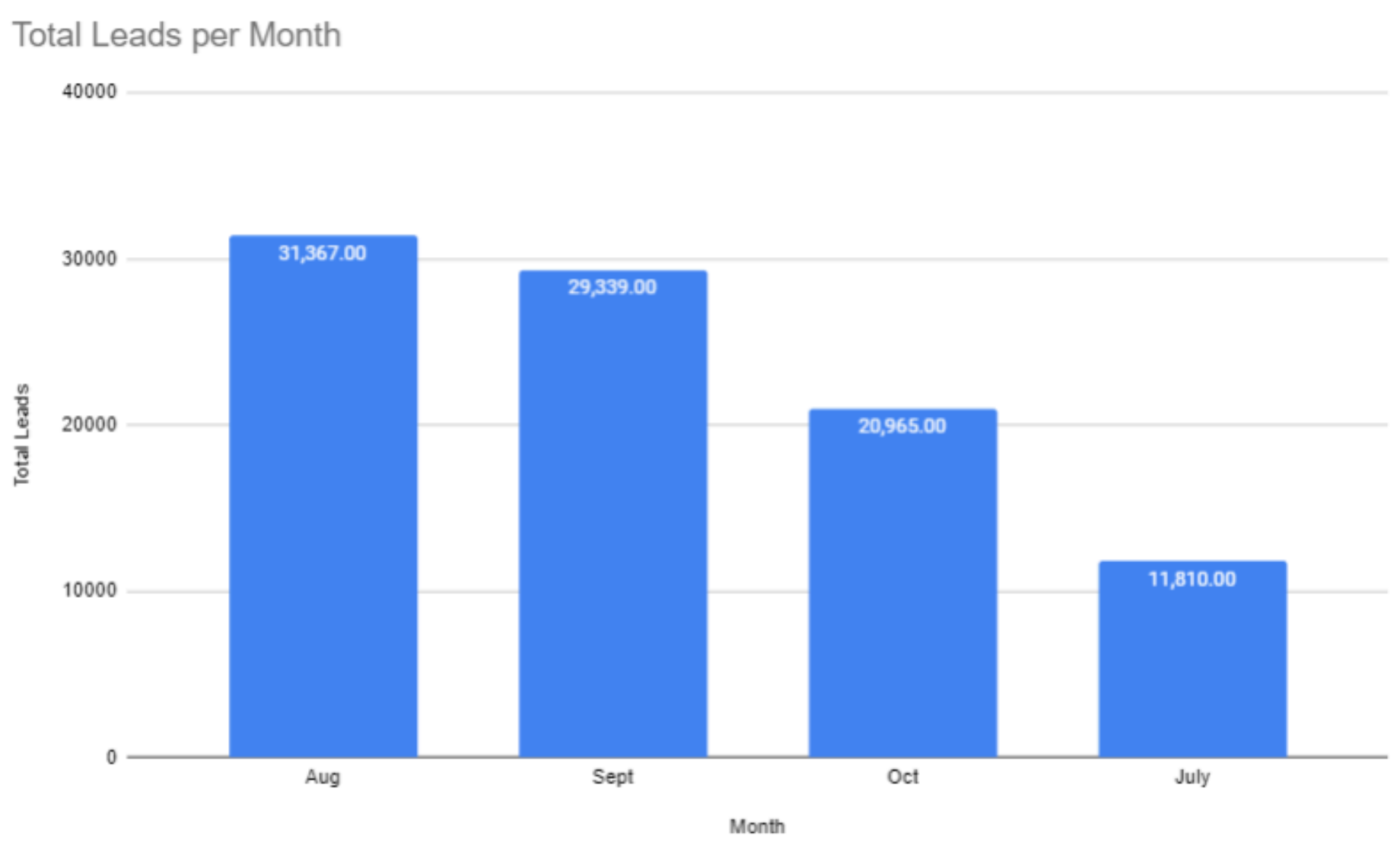


**SALES PERSON 0 IS DOING 34% OF SALES IN JULY WHICH IS HIGH AS COMPARED TO OTHER AGENTS. I HAVE OBSERVED A SIMILAR TREND IN THE SALES DISTRIBUTION AMONG AGENTS IN AUGUST, SEPTEMBER AND OCTOBER AS WELL.**

**BY OBSERVING THE REVENUE TRENDS PER MONTH WE CAN SEE THAT THE PEAK SEASON IS DURING JULY AND AUGUST SEPTEMBER. SHOWS REVENUE TRENDS OVER TIME, HIGHLIGHTING SEASONAL PATTERNS. STRATEGY SHOULD BE TO PLAN MARKETING CAMPAIGNS AROUND PEAK PERIODS TO MAXIMIZE REVENUE.**

Total Revenue per Month

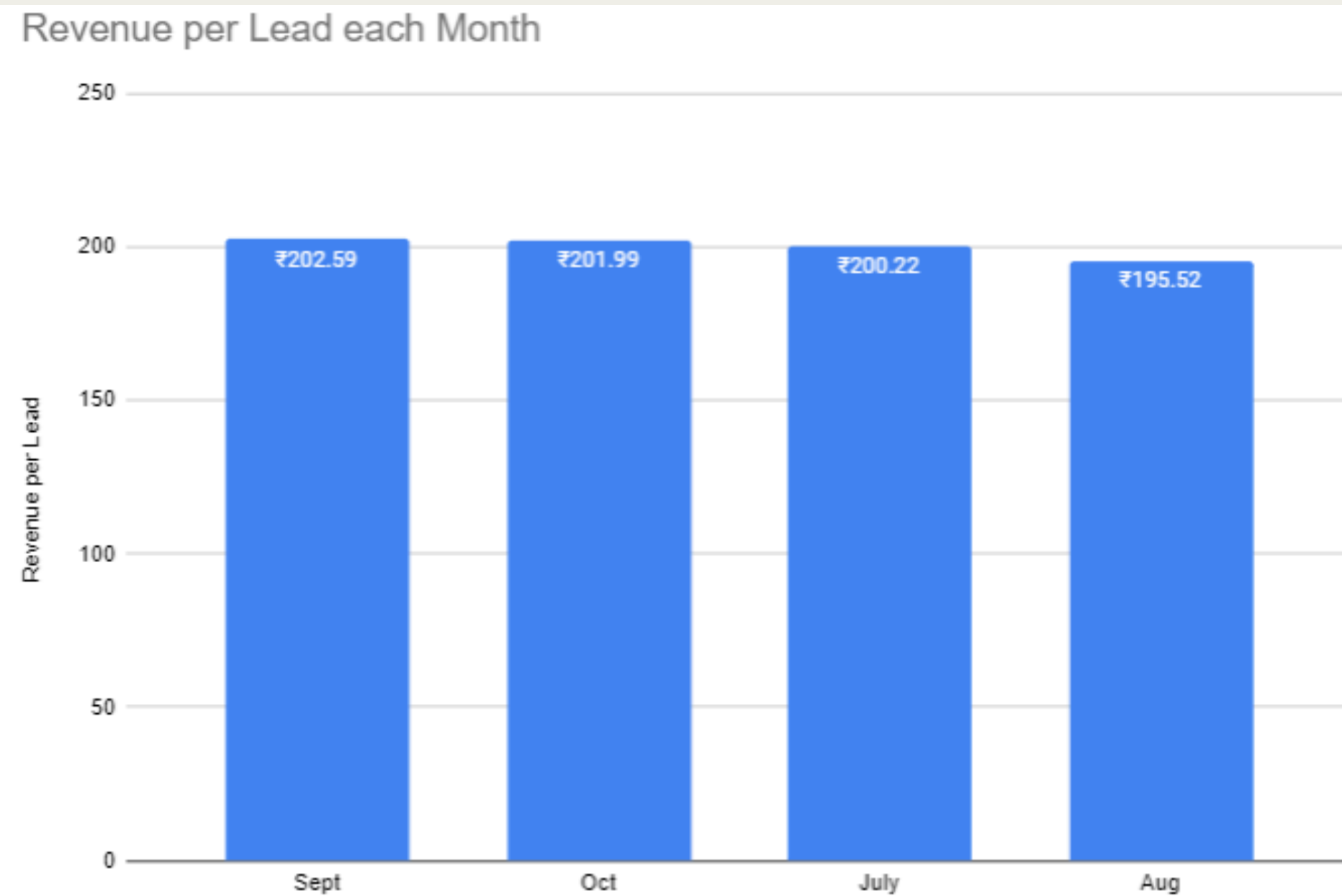


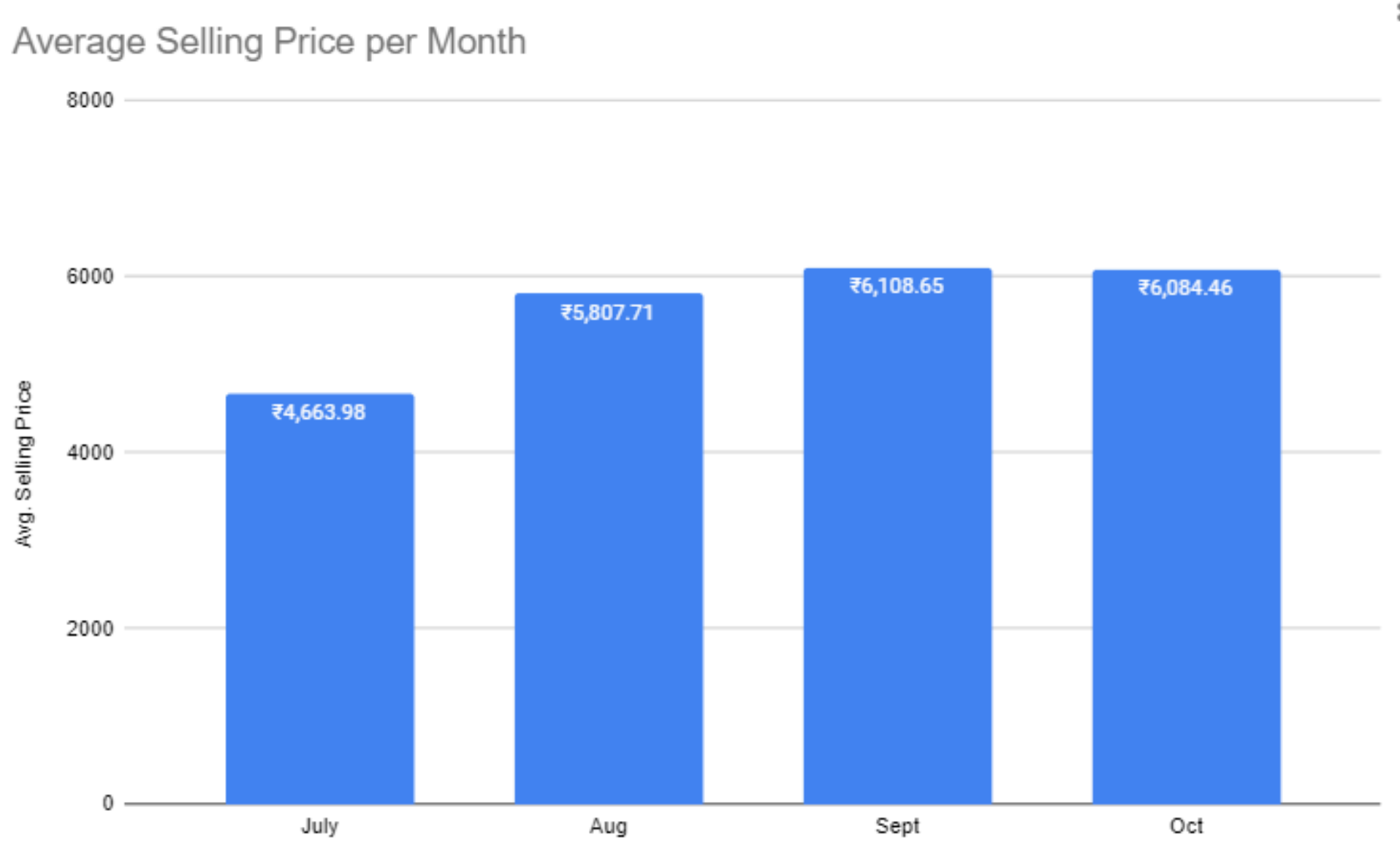


**3. TARGETED MARKETING CAMPAIGNS:** THERE MIGHT HAVE BEEN A PARTICULARLY EFFECTIVE MARKETING CAMPAIGN OR PROMOTION IN JULY THAT ATTRACTED HIGH-VALUE CUSTOMERS.

THE REVENUE WAS HIGHEST IN JULY DESPITE THE NUMBER OF LEADS BEING THE LOWEST, AND THE REVENUE PER LEAD WAS ALMOST THE SAME AMONG OTHER MONTHS, SEVERAL FACTORS COULD CONTRIBUTE TO THIS SCENARIO:

1. **HIGH-VALUE SALES:** THE LEADS IN JULY COULD HAVE RESULTED IN HIGHER-VALUE TRANSACTIONS. IF A FEW LEADS RESULTED IN VERY LARGE SALES, THIS COULD EXPLAIN THE HIGH REVENUE DESPITE THE LOWER NUMBER OF LEADS.
- 2.
3. **EFFECTIVE SALES CONVERSION:** THE SALES TEAM MAY HAS PERFORMED PARTICULARLY EFFECTIVE IN JULY, CONVERTING A HIGHER PROPORTION OF LEADS INTO SALES.



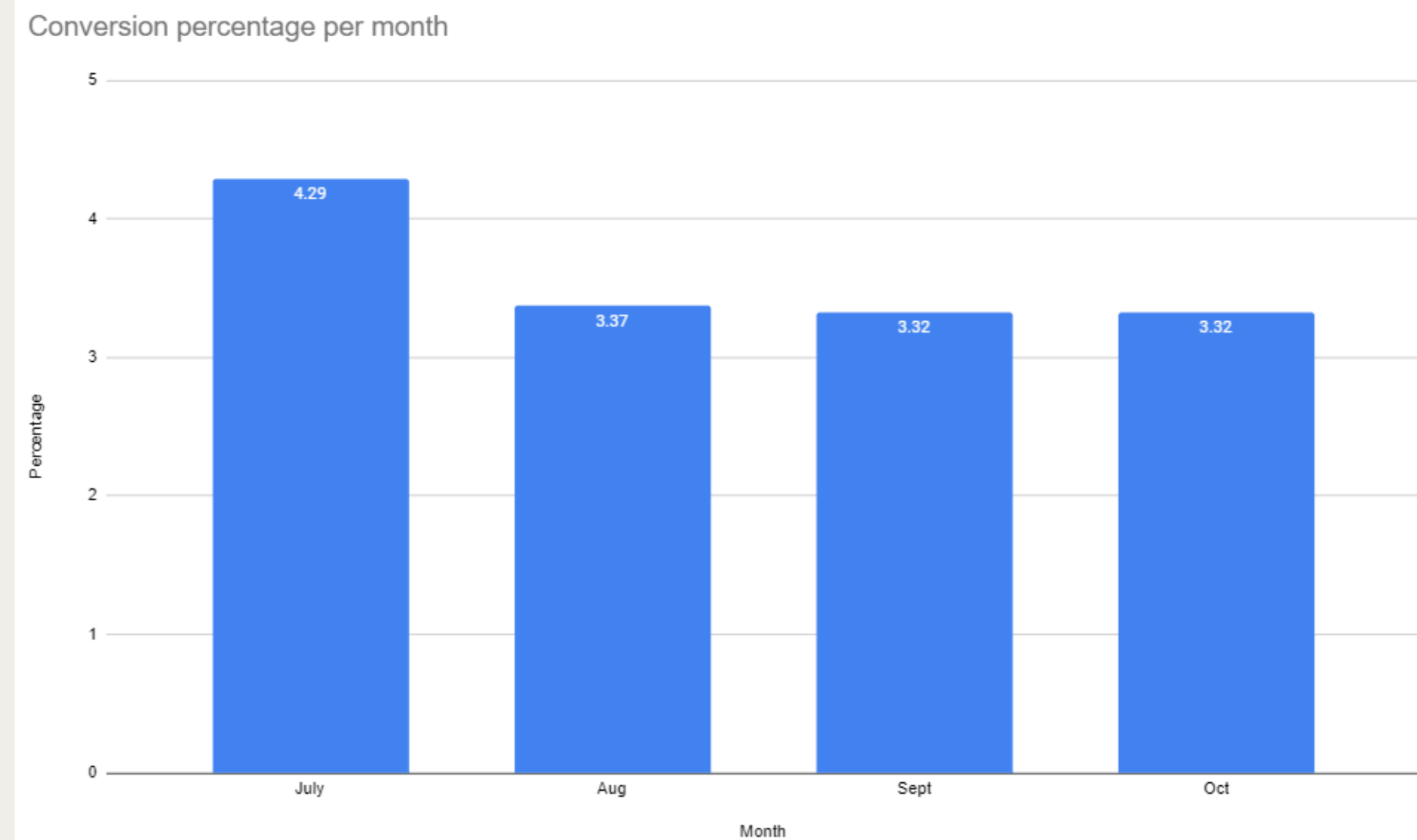


**SEASONAL DEMAND:** CERTAIN TRIPS MIGHT BE MORE POPULAR AND COMMAND HIGHER PRICES DURING SPECIFIC SEASONS.

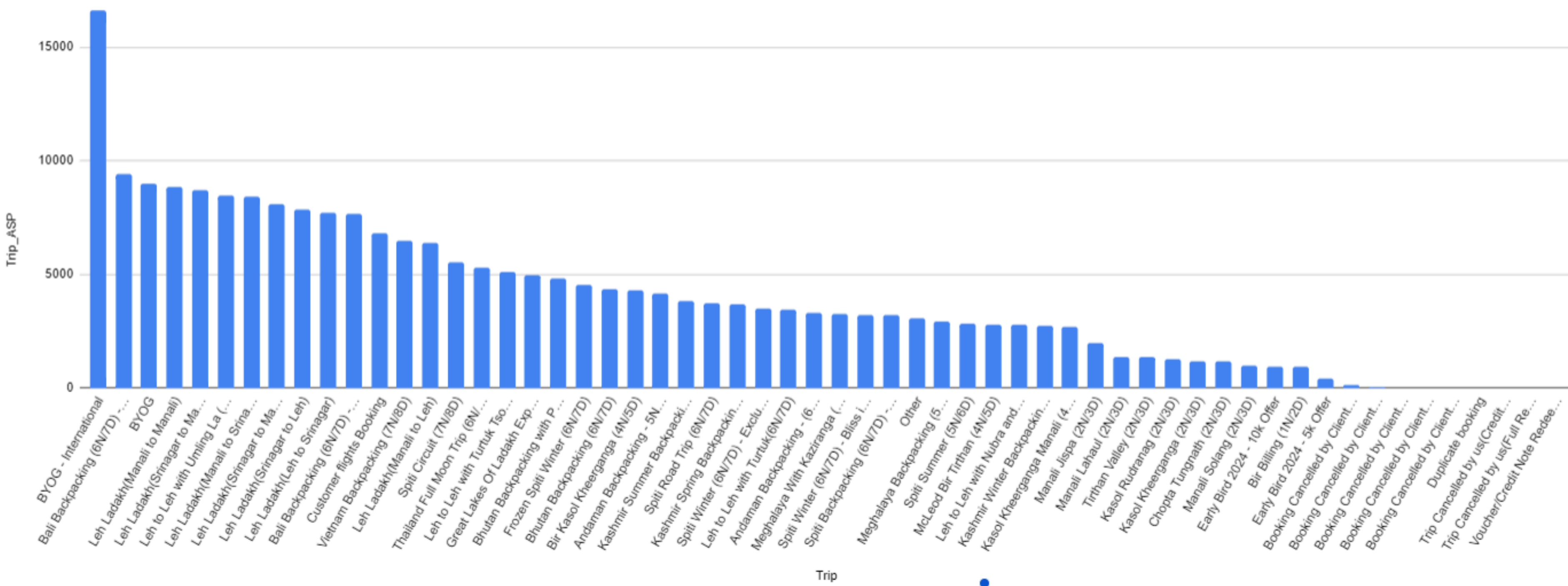
**HIGH-QUALITY LEADS:** THE LEADS GENERATED IN JULY ARE OF HIGHER QUALITY DUE TO HIGHEST CONVERSION RATE, MEANING THEY WERE MORE LIKELY TO CONVERT EVEN FOR LOWER-PRICED ITEMS.

IF THE AVERAGE SELLING PRICE IS LOWEST IN JULY AND INCREASES MONTH BY MONTH, THIS TREND CAN INDICATE THIS POSSIBLE SCENARIO:

**MARKET PENETRATION STRATEGY:** THE COMPANY MIGHT HAVE EMPLOYED A MARKET PENETRATION STRATEGY IN JULY WITH LOWER PRICES TO GAIN MARKET SHARE QUICKLY. ONCE A CUSTOMER BASE WAS ESTABLISHED, PRICES WERE GRADUALLY INCREASED.







ONE METRIC I WOULD LIKE TO SUGGEST IS THE LEAD RESPONSE TIME I.E AVERAGE TIME TAKEN BY AN AGENT TO RESPOND AND CONVERT A PARTICULAR LEAD. FASTER RESPONSE TIMES CAN LEAD TO HIGHER CONVERSION RATES AS LEADS ARE MORE LIKELY TO CONVERT WHEN THEY ARE ENGAGED PROMPTLY.

