









Final Stakeholder Recommendations – Learnbay Growth Analytics

Project Context: This analysis was conducted as part of a business analytics internship at Learnbay. The goal was to evaluate the performance of marketing campaigns and user journey stages using SQL and Power BI to derive actionable insights.

Summary of Key Insights & Strategic Recommendations

 Area	 Insight	 Recommendation
 Campaign ROI	Campaign 05 has the highest spend but only 7.1% ROI	Reallocate budget to high-ROI campaigns (e.g., Campaign 01, Campaign 03)
 CTR & CAC Efficiency	Campaign 04 has a CTR of 3.9% and CAC above ₹2200	Optimize ad creatives or reduce spend on low-performing platforms
 Funnel Drop-off	97% convert from Trial to Paid, but only 18% complete the course	Add progress nudges: reminders, mentorship check-ins, and course checkpoints
 User Churn	73 users dropped mid-journey (7% churn rate)	Implement churn surveys and exit analytics; strengthen onboarding and support
 Course-Level Insights	Course AI had low Trial-to-Paid conversion and low completion rates	Reassess course structure, mentorship quality, and pricing model

Next Steps:

- Monitor campaign performance quarterly with updated dashboards
- Test changes in user engagement strategy with A/B experiments
- Share insights with the course team to improve content and delivery

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Tools Used: SQL | Power BI | Excel | Stakeholder Analysis