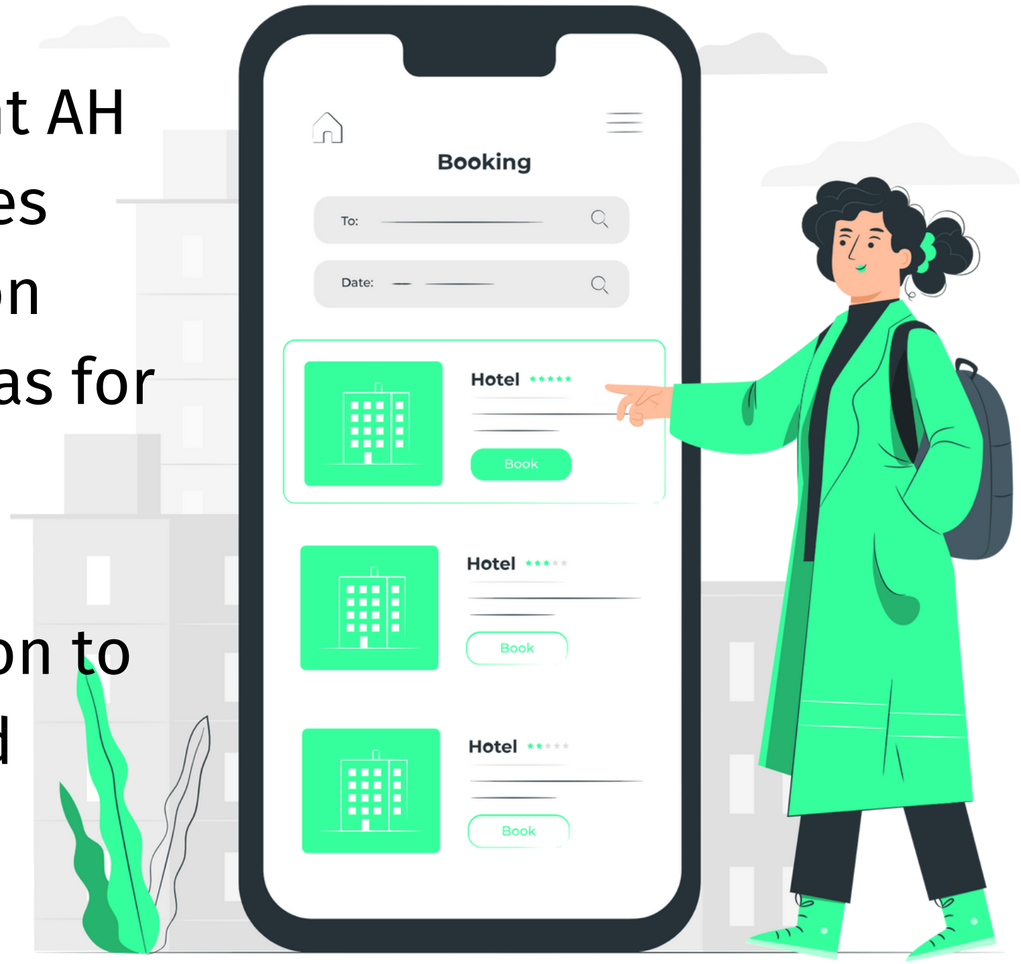
Sales Funnel Analysis of Hostel Chain

By Altmash Bagwan

• Introduction

- The Sales Funnel Analysis for the Strent AH Pvt Limited (SAPL) hostel chain provides critical insights into the lead generation process, conversion rates, and key areas for improvement.

- The analysis spans from lead generation to onboarding, identifying challenges and opportunities for optimization.



• Process Overview

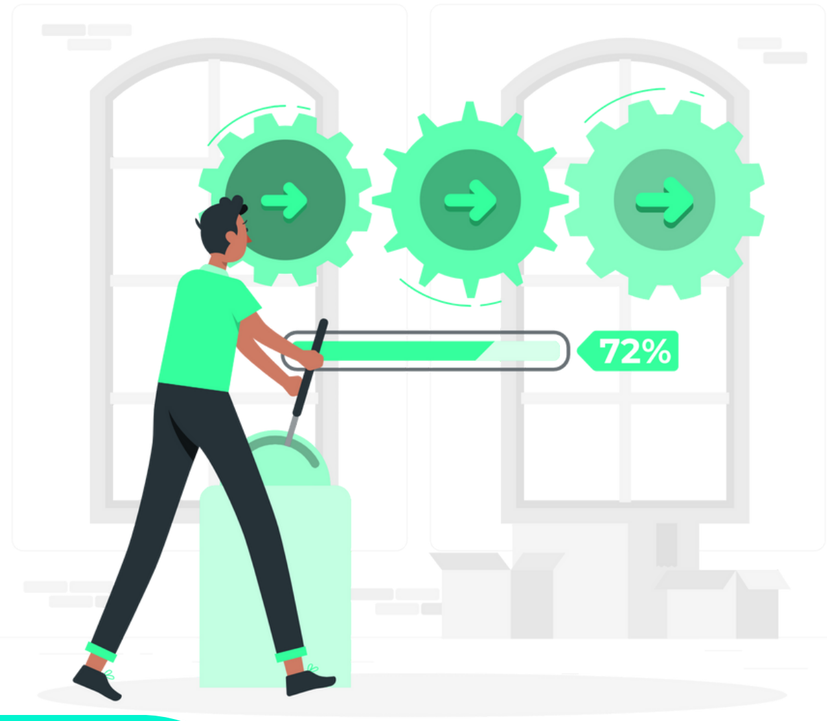
Lead Generation

Lead Qualification

Customer Care Interaction

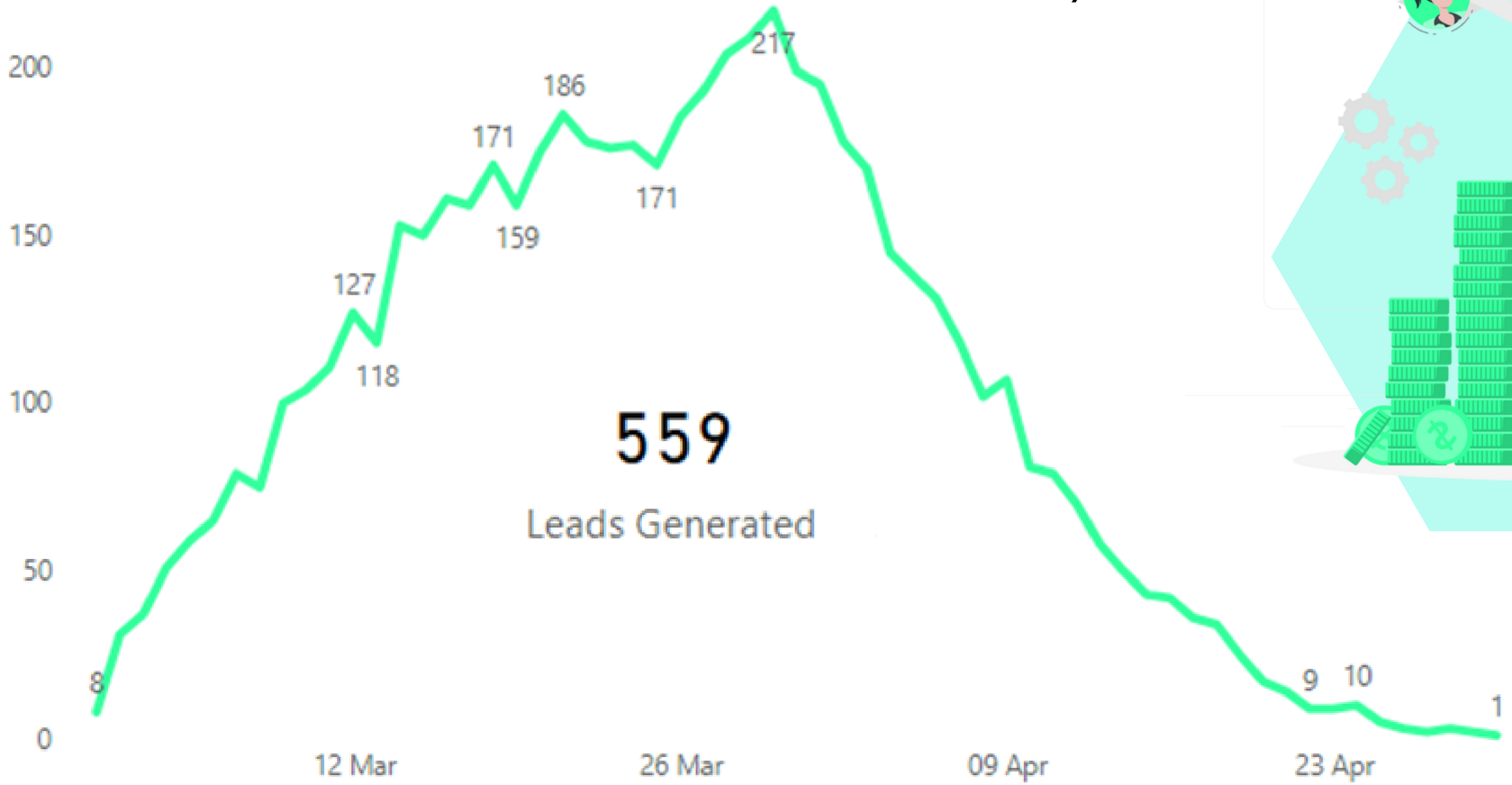
Property Visits

Agreement & Onboarding

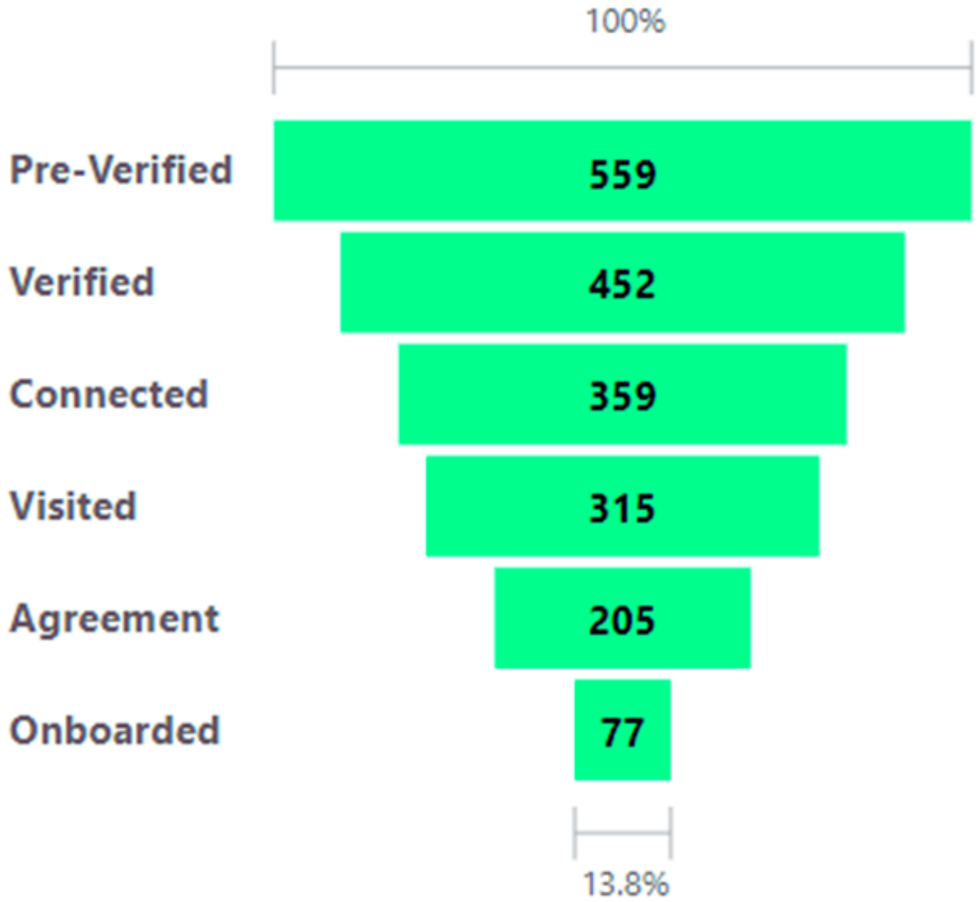


- **Lead Generation**

Drop in Lead’s post
March 31, 2023



• Sales Funnel



Conversion Rate

~ 80 %

~ 80 %

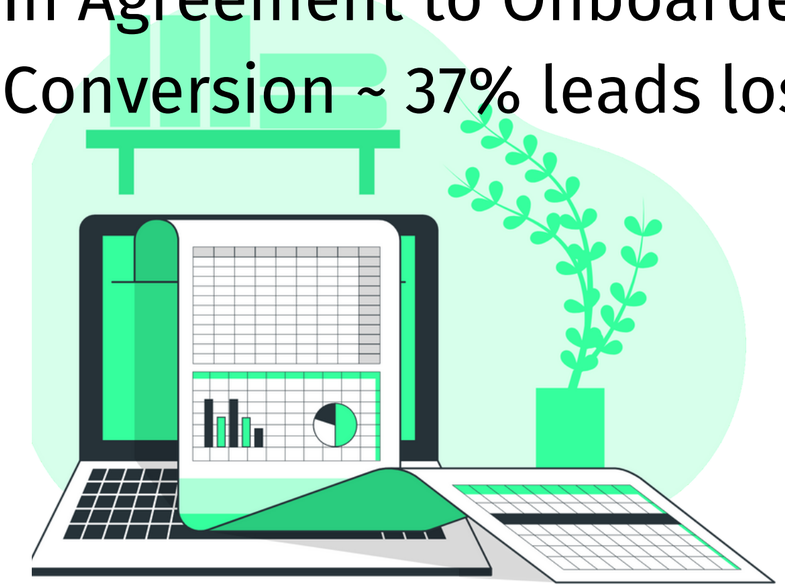
~ 87 %

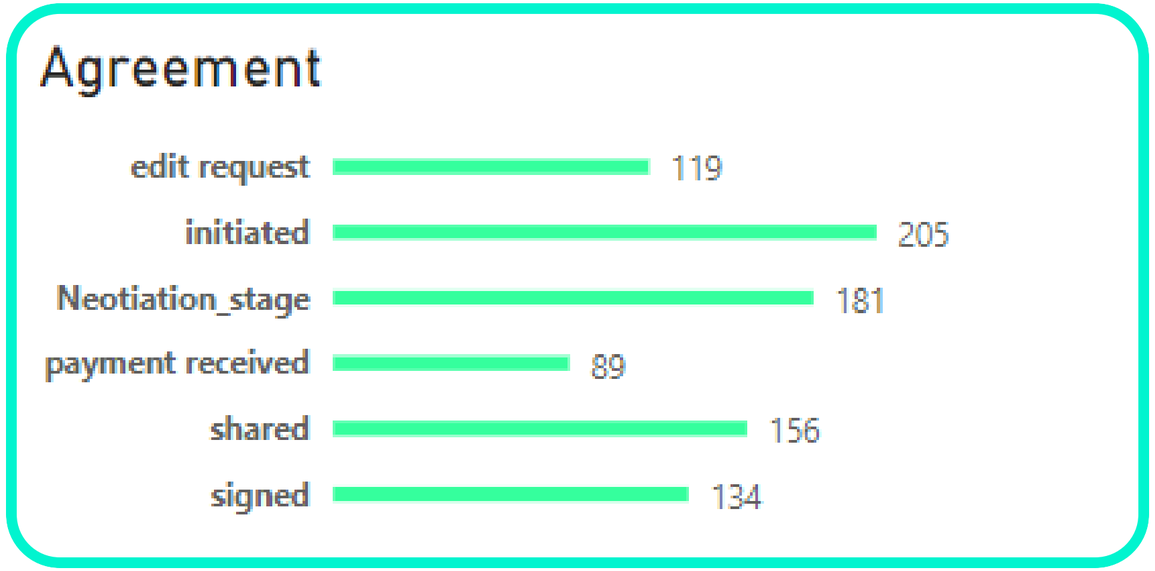
~ 65 %

~ 37%

• Most Leads Lost

- Most leads are lost in the Visited and Agreement stages.
- Between Visited to Agreement Conversion ~ 65% leads lost.
- In Agreement to Onboarded Conversion ~ 37% leads lost.



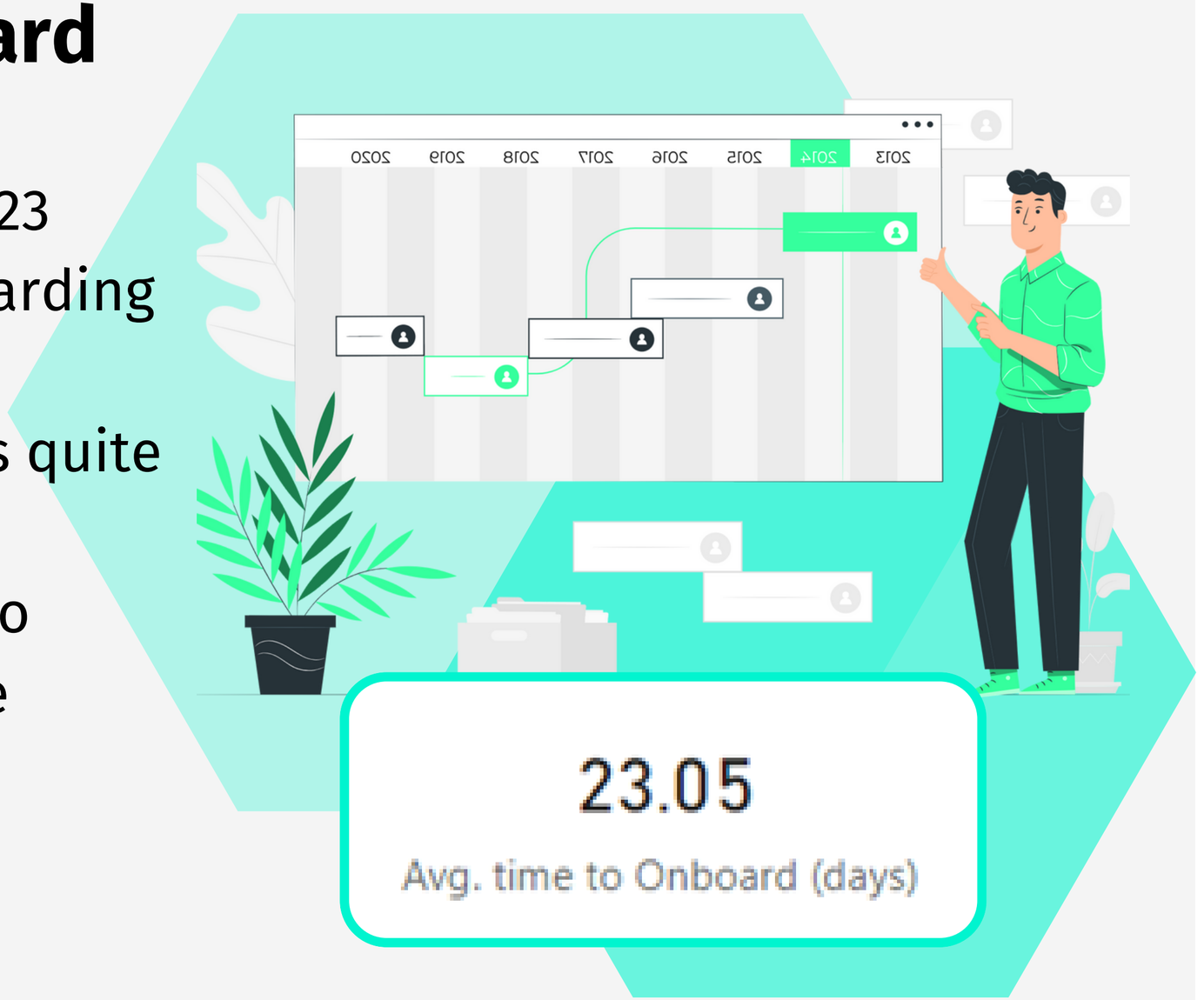


• City-wise Leads Insights

City	Pre-Verified	Verified	Connected	Visited	Agreement	Onboarded	Overall Conversion Rate
Hyderabad	38	32	26	25	18	9	23.68%
Bangalore	81	63	54	47	34	15	18.52%
Mumbai	50	39	32	27	20	9	18.00%
Delhi	125	100	80	71	50	19	15.20%
Kolkata	27	24	17	17	10	4	14.81%
Gurugram	120	101	77	63	43	14	11.67%
Pune	60	48	36	32	15	5	8.33%
Ahmedabad	20	15	12	11	3	1	5.00%
Noida	29	23	19	17	11	1	3.45%
Chandigarh	9	7	6	5	1		
Total	**559**	**452**	**359**	**315**	**205**	**77**	**13.77%**

• Average Time to Onboard

- Students spend an average of ~23 days from Pre-Verified to Onboarding stage.
- Average time spend in funnel is quite high by industry standards.
- Needs process improvements to reduce overall time spent in the funnel.



Recommendations

- **Process Improvement Survey:** Conduct a comprehensive survey to identify bottlenecks in all stages of funnel. And Specifically inefficiencies in the Visited and Agreement stages.
- **Regional Demand Analysis:** Analyze regional variations in demand and tailor marketing strategies accordingly.
- **Marketing Strategy:** Develop a targeted marketing strategy based on potential seasonality and regional demand.
- **Customer Journey Optimization:** Streamline the customer journey to reduce the average time spent in the funnel

• Conclusion

- This Analysis revealed opportunities for improvement in lead conversion rates and operational efficiency.
- Addressing issues in the Visited and Agreement stages, understanding regional demand, and optimizing marketing strategies can contribute to a more effective sales funnel.
- Reducing the average time spent in the funnel will enhance overall customer satisfaction.
- The recommendations aim to provide actionable insights for ongoing improvements and strategic planning.

THANK YOU !

Let’s Connect !

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