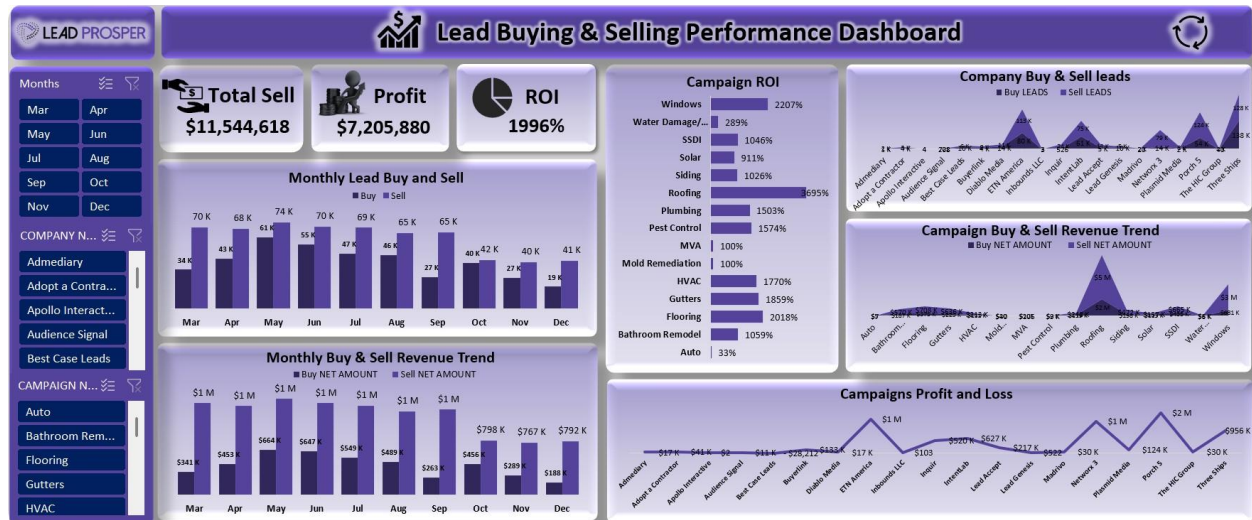# Lead Prosper Case Study: Driving Growth Through Data Analytics

COMPANY OVERVIEW

Lead Prosper is a lead management platform that optimizes sales and revenue by connecting businesses with high-quality leads. Despite its strong market presence, the company faced challenges in identifying the most profitable campaigns, optimizing lead conversion rates, and maximizing overall return on investment (ROI).

CHALLENGES

▶ **Inconsistent Monthly Performance** – Revenue fluctuated each month, and conversion rates were unpredictable.

▶ **Campaign Performance Disparities** – Some campaigns were highly profitable, while others failed to generate substantial returns.

▶ **Lead Quality & Attribution Issues** – The company lacked clarity on which lead sources provided the best value.

⚑ **Profitability Optimization** – High sales volume did not always translate into high ROI, indicating inefficiencies in lead cost management.

DATA-DRIVEN INSIGHTS & KEY FINDINGS

📌 **High Sales but Low Conversions** – May, June, July, and August had the highest lead purchases, but conversion rates varied significantly.
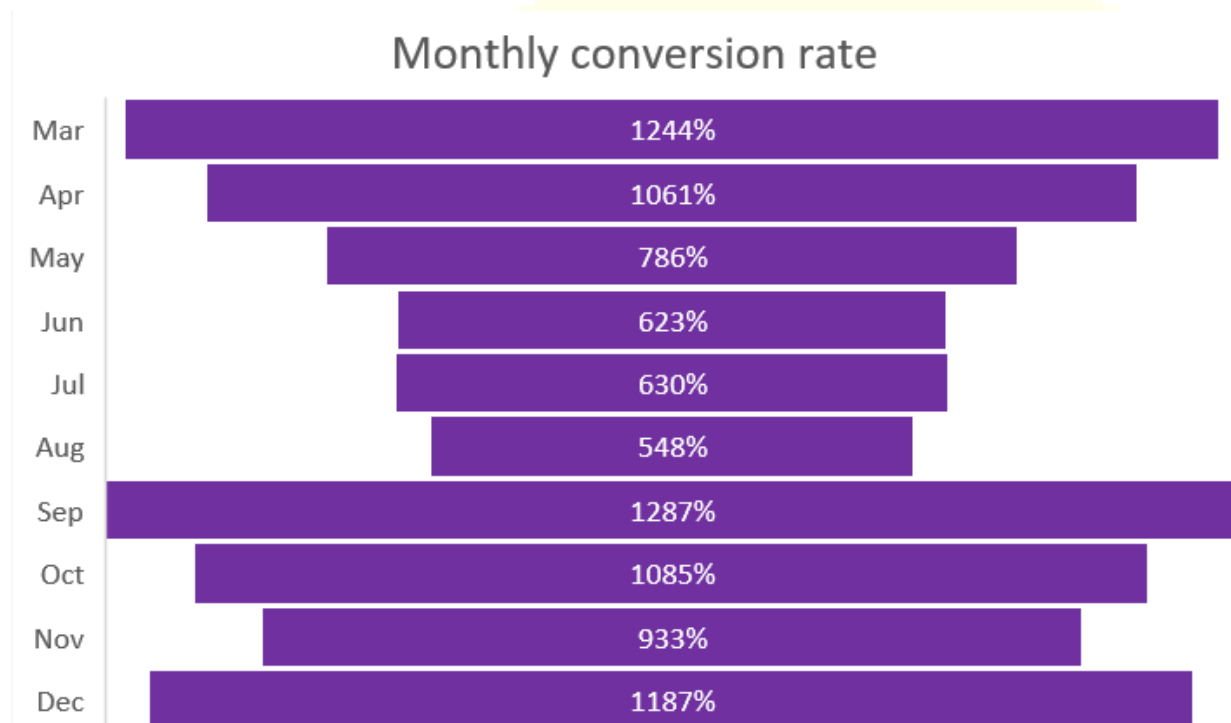
📌 Top-Performing Companies:

Row Labels	Sum of LEADS	Sum of Sell.LEADS	Sum of PROFIT	Average of ROI
Diablo Media	14000	10668	$16,748	146%
ETN America	80005	113278	$1,437,098	1833%
IntentLab	61270	75124	$627,080	533%
Porch 5	54374	124442	$1,726,984	1863%
Three Ships	138024	127786	$956,464	415%

☑️ **Porch 5** – ROI **1863%**

☑️ **ETN America** – ROI **1833%**

💡 These companies delivered high profits and strong conversion rates.

📌 Underperforming Companies:

Row Labels	Sum of LEADS	Sum of Sell.LEADS	Sum of PROFIT	Average of ROI
Apollo Interactive	4	4	$ 2	33%
Audience Signal	208	721	$ 10,575	808%
Inbounds LLC	3	3	$ 103	100%
Madrivo	20	1524	$ 29,922	9974%
The HIC Group	40	1524	$ 29,662	5297%

⚠️ **Apollo Interactive** – Had the lowest lead activity.

⚠️ **Madrivo** – Despite lower lead volume, it showed signs of growth.

📌 Winning Campaigns:

Row Labels	Sum of NET AMOUNT	Sum of Sell.NET AMOUNT	Sum of PROFIT	Average of ROI
Flooring	$ 375,367	$ 708,124	$ 332,757	2018%
Gutters	$ 228,747	$ 636,026	$ 407,279	1859%
Roofing	$ 1,885,218	$ 4,976,077	$ 3,090,858	3695%
SSDI	$ 435,336	$ 664,884	$ 229,548	1046%
Windows	$ 681,309	$ 2,883,093	$ 2,201,783	2207%

🏆 **Roofing Campaign** – Profit **$3,090,858** | ROI **3695%**

🏆 **Windows Campaign** – Profit **$2,201,783** | ROI **2207%**

📌 **Struggling Campaigns:**

Row Labels ▼	Sum of NET AMOUNT	Sum of Sell.NET AMOUNT	Sum of PROFIT	Average of ROI
Auto	$ 5	$ 7	$ 2	33%
Mold Remediation	$ 20	$ 40	$ 20	100%
MVA	$ 103	$ 206	$ 103	100%
Pest Control	$ 2,062	$ 8,916	$ 6,854	1574%
Water Damage/ Restoration	$ 3,007	$ 6,010	$ 3,003	289%

✖ **Auto Campaign** – ROI **33%**, minimal profit.

✖ **Pest Control** – Lowest revenue but had an impressive ROI of **1574%**.

IMPLEMENTED SOLUTIONS & TRANSFORMATIONS

✅ **Interactive Dashboards** – Created Excel-based dashboards for real-time performance tracking.

✅ **Improved Filtering Process** – Conducted deeper analysis of campaign performance and ROI trends.

✅ **Lead Attribution Enhancement** – Developed better tracking mechanisms to identify top-performing lead sources.

✅ **Strategic Budget Allocation** – Increased investment in high-ROI campaigns, optimized or discontinued underperforming ones.

✅ **Pricing & Cost Management** – Adjusted pricing models to maximize conversions while reducing acquisition costs.

KEY INSIGHTS & RECOMMENDATIONS

⬥ **High-Performing Companies:** ETN America and Porch 5 should continue receiving priority investment.

⬥ **Low-Performing Companies:** Apollo Interactive and Best Case Leads need revised lead generation strategies.

⬥ **Campaign Profitability:** Roofing, Windows, and Flooring campaigns should receive more funding.

⬥ **Low-Performing Campaigns:** Auto, Mold Remediation, and MVA campaigns need strategic optimization.

⬙ **Seasonal Trends:** Lead purchases peaked in May, but activity dropped in December—recommendation to maintain consistency year-round.

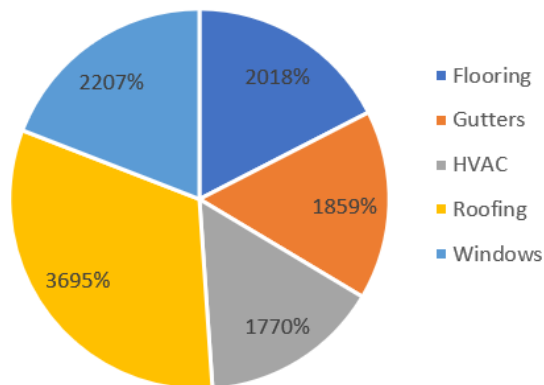# HOW I SOLVED THESE CHALLENGES USING DATA ANALYSIS

📊 **Web Scraping & Data Integration** – Extracted lead data from Lead Prosper's website and consolidated multiple datasets.
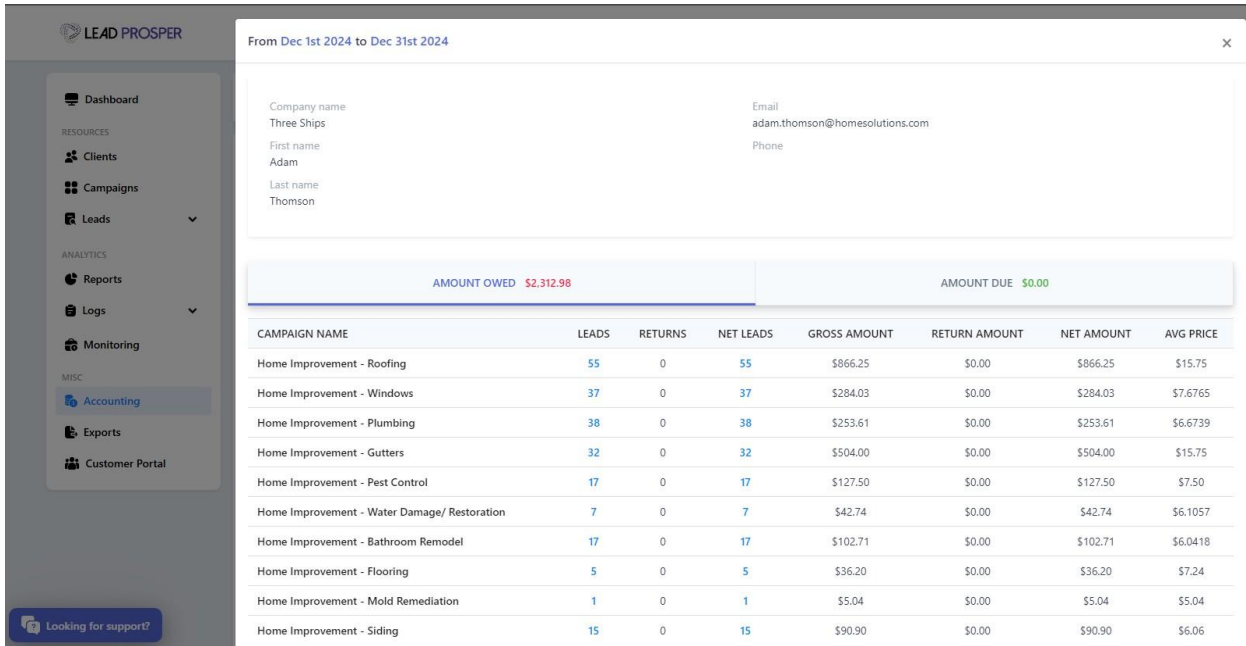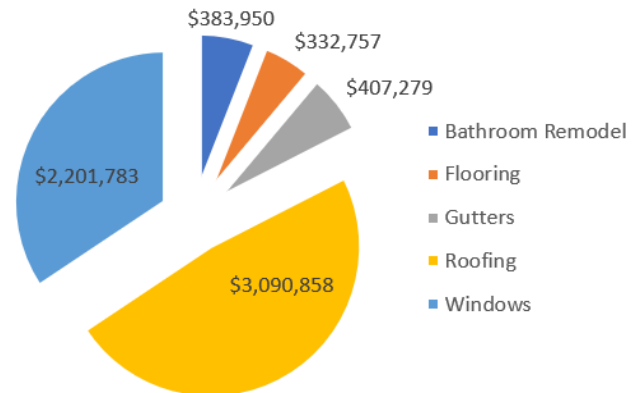

📊 **Data Cleaning & Formatting** – Used **Power Query** to clean, format, and structure the data.

	DATE	COMPANY NAME	CAMPAIGN NAME	LEADS	NET AMOUNT	AVG PRICE	Sell.LEADS	Sell.NET AMOUNT	PROFIT	ROI	CONVERSION RATE
14	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	157	$3,140	$2,930	1395%	1121%
15	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	26	$520	$310	148%	186%
16	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	206	$4,120	$3,910	1862%	1471%
17	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	3	$60	-$150	-71%	21%
18	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	282	$5,640	$5,430	2586%	2014%
19	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	12	$240	$30	14%	86%
20	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	307	$6,140	$5,930	2824%	2193%
21	2024-03-01	Adopt a Contractor	SSDI	14	$210	$15	11	$220	$10	5%	79%
22	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	68	$1,540	-$1,637	-52%	30%
23	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	22	$470	-$2,707	-85%	10%
24	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	156	$2,808	-$369	-12%	68%
25	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	7	$126	-$3,051	-96%	3%
26	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	70	$1,400	-$1,777	-56%	31%
27	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	8	$160	-$3,017	-95%	3%
28	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	3	$60	-$3,117	-98%	1%
29	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	2	$40	-$3,137	-99%	1%
30	2024-03-01	Diablo Media	SSDI	229	$3,177	$14	62	$1,116	-$2,061	-65%	27%

Top 5 ROI Campaign

Flooring 2018%
Gutters 1859%
HVAC 1770%
Roofing 3695%
Windows 2207%

Top 5 Profit Campaign

Bathroom Remodel $383,950
Flooring $332,757
Gutters $407,279
Roofing $3,090,858
Windows $2,201,783

📊 **Advanced Analysis** – Conducted **profitability & ROI analysis** to identify high-value campaigns and eliminate inefficiencies.

📊 **Visualization & Reporting** – Built **interactive dashboards in Excel** for real-time decision-making.

Dashboards Link: Click here

CONCLUSION

This case study demonstrates how **data analytics transformed Lead Prosper's lead management strategy**. By identifying inefficiencies, optimizing profitable campaigns, and leveraging real-time insights, the company significantly improved its performance and revenue generation.

🚀 **Future Steps:** Continuous performance tracking, refining attribution models, and strategic investments will ensure sustained growth and industry leadership.