




Trends in Supplemental Education Program



By Elijah Lopez

01.03.2025

Summary

Recommendations		
<u>Leads</u> <ul style="list-style-type: none">- Re-engage Past Leads- Market to Demographic- Focus Fall Conversion 	<u>Accounts</u> <ul style="list-style-type: none">- Introduce Referral Program- Incentivize Longer Options- Upsell Customers- Focus Summer Retention 	<u>Student Progress</u> <ul style="list-style-type: none">- Build Credibility Using Stats- Monitor Student Outcomes- Communicate Progress 

Outline

1. Business Problem

2. Data & Methods

3. Results

Leads | Accounts | Student Progress

4. Conclusions

5. Next Steps

6. Improvements

Business Problem



Leads



Accounts



Student Progress
per Assessment

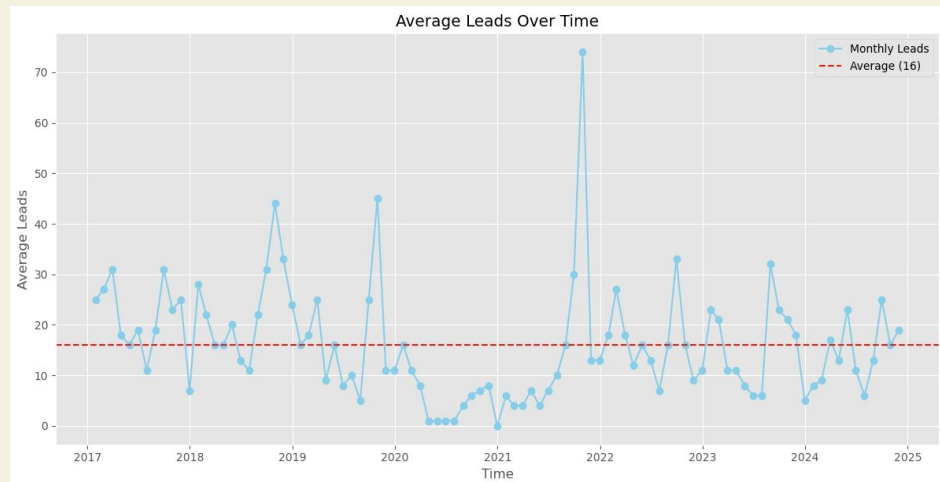
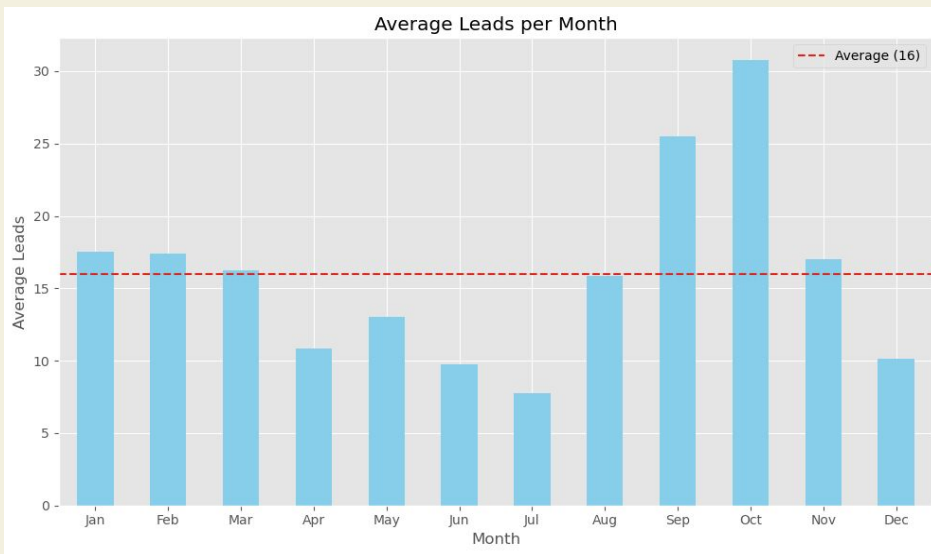
Data & Methods

Unnamed company data analyzed with explicit permission from the business owner. Multiple internal data sources consolidated into three primary datasets:

Leads (1,533)	Accounts (653)	Student Progress per Assessment Level (356)
<ul style="list-style-type: none">- Creation date- Lead source- Student information- Enrollment status	<ul style="list-style-type: none">- Contract start and end dates- Enrollment length and type- Current status- Student information	<ul style="list-style-type: none">- Pre-assessment dates- Post-assessment dates- Level- Student grade- Number of attempts- Per level metrics

Leads

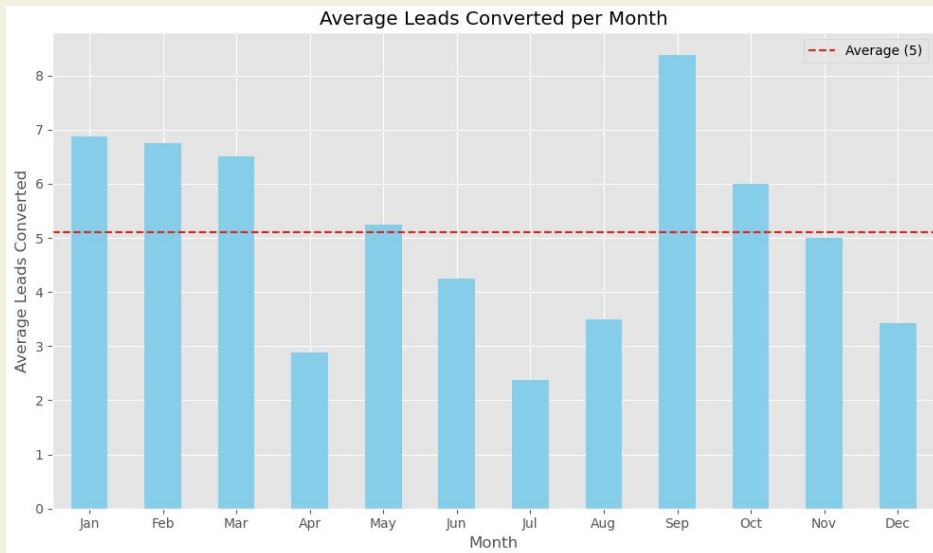
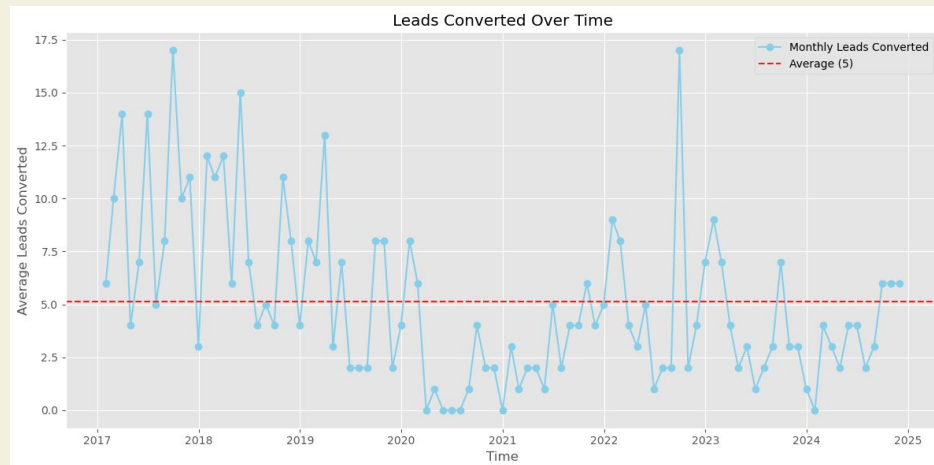
Lead Volume



Average monthly leads is 16.

- Mostly cyclical
- Highest in fall
- Lowest in summer

Converted Leads

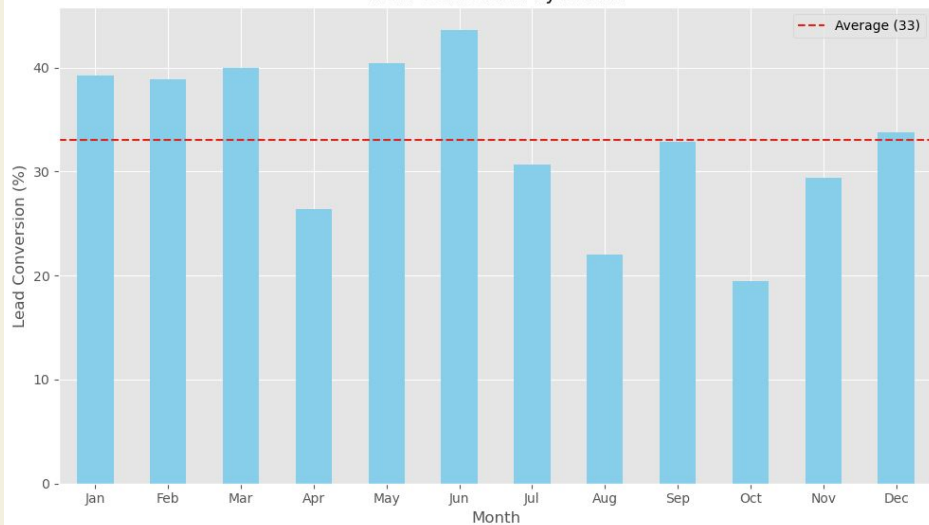


Average monthly conversions is 5.

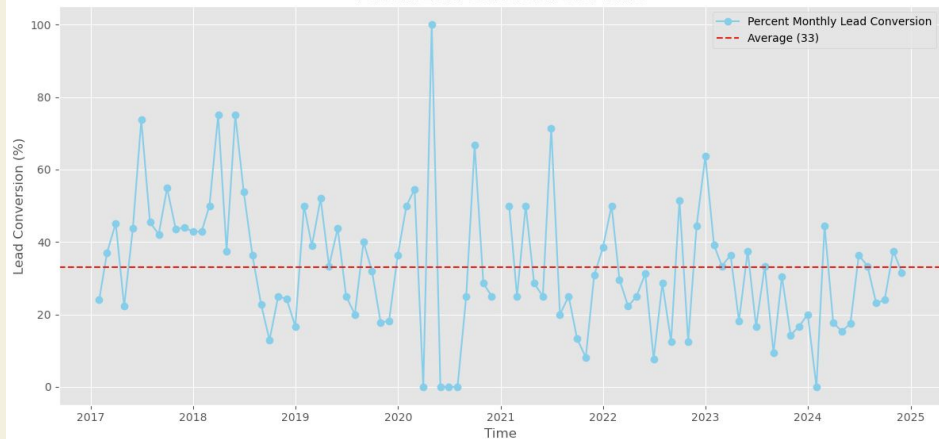
- Highest in Sept. and start of year
- Lowest in Apr. & July
- Post-COVID decline

Percent Lead Conversion

Lead Conversion by Month



Percent Lead Conversion Over Time

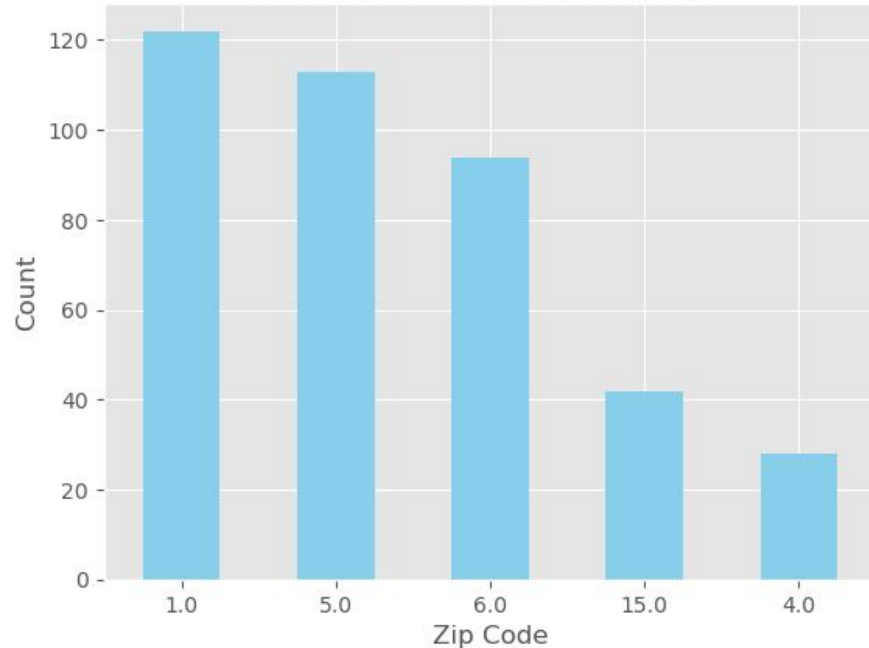


Average monthly conversion rate is 33%.

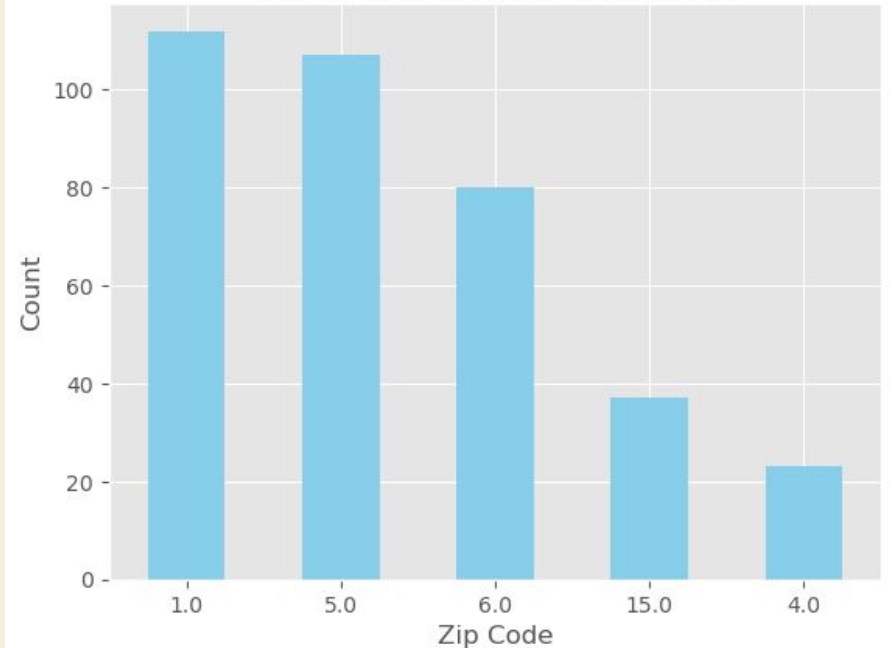
- Cyclical pattern with poorest performance starting 2023
- Highest conversion rate is in May & June
- Lowest conversion is in Aug. & Oct.

Leads by Zip Code

Top 5 Zip Codes by Lead Count

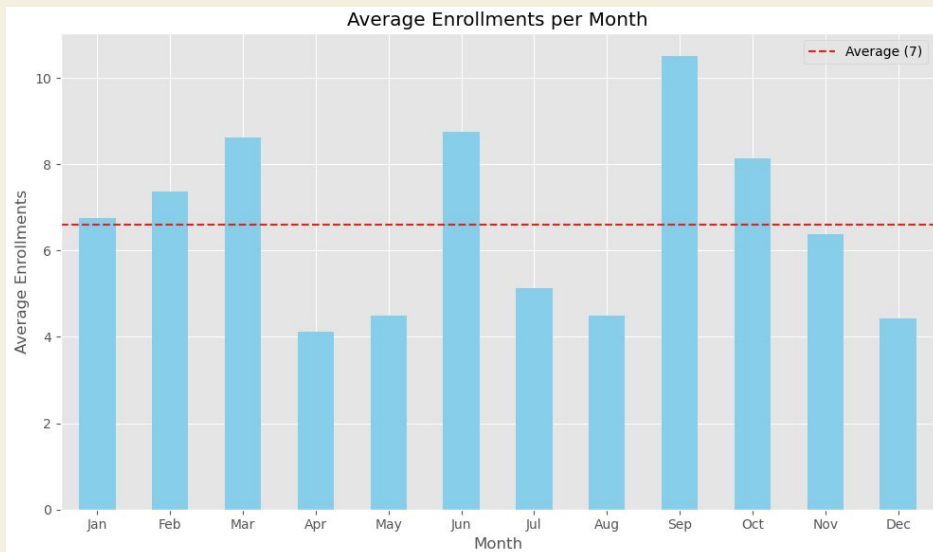
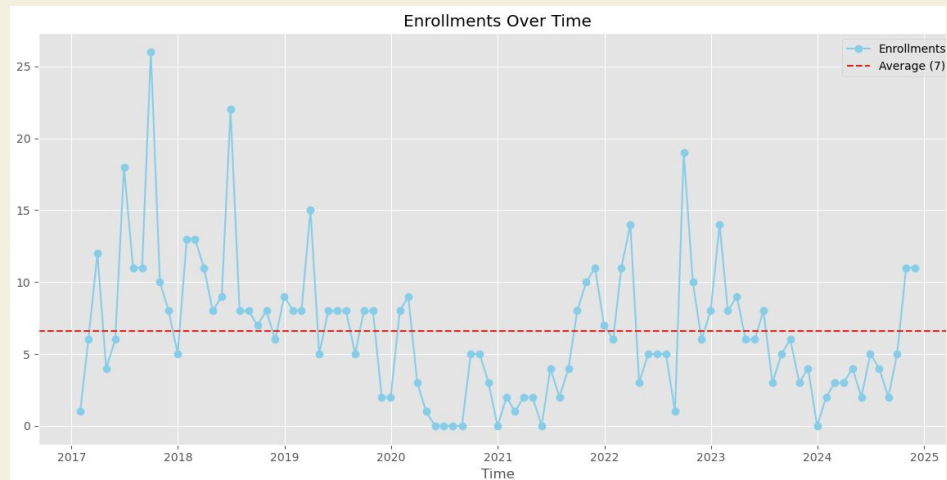


Top 5 Zip Codes by Conversion



Accounts

Enrollments

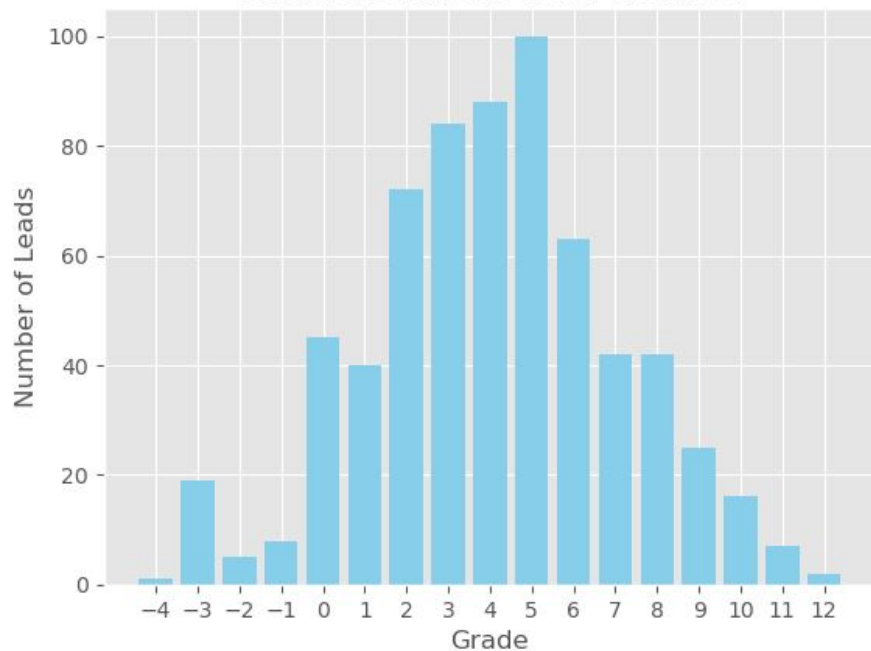


Average monthly enrollment is 7

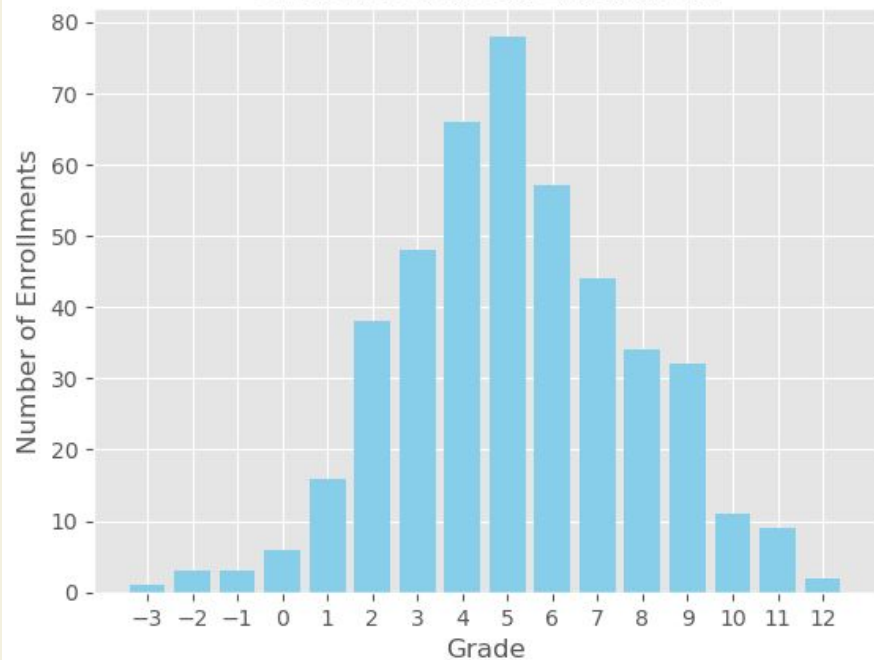
- Includes re-enrollments and sibling enrollments

Student Grades

Student Grade at Lead Creation

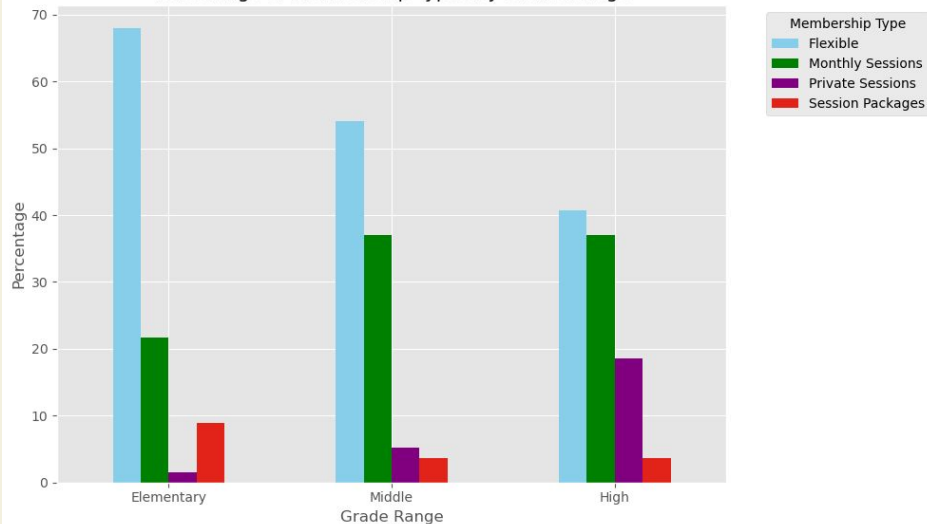


Student Grade at Enrollment

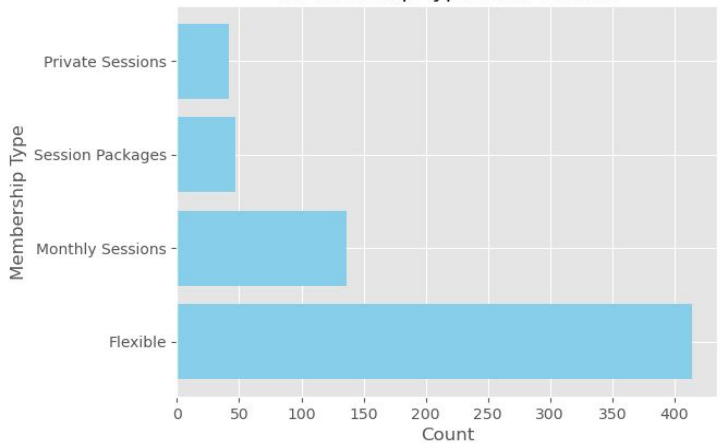


Enrollment Types

Percentage of Membership Types by Grade Range



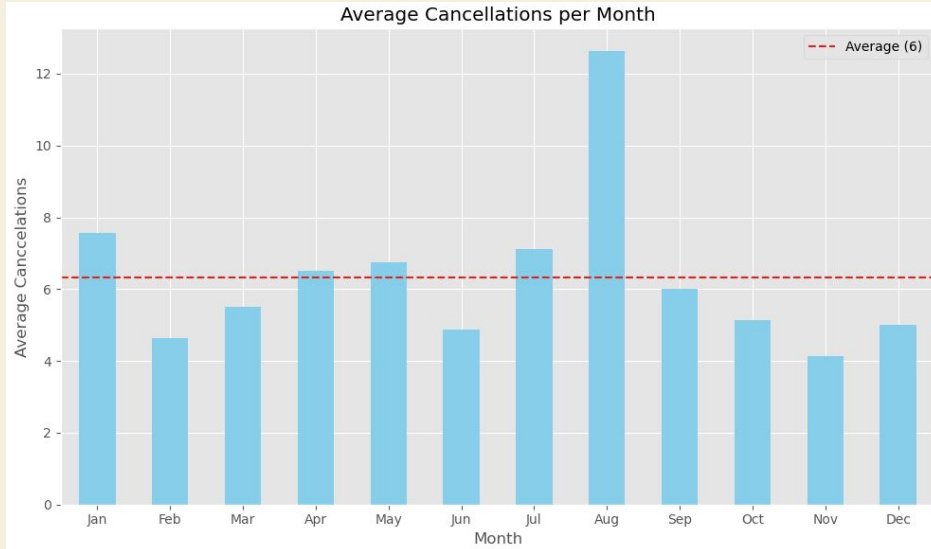
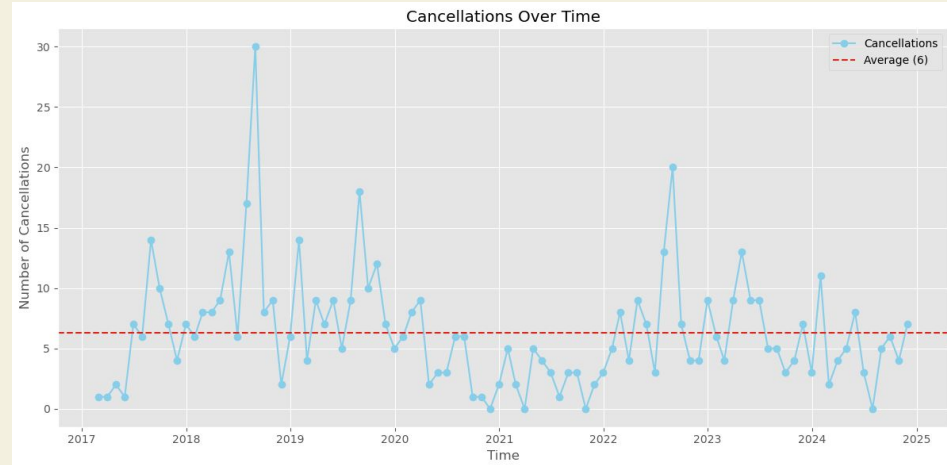
Membership Types and Counts



The dominant enrollment type is the Flexible option.

- Balances with Monthly Sessions with age
- Large increase in private sessions for high schoolers (18% of total)

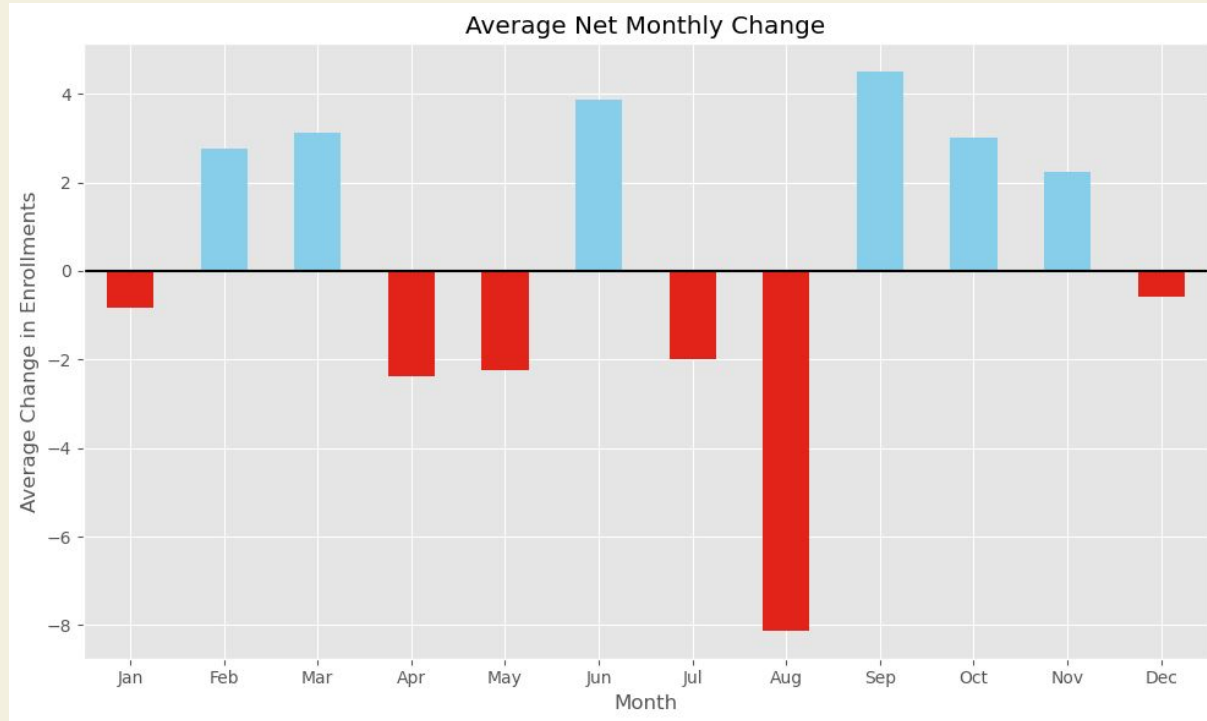
Cancellations



Average monthly cancellations is 6.

- Highest in Aug.
- Lowest in Nov.

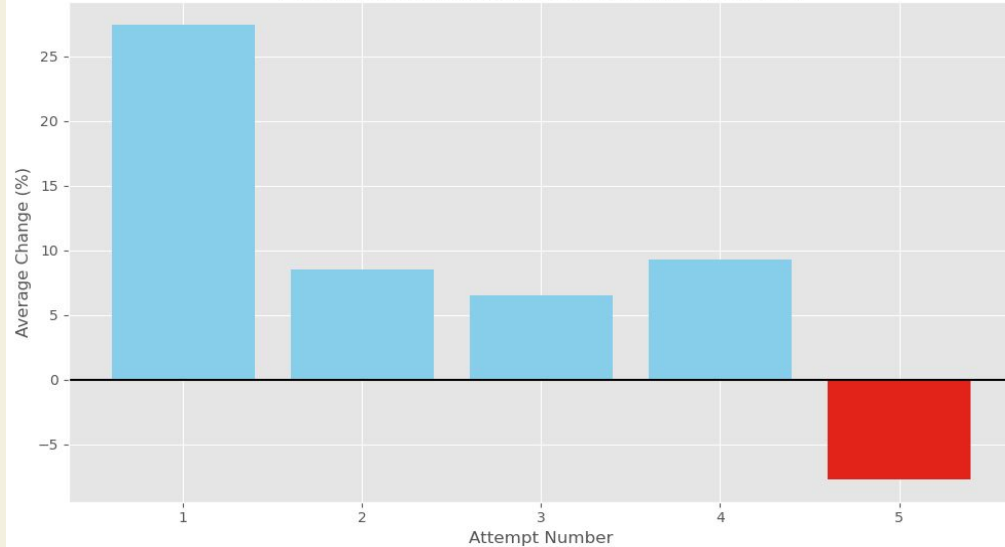
Net Enrollment Change per Month



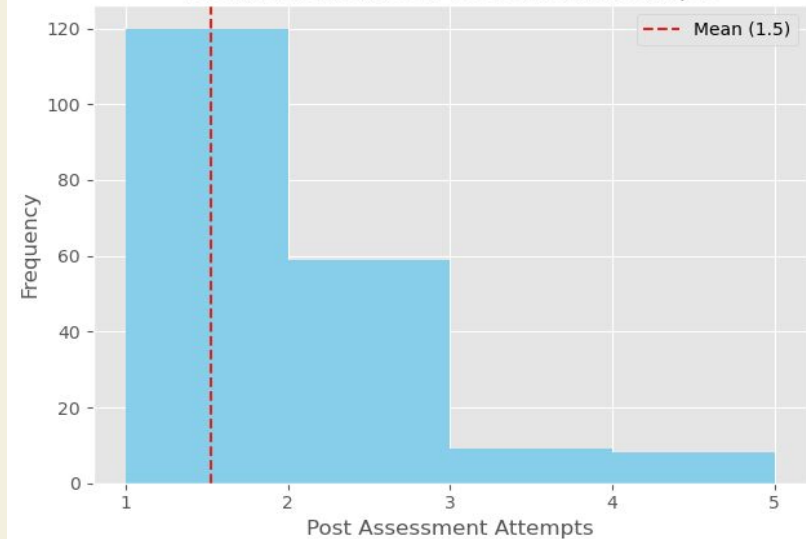
Student Progress per Assessment Level

Post Assessment Attempts

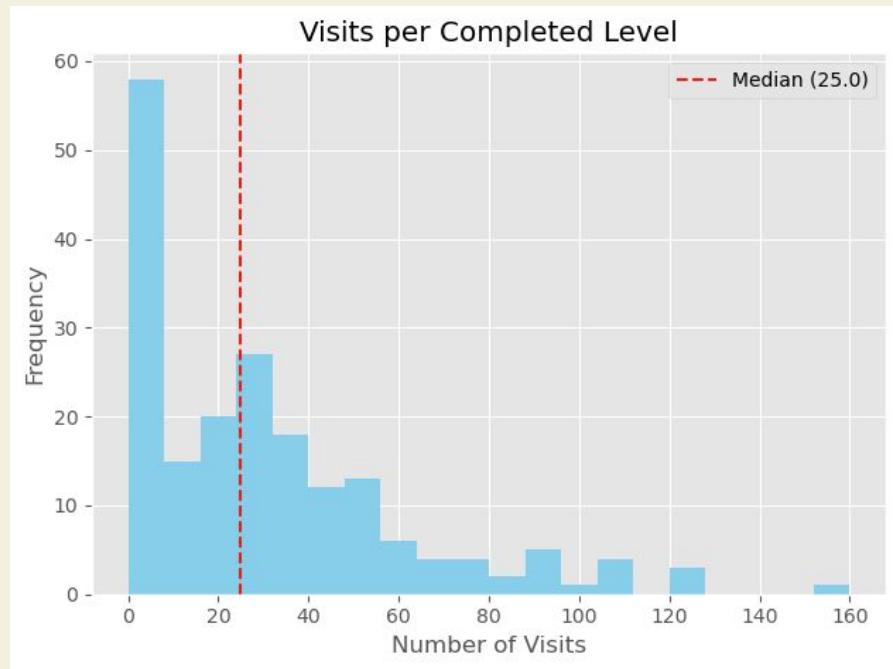
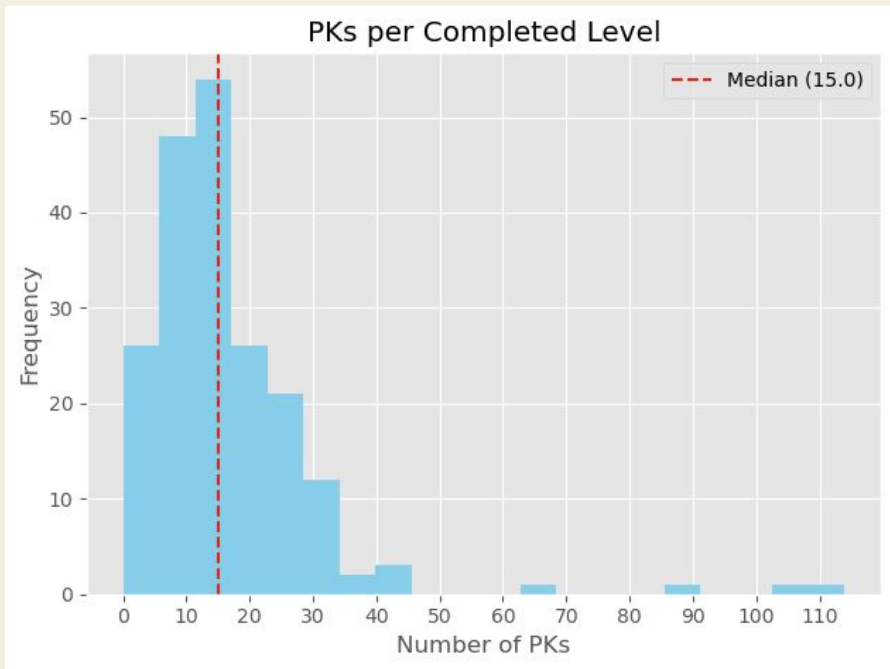
Performance Change by Post-Assessment Attempt



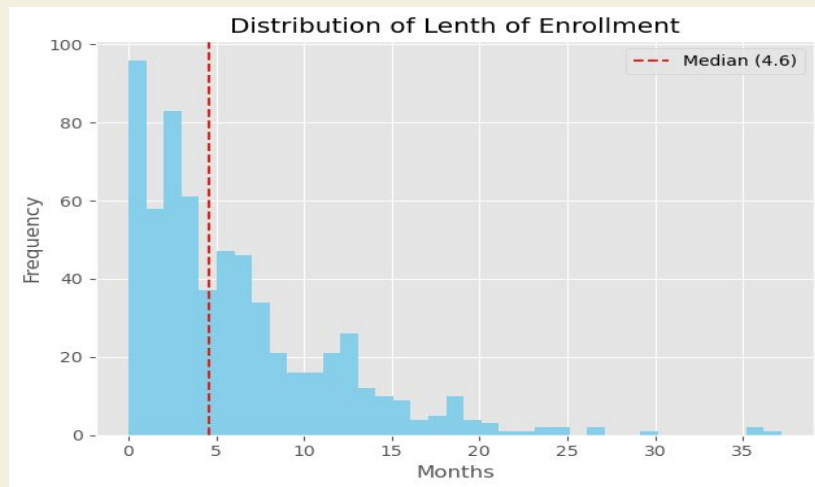
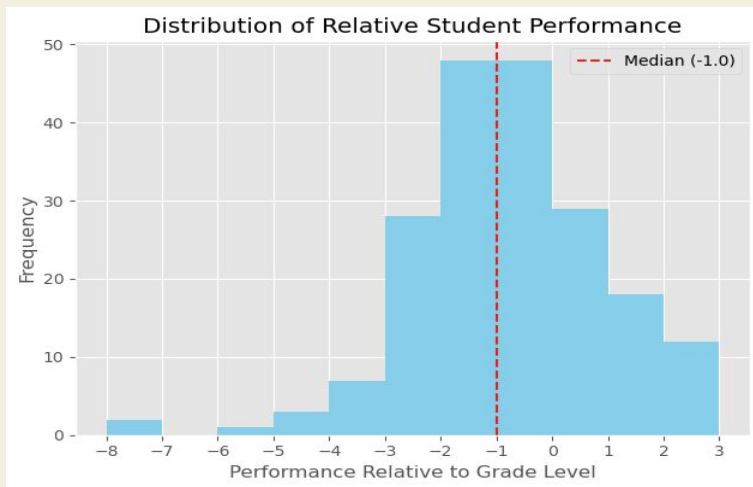
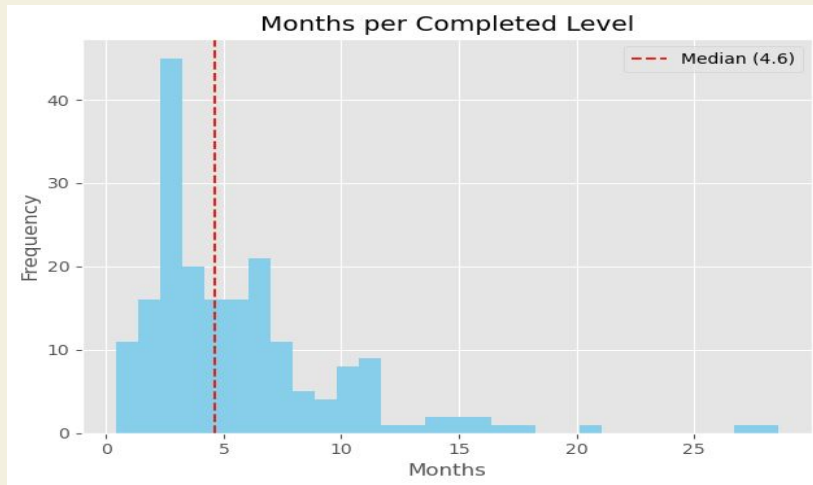
Distribution of Post Assessment Attempts






Per Level Progress



Post-Assessment Stats



Conclusions

Recommendations		
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Next Steps



- Create unique, **targeted** marketing campaigns.
- Determine commitment **incentives**.
- Develop sales/retention **training** and implement at appropriate times.
- Build staff **motivation** to outperform average past performance.
- Regularly monitor student progress, intervening and **communicating** with families along the way.

Improvements



- Clean duplicates in internal system.
- Consistently collect same lead info.
- Track student grade at all critical times (at lead/account creation and for each assessment).
- Record private sessions as enrollments instead of charge to account.
- Always do a post-assessment before moving to a student to the next level.

Thank You!



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