

### **1. Course Performance**

The highest enrollment course is **Python**, making it the most preferred program among students. This indicates strong demand for programming-related skills.

### **2. Marketing Performance**

The best-performing marketing source is **Website**, generating the highest number of student admissions. Digital presence is driving the majority of enrollments.

### **3. Revenue Trend**

Revenue shows a declining trend from January to March 2026, with a peak in **January 2026**. This suggests seasonality in admissions or reduced marketing effectiveness in later months.

### **4. Location Performance**

**Chennai** contributes the maximum number of student admissions, making it the strongest performing city.

### **5. Completion Rate**

The overall student completion rate is **78%**, which indicates good retention but still leaves room for improvement.

### **6. Trainer Performance**

**Harish** has the highest performance based on student count and completion results, making him the top-performing trainer.

### **1. Increase Admissions**

Strengthen website marketing campaigns.

Run targeted digital ads before peak admission months.

Offer early-bird discounts before revenue decline months.

### **2. Focus on High-Demand Courses**

Promote Python more aggressively.

Introduce advanced Python or AI-based specialization programs.

### **3. Improve Revenue Stability**

Launch mid-quarter promotional campaigns.

Offer installment payment plans to attract more students.

### **4. Reduce Dropouts**

Improve mentoring support for ongoing students.

Conduct regular feedback sessions.

Provide placement guidance to increase motivation.

### **5. Expand High-Performing Regions**

Increase marketing budget in Chennai.

Replicate Chennai's strategy in other cities.