

Business Analyst Case Study

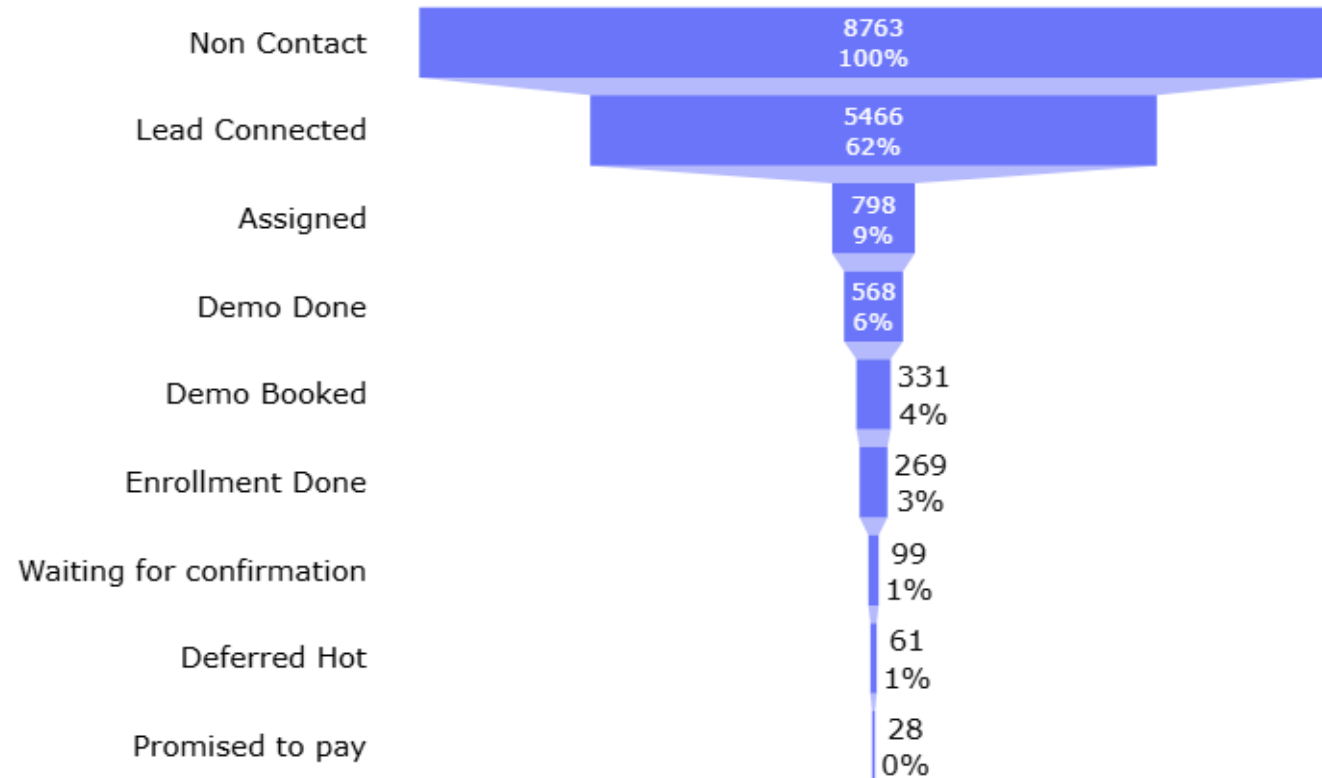
Data-Driven Insights



“Analyzing Key Business Metrics to Drive
Growth & Efficiency”

Sales Funnel Drop-off: Where Are We Losing Leads?

Sales Funnel Analysis



Funnel improvements:

Key Insights:

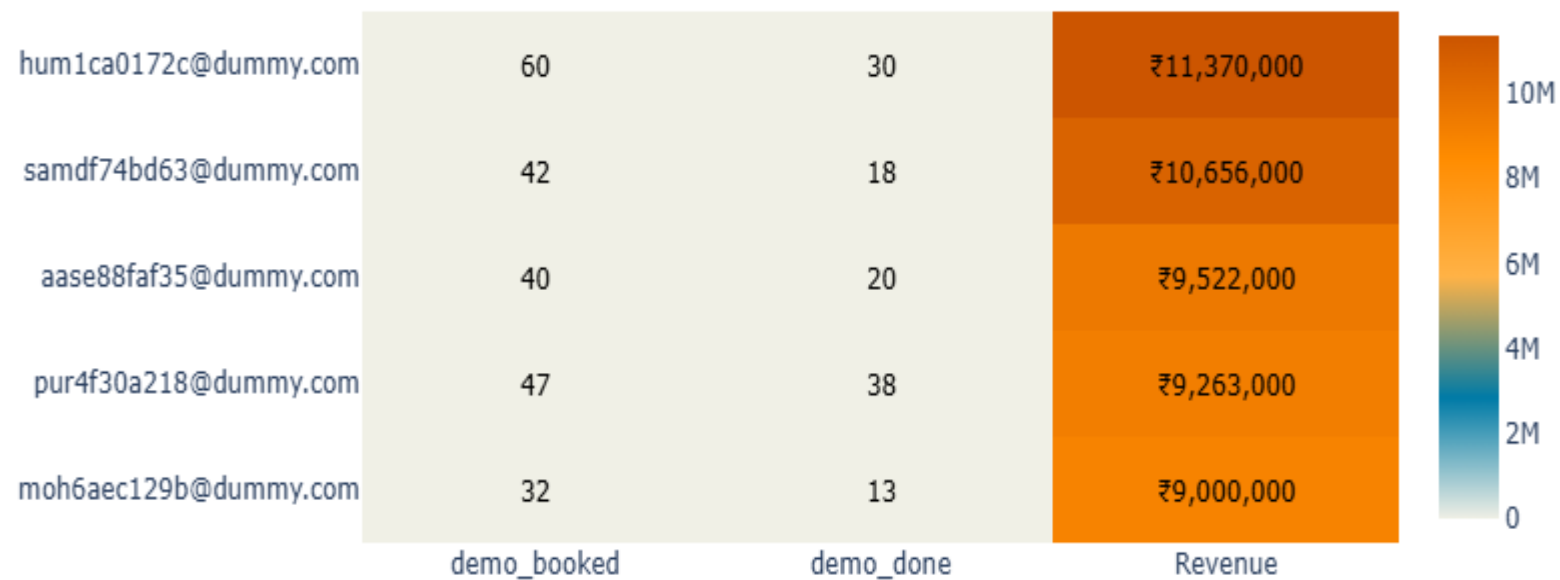
- **Major drop-off after initial contact** – Only 9% of leads get assigned.
- **Low demo conversion** – Only 4% of leads book a demo.
- **Final enrollment rate is just 3%** – High friction in conversion process

Actionable Steps:

- **Optimize lead assignment** – Reduce delays in follow-ups.
- **Improve demo booking process** – Simplify scheduling and reminders.
- **Boost post-demo conversion** – Strengthen post-demo engagement and incentives.

**Agent
Performance
Analysis:
Who
Converts
Best?**

Agent Performance Heatmap (Business Colors)



Agent performance:

Key Insights:

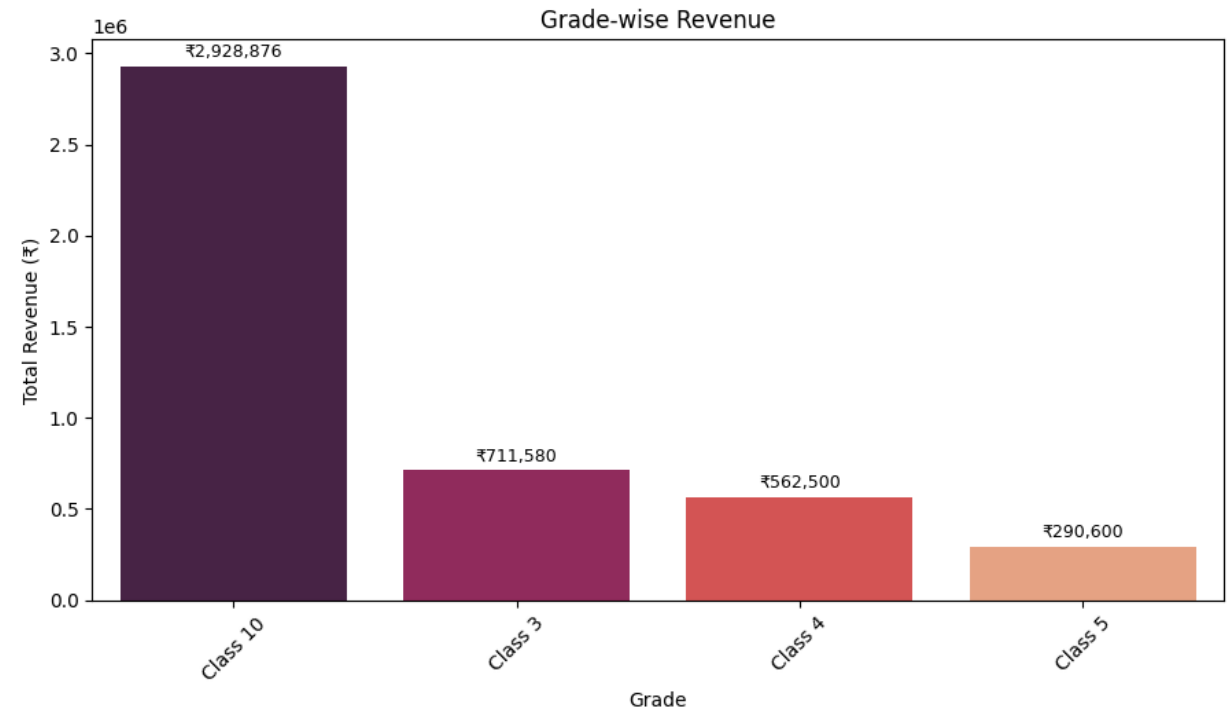
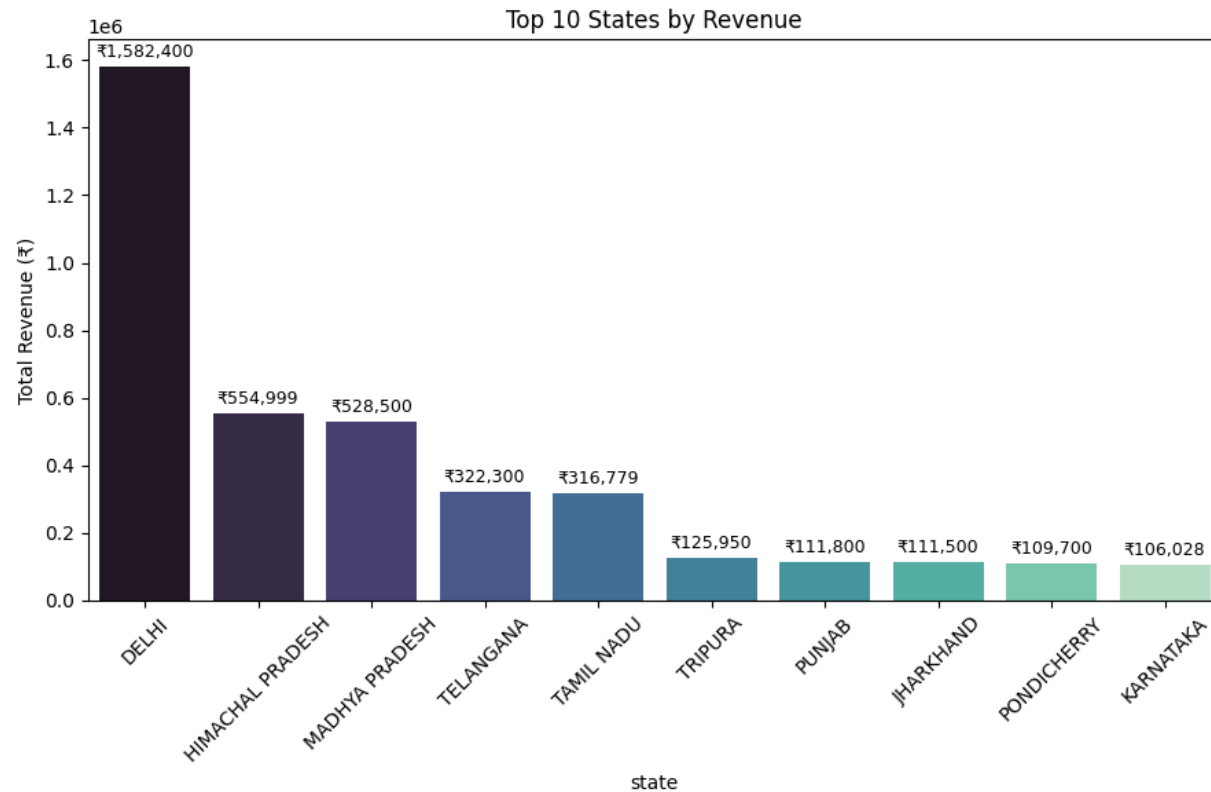
- **Top-performing agents** convert a higher percentage of assigned leads into revenue.
- **Conversion rate variance** between agents highlights optimization opportunities.
- **Agents with faster response times** tend to book more demos and close more enrollments.

Actionable Steps:

- Identify **best practices** from high-performing agents and apply them to training.
- **Optimize lead distribution** to match agents with the right customer profiles.
- Improve **follow-up efficiency** to reduce drop-offs and maximize enrollments.

Grade & State Revenue Insights:

Where Should We Focus Efforts



Our primary Focus should on:

Key Insights :

- **Grade 10 contributes the highest revenue** – Primary focus for marketing & sales.
- **Revenue distribution is uneven across states** – Highest earnings from Delhi, Karnataka, and Tamil Nadu.
- **Several states show negligible revenue** – Optimization required for outreach strategy.

Actionable Steps:

- **Prioritize marketing campaigns for Grade 10 students** – High engagement, high revenue potential.
- **Increase outreach in high-performing states like Delhi, Karnataka, and Tamil Nadu** – Maximize conversions in proven regions.
- **Assess low-performing states for improvement opportunities** – Identify factors limiting engagement.