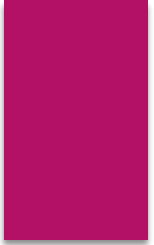# 44Underwood Properties

Sales driven by **Systems**

Sales Performance Analysis For **August 2023**

ACTION

▶ **The existing marketing and sales system should be overhauled.**

| ► FACTS	► INSIGHT	► RECOMMENDATION
Objectives	Gender	System Review
Conversion Rate	Location	Date
Executives	Product	Gender
Weekly Performances	Inspection	Location
	Population	Inspection
		Product

OBJECTIVES

➤ Assess the effect of the date on the conversion rate.

➤ Examine the impact of the location on the conversion rate.

➤ Investigate how product type influences the conversion rate.

➤ Analyze the correlation between the gender of the client and the conversion rate.

➤ Evaluate the influence of the inspection program on the conversion rate
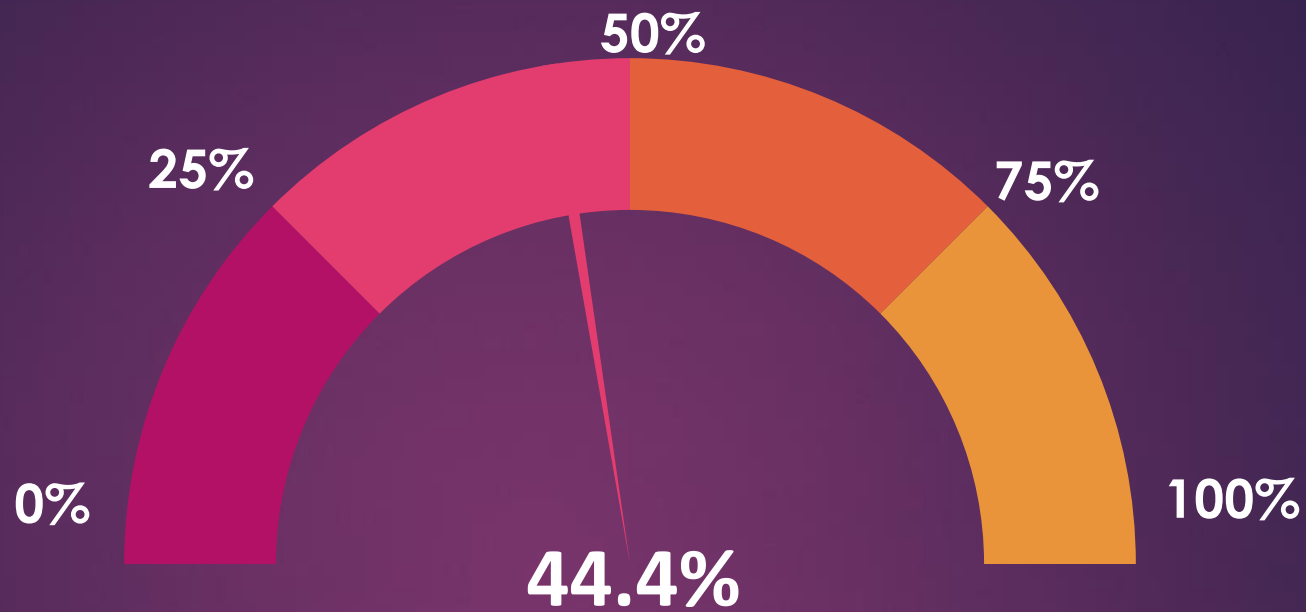
The conversion rate is **44.4%** (100 out of 225 leads), leaving 125 prospects, which account for the remaining **56%**.

Executives
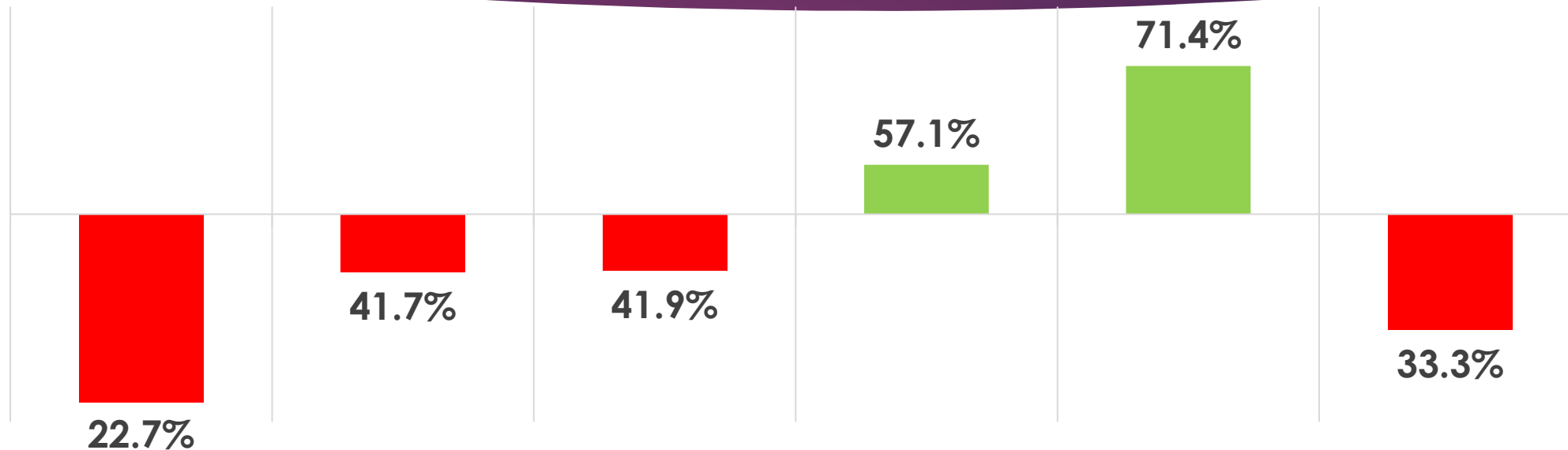
▶ **The sales conversion rate showed that only two executives, Funmi and Ngozi, achieved 57.1% and 71.4%, respectively, while the other four had negative rates ranging from -22.7% to -41.9%.**
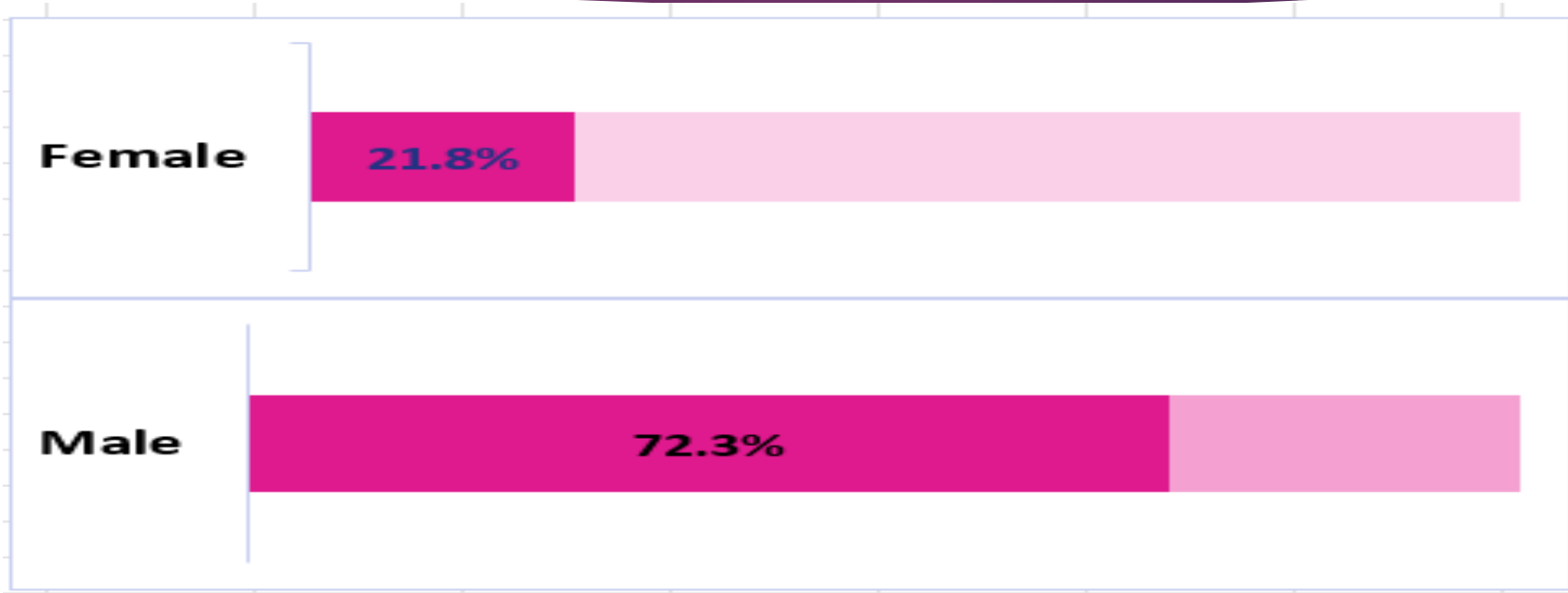
Weekly performance of the conversion rate

51.4%

38.9%

46.0%

47.7%

40.0%

Week 1   Week 2   Week 3   Week 4   Week 5
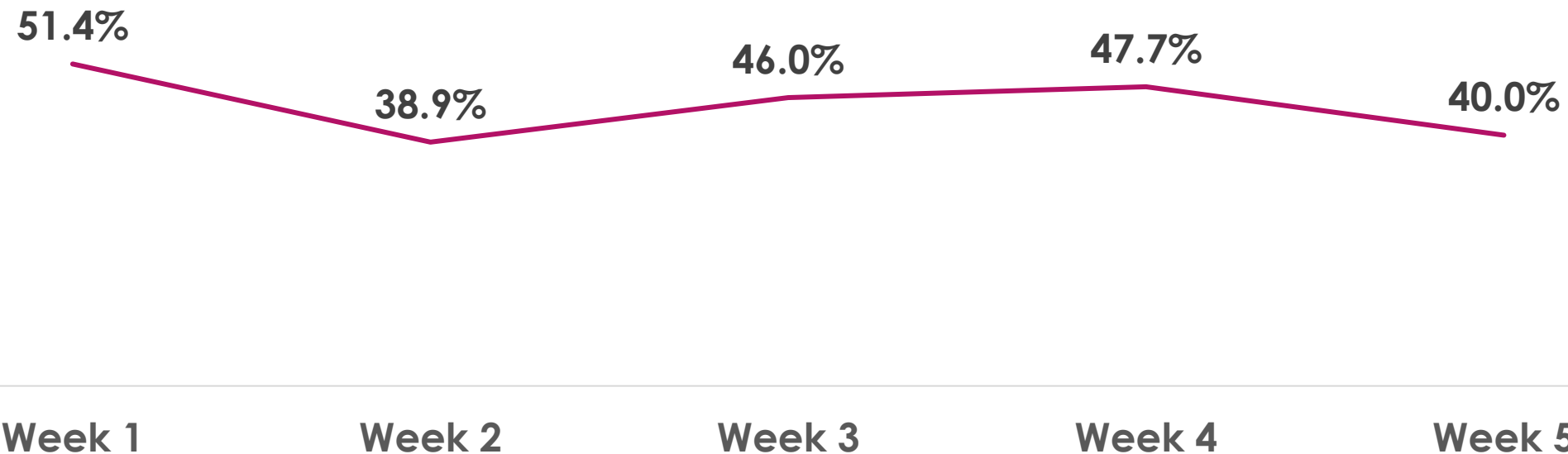
▶ **The conversion rate of customers was up in 1st,3rd and 4th week but went down in 2nd and 5th, whereas it will move up with prospects and the review of the systems**
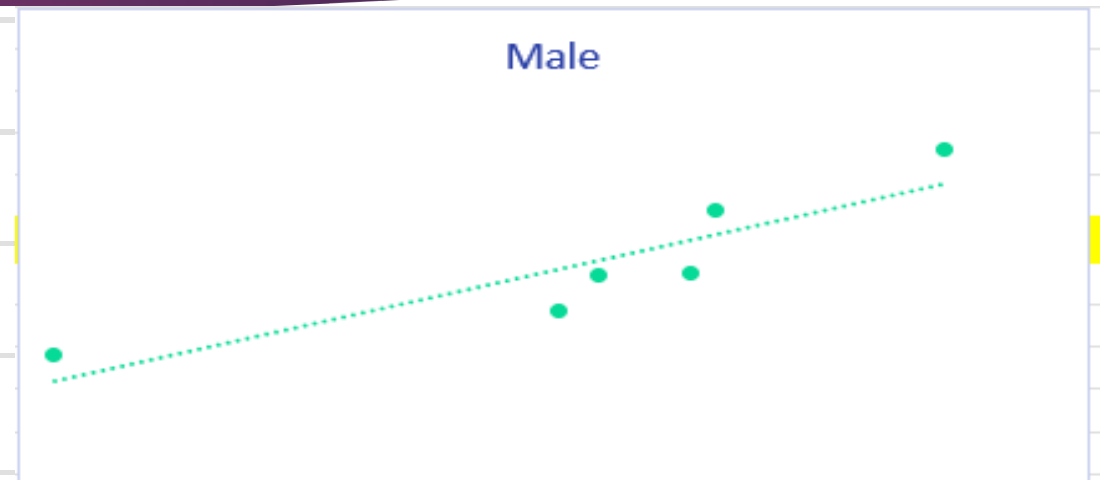
The product appeal more by male gender with higher conversion rates of 72.3%

INSIGHT
The correlation between the gender of the client and the conversion rate

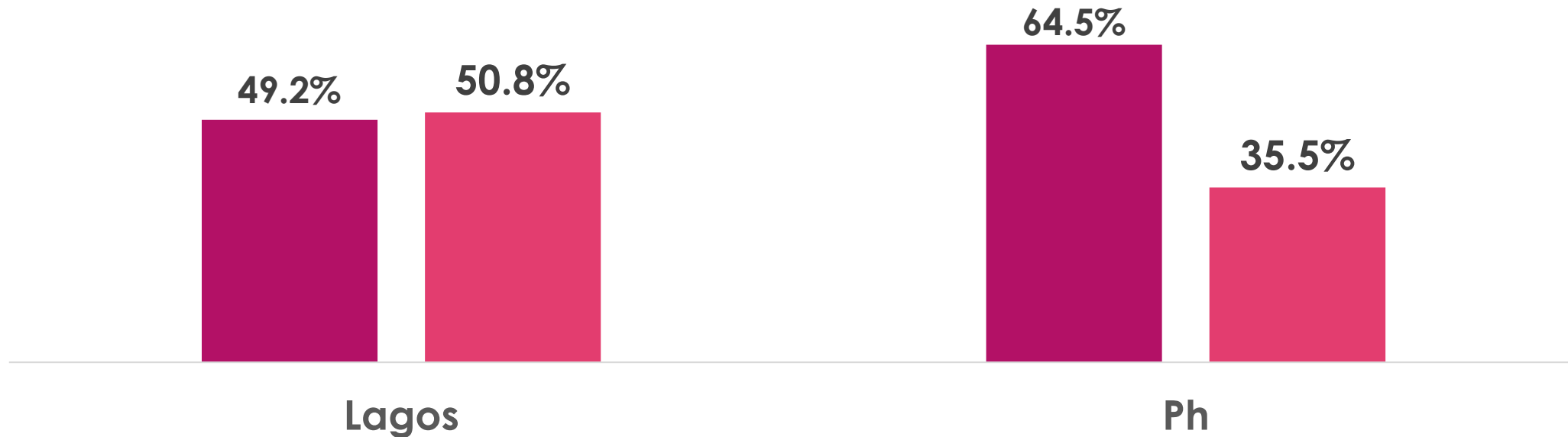|	Female	Male	Paid
Female	1		
Male	-1	1	
Paid	-0.88994	0.889942	1

Male

There is a strong positive correlation between male and CR (0.889) which means as you increase the number of males leads, there will likely be an associated increase in the number of payment (CR)
There is a strong Negative correlation between females and the payment CR (-0889), which means as you increase the number of female lead , there will likely be an associated decrease in the number of payment (CR)

Location

The location conversion rate distribution clearly depicted Lagos as the best performing location with the highest conversion rate at 64.5%, while Porthacourt is 35.5%. Both of them have prospect of 49.2% and 64.5%
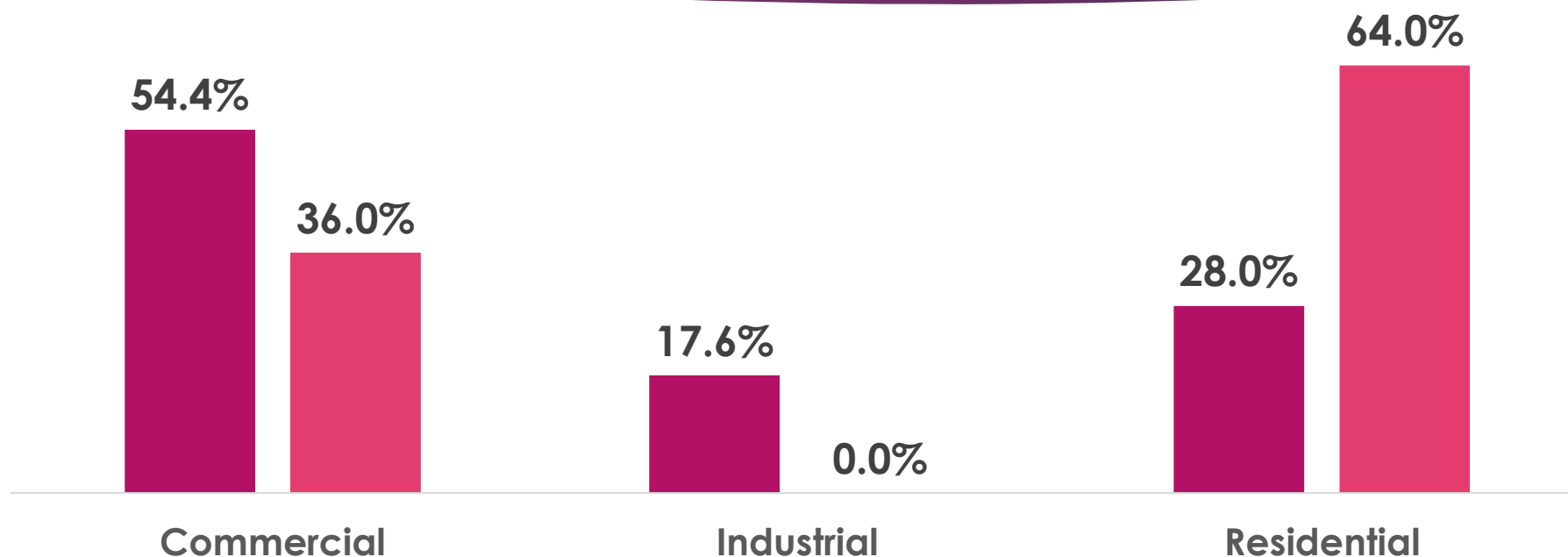
Impact of the location on the conversion rate.

▶There is no correlation between location and conversion rate.

INSIGHT
Insight - Products

Commercial: 54.4%, 36.0%
Industrial: 17.6%, 0.0%
Residential: 28.0%, 64.0%

▶ **The product conversion rate distribution clearly indicates that customers favoured residential products, which had the highest conversion rate at 64%, followed by commercial products at 36%, while industrial products had a zero-conversion rate**

Correlation of products on the conversion rate

	Commercia	Industrial	Residentia	Paid
Commerci	1			
Industrial	0.373551	1		
Residenti	-0.73478	-0.90368	1	
Paid	-0.60121	-0.66969	0.767237	1

There is a strong positive correlation between residential property and CR (0.767) which means as you increase the number of leads interested in residential property, there will likely be an associated increase in the number of payment CR

There is a moderate negative correlation between Commercial and *ndusrial properties* and the payment CR (-0.6012, -0-669), which means as you increase the number of leads interested in residential and industrial properties, there will likely be an associated decrease in the number of payment (CR)
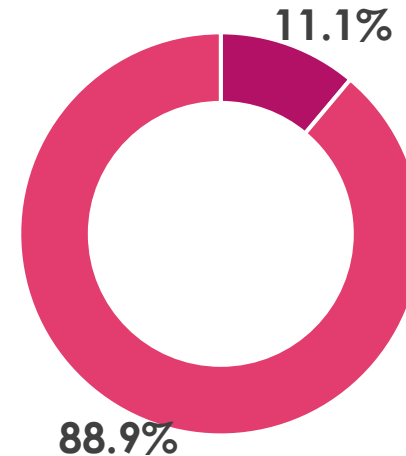
INSIGHT
Evaluate the influence of the inspection program on the conversion rate

Inspection - Yes

45.0%

55.0%

■ Conversion Rate ■ Prospect

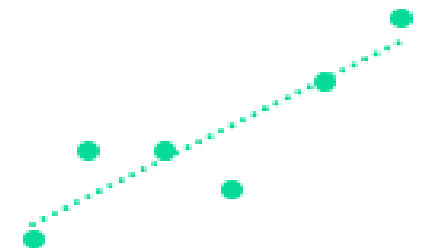**Inspection - No**

11.1%

88.9%

■ Conversion Rate ■ Prospect

▶ **The conversion rate of customers that went for the inspection is 55% while that of people that did mot come is 11.1 %**

Inspection Correlation -Yes

	No	Yes	Paid
No	1		
Yes	-1	1	
Paid	-0.88059	0.880587	1

Inspection

There is a strong positive correlation between leads that go for Inspection and CR (0.8806) which means as you increase the number of leads that go for inspection there will likely be an associated increase in the number of payment CR

There is a strong negative correlation between the leads that did not go for inspection s and the payment CR (-0.8806) , which means as you increase the number of leads that di not go for inspection , there will likely be an associated decrease in the number of payment (CR)

External - Population and Economy

15,772,884

7,234,973

Lagos State

Rivers State

▶ According to external extraction from Wikipedia at https://en.wikipedia.org/wiki/List_of_Nigerian_states_by_population, the projected population of Lagos and Rivers in the year 2023 are 15,772,884 and 7,234,973 respectively

External - Population and Economy

➢ Lagos, as Nigeria's commercial and most industrialized city, has a higher concentration of workers with disposable income who can afford commercial properties.

➢ A large population likely contributes to residential products being a strong performer

➢ Population size might influence conversion rates, with Lagos being more populous than Port Harcourt

➢ Economic Disparities: Conversion rates can vary based on the economic status of different regions. Wealthier areas may see higher conversion rates, while economically challenged location like states may struggle.
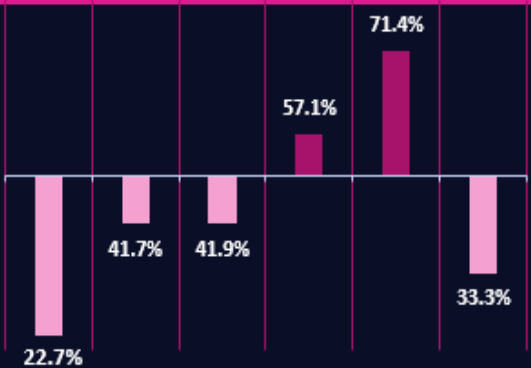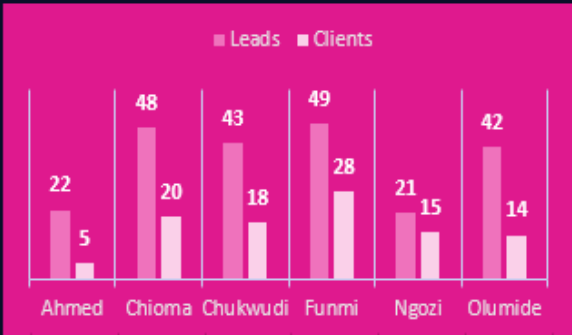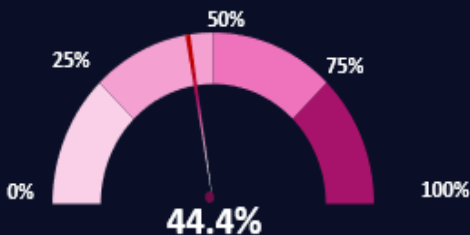
Insight

Sales Performance Analysis Dashboard — Statistica Dashboard

44Underwood Properties

August 2023 — Report View

Taiwo Ige

Total Leads **225**	Clients **100**	Prospects **125**	

Gauge: 44.4%

Leads / Clients (by Executive)

	Leads	Clients
Ahmed	22	5
Chioma	48	20
Chukwudi	43	18
Funmi	49	28
Ngozi	21	15
Olumide	42	14

Conversion percentages: 22.7%, 41.7%, 41.9%, 57.1%, 71.4%, 33.3%

Executive buttons: Ahmed, Chioma, Chukwudi, Funmi, Ngozi, Olumide

Gender

Male — Paid **73**, Leads **101**, Conversion Rate **72.3%**

Female — Paid **27**, Leads **124**, Conversion Rate **21.8%**
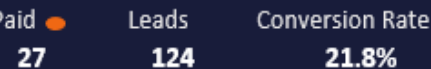
Buttons: Female, Male

Inspection

Yet to Inspect — Paid **6**, Leads **54**, 11.1%

Inspected — Paid **94**, Leads **171**, 55.0%

Buttons: No, Yes

Product

36.0%	Paid 36	Leads 104
0.0%	Paid 0	Leads 22
64.0%	Paid 64	Leads 99
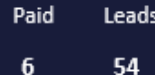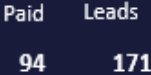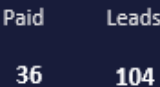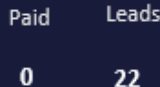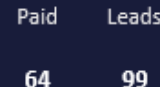
Buttons: Commercial, Industrial, Residential

Branches

Lagos State — 50.8% — Paid 67, Leads 132

Rivers State — 35.5% — Paid 33, Leads 93

Weekly Performance

Week 1	Week 2	Week 3	Week 4	Week 5
51.4%	38.9%	46.0%	47.7%	40.0%

Weekly Distribution

	Leads		Paid
Week 5	40		16
Week 4	44		21
Week 3	50		23
Week 2	54		21
Week 1	37		19

Tabs: Dashboard | Conversion Rate | Executives | Gender | Weekly | Location | Product
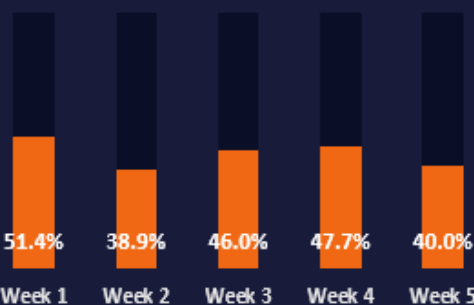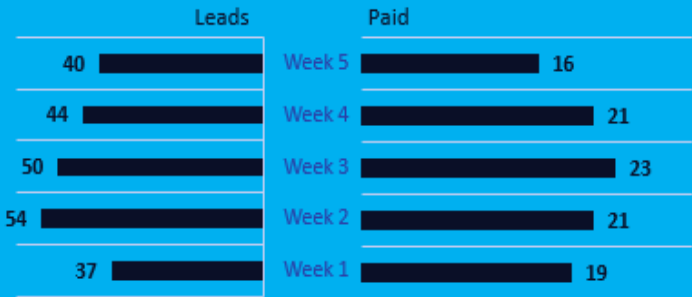
RECOMMENDATION – System review

▶ **Improve Sales Training**: Regularly train your sales team on new techniques, product knowledge, and customer engagement strategies.

▶ **Align Marketing and Sales**: Foster closer collaboration between marketing and sales teams through joint planning sessions, shared goals, and regular communication. This alignment ensures consistent messaging and better lead conversion.

▶ **Monitor Competitor Strategies**: Regularly analyse competitor marketing and sales strategies to stay competitive. Adjust your approach as needed to maintain a competitive edge.

▶ **Track KPIs and Evaluate**: Establish clear key performance indicators (KPIs) to measure the success of the marketing and sales efforts. Continuously monitor and refine strategies based on performance data.

RECOMMENDATION- Date

48.6%   61.1%   54.0%   52.3%   60.0%
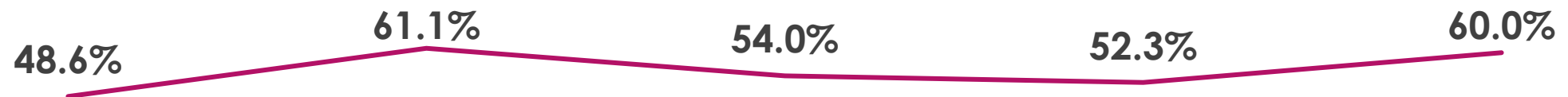
| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |

1. **Revamp the marketing and sales campaign strategy** by scheduling marketing campaigns during peak conversion periods identified in the weeks to maximize impact.

2. **Leverage Seasonal Opportunities by** targeting promotions and offers to align with key dates, holidays, or seasons when conversion rates tend to rise.

RECOMMENDATION- Gender

Male 72.3%

▶ **Personalized communication and monitor to optimize**: Use personalized communication to engage male clients based on their gender-specific preferences and interests, which could lead to higher and conversion rates.

▶ **Gender-Inclusive Campaigns**: Ensure that marketing campaigns are inclusive and consider the preferences of both genders. This will also improve overall conversion rates.

RECOMMENDATION - Location

Lagos State 64.5% CR

Rivers State 35.5% CR

1. **Advance Marketing Strategies in Lagos State**: Develop location-specific marketing campaigns that align with the preferences and economic conditions to boost conversion rates in Lagos

2. **Address Market Saturation**: In saturated markets like Port Harcourt, consider strategies such as product differentiation, targeting underserved customer segments, or introducing new product offerings to stimulate demand.
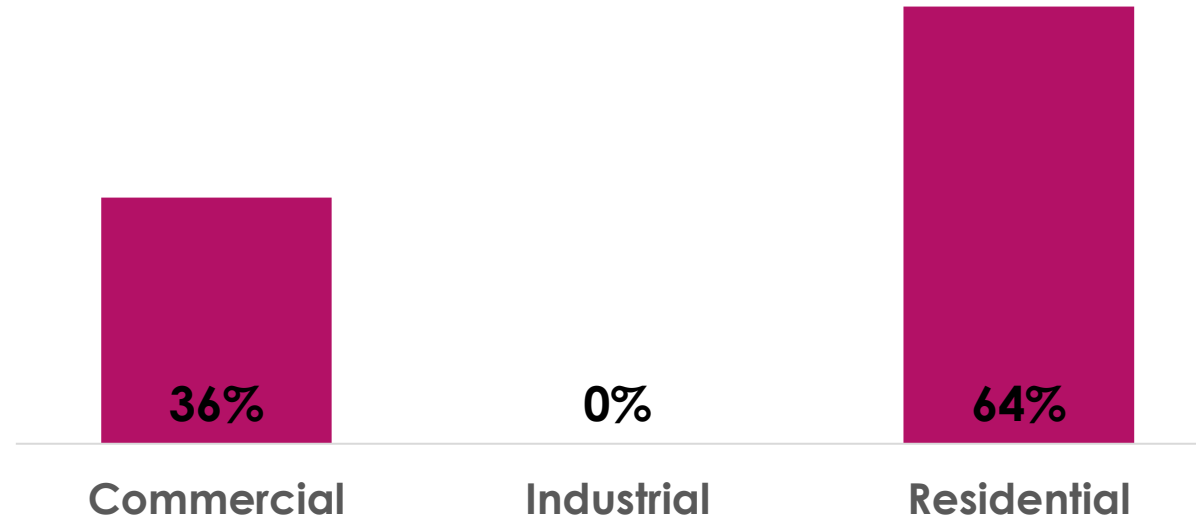
RECOMMENDATION - Inspection

55.0%
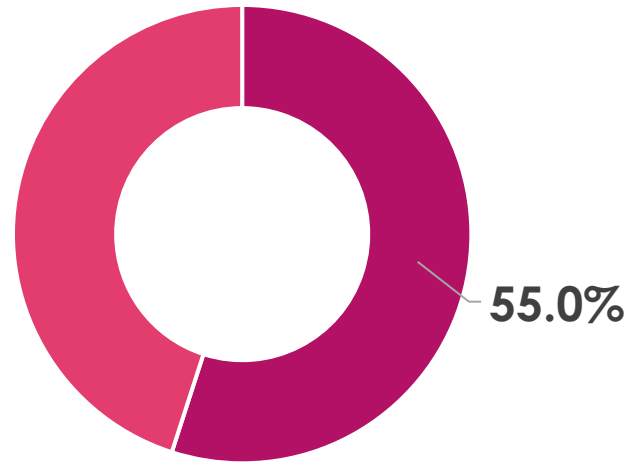
■ **Conversion Rate**

1. **Leverage customers testimonials** from customers in the conversion rate who benefited from the inspection program to demonstrate its effectiveness and influence on their purchasing decision

2. **Emphasize Inspection Results in Marketing.** Highlight the benefits of your inspection program in marketing review by showcasing how it adds value and attract more customers.

RECOMMENDATION - Product

Commercial	Industrial	Residential
36%	**0%**	**64%**

1. **Leverage customers testimonials** from customers in the conversion rate who benefited from the inspection program to demonstrate its effectiveness and influence on their purchasing decision

2. **Emphasize Inspection Results in Marketing.** Highlight the benefits of your inspection program in marketing review by showcasing how it adds value and attract more customers.

Q/A