

STUDENT ENROLLMENT DASHBOARD – INSIGHTS

1 Revenue Trend Insight

- Revenue shows variation across months.
- A decline in the most recent month indicates a possible slowdown in admissions or payment conversions.
- Revenue growth % suggests fluctuation rather than stable growth.

Business Meaning:

Revenue is not consistently increasing. Marketing efforts may need strengthening in low-performing months.

2 Course Popularity Insight

- One course (e.g., AI & ML) has the highest enrollments.
- Technical / trending courses are attracting more students.
- Some courses show comparatively lower enrollment.

Business Meaning:

Demand is concentrated in high-value technical programs. Less popular courses may require promotion or curriculum improvement.

3 Location Distribution Insight

- One city (e.g., Chennai) contributes the highest number of admissions.
- Other cities show moderate contribution.

Business Meaning:

The institute has strong brand presence in one primary location.

There is opportunity to expand marketing in underperforming cities.

4 Lead Source Performance Insight

- Website generates the highest number of enrollments.
- WhatsApp / Social Media follow closely.
- Some channels contribute minimal conversions.

Business Meaning:

Digital presence (especially Website) is the strongest acquisition channel.
Paid Ads or low-performing channels may need optimization.

5 Completion Rate Insight

- Completion rate is around 50% (approx).
- Dropout rate is significant.

Business Meaning:

Nearly half the students do not complete courses.

This affects:

- Brand reputation
- Revenue sustainability
- Student satisfaction

Retention strategies are required.

6 Trainer Performance Insight

- Trainer completion % varies slightly across trainers.
- Some trainers show higher completion rates.

Business Meaning:

Trainer engagement impacts student completion.

Best-performing trainers' methods can be standardized across teams.

7 Paid Conversion Insight

- Paid Conversion % indicates not all enrolled students complete payment.
- There is opportunity to improve fee collection efficiency.

Business Meaning:

Improving follow-up process can directly increase revenue.

STRATEGIC RECOMMENDATIONS

To Increase Admissions

- Increase SEO & website marketing (strongest channel).
- Run city-specific campaigns in low-performing locations.
- Introduce referral incentives.
- Conduct free webinars for popular courses.

To Improve Revenue Growth

- Offer early-bird discounts.
- Introduce EMI payment options.
- Upsell advanced certification packages.

To Reduce Dropouts

- Assign academic mentors.
- Weekly progress tracking.
- Student engagement activities.
- Regular trainer feedback system.

Best Marketing Channel

Website is currently the strongest acquisition channel.

Recommendation:

- Invest more in organic SEO.
- Improve landing page conversion rate.
- Automate WhatsApp follow-ups.