

Problem Statement

Find effect of Walkin on CVR. Its unique trend (counsellor level, First touch point) and how to improve?

Data Overview

Leads Created between : *September 1st, 2023 - March 18th, 2024*

Leads removed : *Repeat Leads, **Lost reason** - Not an Indian Lead, **LQT** - Dummy User, **Destination** - India , Leads without walkin date*

Analysis Type : *Without roll over*

Metrics analysed:

- Leads, QLeads, AIP, Offer, Deposit
 - Data is looked at **without roll over** funnel
- Lost Reason segregation
- Qualified-AIP CVR, AIP-Offer CVR, Offer-Deposit CVR, Qualified-Deposit CVR
- Qualified-AIP TAT, AIP-Offer TAT, Offer-Deposit TAT, Qualified-Deposit TAT

Definitions:

- **Active Pipeline** : Current status={Created,Contacted,Qualified,Counsellor,Contacted,Processing,Important}
- **Active Converted Pipeline** : Current status = {Admission in Process,Offer}
- **Lost Pipeline** : Current status = {Lost}
- **Counsellor driven Walkin Leads** -Walkins generated by Counsellors b/w *Qualified - Offer* stage
- **Other Walkin Leads** - Walkin Leads - Counsellor driven Walkins
- **Direct Walkins** - Walkin leads (UTM Source - 'Walkin ')
- **Non-Walkin Leads** - Includes leads who never walked-in / who walked-in after deposit
- **QLead** - Qualified Lead

Key Findings:

Positives

- Lost leads from walkin 46% vs non-walkin 87% {{for same period}}
- Walkin leads has +ve effect on **Lead to Deposit CVR** (Non Walkin Leads **~-0.2%** ,Walkin Leads **~10%**)

- Greater impact of Walk-in is on **Lead to AIP CVR** (Non Walkin Leads ~1% ,Walkin Leads ~28%)
- Counsellor driven walkins deliver highest **Qualified-Deposit CVR**, compared to Non-Walkins & Other Walkins
 - Counsellor driven walkins - ~19%
 - Other Walkins - ~5.6%
 - Non-Walkins - ~1.8%
- Walkin is helping student not getting **Lost** from **AIP** stage i.e **AIP to Offer CVR** (Non Walkin Leads - ~67% ,Walkin Leads - ~77%)
- Walkin is helping student who received an offer to make a deposit i.e **Offer to Deposit CVR** (Non Walkin Leads - ~30% ,Walkin Leads - ~46%)
- Positive effect of walk-in is noticeable across Counsellor, Destination, Branch level

Concerns

- 31% lost walkin leads is due to 'not responding' and ~6% are 'lost to competitor' even after walk-in. Whereas only ~3% of Non walkin lost leads are due to 'lost to competitor'.
- Among Walkins , leads of **Direct Walkins** (29%) , **BD Walkins** (12%) shows poor performance as it contributes to only ~2%, ~1% of walkin deposits respectively.
 - Lead-Deposit CVR of **Direct Walkins**(~2%), **BD Walkins**(~1%), **LQT&Counsellor Walkins**(~15.5%), Non-Walkins(~0.2%).
- ~33% of BD walkins & Direct Walkins is lost before Qualified stage.

| BD Walkin + Direct Walkin (308 Leads) | | | |
|---------------------------------------|----------|------------------------------|----------|
| Un Qualified Lost | 95 | Qualified Lost | 99 |
| not responding | 26(27%) | not responding | 27(27%) |
| repeated | 14(14%) | dropped plans | 25(25%) |
| not interested | 12(12%) | financial issues | 11(11%) |
| entry requirement issue | 8(8%) | junk lead | 10(10%) |
| future intake | 5(5%) | not interested | 8(8%) |
| processed through competitor | 4(4%) | processed through competitor | 5(5%) |
| junk lead | 4(4%) | pending documentation | 3(3%) |

Actions

- As Counsellor driven walkins has high conversion rates incentivising **#walkins** per counsellor can help in increasing **#Deposits**
- As higher Lead to AIP CVR is observed whose first walkin is between the stage (**Qualified - Important**) ,walkins between these stages can improve **#AIP** concurrently improving **#deposits**.
- Bringing in walkin of students after **AIP** stage by providing student gifts can considerably improve **AIP to Deposit CVR** concurrently improving **#Deposits**.

Summary:

Step 1:

Considering All Walkin Leads

| Walk In | Leads | QLeads | AIP | Offer | Deposit | lead-Deposit CVR | Lead - AIP CVR | AIP - Offer CVR | Offer-Deposit CVR |
|------------|-------|--------|-----|-------|---------|------------------|----------------|-----------------|-------------------|
| Non Walkin | 76984 | 10022 | 867 | 570 | 154 | 0.2% | 1.1% | 63.7% | 26.6% |
| Walkin | 836 | 618 | 256 | 205 | 111 | 13.3% | 30.6% | 75.7% | 48.7% |

The above comparison does not give a complete picture as leads whose first walkin is after deposit doesn't help in the conversion. So these need to be excluded for a fair comparison.

Step 2:

Considering Walkin Leads whose first walkin is before **DEPOSIT** stage as it contributes in student conversion

| Walk In | Leads | QLeads | AIP | Offer | Deposit | lead-Deposit CVR | Lead - AIP CVR | AIP - Offer CVR | Offer-Deposit CVR |
|------------------------------|-------|--------|-----|-------|---------|------------------|----------------|-----------------|-------------------|
| Non Walkin | 77015 | 10053 | 898 | 601 | 185 | 0.2% | 1.2% | 66.9% | 30.8% |
| Walkins (Created till Offer) | 806 | 588 | 226 | 175 | 81 | 10.0% | 28.0% | 77.4% | 46.3% |

From the above table it's clear that walkin leads has +ve effect on **Lead to Deposit CVR** (Non Walkin Leads - ~0.2% ,Walkin Leads - ~10%)

Impact 1

Although Lead to deposit CVR for walkin leads is higher. Greater impact of Walkin is in making the student process the application through us i.e **Lead to AIP CVR** (Non Walkin Leads - ~1% ,Walkin Leads - ~28%)

Impact 2

Next impact of Walkin is in improving **AIP to Offer CVR** and **Offer to Deposit CVR** in the following ways:

1. Minor impact of Walkin is helping students not getting **Lost** from the **AIP** stage i.e **AIP to Offer CVR** (Non Walkin Leads - ~67% ,Walkin Leads - ~77%).

2. Helping students who received an offer to make a deposit i.e **Offer to Deposit CVR**
(Non Walkin Leads - ~30% ,Walkin Leads - ~46%).

Overview

1. Walk-in Lead Share

| Branch | Walkin Deposits | %Share | Dest Country | Walkin Deposits | %Share | Utm Source | Walkin Deposits | %Share | Counsellor | Walkin Deposits | %Share |
|--------------------|-----------------|--------|--------------------|-----------------|--------|----------------------|-----------------|--------|-------------------|-----------------|--------|
| Hyderabad | 315 | 39% | UK | 375 | 47% | google | 345 | 42.8% | Vighnesh Gondhale | 26 | 3% |
| Mumbai - HO | 206 | 26% | USA | 235 | 29% | walk-in | 210 | 26.1% | Mohammed Shareeq | 21 | 3% |
| Delhi | 146 | 18% | Ireland | 63 | 8% | business-development | 98 | 12.2% | Suman Sharma | 19 | 2% |
| Bengaluru | 106 | 13% | Australia | 56 | 7% | referral | 74 | 9.2% | Shaar Ahmed Khan | 19 | 2% |
| Chennai | 33 | 4% | ROW | 46 | 6% | unicreds | 31 | 3.8% | Sai Kumar | 19 | 2% |
| Grand Total | 806 | | Canada | 20 | 2% | bing | 13 | 1.6% | Rajesh Baru | 19 | 2% |
| | | | NZ | 11 | 1% | moengage | 7 | 0.9% | Anushiya S | 19 | 2% |
| | | | Grand Total | 806 | | direct | 7 | 0.9% | Null | 213 | 26% |
| | | | | | | Others | 21 | 2.6% | Others | 451 | 56% |

2. Walk-in Deposit Share

| Branch | Walkin Deposits | %Share | Dest Country | Walkin Deposits | %Share | Utm Source | Walkin Deposits | %Share | Counsellor | Walkin Deposits | %Share |
|--------------------|-----------------|--------|--------------------|-----------------|--------|----------------------|-----------------|--------|-------------------|-----------------|--------|
| Hyderabad | 43 | 53% | UK | 48 | 59% | google | 55 | 67.9% | Rajesh Baru | 8 | 10% |
| Mumbai - HO | 24 | 30% | USA | 23 | 28% | referral | 18 | 22.2% | Vighnesh Gondhale | 7 | 9% |
| Bengaluru | 9 | 11% | Ireland | 6 | 7% | walk-in | 2 | 2.5% | Suman Sharma | 4 | 5% |
| Delhi | 4 | 5% | Australia | 2 | 2% | business-development | 2 | 2.5% | Shirisha Merugu | 4 | 5% |
| Chennai | 1 | 1% | ROW | 1 | 1% | unicreds | 1 | 1.2% | Sai Kumar | 4 | 5% |
| Grand Total | 81 | | NZ | 1 | 1% | call | 1 | 1.2% | Mohammed Mudassir | 4 | 5% |
| | | | Grand Total | 81 | | bing | 1 | 1.2% | Sheetal Bharadwaj | 3 | 4% |
| | | | | | | | 1 | 1.2% | Shaar Ahmed Khan | 3 | 4% |
| | | | | | | Grand Total | 81 | | Others | 44 | 54% |

Branch Analysis:

| Branch | Type | Qualified Leads | Deposits | Qualified - Deposit CVR |
|-------------|-------------------|-----------------|------------|-------------------------|
| Overall | Non-walkin | 10,030 | 185 | 1.8% |
| | Other Walkin | 251 | 14 | 5.6% |
| | Counsellor Walkin | 337(3.3%) | 64 | 19.0% |
| | Total | 10,278 | 263 | 2.5% |
| Bengaluru | Non-walkin | 1,307 | 17 | 1.3% |
| | Other Walkin | 40 | 2 | 5.0% |
| | Counsellor Walkin | 35(2.6%) | 8 | 22.9% |
| | Total | 1,382 | 27 | 2.0% |
| Chennai | Non-walkin | 713 | 7 | 1.0% |
| | Other Walkin | 5 | 0 | 0.0% |
| | Counsellor Walkin | 17(2.3%) | 0 | 0.0% |
| | Total | 735 | 7 | 1.0% |
| Delhi | Non-walkin | 2,320 | 45 | 1.9% |
| | Other Walkin | 80 | 0 | 0.0% |
| | Counsellor Walkin | 47(1.9%) | 4 | 8.5% |
| | Total | 2,447 | 49 | 2.0% |
| Hyderabad | Non-walkin | 2,514 | 62 | 2.5% |
| | Other Walkin | 62 | 7 | 11.3% |
| | Counsellor Walkin | 145(5.3%) | 34 | 23.4% |
| | Total | 2,721 | 103 | 3.8% |
| Mumbai - HO | Non-walkin | 3,199 | 54 | 1.7% |
| | Other Walkin | 64 | 5 | 7.8% |
| | Counsellor Walkin | 93(2.7%) | 18 | 19.4% |
| | Total | 3,356 | 77 | 2.3% |

Qualified to deposit CVR for **Counsellor Walkins** is ~19% compared to Non walkins (~1.8%) & Other walkins (~5.6%) ,this helps in improving the branch level CVR and Deposits. Hyderabad has ~5.3% (QLeads) Counsellor driven walkins resulting in highest Qualified to deposit CVR (**3.8%**) compared to ~2.7% Counsellor driven Walkins (QLeads) in Mumbai resulting in Qualified to Deposit CVR (**2.3%**)

UTM Source :

| Utm Source | Leads | Active Pipeline | Active Converted Pipeline | Lost Pipeline | QLeads | AIP | Offer | Deposit | lead-Qualified CVR | Qualified-Deposit CVR | Qualified - AIP CVR | AIP - Offer CVR | Offer-Deposit CVR |
|----------------------|------------|-----------------|---------------------------|---------------|------------|------------|------------|-----------|--------------------|-----------------------|---------------------|-----------------|-------------------|
| google | 335 | 14.3% | 22.4% | 39.4% | 294 | 132 | 103 | 43 | 87.8% | 14.6% | 44.9% | 78.0% | 41.7% |
| referral | 74 | 14.9% | 25.7% | 32.4% | 60 | 37 | 25 | 16 | 81.1% | 26.7% | 61.7% | 67.6% | 64.0% |
| walk-in | 210 | 6.2% | 5.7% | 64.8% | 118 | 19 | 15 | 2 | 56.2% | 1.7% | 16.1% | 78.9% | 13.3% |
| | 1 | 0.0% | 0.0% | 0.0% | 1 | 1 | 1 | 1 | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| bing | 12 | 25.0% | 33.3% | 16.7% | 12 | 5 | 5 | 1 | 100.0% | 8.3% | 41.7% | 100.0% | 20.0% |
| business-development | 98 | 5.1% | 13.3% | 54.1% | 40 | 14 | 8 | 1 | 40.8% | 2.5% | 35.0% | 57.1% | 12.5% |
| call | 5 | 20.0% | 20.0% | 40.0% | 4 | 2 | 2 | 1 | 80.0% | 25.0% | 50.0% | 100.0% | 50.0% |
| affiliate | 4 | 0.0% | 0.0% | 75.0% | 4 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| brochure | 3 | 33.3% | 0.0% | 0.0% | 3 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| campusambassador | 1 | 0.0% | 0.0% | 0.0% | 0 | 0 | 0 | 0 | 0.0% | | | | |
| direct | 7 | 14.3% | 14.3% | 28.6% | 5 | 1 | 0 | 0 | 71.4% | 0.0% | 20.0% | 0.0% | |
| inf | 3 | 0.0% | 0.0% | 0.0% | 3 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| instagram | 1 | 100.0% | 0.0% | 0.0% | 1 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| moengage | 7 | 0.0% | 57.1% | 14.3% | 6 | 4 | 0 | 0 | 85.7% | 0.0% | 66.7% | 0.0% | |
| unicreds | 31 | 9.7% | 19.4% | 58.1% | 23 | 6 | 4 | 0 | 74.2% | 0.0% | 26.1% | 66.7% | 0.0% |
| unischolars | 1 | 100.0% | 0.0% | 0.0% | 1 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| us-blog | 1 | 0.0% | 0.0% | 100.0% | 0 | 0 | 0 | 0 | 0.0% | | | | |
| whatsapp | 1 | 0.0% | 0.0% | 0.0% | 1 | 0 | 0 | 0 | 100.0% | 0.0% | 0.0% | | |
| Total | 795 | 11.1% | 17.0% | 47.0% | 576 | 221 | 163 | 65 | 72.5% | 11.3% | 38.4% | 73.8% | 39.9% |

Active Pipeline : Current status={Created,Contacted,Qualified,Counsellor,Contacted,Processing,Important}

Active Converted Pipeline : Current status= {Admission in Process,Offer}

Lost Pipeline : Current status= {Lost}

| Walkin Category | Leads | QLeads | AIP | Offer | Deposit | lead-Deposit CVR | Lead - AIP CVR | AIP - Offer CVR | Offer-Deposit CVR |
|-------------------------|-------|--------|-----|-------|---------|------------------|----------------|-----------------|-------------------|
| BD Walkin | 98 | 40 | 14 | 9 | 2 | 2.0% | 14.3% | 22.2% | 64.3% |
| Direct Walkin | 210 | 118 | 19 | 16 | 2 | 1.0% | 9.0% | 12.5% | 84.2% |
| LQT & Counsellor Walkin | 498 | 430 | 193 | 150 | 77 | 15.5% | 38.8% | 51.3% | 77.7% |

Qualified to deposit CVR for different category of walkins is as follows,

- **Direct Walkin leads** (UTM Source Walkin) (student whose lead created from filling the tab) **~1.7%**
- **BD Walkin leads** (UTM Source BD) lead is **~2.5%**
- **LQT&Counsellor Walkins** (other than utm_Source Walkin , BD) is **~15%** .

As the volume of **Direct Walkin leads**(26%), **BD Walkin leads**(12%) leads is high Overall Qualified to Deposit CVR of walkin leads drops to **~11.3%**.

Direct Walkin leads & BD Walkin leads has comparatively low Qualification CVR , as their volume is high it pulls down the overall Walkin Qualification CVR **~72.5%**.

- **Direct Walkin leads** (UTM Source Walkin) (student whose lead created from filling the tab) **~56.2%**
- **BD Walkin leads** (UTM Source BD) lead is **~40.8%**
- **LQT&Counsellor Walkins** (ot-her than utm_Source Walkin , BD) is **~85.8%** .

Deep diving into **Direct Walkins leads**(UTM Source Walkin) major drops are observed at every stage of the funnel as shown below

| CVR | Total Walkin | UTM Source (Walkin) | UTM Source (BD) | LQT & Counsellor Walkins |
|---------------------|--------------|---------------------|-----------------|--------------------------|
| Qualified - Deposit | 1.7% | 2.5% | 11.0% | 15.0% |
| Lead to Qualified | 72.0% | 56.0% | 40% | 89.0% |
| Qualified to AIP | 38% | 16% | 35% | 45% |
| Offer - deposit | 38% | 13% | 12% | 44% |

Walkin vs Non-Walkin (Branch level)

| Hybrid Branch | Crct_Walkin | Leads | QLeads | AIP | Offer | Deposit | Q lead-D eposit | QLead - AIP CVR | AIP - Offer CVR | Offer-De posit CVR |
|---------------|-------------|-------|--------|-----|-------|---------|-----------------|-----------------|-----------------|--------------------|
| Bengaluru | Remaining | 9,914 | 1306 | 100 | 69 | 17 | 1% | 8% | 69% | 25% |
| Bengaluru | Walkin | 106 | 75 | 27 | 24 | 10 | 13% | 36% | 89% | 42% |
| Chennai | Remaining | 5,543 | 713 | 45 | 28 | 6 | 1% | 6% | 62% | 21% |
| Chennai | Walkin | 32 | 21 | 6 | 5 | 0 | 0% | 29% | 83% | 0% |

| | | | | | | | | | | |
|-------------|-----------|--------|------|-----|-----|----|-----|-----|-----|-----|
| Delhi | Remaining | 18,394 | 2319 | 200 | 147 | 43 | 2% | 9% | 74% | 29% |
| Delhi | Walkin | 145 | 125 | 26 | 23 | 4 | 3% | 21% | 88% | 17% |
| Hyderabad | Remaining | 19,216 | 2506 | 279 | 159 | 61 | 2% | 11% | 57% | 38% |
| Hyderabad | Walkin | 317 | 206 | 103 | 70 | 38 | 18% | 50% | 68% | 54% |
| Mumbai - HO | Remaining | 23,953 | 3186 | 260 | 184 | 52 | 2% | 8% | 71% | 28% |
| Mumbai - HO | Walkin | 201 | 155 | 62 | 50 | 23 | 15% | 40% | 81% | 46% |

Hyderabad contributes to 35% of Walkin Qualified leads followed by Mumbai (~27%) , but Hyderabad contributes to 50% of Walkin Deposits whereas Mumbai (~ 30%)

Higher conversion rate of Walkin leads in Hyderabad can be attributed to higher contribution of **Counsellor driven Walkins**.

First Touch Point Analysis:

| Walk In | First Touch Pont | Leads | Active Pipeline | Active Converted Pipeline | Lost Pipeline | QLeads | AIP | Offer | Deposit | lead-Deposit CVR | Lead - AIP CVR | Offer-Deposit CVR |
|-------------------------|--------------------|-------|-----------------|---------------------------|---------------|--------|-----|-------|---------|------------------|----------------|-------------------|
| Remaining | - | 77000 | 7.5% | 0.5% | 87.4% | 9945 | 838 | 534 | 142 | 0.2% | 1.1% | 26.6% |
| Walkin | a.Bef Created | 239 | 7.1% | 6.3% | 63.6% | 120 | 21 | 13 | 1 | 0.4% | 8.8% | 7.7% |
| Walkin | b.Aft Created | 70 | 4.3% | 10.0% | 58.6% | 25 | 10 | 5 | 1 | 1.4% | 14.3% | 20.0% |
| Walkin | c.Aft Contacted | 121 | 15.3% | 11.3% | 46.8% | 67 | 20 | 13 | 5 | 4.1% | 16.5% | 38.5% |
| Walkin | d.Aft Qualified | 49 | 10.2% | 10.2% | 51.0% | 49 | 10 | 6 | 4 | 8.2% | 20.4% | 66.7% |
| Walkin | e.Aft Cnslr Cntctd | 161 | 21.1% | 19.9% | 37.3% | 161 | 42 | 28 | 11 | 6.8% | 26.1% | 39.3% |
| Walkin | f.Aft Processing | 83 | 12.0% | 42.2% | 26.5% | 83 | 48 | 36 | 11 | 13.3% | 57.8% | 30.6% |
| Walkin | g.Aft Important | 3 | 66.7% | 33.3% | 0.0% | 3 | 1 | 0 | 0 | 0.0% | 33.3% | |
| Walkin | h.Aft AIP | 25 | 0.0% | 68.0% | 8.0% | 25 | 25 | 17 | 6 | 24.0% | 100.0% | 35.3% |
| Walkin | i.Aft Offer | 41 | 0.0% | 31.7% | 17.1% | 41 | 41 | 41 | 22 | 53.7% | 100.0% | 53.7% |
| Walkin | j.Aft Deposit | 30 | 0.0% | 10.0% | 6.7% | 30 | 30 | 30 | 30 | 100.0% | 100.0% | 100.0 % |
| Non Walkin | | 77000 | 7.5% | 0.5% | 87.4% | 9945 | 838 | 534 | 142 | 0.2% | 1.1% | 26.6% |
| Total Walkin | | 822 | 10.9% | 17.3% | 44.9% | 604 | 248 | 189 | 91 | 11.1% | 30.2% | 48.1% |
| Created till Processing | | | | | | | | | | | | |
| Walkin | | 723 | 12.2% | 14.9% | 49.5% | 505 | 151 | 101 | 33 | 4.6% | 20.9% | 32.7% |

| | | | | | | | | | | | |
|-----------------------------|-----|-------|-------|-------|-----|-----|-----|----|-------|-------|-------|
| Important till Offer Walkin | 69 | 2.9% | 44.9% | 13.0% | 69 | 67 | 58 | 28 | 40.6% | 97.1% | 48.3% |
| Created till Offer Walkin | 792 | 11.4% | 17.6% | 46.3% | 574 | 218 | 159 | 61 | 7.7% | 27.5% | 38.4% |

Active Pipeline : Current status={Created,Contacted,Qualified,Counsellor,Contacted,Processing,Important}

Active Converted Pipeline : Current status= {Admission in Process,Offer}

Lost Pipeline : Current status= {Lost}

Impact 1

From the above table it is clear that Lead to AIP CVR of walkin leads (**walkin before AIP**) is ~1% compared to ~27% for non-walkin leads. The delta may increase as the **active pipeline** for non-walkin is ~7% , walkin is ~12%. So targeting students before the AIP stage helps to improve Lead to AIP CVR, this in turn improves offer to deposit CVR (walkin leads ~33%, Non walkin leads ~26%).

Impact 2

Walkins during **AIP to Offer stages** shows improved offer to Deposit CVR ~48% compared to ~26% for non-walkin leads. The delta may increase as the **Active Converted Pipeline** for non-walkin is ~0.5% , walkin is ~45% and **active pipeline** for non-walkin is ~7% , walkin is ~12%.

Counsellor wise Bifurcation

Below table shows Walkin vs Non walkin leads split for Top 10 counsellors

| Counsellor Agent | Walk In | Leads | QLeads | AIP | Offer | Deposit | cvr lead-De posit | Lead - AIP CVR | AIP - Offer CVR | Offer-Depos it CVR |
|-------------------|-----------|-------|--------|-----|-------|---------|-------------------------|----------------------|-----------------------|-----------------------|
| Rajesh Baru | Remaining | 232 | 128 | 21 | 12 | 4 | 3.1% | 16.4% | 57.1% | 33.3% |
| Rajesh Baru | Walkin | 19 | 19 | 13 | 11 | 8 | 42.1% | 68.4% | 84.6% | 72.7% |
| Poornima Sugumar | Remaining | 53 | 50 | 22 | 18 | 11 | 22.0% | 44.0% | 81.8% | 61.1% |
| Poornima Sugumar | Walkin | 7 | 7 | 3 | 2 | 1 | 14.3% | 42.9% | 66.7% | 50.0% |
| Shirisha Merugu | Remaining | 250 | 185 | 25 | 14 | 8 | 4.3% | 13.5% | 56.0% | 57.1% |
| Shirisha Merugu | Walkin | 10 | 10 | 7 | 5 | 3 | 30.0% | 70.0% | 71.4% | 60.0% |
| Vighnesh Gondhale | Remaining | 147 | 116 | 23 | 18 | 6 | 5.2% | 19.8% | 78.3% | 33.3% |
| Vighnesh Gondhale | Walkin | 25 | 25 | 15 | 13 | 5 | 20.0% | 60.0% | 86.7% | 38.5% |
| Sai Kumar | Remaining | 245 | 190 | 13 | 8 | 4 | 2.1% | 6.8% | 61.5% | 50.0% |
| Sai Kumar | Walkin | 19 | 19 | 11 | 8 | 3 | 15.8% | 57.9% | 72.7% | 37.5% |

| | | | | | | | | | | |
|-------------------|-----------|-----|-----|----|----|---|-------|-------|--------|--------|
| Priyanka Bheke | Remaining | 66 | 64 | 14 | 10 | 5 | 7.8% | 21.9% | 71.4% | 50.0% |
| Priyanka Bheke | Walkin | 9 | 9 | 6 | 5 | 3 | 33.3% | 66.7% | 83.3% | 60.0% |
| Akanksha Kapoor | Remaining | 195 | 167 | 12 | 10 | 6 | 3.6% | 7.2% | 83.3% | 60.0% |
| Akanksha Kapoor | Walkin | 8 | 8 | 3 | 3 | 0 | 0.0% | 37.5% | 100.0% | 0.0% |
| Mitali Muralidhar | Remaining | 178 | 145 | 18 | 16 | 4 | 2.8% | 12.4% | 88.9% | 25.0% |
| Mitali Muralidhar | Walkin | 9 | 9 | 7 | 7 | 3 | 33.3% | 77.8% | 100.0% | 42.9% |
| Suraj Gupta | Remaining | 308 | 254 | 29 | 23 | 6 | 2.4% | 11.4% | 79.3% | 26.1% |
| Suraj Gupta | Walkin | 13 | 13 | 3 | 3 | 1 | 7.7% | 23.1% | 100.0% | 33.3% |
| Tejaswani Balaji | Remaining | 247 | 145 | 22 | 14 | 3 | 2.1% | 15.2% | 63.6% | 21.4% |
| Tejaswani Balaji | Walkin | 10 | 9 | 3 | 2 | 2 | 22.2% | 33.3% | 66.7% | 100.0% |

Analysing **leads assigned to counsellors** it's clear that walkin leads has +ve effect on **Counsellor assigned Leads to Deposit CVR** (Non Walkin Leads - ~1% ,Walkin Leads - ~10%). Similar trend is observed among most of the counsellors. Counsellors Whose walkin leads CVR (lead to deposit) is below ~10% can be flagged and analysed further.

Impact 1

Although Lead to deposit CVR for walkin leads is higher. Greater impact of Walkin is in making the student process the application through us i.e **Lead to AIP CVR** (Non Walkin Leads - ~6% ,Walkin Leads - ~27%)

Impact 2

Next impact of Walkin is helping student who received an offer to make a deposit i.e **Offer to Deposit CVR** (Non Walkin Leads - ~30% ,Walkin Leads - ~39%)

Impact 3

Minor impact of Walkin is helping student not getting **Lost** from **AIP** stage i.e **AIP to Offer CVR** (Non Walkin Leads - ~65% ,Walkin Leads - ~73%)

Lost Reason Analysis

1.Walkin vs Non Walkin

Lost leads share as of Mar 23 for walkin leads - **45%** , Non walkin leads -**87%**

| Lost Reason | Walkin Leads | %Share | Lost Reason | Non Walkin Leads | %Share |
|------------------------------|-----------------|---------------|------------------------------|-------------------|---------------|
| Total Leads | 792 | | Total Leads | 77030 | |
| Lost Leads | 367(46%) | 100.0% | Lost Leads | 67260(87%) | 100.0% |
| not responding | 114 | 30.9% | not responding | 32418 | 48.2% |
| dropped plans | 64 | 17.3% | not interested | 9494 | 14.1% |
| not interested | 43 | 11.7% | junk lead | 4026 | 6.0% |
| processed through competitor | 21 | 5.7% | entry requirement issue | 3219 | 4.8% |
| repeated | 20 | 5.4% | dropped plans | 2796 | 4.2% |
| financial issues | 19 | 5.1% | Null | 2027 | 3.0% |
| entry requirement issue | 19 | 5.1% | processed through competitor | 1953 | 2.9% |
| junk lead | 15 | 4.1% | future intake | 1686 | 2.5% |
| future intake | 10 | 2.7% | financial issues | 1615 | 2.4% |
| self applied | 9 | 2.4% | wrong number | 1194 | 1.8% |

2.Lost from Stages:

| Walk In | Null | CREATED | CONTACTED | QUALIFIED | COUNSELLOR CONTACTED | PROCESsing | IMPORtant | ADMISSION IN PROCEss | OFFER | DEPOSIT | VISA APPLICATION IN PROCEss | VISA APPLIED | VISA RECEIVED | OPPORTUNITY | Grand Total |
|-----------|------|---------|-----------|-----------|----------------------|------------|-----------|----------------------|-------|---------|-----------------------------|--------------|---------------|-------------|-------------|
| Remaining | 6.1% | 20.5% | 61.5% | 0.3% | 6.3% | 2.0% | 0.0% | 0.1% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 3.1% | 72452 |
| Walkin | 0.3% | 11.9% | 26.5% | 1.4% | 30.5% | 17.6% | 0.0% | 1.4% | 3.8% | 0.0% | 0.0% | 0.0% | 0.3% | 6.5% | 370 |

3.UTM Source wise Lost Split

| Lost Reason | walk-in | google | business-development | referral | unicreds |
|------------------------------|------------------|------------------|----------------------|-----------------|-----------------|
| Total Leads | 210 | 335 | 98 | 74 | 31 |
| Lost Leads | 136(65%) | 132(39%) | 55(56%) | 24(32%) | 18(58%) |
| not responding | 19.9% | 35.6% | 47.3% | 29.2% | 22.2% |
| dropped plans | 15.4% | 21.2% | 10.9% | 25.0% | 16.7% |
| not interested | 11.8% | 13.6% | 9.1% | 4.2% | 11.1% |
| processed through competitor | 4.4% | 6.1% | 5.5% | 8.3% | 5.6% |

| | | | | | |
|-------------------------|-------|------|------|-------|-------|
| repeated | 11.0% | 3.0% | 0.0% | 8.3% | 0.0% |
| entry requirement issue | 5.1% | 3.8% | 5.5% | 12.5% | 11.1% |
| financial issues | 8.8% | 3.0% | 1.8% | 4.2% | 0.0% |
| junk lead | 4.4% | 3.8% | 7.3% | 0.0% | 11.1% |
| future intake | 2.9% | 1.5% | 5.5% | 4.2% | 0.0% |
| test lead | 3.7% | 0.8% | 0.0% | 0.0% | 11.1% |
| self applied | 2.9% | 0.8% | 1.8% | 4.2% | 5.6% |
| pending documentation | 1.5% | 0.8% | 1.8% | 0.0% | 5.6% |
| wrong number | 0.0% | 0.8% | 3.6% | 0.0% | 0.0% |

4.Walkin Lost Bucketing (First Touch Point)

| <i>Walkin Buckets</i> | <i>First Touch point</i> | | | | | | | | | |
|------------------------------|--------------------------|---------------|-----------------|-----------------|--------------------|------------------|-----------|-------------|---------------|-------------|
| <i>Lost Reason</i> | a.Bef Created | b.Aft Created | c.Aft Contacted | d.Aft Qualified | e.Aft Cnslr Cntctd | f.Aft Processing | h.Aft AIP | i.Aft Offer | j.Aft Deposit | Grand Total |
| not responding | 9% | 4% | 7% | 1% | 6% | 1% | | 1% | 0% | 31% |
| dropped plans | 5% | 1% | 3% | 2% | 3% | 2% | 0% | 1% | | 17% |
| not interested | 5% | 1% | 1% | 1% | 3% | 0% | | | | 12% |
| processed through competitor | 2% | 0% | 1% | 1% | 1% | 1% | | | | 6% |
| repeated | 4% | 1% | 1% | | | | | | | 5% |
| financial issues | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | 5% |
| entry requirement issue | 2% | 1% | 1% | 0% | 1% | 1% | | | | 5% |
| junk lead | 2% | 1% | 0% | 0% | 0% | | | | | 4% |
| future intake | 1% | | 1% | | 1% | | | | | 3% |
| test lead | 1% | 0% | 1% | | | | | | | 2% |
| self applied | 1% | 0% | | 1% | | 0% | | | 0% | 2% |

| | | | | | | | | | | |
|-----------------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|-------------|
| pending documentation | 1% | 0% | 0% | | | 0% | | | | 1% |
| wrong number | 1% | | 0% | | | | | | | 1% |
| no supply | 1% | | | | 0% | | | | | 1% |
| language barrier | 1% | | | | | | | | | 1% |
| just loan enquiry | 1% | | | | | | | | | 1% |
| not enquired | 0% | | | | 0% | | | | | 1% |
| indian lead | 0% | | | 0% | | | | | | 1% |
| will reply later | | 0% | | | | | | | | 0% |
| secured job | 0% | | | | | | | | | 0% |
| not connected | | 0% | | | | | | | | 0% |
| no passport | | | | | 0% | | | | | 0% |
| change of country | | | | | 0% | | | | | 0% |
| Grand Total | 41% | 11% | 16% | 7% | 16% | 6% | 1% | 2% | 1% | 100% |

Among lost leads, a major chunk belongs to walkins before the created stage (~40%).
 'Processed through competitor' should be looked at for walkins after the counsellor contacted the stage.

Reference:

Google sheet with dump & data - [📄 Effect of Walk-in on CVR - Abdul](#)