

Report: Conclusions on the Leads Dataset

➤ General Insights

- There are a total of 16460 rows in the dataset.
- All the lead_ids are unique and can serve as a primary key for a table.
- Unique values for:

Channel_group

Course

Lead_type

Channel_group
A
B
C
D
E
F
G
H
I
J
K
L
M

course ▼
Java
Guitar
Python
Google Analytics
Figma
SEO
CRM

Lead_type ▼
EFG
XYZ
ABC
LMN

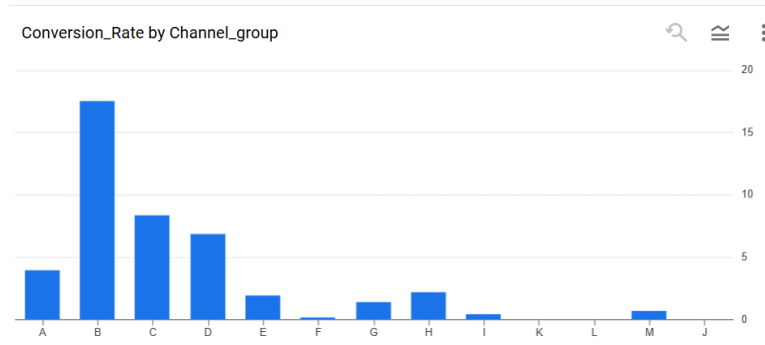
- The data spans from 2024-01-05 00:03:00 UTC to 2024-12-05 23:58:00 UTC.
- The Standard Rates of the courses are given below:

amount_paid ▼	course ▼
48402	Java
45435	Figma
44604	CRM
44113	Guitar
34265	SEO
32149	Python
31611	Google Analytics

➤ Top 5 Insights

1. What is the conversion rate for leads from different acquisition channels (Channel_group)?
= (Leads that paid/Total Leads per Channel_group)*100

Channel_group	Conversion_Rate
B	17.54
C	8.35
D	6.88
A	3.95
H	2.17
E	1.94
G	1.37
M	0.73
I	0.47
F	0.19
K	0.0
L	0.0
J	0.0

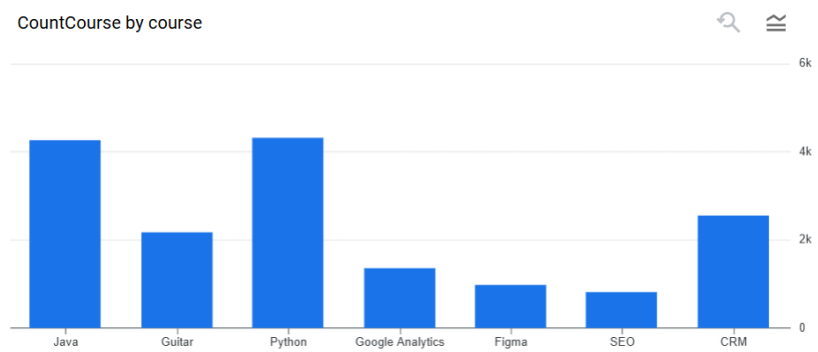


Conclusion: Most Leads were converted into sales through channel B.

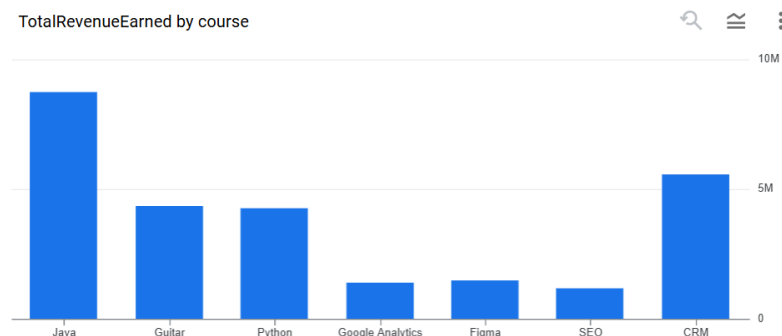
2. Which courses are most popular among leads, and how does this impact revenue?

course	CountCourse	TotalRevenueEarned
Python	4323	4243668
Java	4250	8760762
CRM	2565	5575500
Guitar	2164	4367187
Google Analytics	1358	1390884
Figma	975	1499355
SEO	825	1165010

CountCourse by course

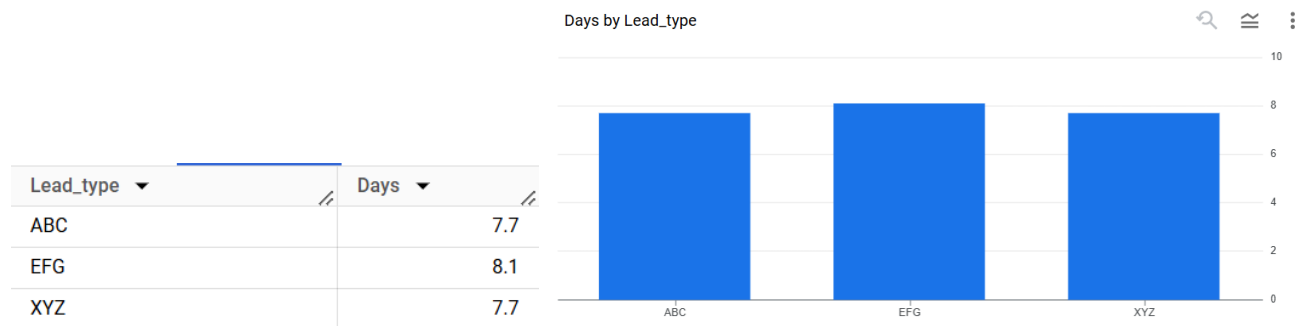


TotalRevenueEarned by course



Conclusion: The most popular course (enquired and purchased) is Python followed by Java. However, the highest revenue earned was from Java followed by CRM.

3. What is the average time taken for a lead to make a payment after their lead creation (Lead_date to Paid_at) and the total revenue earned?



Conclusion: Most purchases where through lead_type ABC, EFG, XYZ purchased and the average time taken for a lead to make a payment after their lead creation are 7.7, 8.1 and 7.7 respectively.

4) How does the graduation year of leads correlate with course selection and payments?

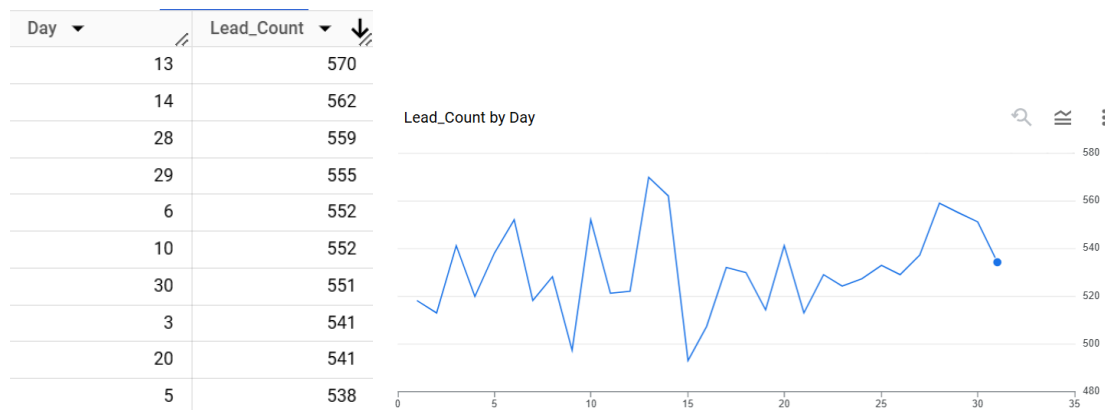
graduation_year	CourseCount	TotalAmount	graduation_year	CourseCount	TotalAmount
2024	569	519625	2013	519	1370355
2002	565	914366	2011	558	1283931
2028	558	848132	2019	545	1142106
2011	558	1283931	2005	540	1108431
2000	556	729302	2017	542	1080867
2027	553	849109	2018	519	1033240
2020	551	687894	2030	528	1014083
2004	550	737638	2029	526	951251
2026	546	763234	2003	544	948494
2019	545	1142106	2012	486	929347

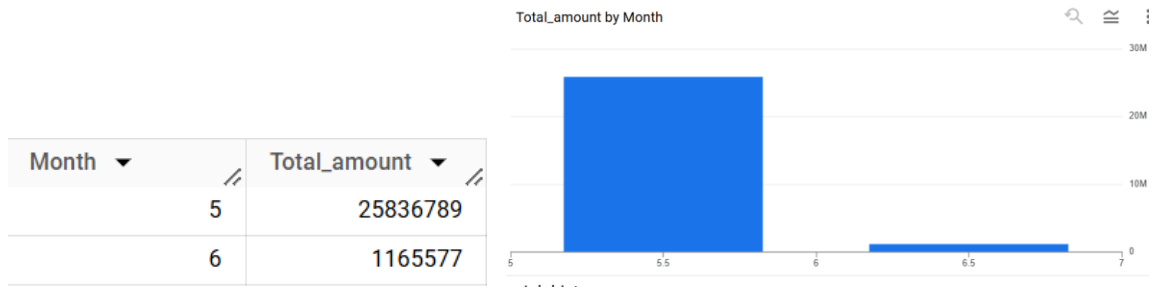
Conclusion: The highest number (Top 10) courses count (enquired and purchased) by the leads graduated in the year of 2024. But the highest revenue earned through sales from the leads graduated in 2013.

5) What is the total lead count and amount earned through months?

Since the Data in too long, only top 10 rows are taken. But the chart shows till end of the month. The column Lead_Date is used for calculating the days.

For Amount, since there are two months, so month is used from Paid_Date is used for calculation.





Conclusion: There was max lead on 13th of May. And May generated the max amount of purchase sales.

**** All calculations were performed on BigQuery using MySQL. The charts are also taken from BigQuery.**
