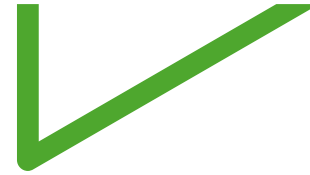


Growth Analytics Challenge

Roberto Arce



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Agenda

Analyzing Sales Funnel Data

- Monthly + Funnel view
- Seasonality view
- Cost Per Acquisition

Paid Marketing Channel Analysis

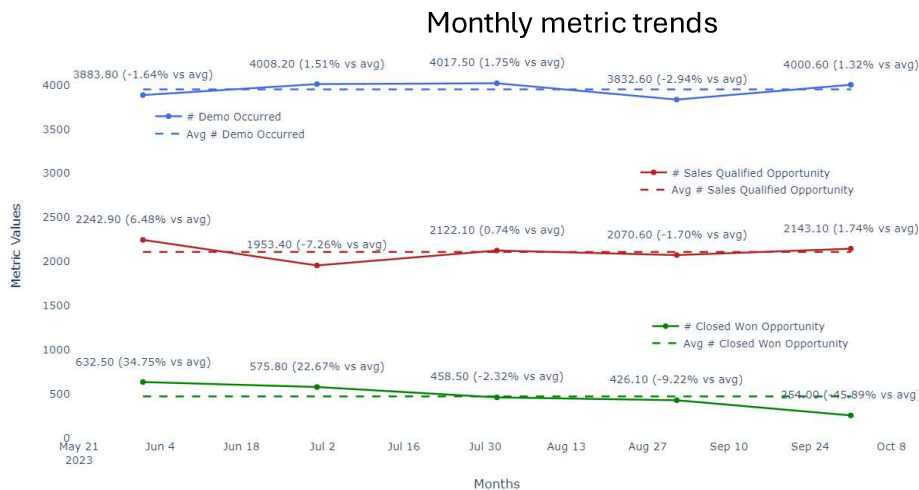
- CTR (click-through rate)
- Customer Acquisition
- KPI overview
- Cost-Conversion Funnel overview
- Recommendations

General Questions

- Data
 - Outliers and Missing Data
 - Quality and Recommendations
- Marketing Attribution Model

Monthly + Funnel view

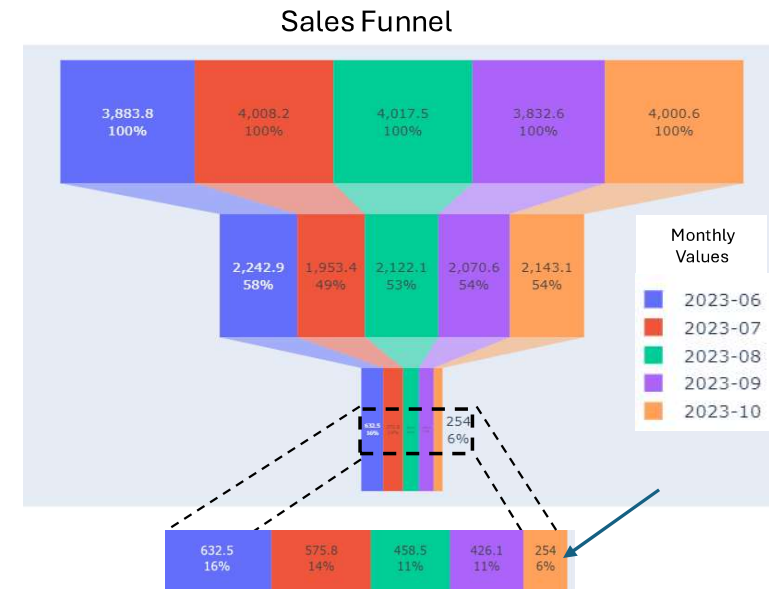
Improve Closing: Sales input stays consistent but the Closing declines.



Demo Occurred

Sales Qualified Opportunities

Closed Won Opportunities

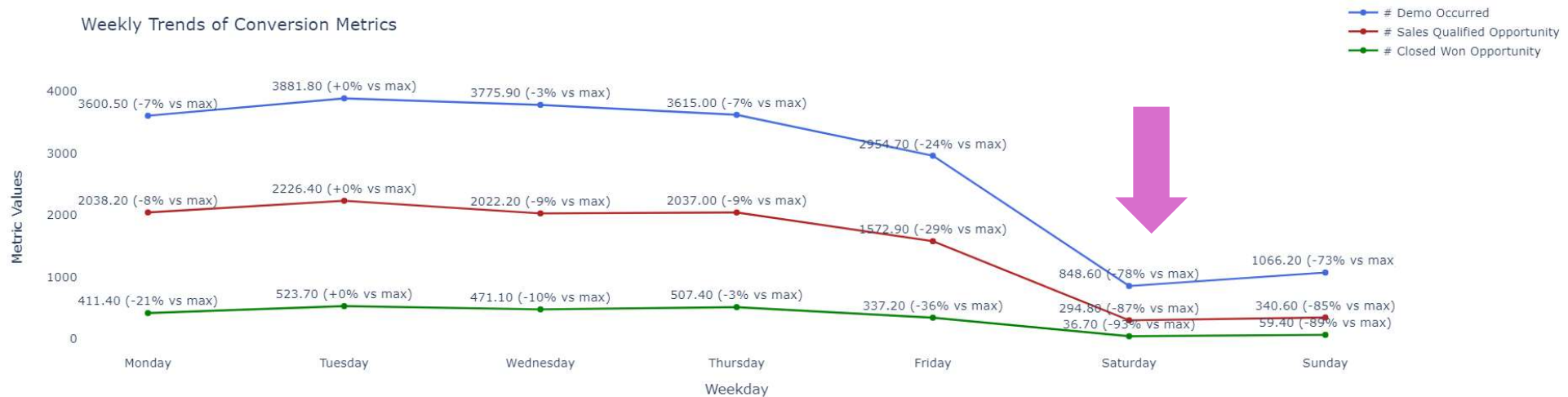


✓ Both **Demo Occurrences** and **Sales Qualified Opportunities** metrics shows **good stability** (small variability vs average), indicating a **consistency** on the funnel engagement with little variation.

✗ **Closed Won Opportunities:**
There's a noticeable **declining trend** and **conversion ratio** in the **last months**.

Seasonality view

Focus on Weekdays: The **weekends** have consistently show a **lower volume of Activity**.

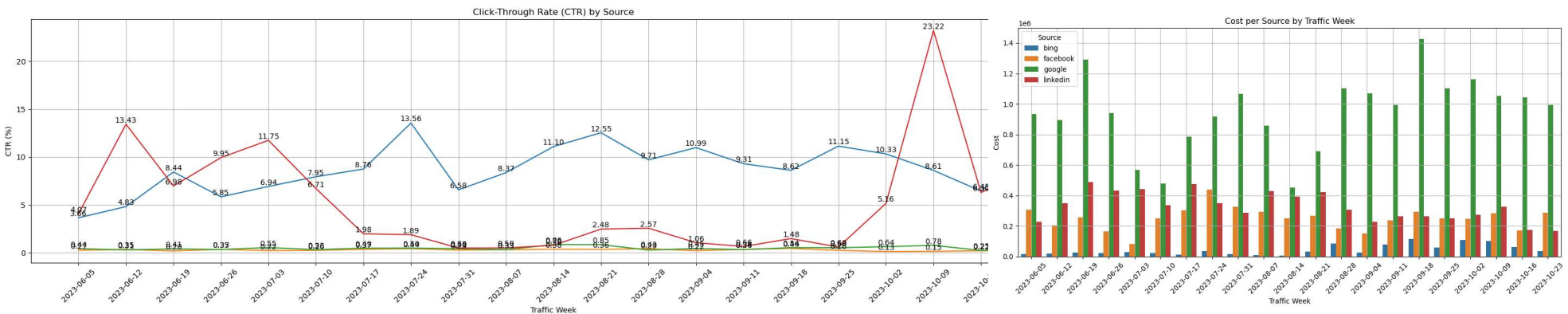


✗ The weekends show a lower volume of activity on all 3 stages, this should be related to the client behavior on regarding tools for HR outside working days.

✗ Please note that the proportion are even worst on the weekends (Demo-to-Close: 12% on weekdays vs 5% on weekends)

CTR (click-through rate)

Significant fluctuations on BING : Google tends to be best performant overall.



> Google CTR is the most stable and best performer overall.

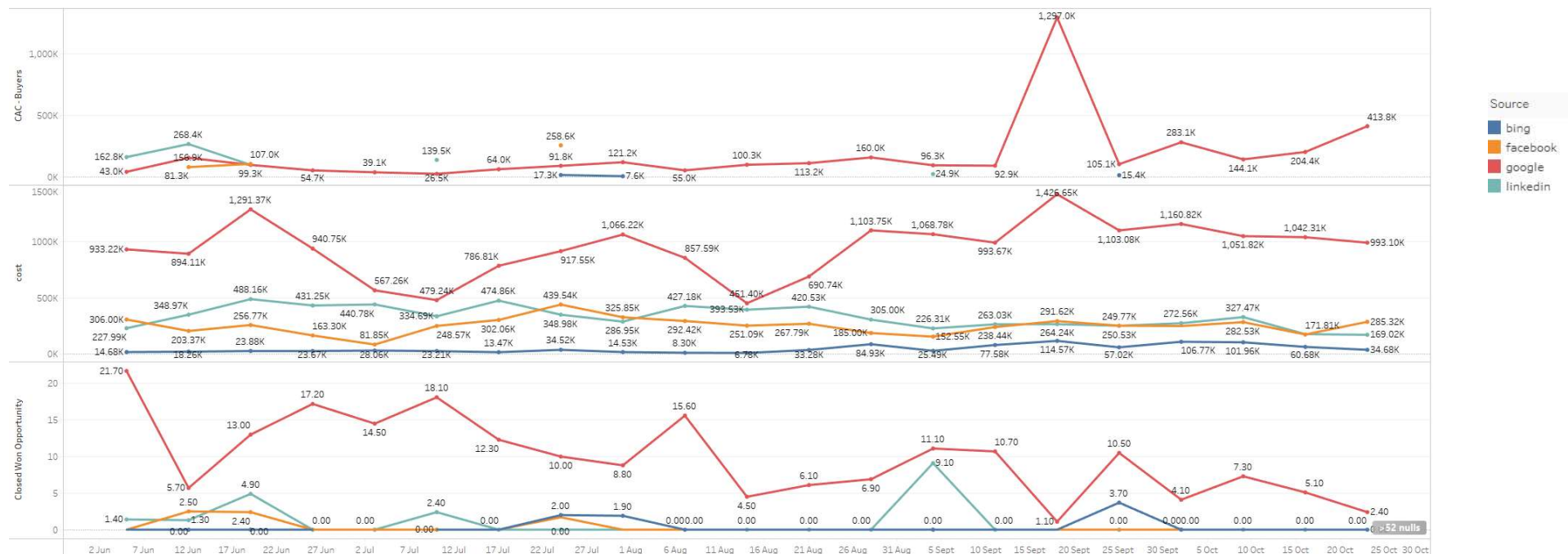
> It also receives the highest investment and should continue as it (check CAC slide).

> BING CTR's seem to have outstanding starts, however, please note that Bing cost volumes are relatively attractive, since they could be due to random chance.

small, making the fluctuations less

Cost per Acquisition

Focus on google, period: During the funnel, not many survive to pay back with buyers.



The CAC (cost/acquired users[buyers]) **is extremely high**.

This shows a reduced profitability, low ROI, hard scalability and ultimately cash flow challenges.

Recommendation: Find other sources of acquisition + close: facebook and scale back: bing and linkedin.



KPI Overview

Choose a strategy: Are we exploring or taking profits?



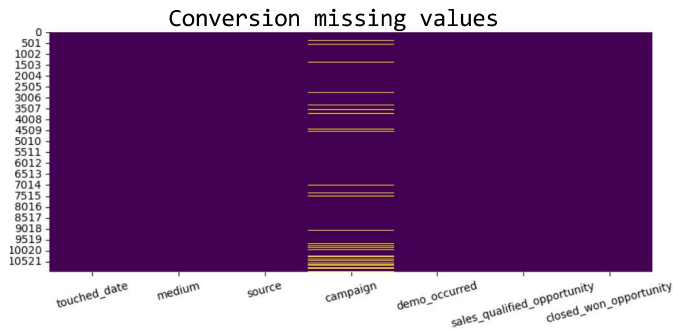
If our company wants to get into new markets, explore/test different tools of acquisition or gain experience in unknown terrain, an **exploration perspective** in the beginning, so that we can get the maximum market share and noticeability. The main KPIs of focus on this period are: Impressions, CTR, market share, Customer acquisition rate, CLV and brand awareness.



If our company needs cash, benefit from current situation for later expansion or simply increase revenues, then, an **exploitation perspective** is necessary. Main KPIs: CAC (to buyer), margins, cost reductions and overall MKT ROI.

Outliers and Missing Data

Missing Data:



- **Paid Platform:** No missing values.
- **Conversion:** Field 'campaign' has 1127 missing values. (This could be due to the lack of campaign name and not the missing of campaign name.)

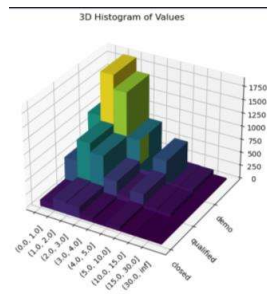
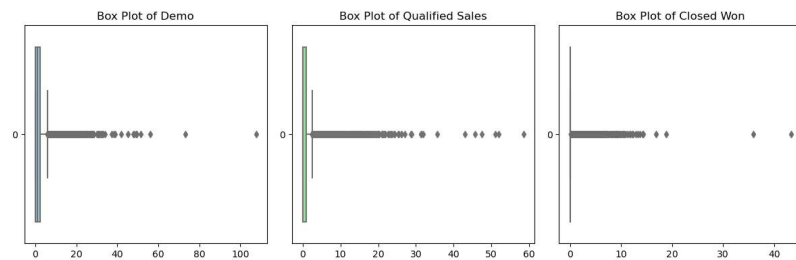
Handling Recommendations:

Depending on the usage, imputation is recommended (using the most used value aka 'mode') based on the grouping.

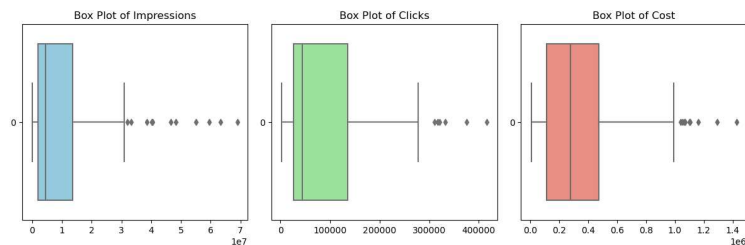
Example: For a missing value on field 'campaign', the most frequent value with the same 'medium' and 'source' in the year-month date "2023-08" was "nam-t1_acq_searchbrand_google_search_broad__all".

Outliers:

Conversion:



Paid Platform:



- **Paid Platform:** Few outliers, pretty much in line.
- **Conversion:** Many outliers, this is due that most of the entries are between 2 and 3 counts (see 3D-histogram), making the upper bound threshold very low and thus having a big amount (around 10-12%) of outliers.

Data Quality and Recommendations

Enforce Quality Checks: Numerous entries lack consistency and require proper treatment.

FILE > Conversion Data, by columns:

- 1) **utm-medium:**
 - Field does not follow a strict structure.
 - Field does not follow the same naming as paid platform data.
 - Pure Numeric types should not be allowed, as they give no information.
 - Field has invalid items such as 'pdf', 'sponsor[???.]..'
- 2) **utm-source:**
 - The structure seems to be a bit better, still needs work, such filtering. (example: 'utm_source=peoplemanagingpeople')
 - Pure Numeric types (including key-numeric values) should not be allowed, as they give no information to the current user.
- 3) **utm-campaign:**
 - Seems to have a standard structure (Source-Campaign-Medium-Term-Content: example emea-t1a_acq_searchbrand_google_search_all-fr-__all)
 - Not consistent. ('ghg_rwanda')

Recommendations: A list of attributes of data entities should be established and Quality checks must be implemented.

FILE > Paid Platform Data:

- 1) **cost:**
 - Field should be numeric and ready to use.
 - The symbol "\$" or "eur" should be in another field if necessary (i.e.: 'currency').
 - Field should not contain "\$" nor ",," only "." for floats values.

Recommendations: Besides the column naming and the Dollars sign, the data is of good quality.