Trends in Supplemental Education Program

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Summary

Recommendations		
Leads	**Accounts**	**Student Progress**
- Re-engage Past Leads	- Introduce Referral Program	- Build Credibility Using Stats
- Market to Demographic	- Incentivize Longer Options	- Monitor Student Outcomes
- Focus Fall Conversion	- Upsell Customers	- Communicate Progress
	- Focus Summer Retention	

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)
- Creation date - Lead source - Student information - Enrollment status	- Contract start and end dates - Enrollment length and type - Current status - Student information	- Pre-assessment dates - Post-assessment dates - Level - Student grade - Number of attempts - Per level metrics

Leads

Lead Volume

Average Leads Over Time

Average Leads per Month
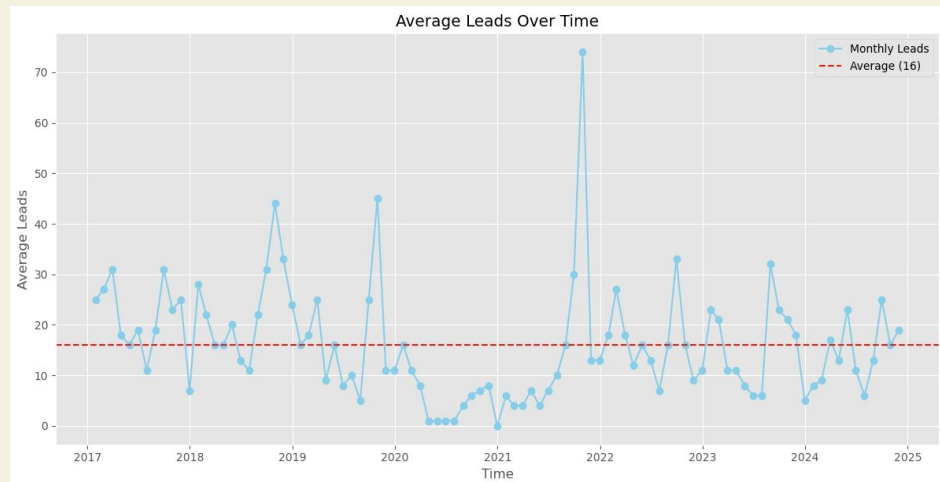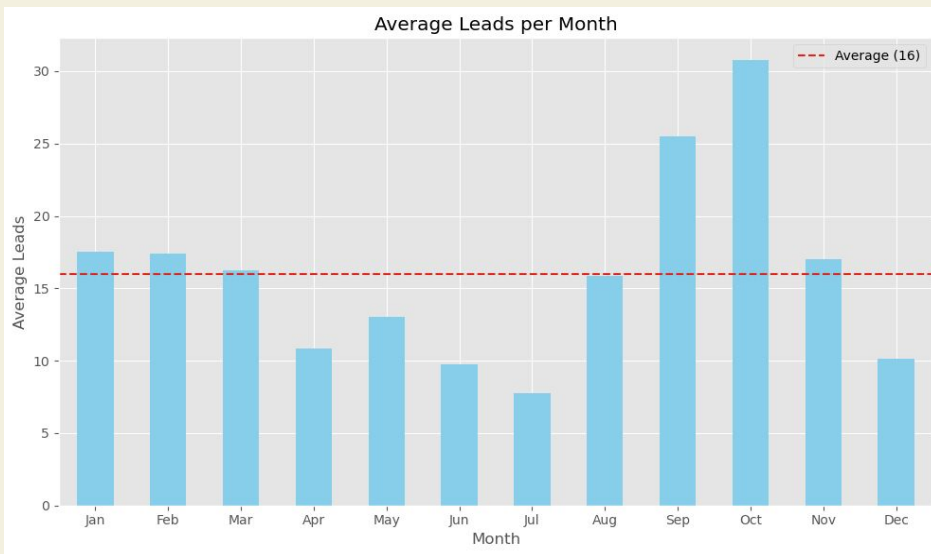
Average monthly leads is 16.
- Mostly cyclical
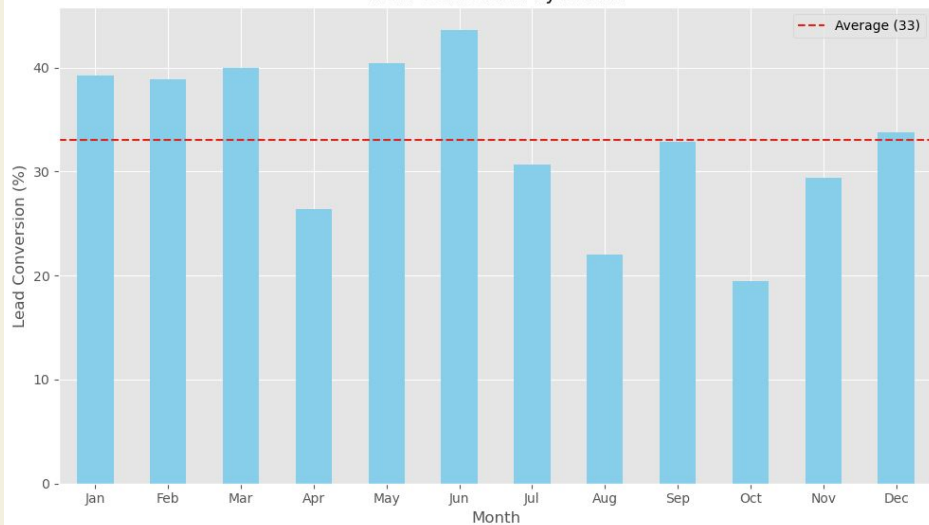- Highest in fall
- Lowest in summer

Converted Leads
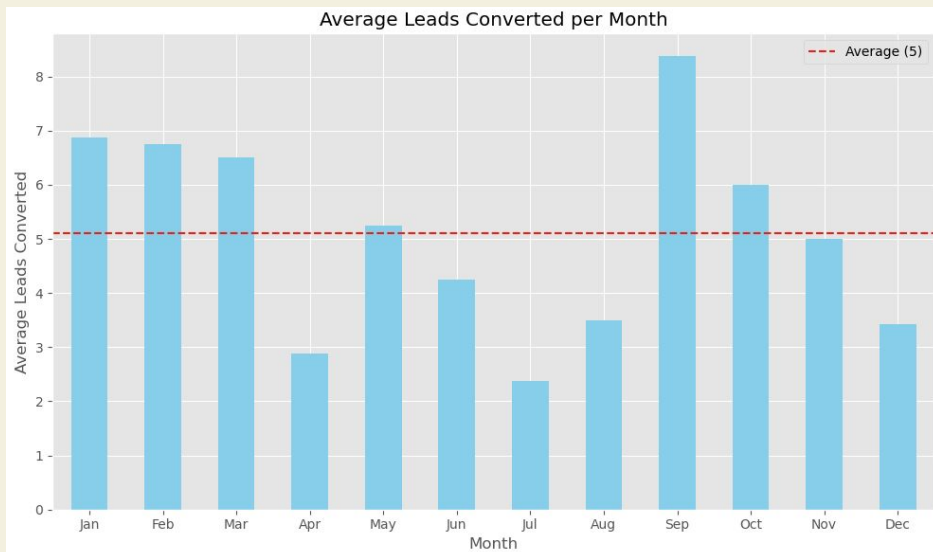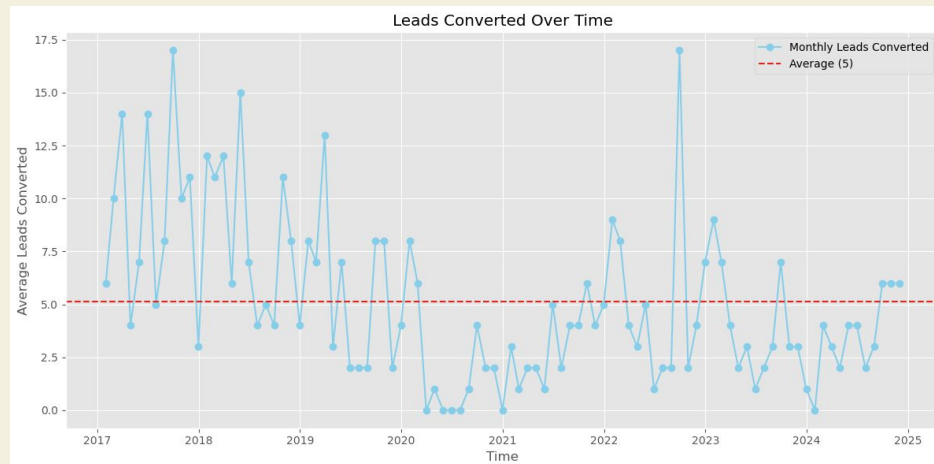
Average monthly conversions is 5.
- Highest in Sept. and start of year
- Lowest in Apr. & July
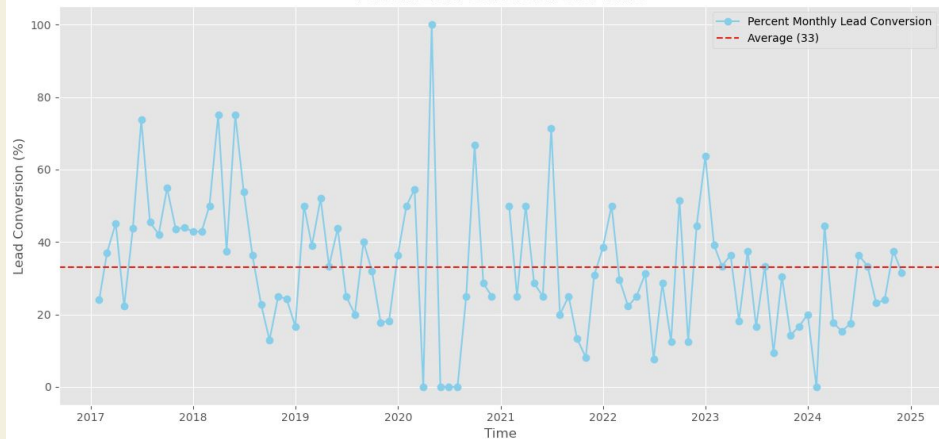- Post–COVID decline

Percent Lead Conversion

Percent Lead Conversion Over Time
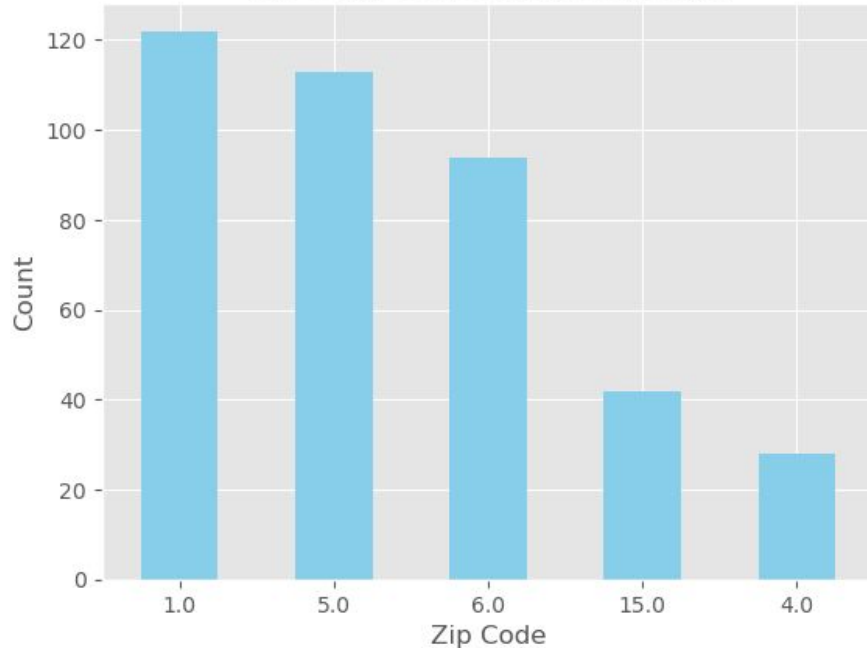

Lead Conversion by Month

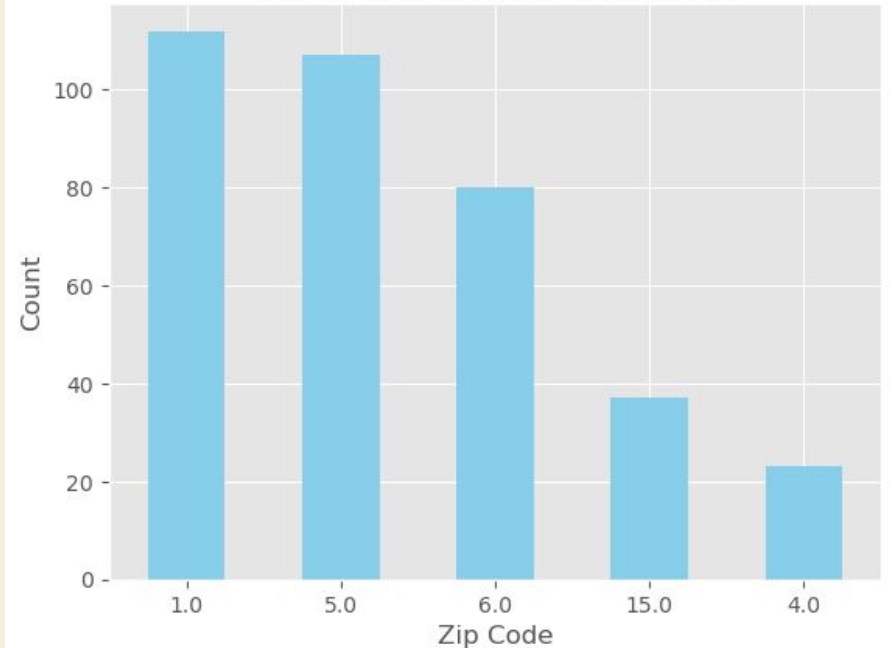Average monthly conversion rate is 33%.
- Cyclical pattern with poorest performance starting 2023
- Highest conversion rate is in May & June
- Lowest conversion is in Aug. & Oct.

Leads by Zip Code

Accounts

Enrollments

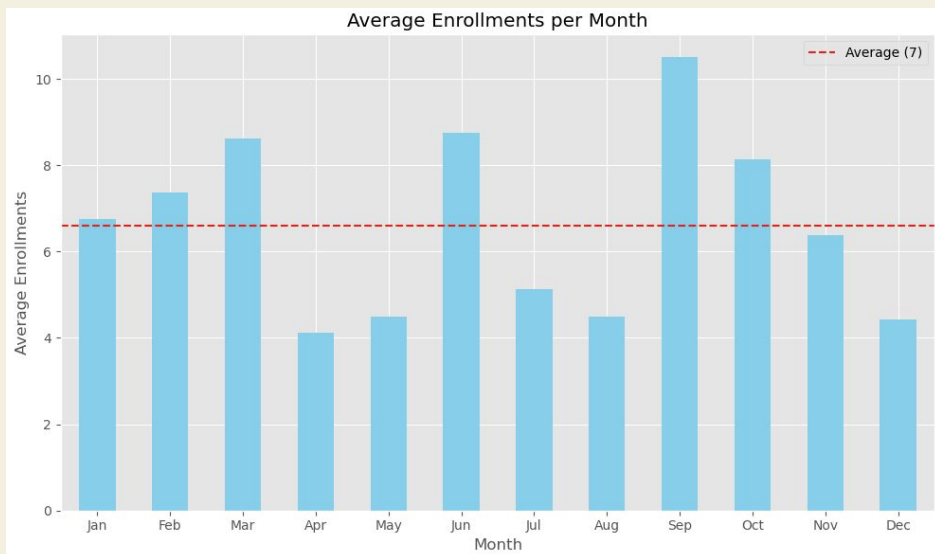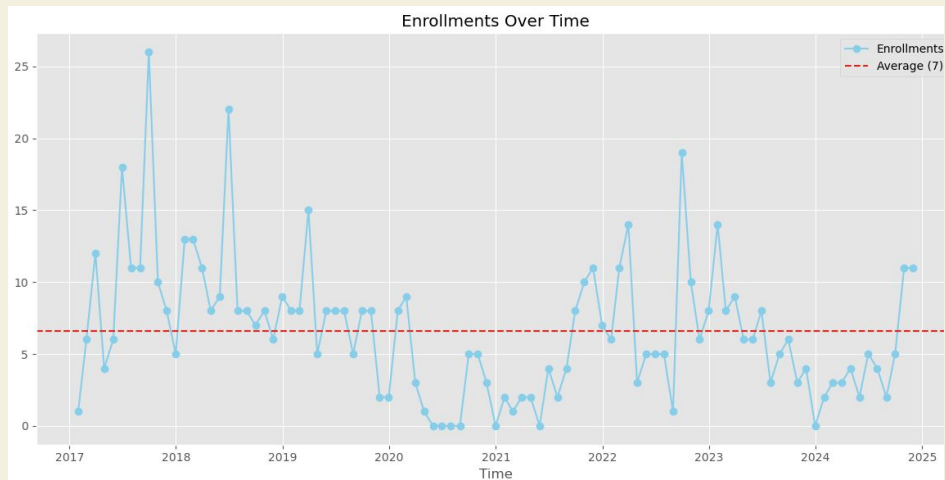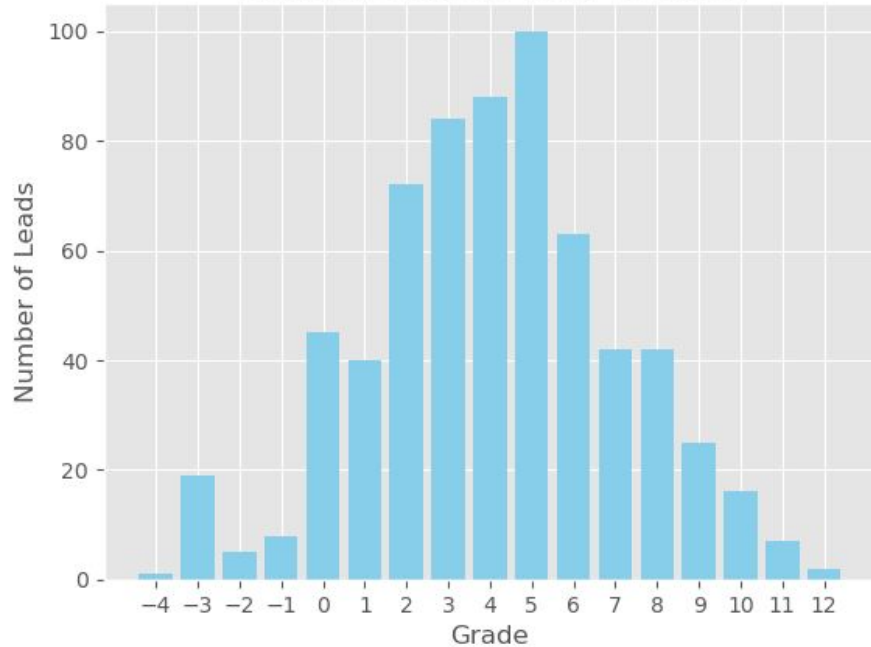
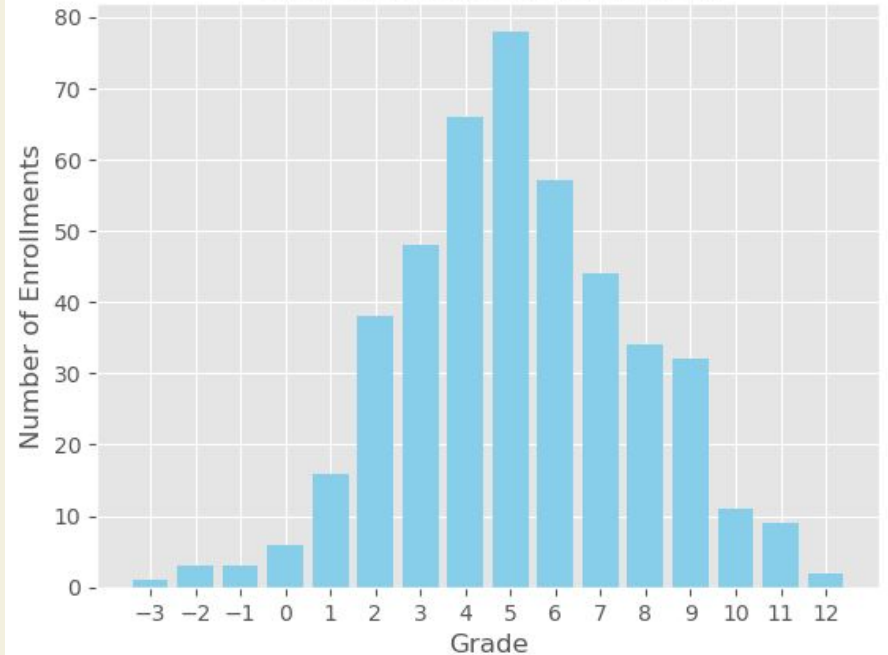Average monthly enrollment is 7
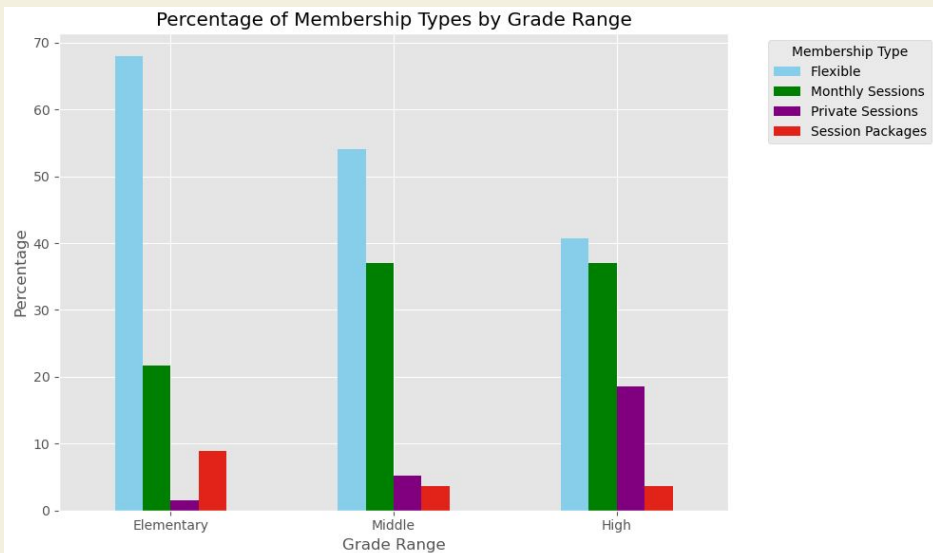- Includes re-enrollments and sibling enrollments

Student Grades

Student Grade at Lead Creation

Student Grade at Enrollment

Enrollment Types

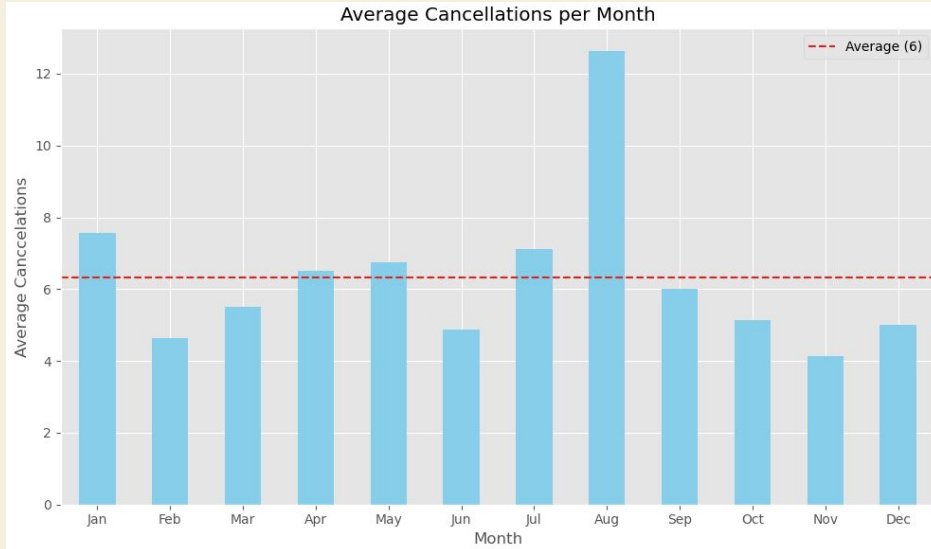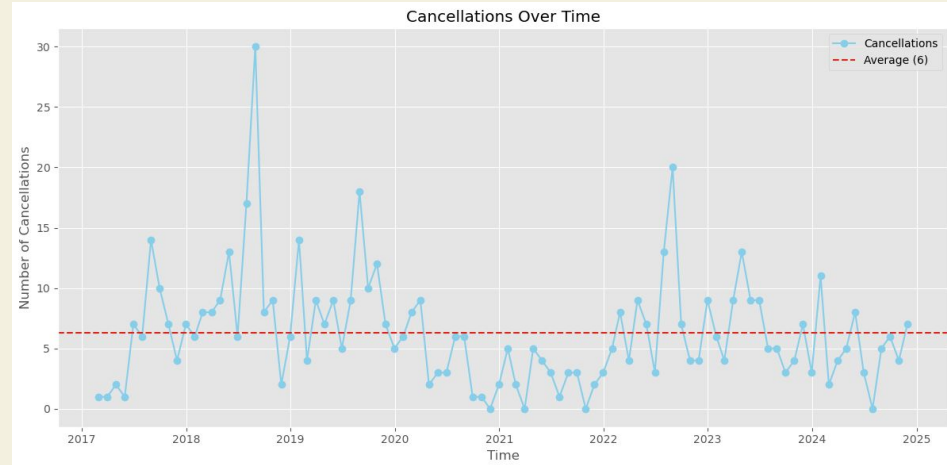Membership Types and Counts

Percentage of Membership Types by Grade Range
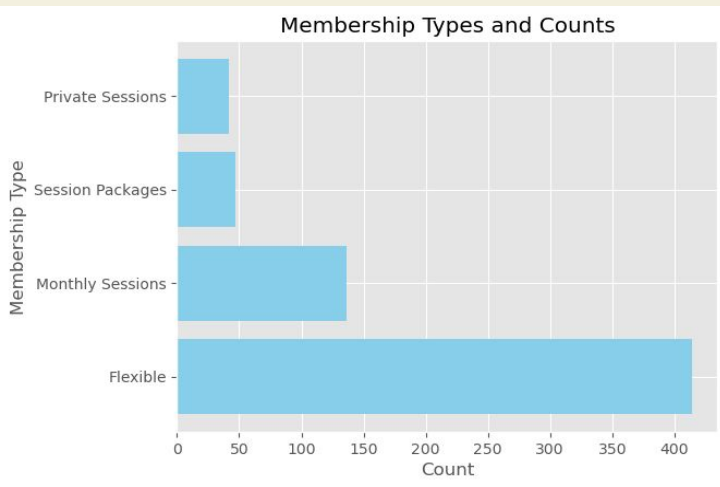
The dominant enrollment type is the Flexible option.
- Balances with Monthly Sessions with age
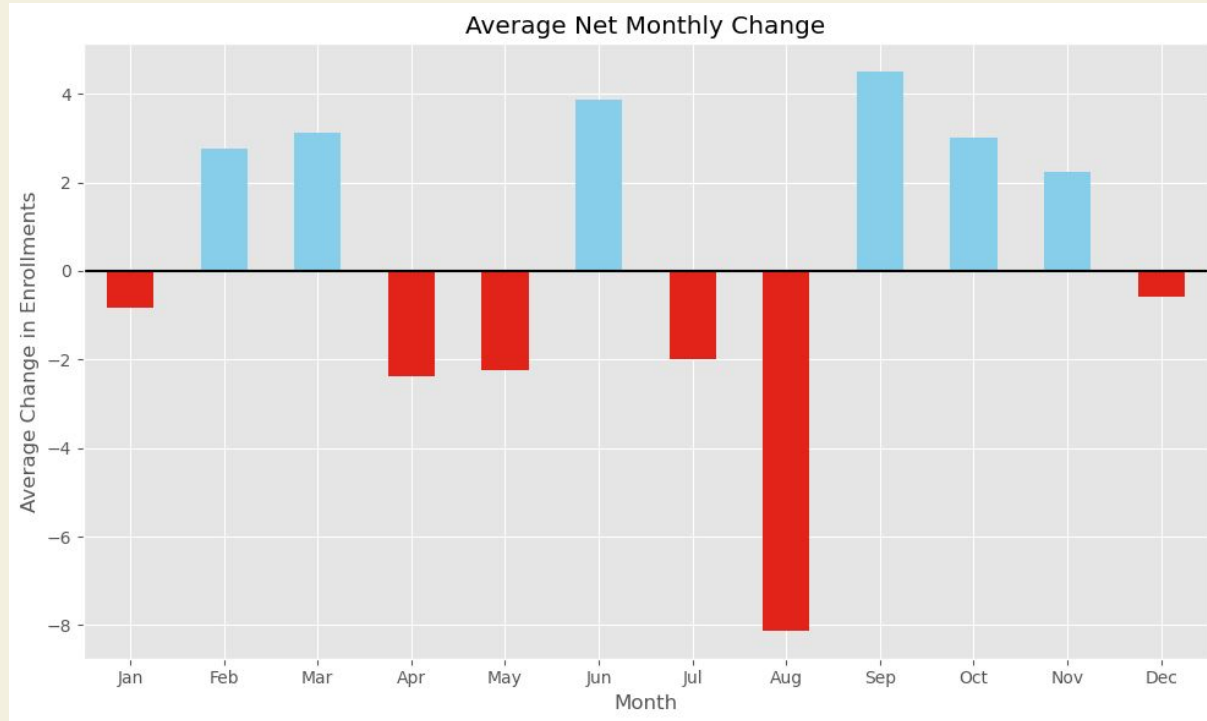- Large increase in private sessions for high schoolers (18% of total)

Cancellations

Cancellations Over Time

Average Cancellations per Month

Average monthly cancellations is 6.
- Highest in Aug.
- Lowest in Nov.

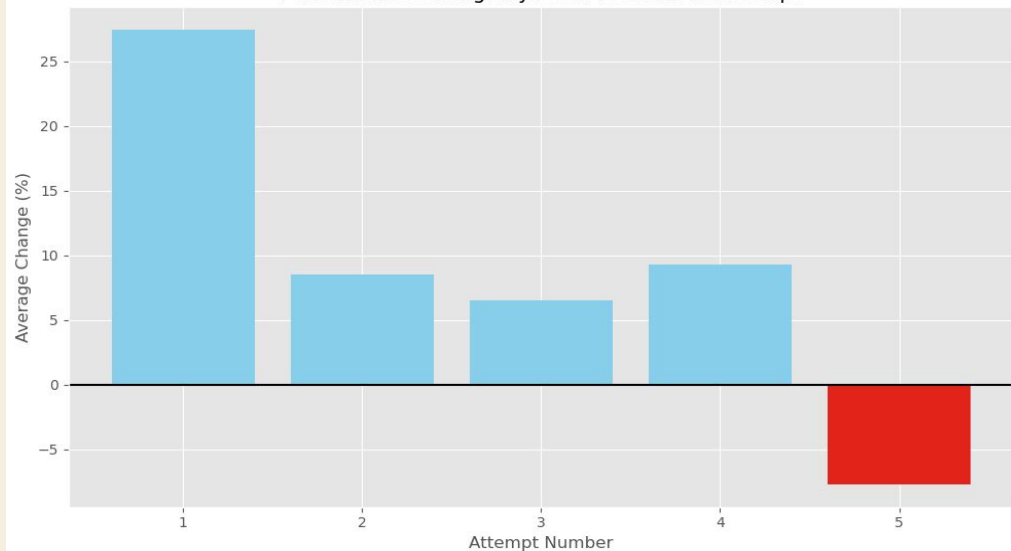# Net Enrollment Change per Month

Average Net Monthly Change
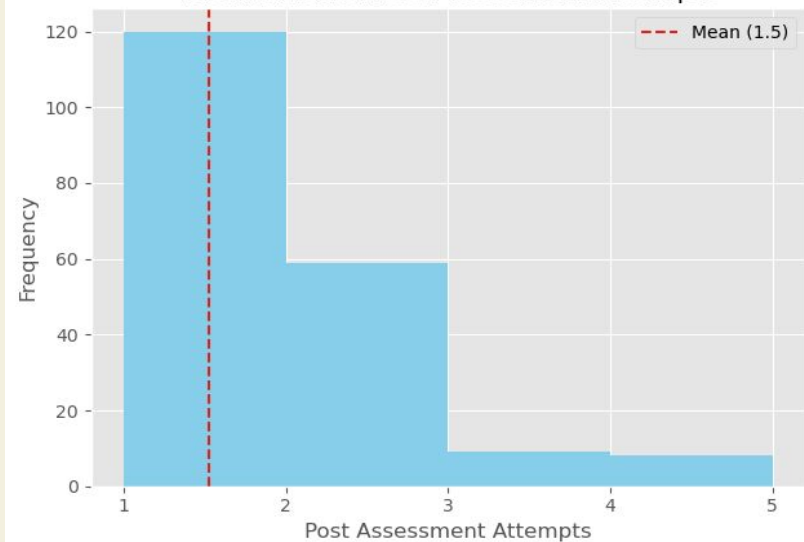
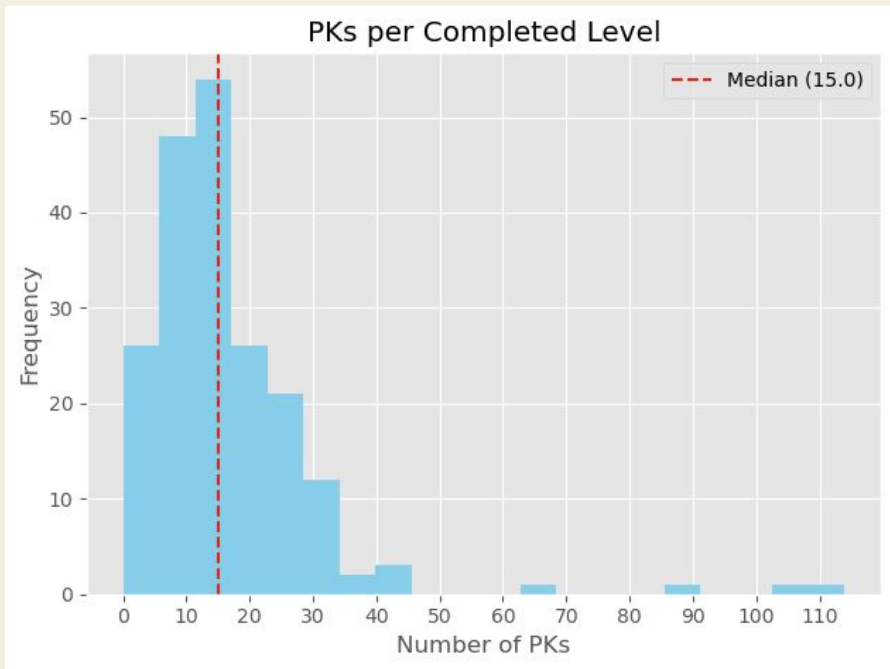# Student Progress per Assessment Level

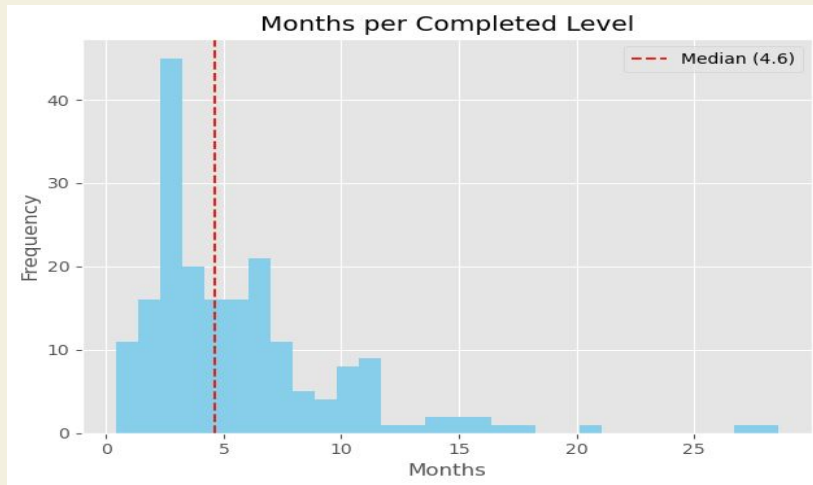# Post Assessment Attempts

Per Level Progress

Post-Assessment Stats

Months per Completed Level

Distribution of Relative Student Performance

Distribution of Lenth of Enrollment
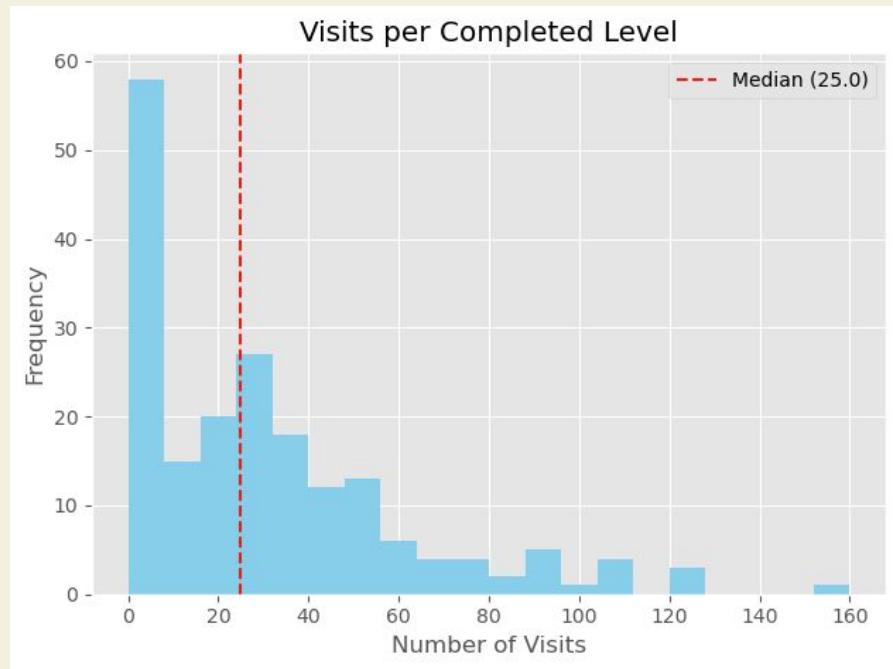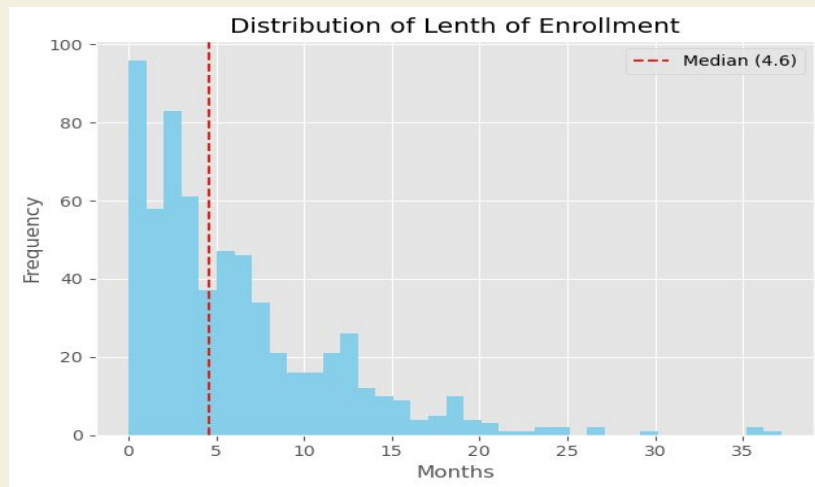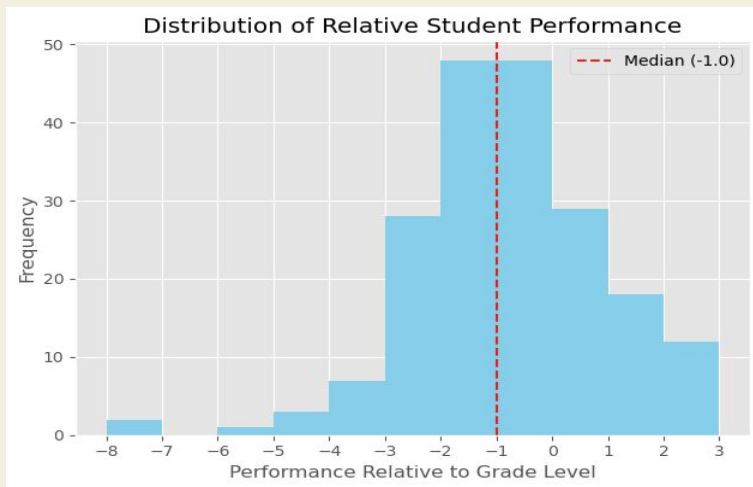
Conclusions

Recommendations		
Leads - Re-engage Past Leads - Market to Demographic - Focus Fall Conversion	**Accounts** - Introduce Referral Program - Incentivize Longer Options - Upsell Customers - Focus Summer Retention	**Student Progress** - Build Credibility Using Stats - Monitor Student Outcomes - Communicate Progress

Next Steps 🎯
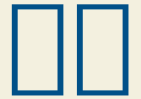
- Create unique, **targeted** marketing campaigns.

- 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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