

## One Page Case Summary – Learnbay Growth Analytics Project

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### Project Title:

**Learnbay Growth Analytics Dashboard – Campaign & Funnel Performance Optimization**

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### Business Objective:

To analyze Learnbay's multi-channel marketing campaigns and user journey data to improve ROI, optimize user funnel conversion, and reduce churn for higher course completion rates.

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### Tools & Skills Used:

- **SQL** (for KPI extraction and cohort segmentation)
  - **Power BI** (dashboard creation, DAX calculations, funnel visualizations)
  - **Business Analysis** (BRD, FRD, stakeholder communication, root cause analysis)
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### Key KPIs & Metrics:

- **Total Revenue:** ₹ 1.5 Cr
  - **Total Spend:** ₹ 418.13 K
  - **ROI %:** 3.43 K
  - **CTR Range:** 3.9% – 10.2%
  - **CAC:** ₹ 990.83 average
  - **Churn Rate:** 0.07 % (effective)
  - **Completion Rate:** 12.8 %
  - **Trial to Paid Conversion:** 97.03 % (effective)
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### Strategic Insights:

- **High Spend, Low ROI:** Campaign 05 has the highest spend but only 7.1% ROI → Budget reallocation needed.
  - **Low CTR & High CAC:** Campaign 04 shows low engagement and high cost per conversion.
  - **User Drop-Off:** Significant fall between 'Paid' to 'Completion' stage → Add engagement strategies.
  - **Course-Level Issues:** AI courses show very low conversion & completion.
  - **User Churn:** 73 users dropped before engaging → Onboarding improvement needed.
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### Recommendations:

- Reallocate marketing budget to higher-performing campaigns (e.g., Campaign 03, 01).
  - Introduce engagement nudges (emails, mentorship) to improve completion rate.
  - Optimize ad creatives for Campaigns with low CTR and high CAC.
  - Analyze user feedback for low-performing courses and adjust offering.
  - Implement churn survey and onboarding tutorials for drop-prone users.
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### Value Delivered:

Improved data visibility, actionable funnel insights, and strategic marketing recommendations with a clean, interactive dashboard to support stakeholder decisions.