

Date: 21 Nov 2025



Excelerate Outreach Performance Analysis

Data-Driven review and
recommendations

Presented By: Group 3

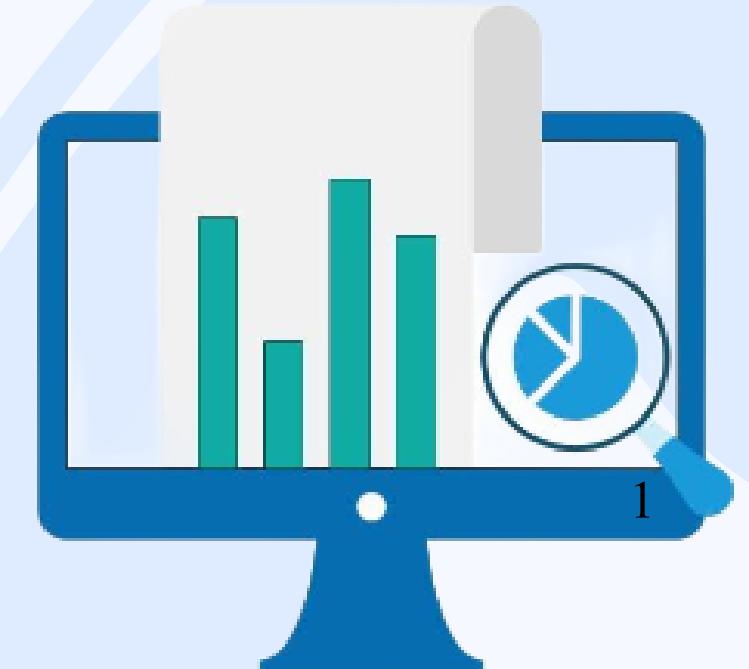
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Abraham Greatness

Mehak Shafiq

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Muhammad Saleem



Objective

Key Message:

Our goal is to understand outreach trends and identify opportunities to improve connection rates.

Talking Points:

- Why the analysis was done
- What decision this analysis will support
- Target outcome: improve outreach efficiency, engagement, and conversions

Why it matters:

This analysis matters because it shows how effectively different campaigns, callers, and outreach efforts are performing, helping Excelerate improve connection rates and prioritize follow-ups more strategically.



Data Overview

The project uses three primary datasets supporting the student recruitment and admissions workflow:



Outreach Dataset

- Records of call interactions with prospective students
- Includes timestamps, caller names, outcomes
- Represents the first stage of student engagement



Application Dataset

- Contains applicant details such as App_ID, country, university and phone number
- Stores student demographic and contact information
- Helps track application progress.



Campaign Dataset

- Contains campaign metadata like Campaign ID, category
- Includes timestamps, caller names, outcomes
- Represents the first stage of student engagement



How the Datasets Work Together

- Outreach → Interaction tracking
- Application → Student details
- Campaign → Source classification
- Combined → Complete analytical foundation

DATA PREPARATION & CLEANING



Data Issues Identified

- Missing timestamps and caller names
- Duplicate outreach records
- Inconsistent country values
- Incorrect Campaign ID formats
- Mixed phone number structures



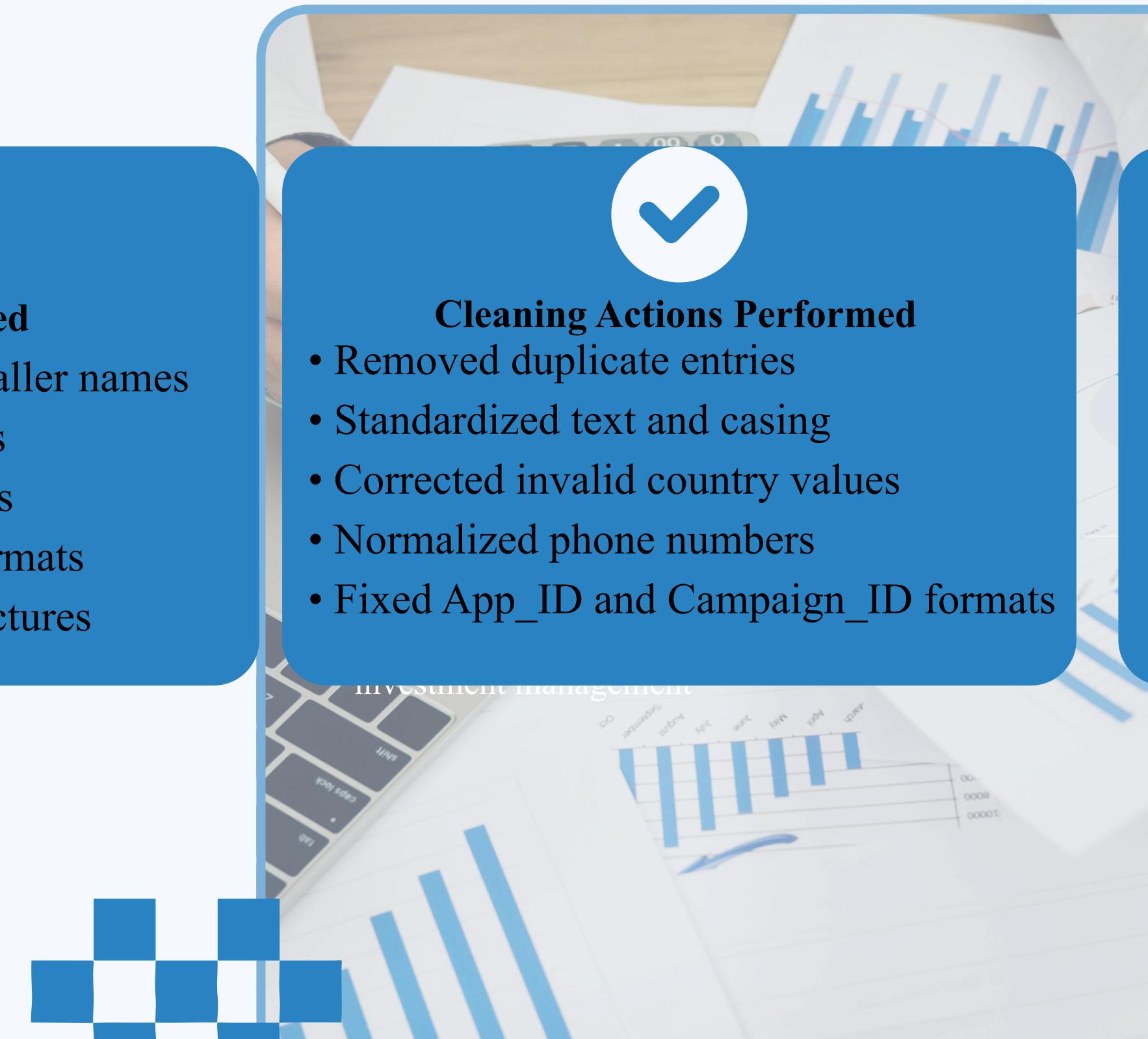
Cleaning Actions Performed

- Removed duplicate entries
- Standardized text and casing
- Corrected invalid country values
- Normalized phone numbers
- Fixed App_ID and Campaign_ID formats



Result After Cleaning

- Improved data accuracy
- Consistent formatting
- Reliable for analysis
- Error-free structure
- Ready for dashboard development





Data Integration & Final Dataset



Merged Multiple Datasets

- Outreach, Application, and Campaign datasets were combined
- Integration performed using App_ID and Campaign_ID
- Ensured complete tracking from contact to enrollment



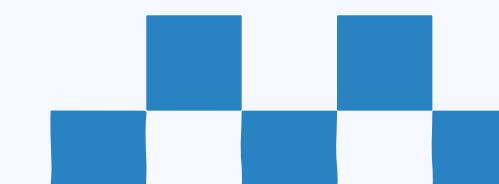
Preserved Data Integrity

- Left join used to retain all outreach records
- No interaction data was lost during merging
- Maintained original data structure and authenticity

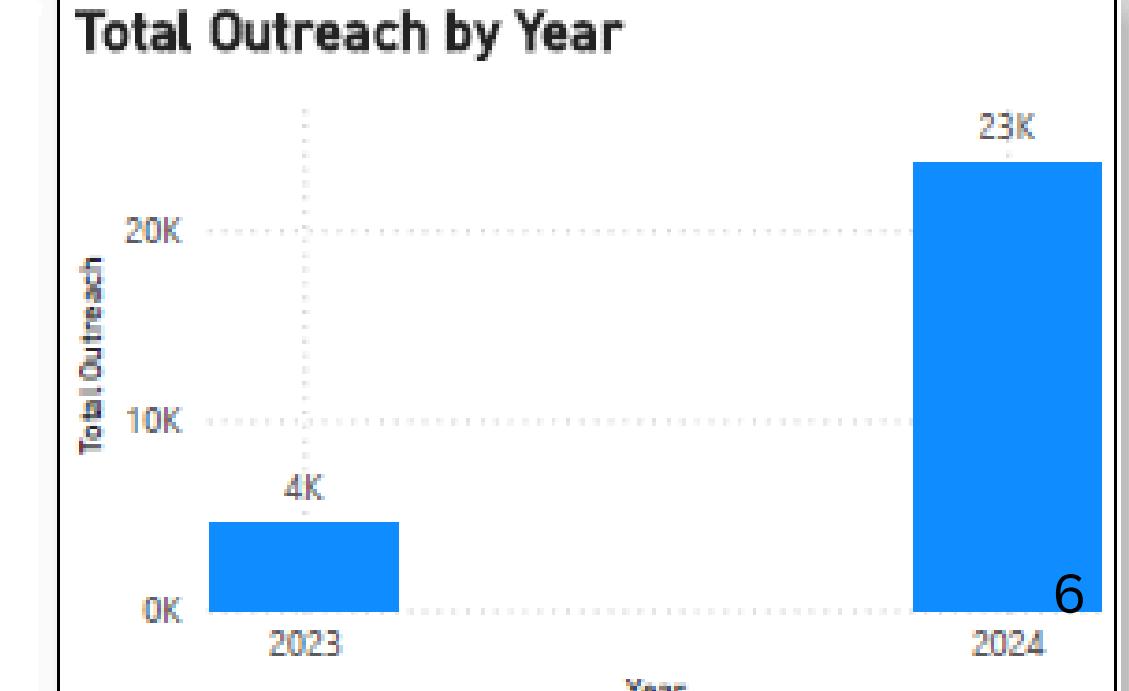
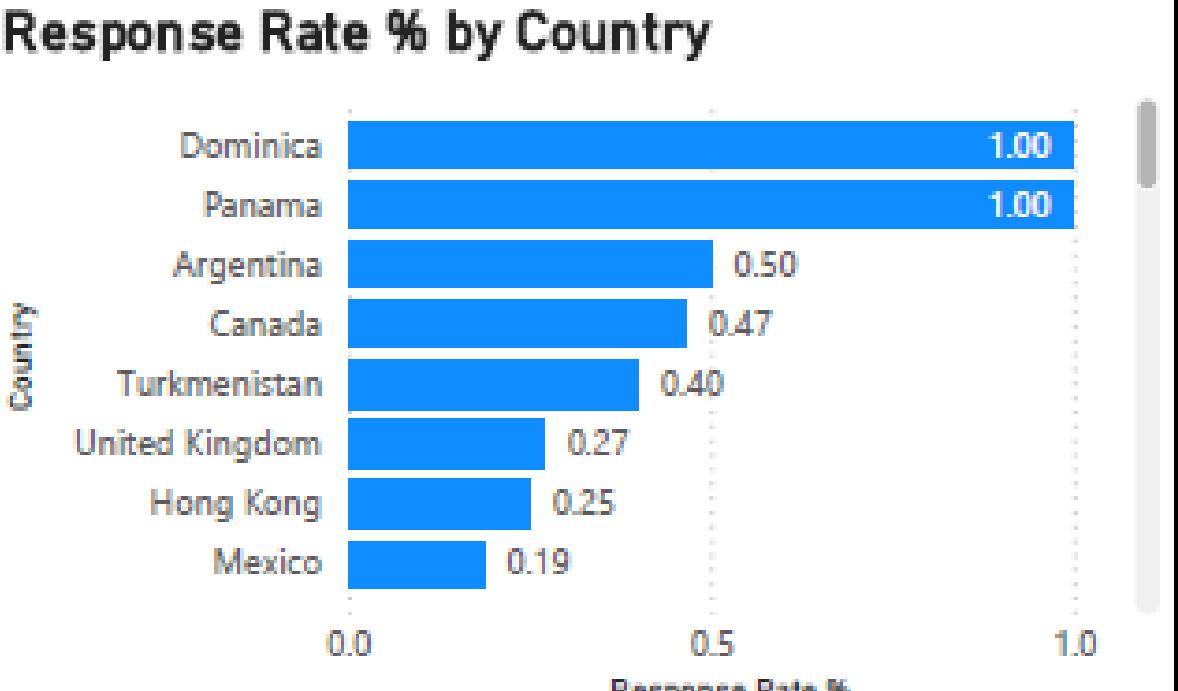
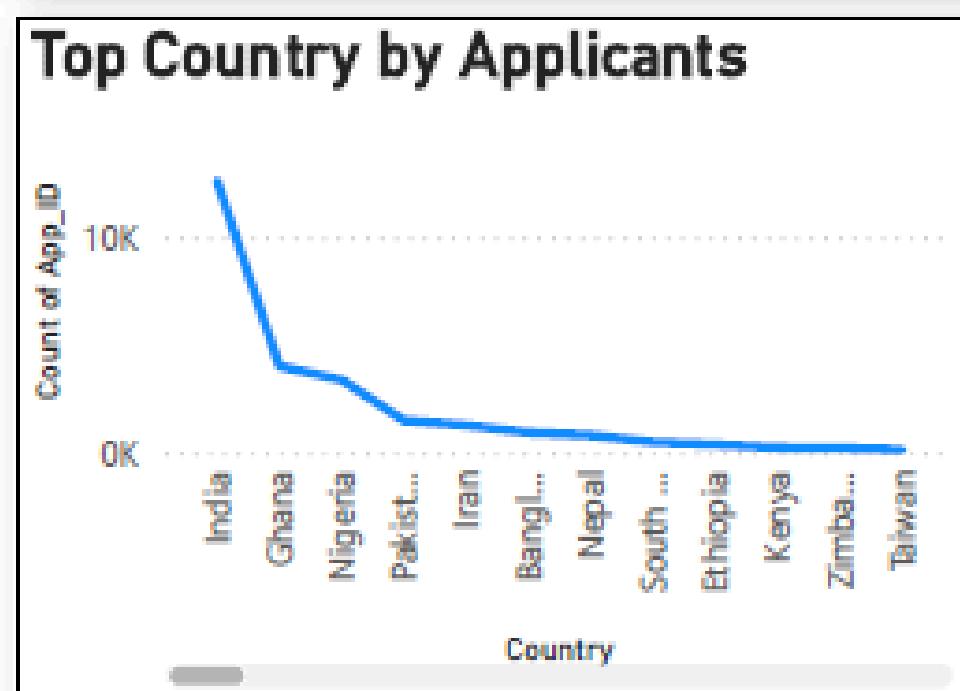
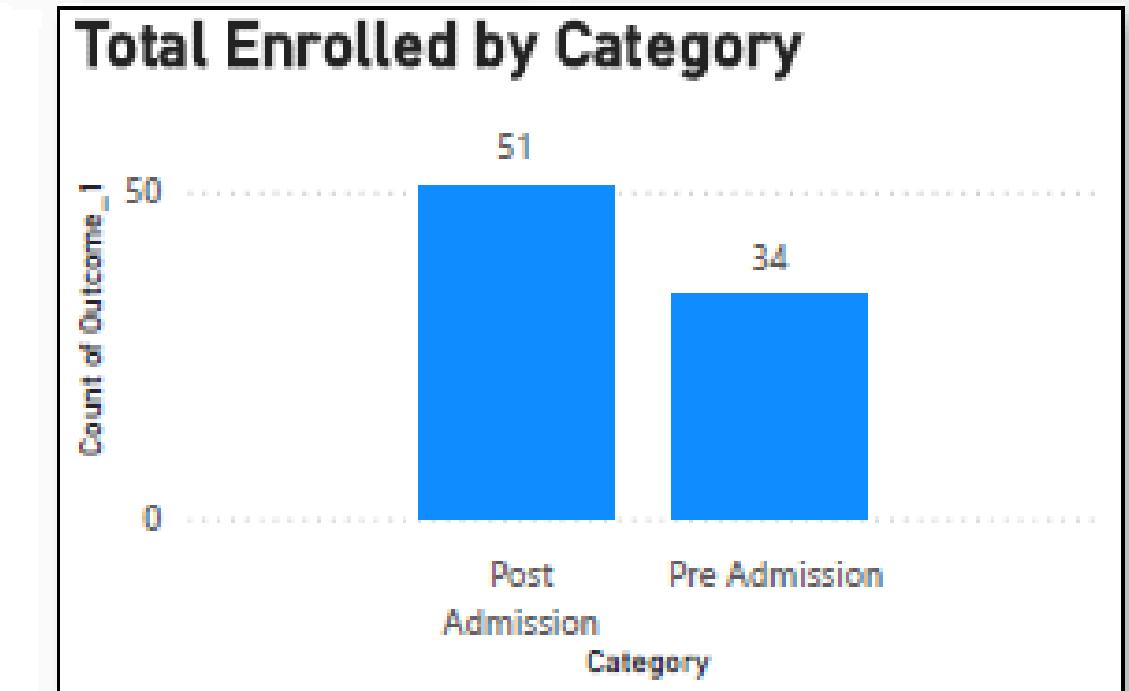
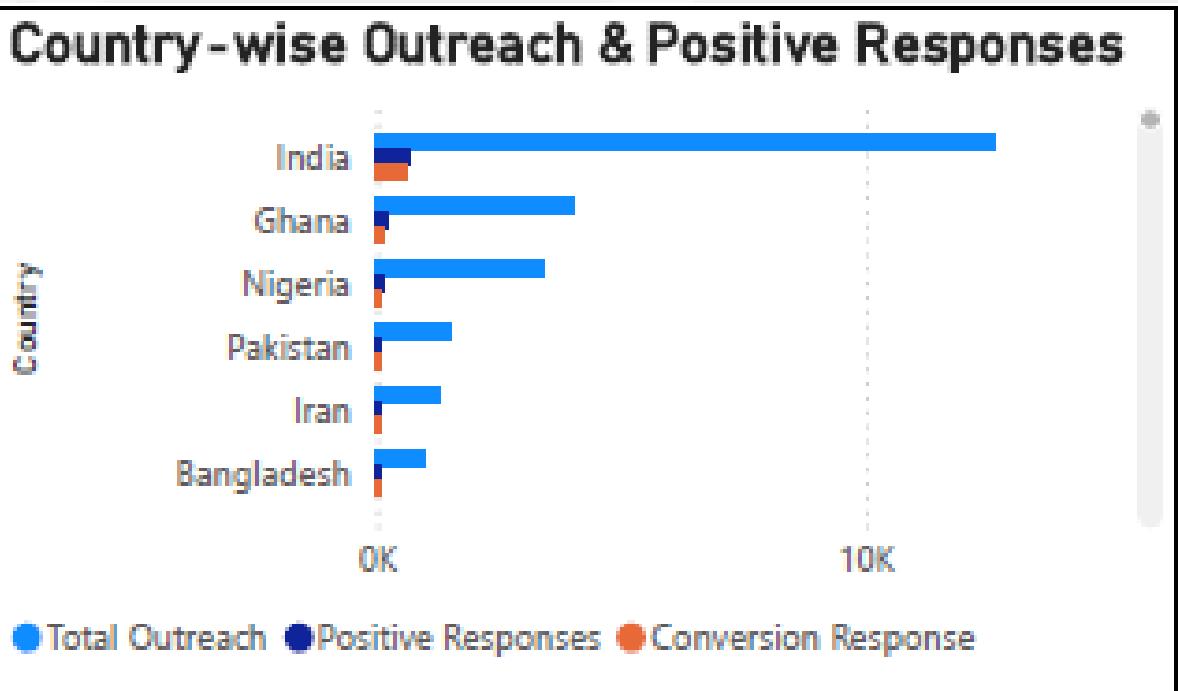
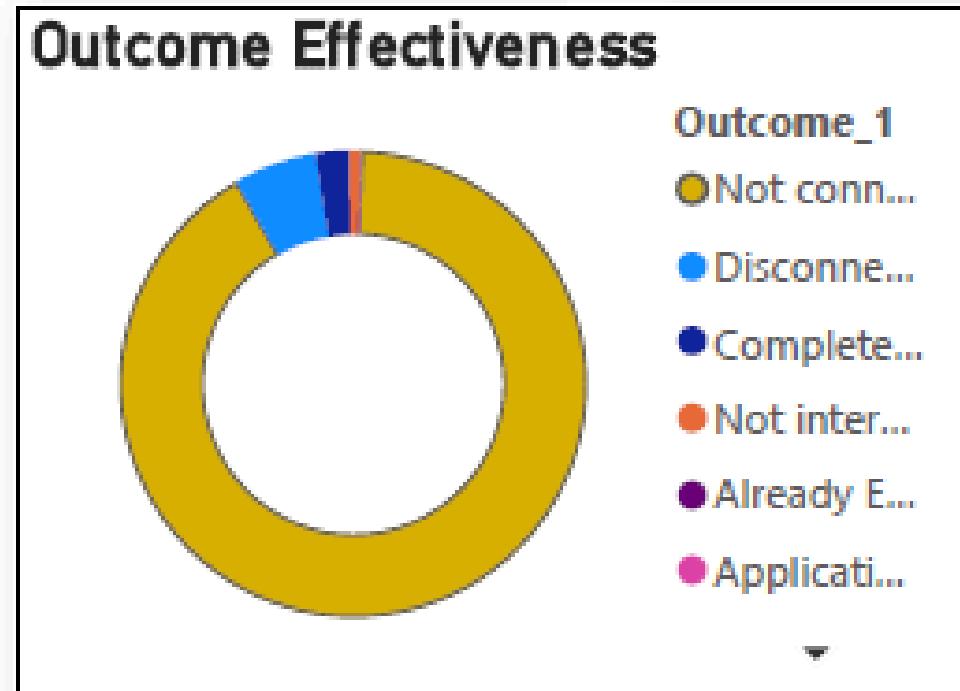
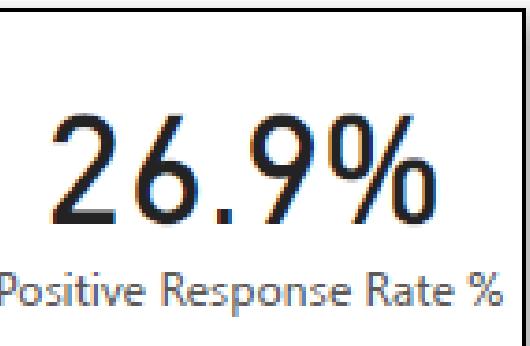
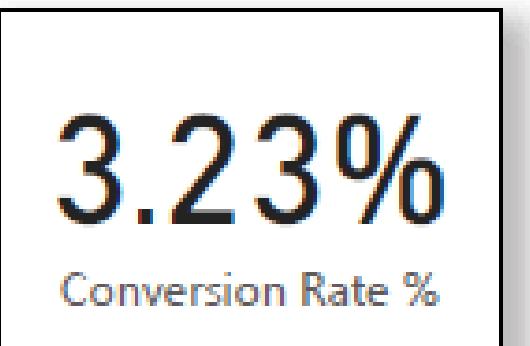
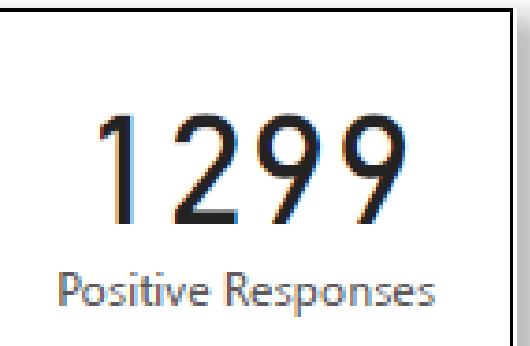
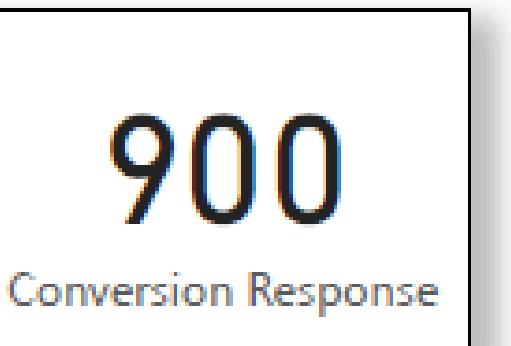


Final Dataset Ready for Analysis

- Fully cleaned and standardized dataset
- High consistency and accuracy
- Ready for visualization and dashboard development

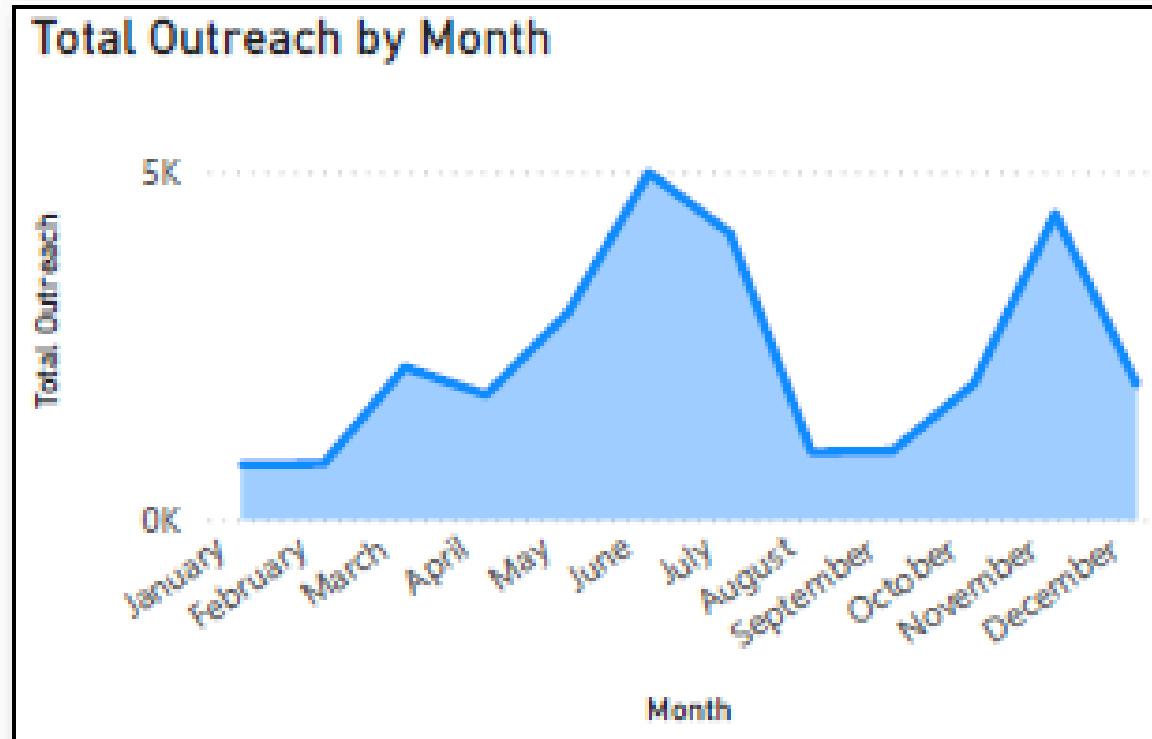


Executive Summary

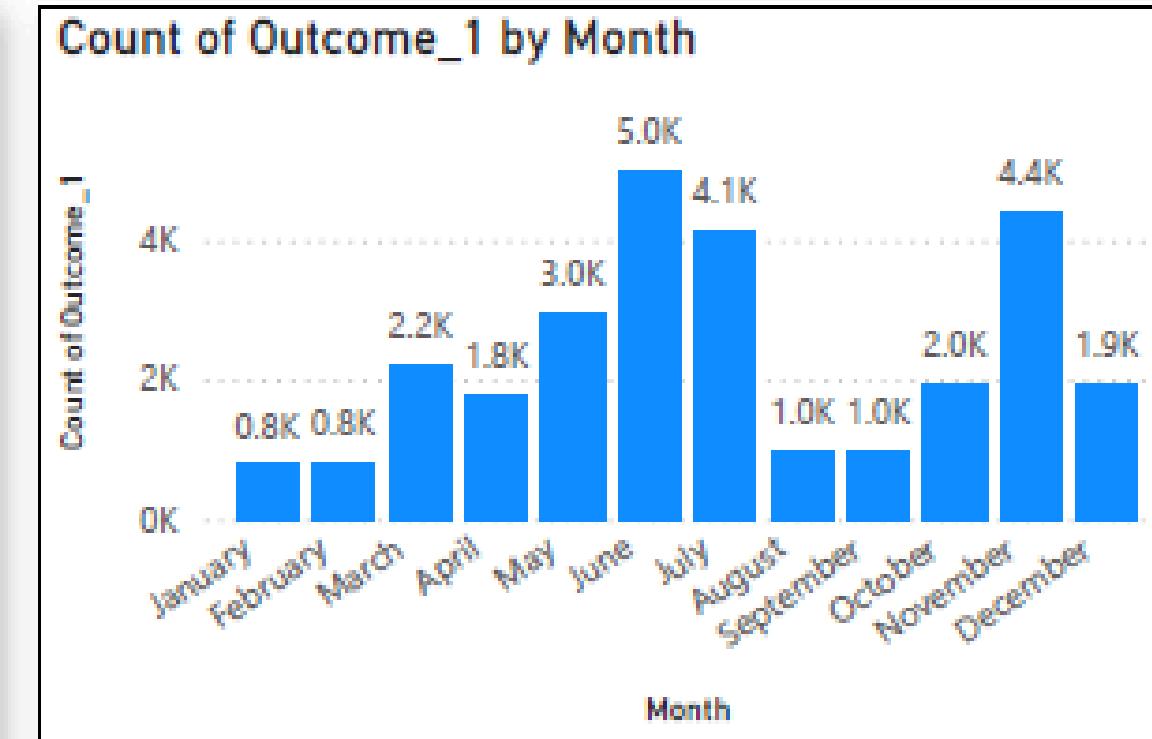


Outreach Trends

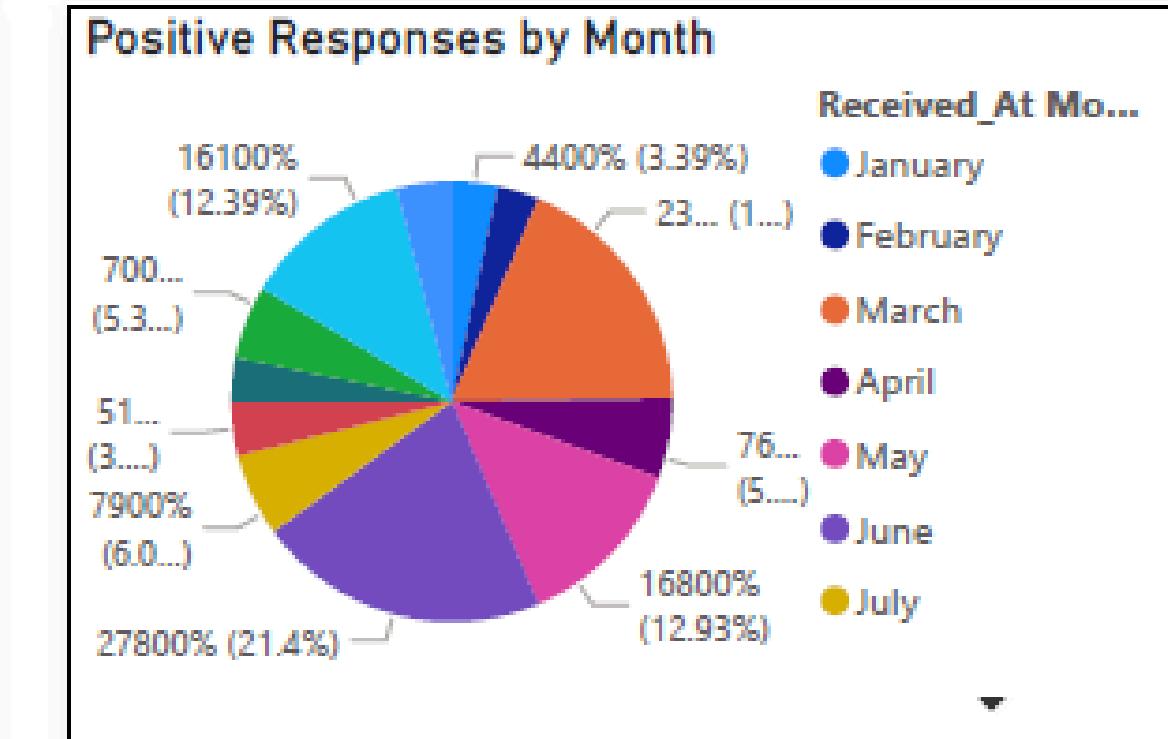
Total Outreach Over Time



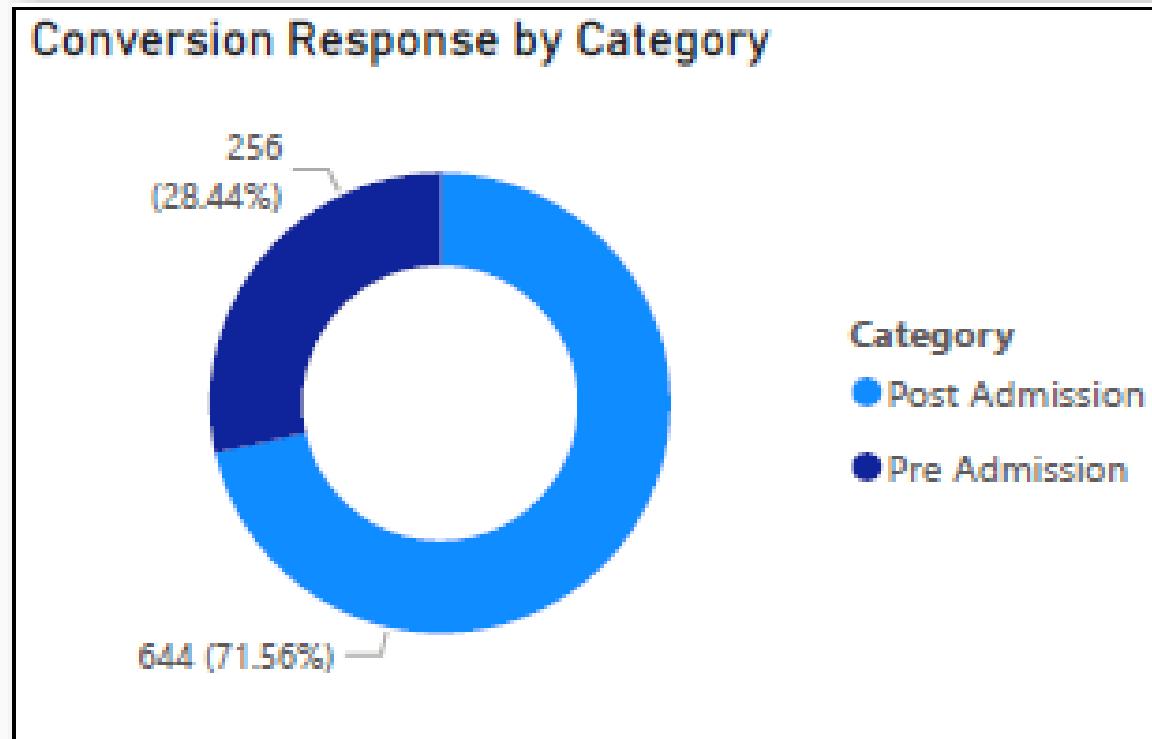
Outcome Distribution by Month



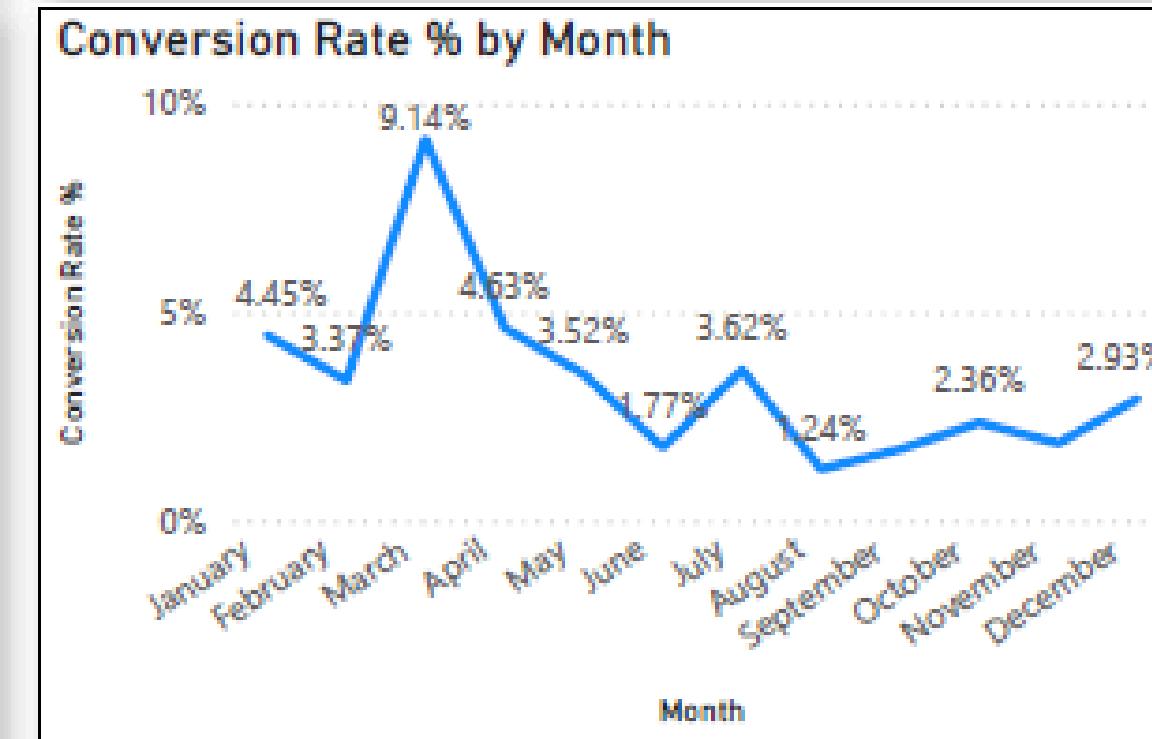
Positive Responses by Month



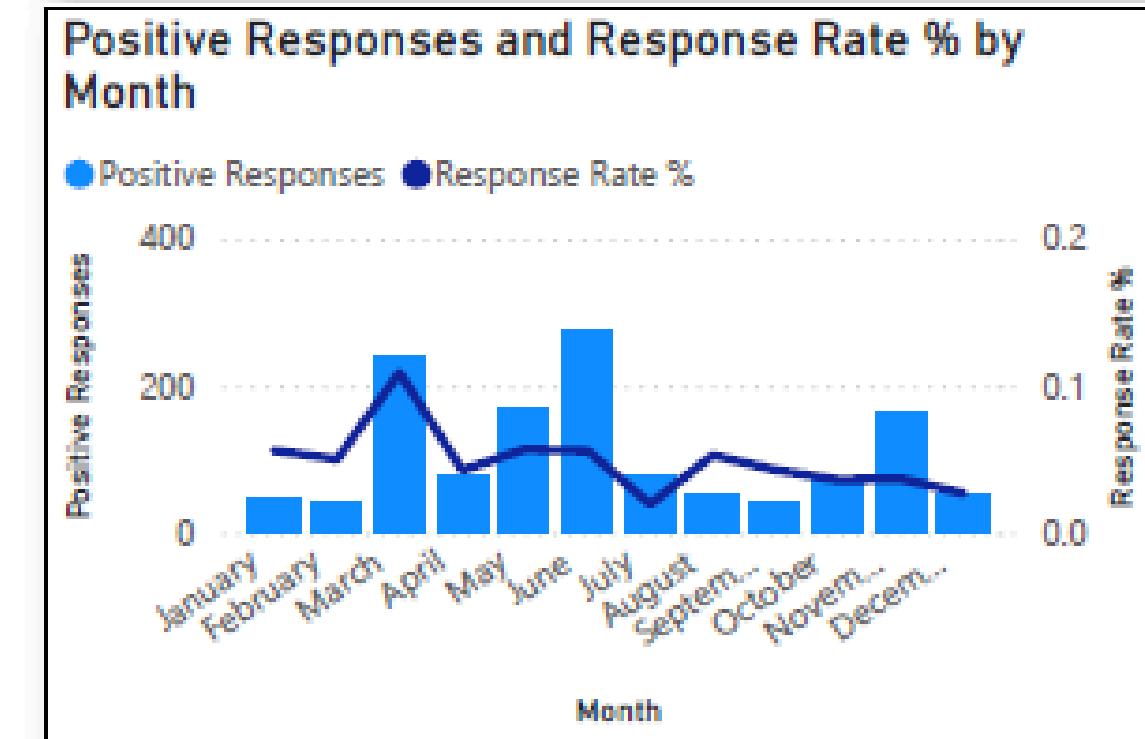
Conversion Response by Category



Conversion Rate % by Month

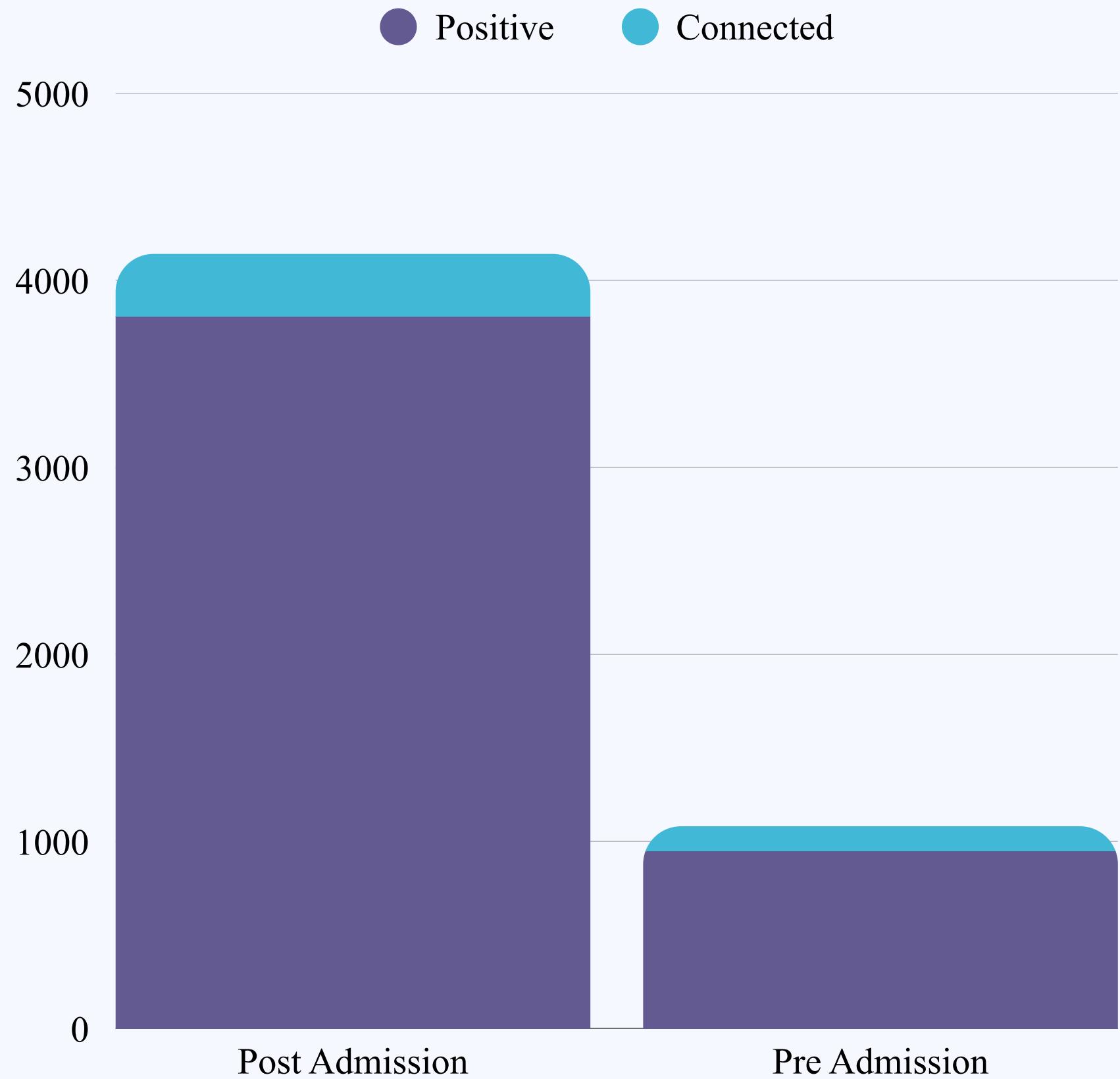


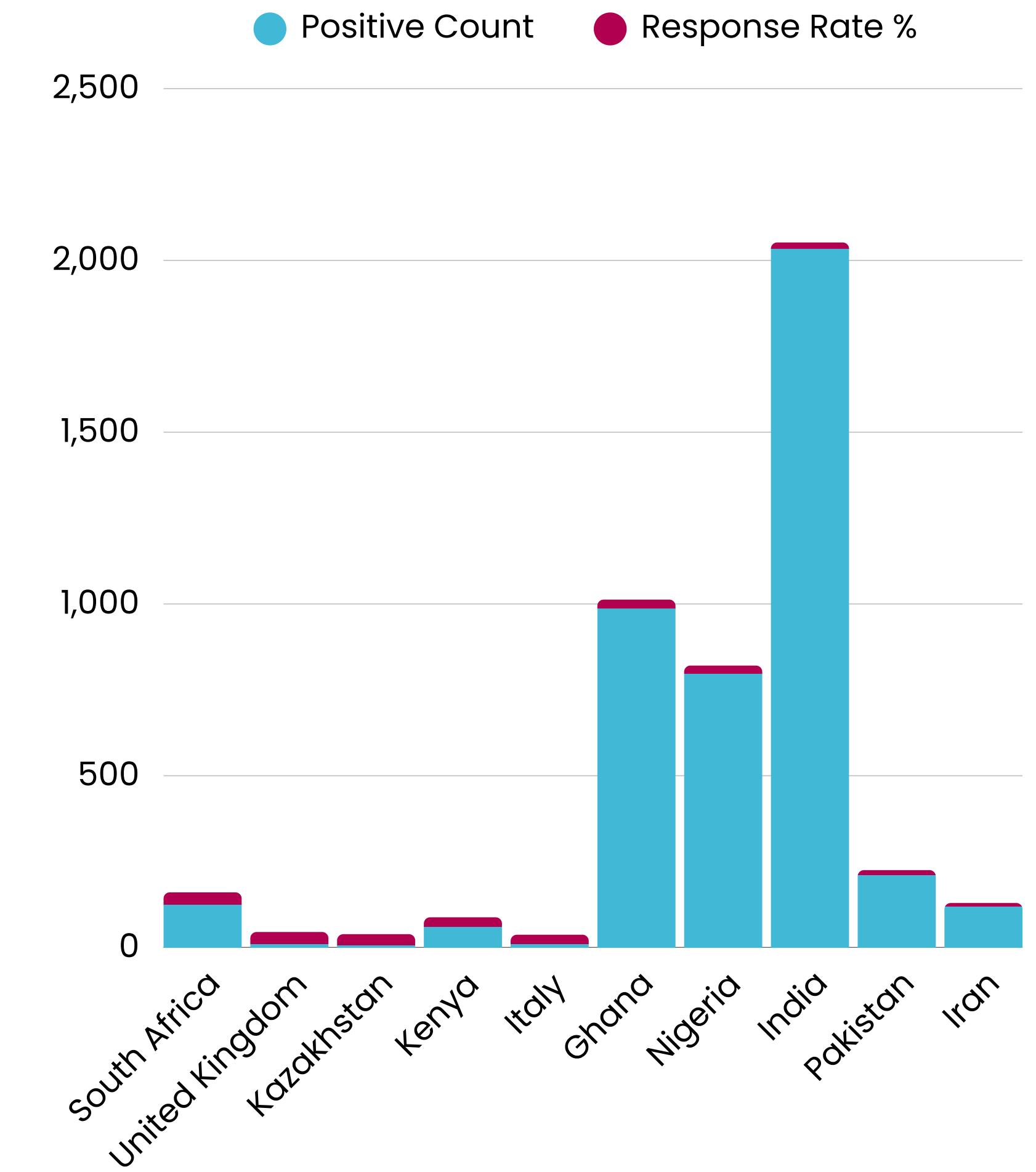
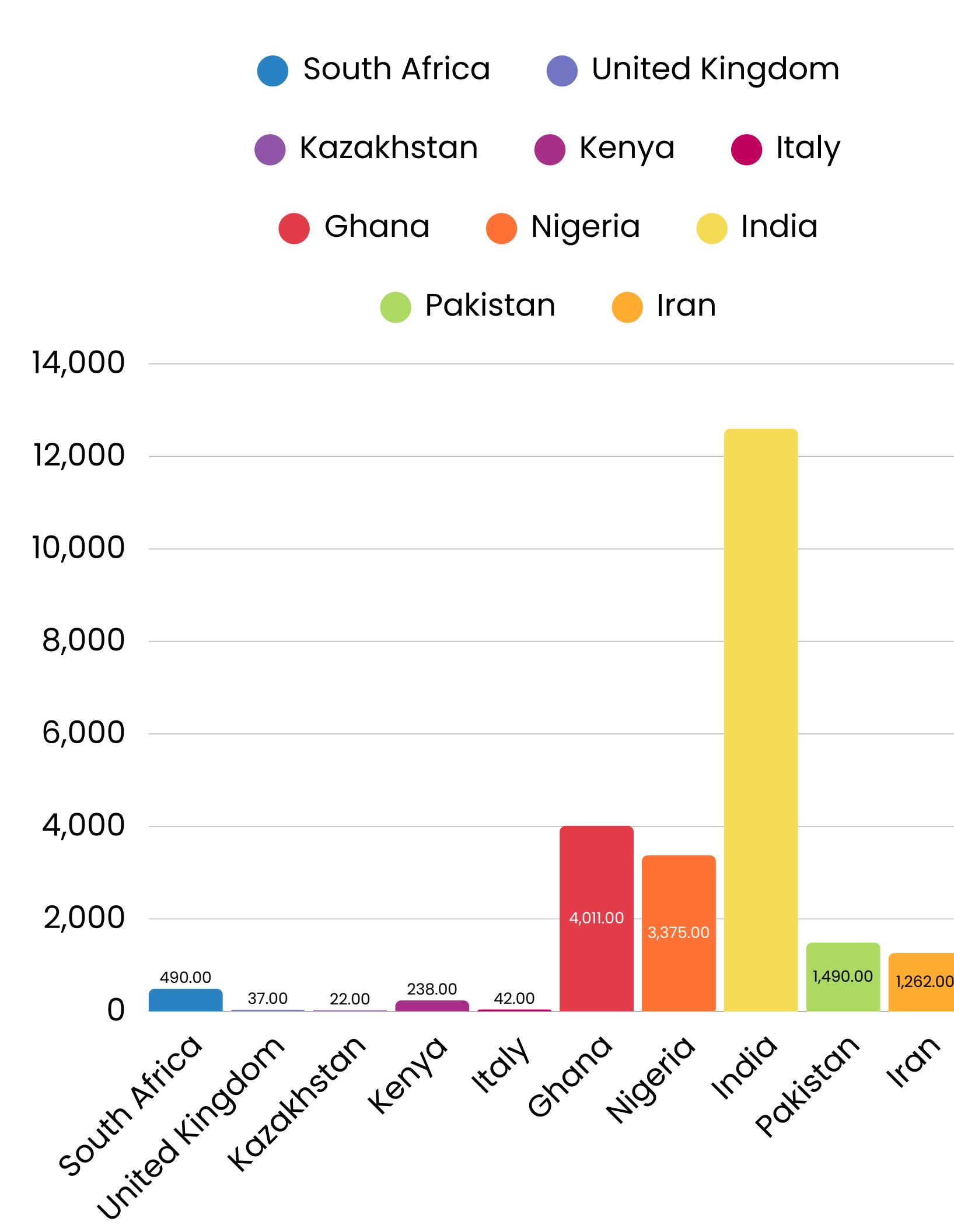
Positive Responses and Response Rate % by Month



Key Findings

1. Majority of outreach attempts are 'Not Connected' (66.87%).
2. Low engagement overall (Response Rate 3.88%, Conversion Rate 3.11%).
3. Post-Admission campaigns outperform Pre-Admission
4. Smaller outreach countries are more efficient, but large outreach countries deliver higher total positives.
 - Example: South Africa (35.51%), UK (35.13%), Kazakhstan (31.82%) vs. India (18.15%) despite much higher outreach.





Recommendations

Focus: Fixing the "Not Connected" problem.

Headline: Implement "Text-First" Protocol

Recommendation:

- Optimize initial contact methods: experiment with text-first vs. call-first approaches.
- Use automated reminders or follow-ups to increase the likelihood of connection.
- Focus on timing and regional patterns to reach prospects when they are most responsive.



Focus: Addressing the "Low Engagement Overall" finding

Headline: Target High-Intent Students for Better Outcomes

Recommendation:

- Refine messaging to be more personalized and concise.
- Segment prospects by interest level or region to target outreach more effectively.
- Run A/B testing on scripts to identify the most engaging communication style.

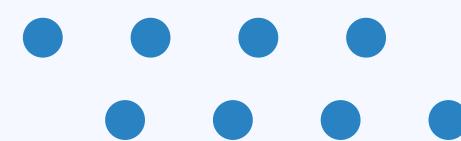
Recommendations

Focus: Leverage small countries' high response rates while keeping large-country scale.

Headline: Balance Focus Between High-Volume and High-Response Countries.

Recommendation:

- Continue high-volume campaigns in large outreach countries for total positives.
- Target smaller, high-response “hidden gem” countries to maximize engagement efficiency.
- Use insights from both small and large outreach countries to optimize resource allocation and ROI.



Focus: Addressing the "Post-Admission campaigns outperform Pre-Admission" finding

Headline: Strengthen Post-Admission Campaigns.

Recommendation:

- Invest more resources in Post-Admission campaigns, as they yield higher engagement.
- Use insights from Post-Admission success to adapt Pre-Admission messaging.
- Track and analyze prospect behavior post-contact to improve timing and content.



Suggestions for Future Monitoring & testing



- **A/B Test Text-First Approach**

Test different message sequences to see what works best.

- **Improve Scripts by Region**

Adjust outreach scripts for countries that respond better.

- **Increase Focus on Post-Admission Campaigns**

Spend more effort on campaigns after a student is admitted.

- **Create a Live Dashboard**

Build a dashboard to monitor outreach performance in real time.

- **Strengthen Warm Lead Follow-Up**

Keep track of interested leads and follow up more consistently.



We appreciate your time.
Any questions?

THANK YOU