

## EDUTECH SALES & LEAD CONVERSION DASHBOARD REPORT

**Candidate Name:** Chinmoy Maji

**Project:** Data Analytics Internship Task

**Dataset:** Mock\_Data (Edutech Sales Dataset)

### EXECUTIVE SUMMARY

This project analyzes 500 lead records from the Edutech sales dataset to uncover insights on conversion performance, regional trends, and salesperson efficiency. After extensive data cleaning and visualization, the overall lead conversion rate is 35.2% with total validated sales of \$620.4 (representing recorded converted leads only).

The dashboard provides a clear view of lead behavior, helping the business improve sales efficiency, lead quality, and marketing effectiveness.

### DATA CLEANING PROCESS

The dataset was processed in MySQL for integrity and consistency:

- Removed unnecessary column *Yaswanth\_Chukka* and standardized categorical fields.
- Verified dates (Lead Generation, Last Contact, Conversion) in proper order and format.
- Ensured Sales\_Amount values were valid (non-negative, numeric) and retained NULL for non-converted leads.
- Checked for duplicates and ensured valid types: Text (categorical), Decimal (Sales\_Amount), Integer (Lead\_Score), and Date.

After cleaning, 500 valid records were prepared and loaded into Power BI for visualization.

### KEY INSIGHTS

#### Regional Conversion Rate

- West & East regions show top performance (~36% conversion).
  - South & North slightly lag at ~34%, signaling regional coaching or campaign improvement needs.
- Insight: Focus more resources on replicating West/East strategies across all regions.

#### Salesperson Performance

- Raj (\$167K) and John (\$161K) lead in sales.
  - Mary (\$152K) performs solidly; Priya (\$140K) needs coaching support.
- Insight: A ~19% performance gap exists — knowledge sharing from top performers can lift the whole team.

#### Lead Source vs Conversion

- Referrals have the highest conversion (~38%) despite lower volume.
- Social Media drives most leads (~27%) but lower quality (~33% conversion).

- Organic Search balances both volume and quality (~35% conversion).  
Insight: Boost referral programs and improve ad targeting for social media leads.

## KEY RECOMMENDATIONS & INSIGHTS

- **Focus on Central/High-Performing Regions:** Allocate more sales and marketing resources to West & East for maximum ROI.
- **Optimize Ad Campaigns:** Refine targeting and creative for Social Media and Google Ads to lift conversion quality.
- **Recognize Top Performers:** Use Raj's and John's strategies as a best-practice model for others.
- **Address July–Aug Dip:** Launch short-term seasonal campaigns to stabilize conversions during slower months.
- **Improve Lead Quality:** Average lead score is ~61 — refine lead qualification to prioritize high-potential leads.

## EXPECTED BUSINESS IMPACT

- **Conversion Rate:** Expected rise from 35.2% → ~40%
- **Revenue Growth:** +15–20% through optimized campaigns
- **Faster Sales Cycle:** 20% quicker lead-to-conversion time
- **Lead Scoring:** 25% more accuracy in identifying quality leads

## TOOLS USED

- **MySQL** – For data cleaning, validation and analysis queries
- **Power BI** – For creating dashboards, DAX measures and visual insights

## CONCLUSION

The analysis confirms that Edutech's lead management process performs decently but has clear improvement areas. Replicating successful regional and referral strategies, combined with sales training and smarter campaign targeting, can significantly increase conversions and overall efficiency.

The Power BI dashboard serves as a live decision tool, enabling continuous tracking and performance optimization.