

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.