




# Trends in Supplemental Education Program



By Elijah Lopez

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# Summary

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

# 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

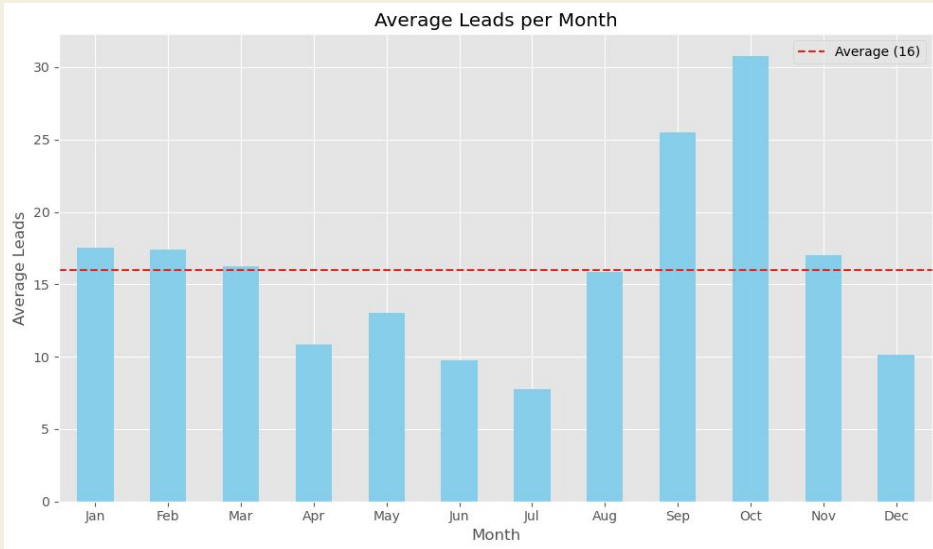
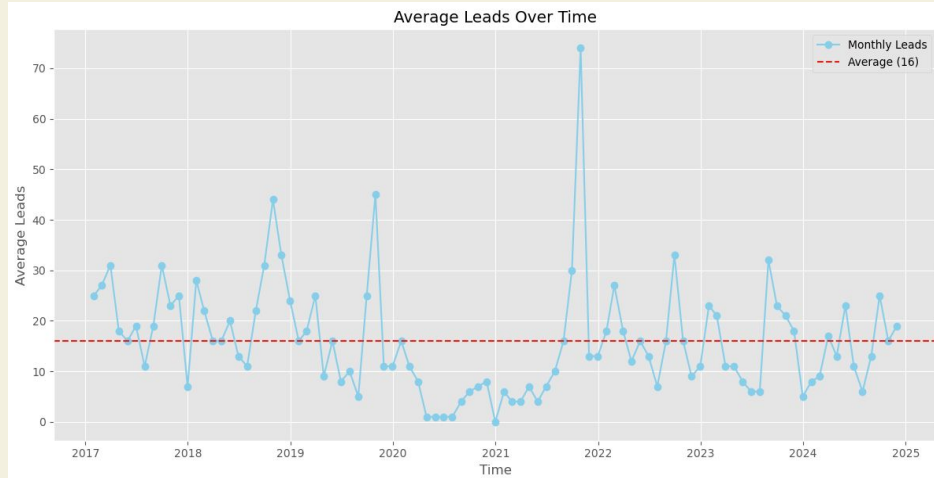
# Data & Methods

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

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

# Leads

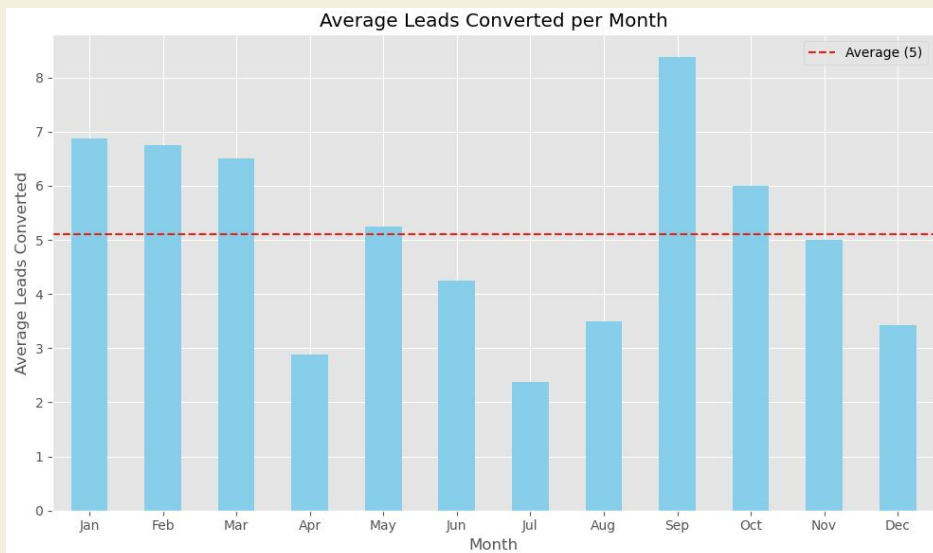
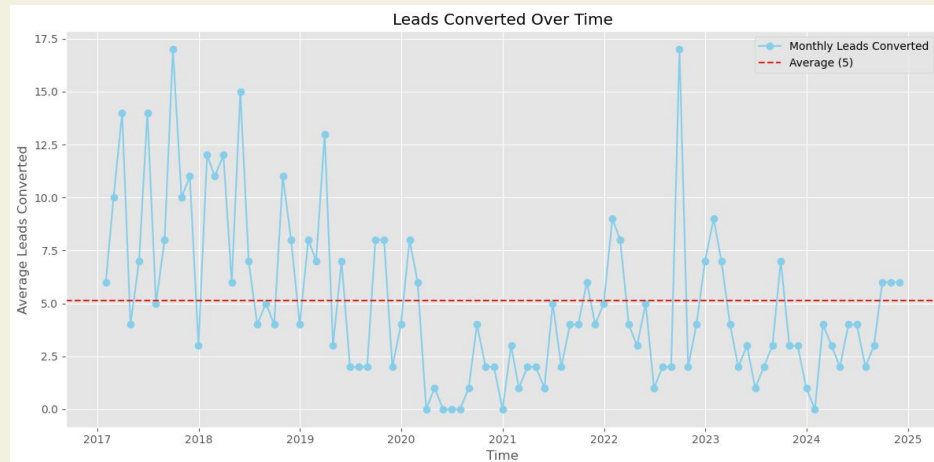
# Lead Volume



Average monthly leads is 16.

- Mostly cyclical
- Highest in fall
- Lowest in summer

# Converted Leads



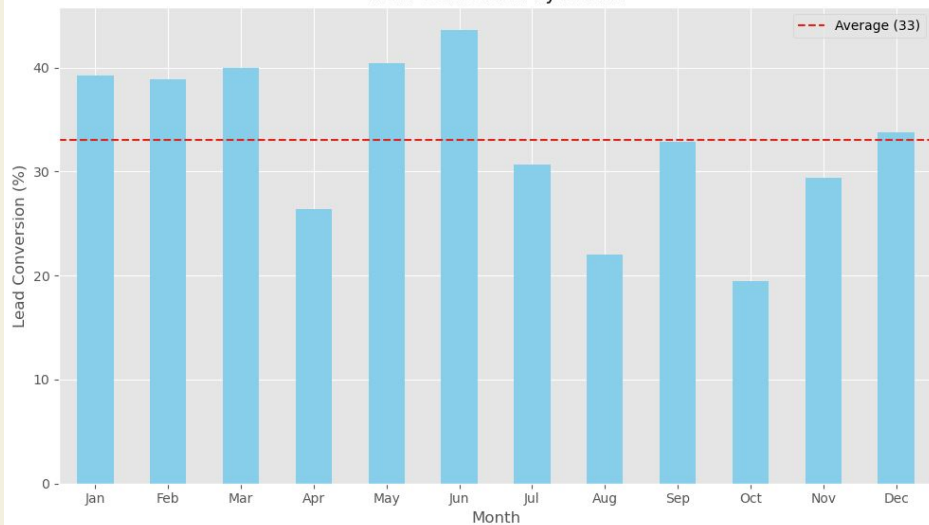
Average monthly conversions is 5.

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

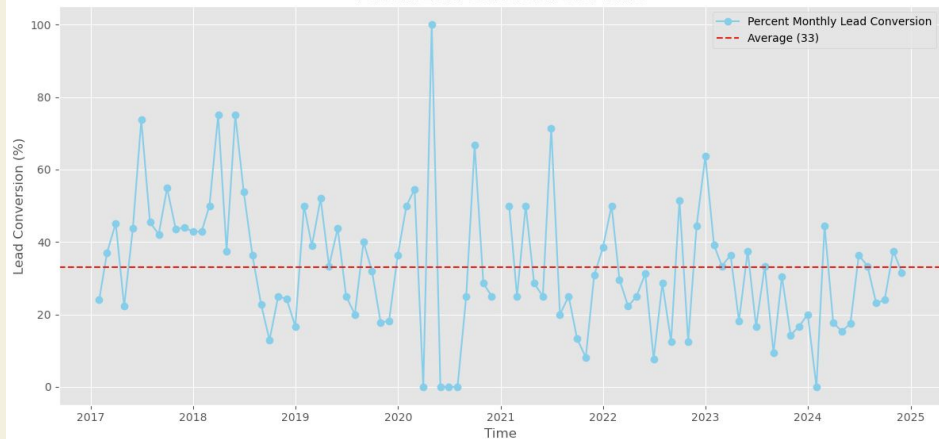


# Percent Lead Conversion

Lead Conversion by Month



Percent Lead Conversion Over Time

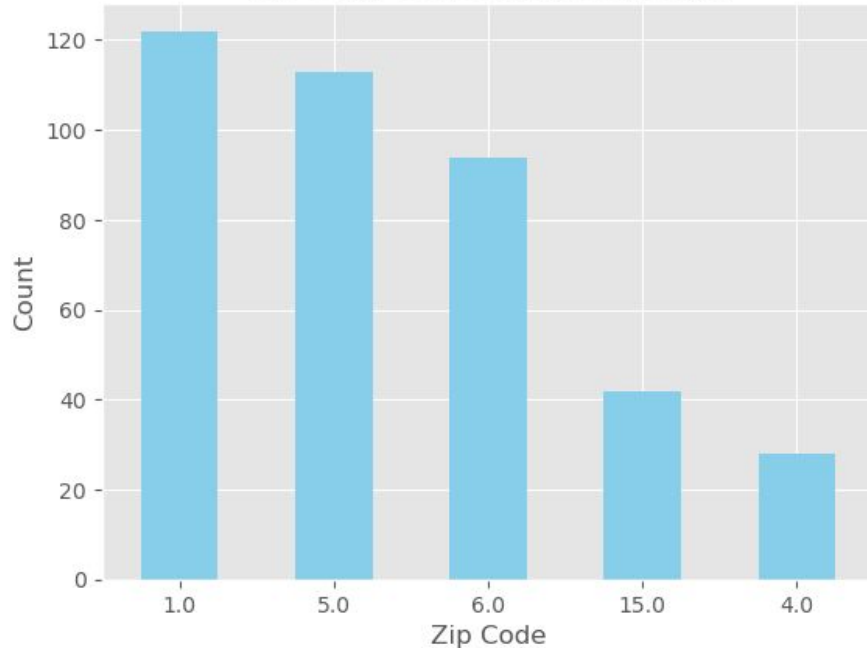


Average monthly conversion rate is 33%.

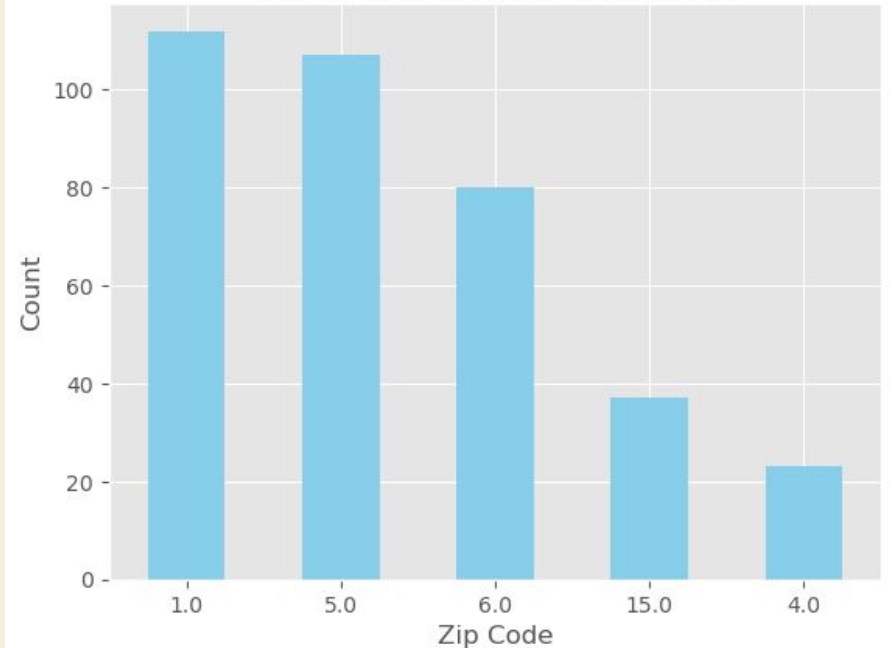
- Cyclical pattern with poorest performance starting 2023
- Highest conversion rate is in May & June
- Lowest conversion is in Aug. & Oct.

# Leads by Zip Code

Top 5 Zip Codes by Lead Count

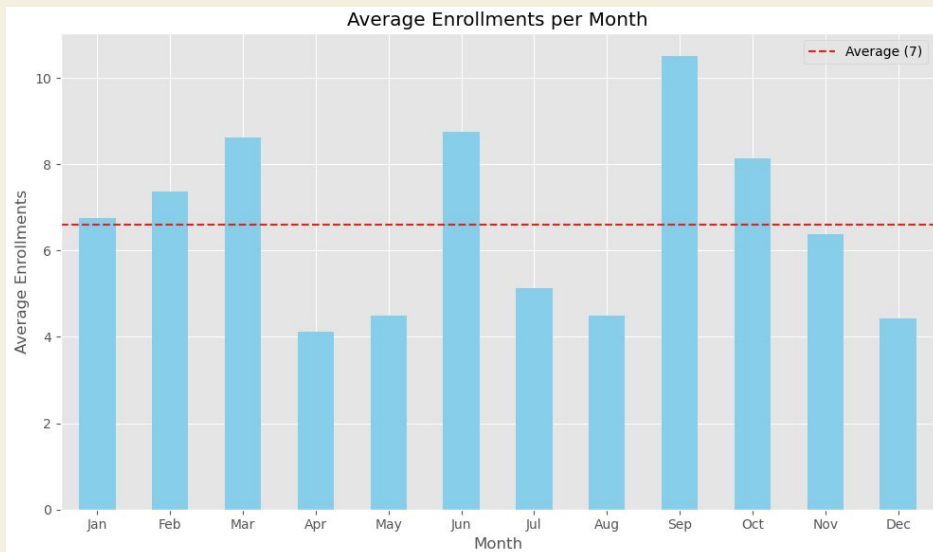
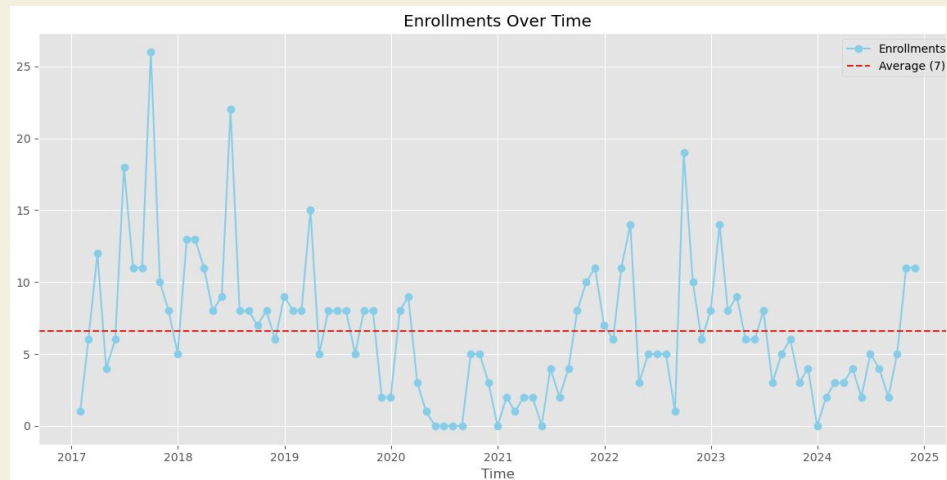


Top 5 Zip Codes by Conversion



# Accounts

# Enrollments

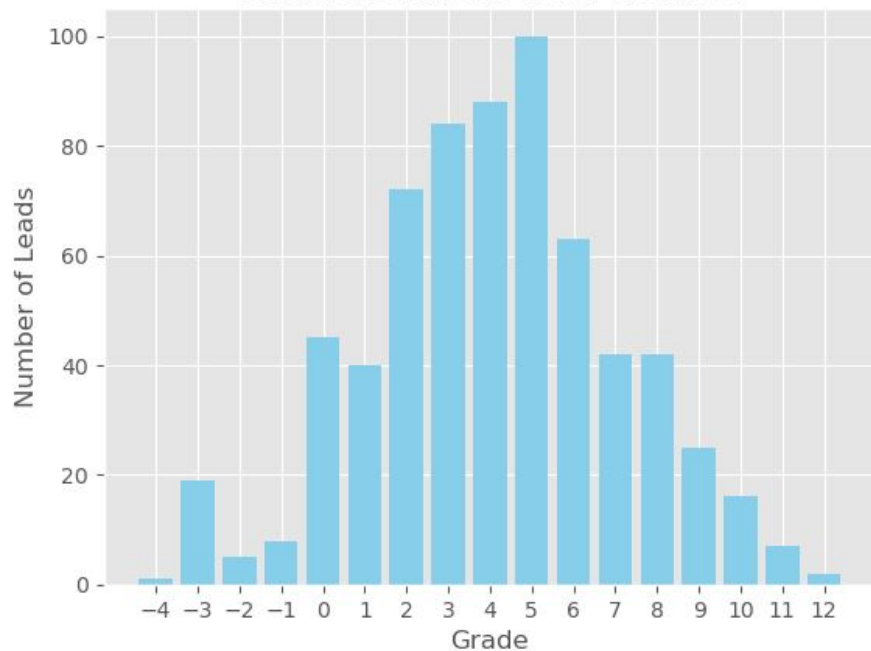


Average monthly enrollment is 7

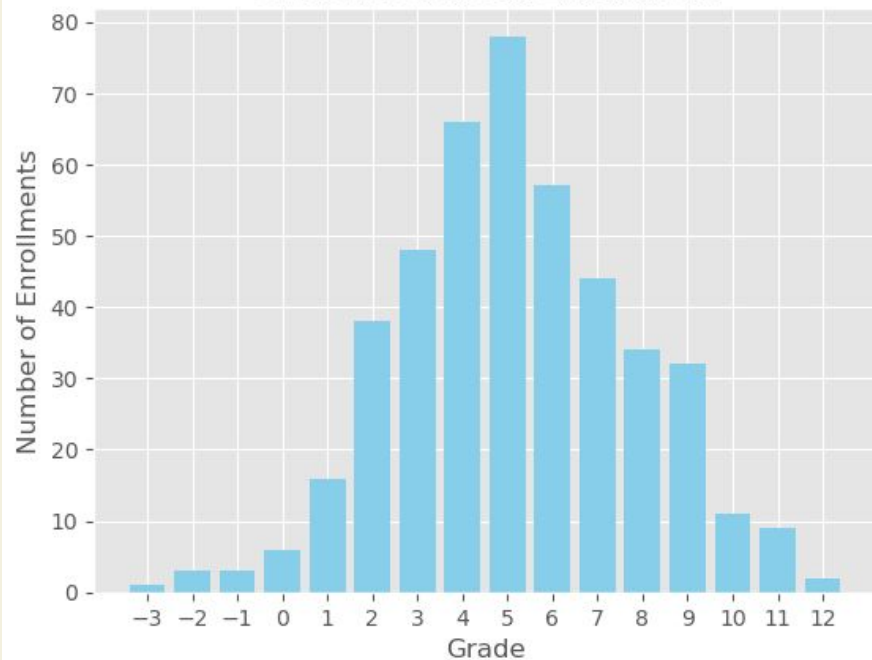
- Includes re-enrollments and sibling enrollments

# Student Grades

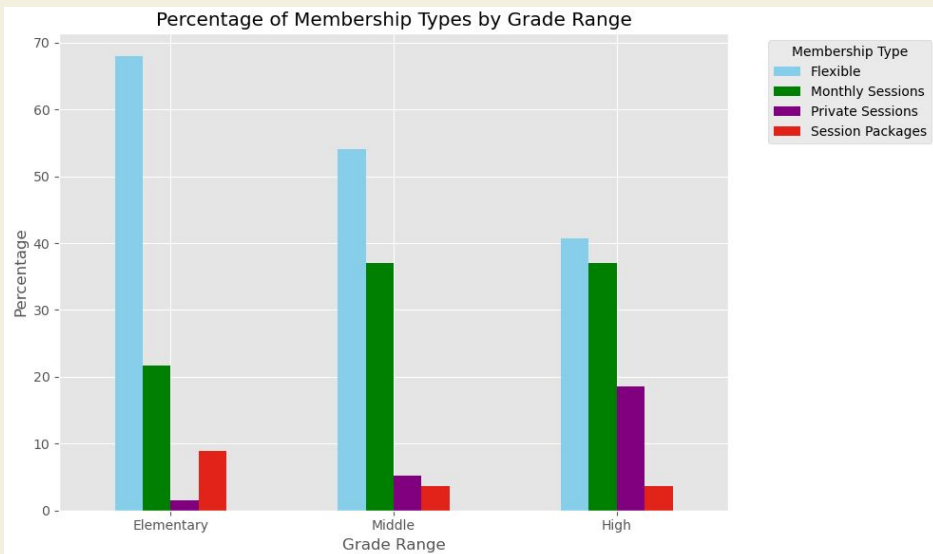
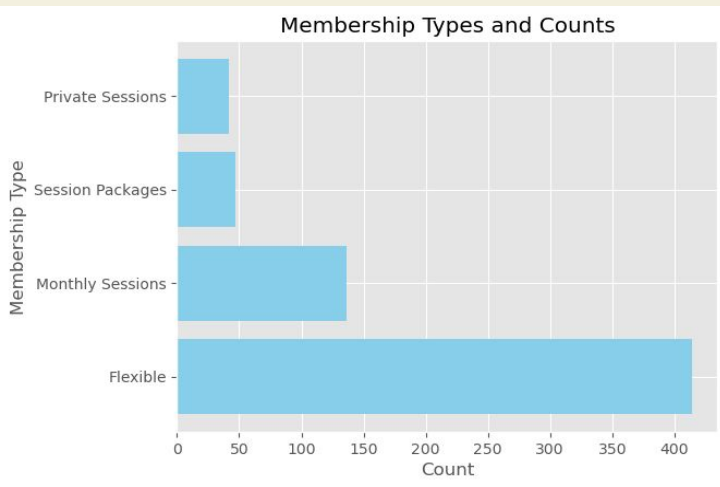
Student Grade at Lead Creation



Student Grade at Enrollment



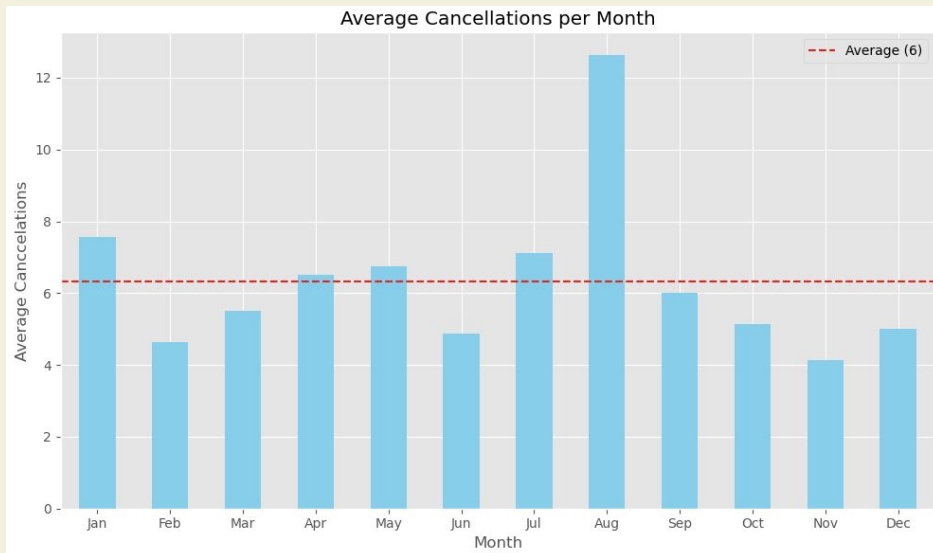
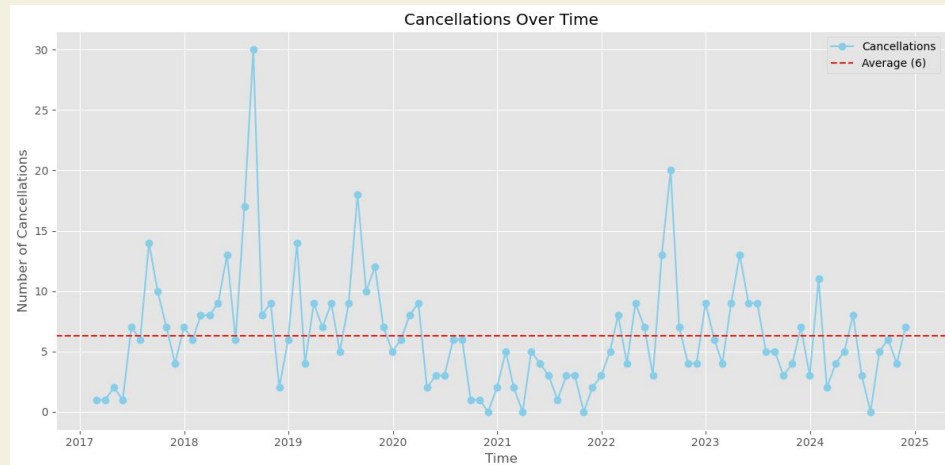
# Enrollment Types



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)

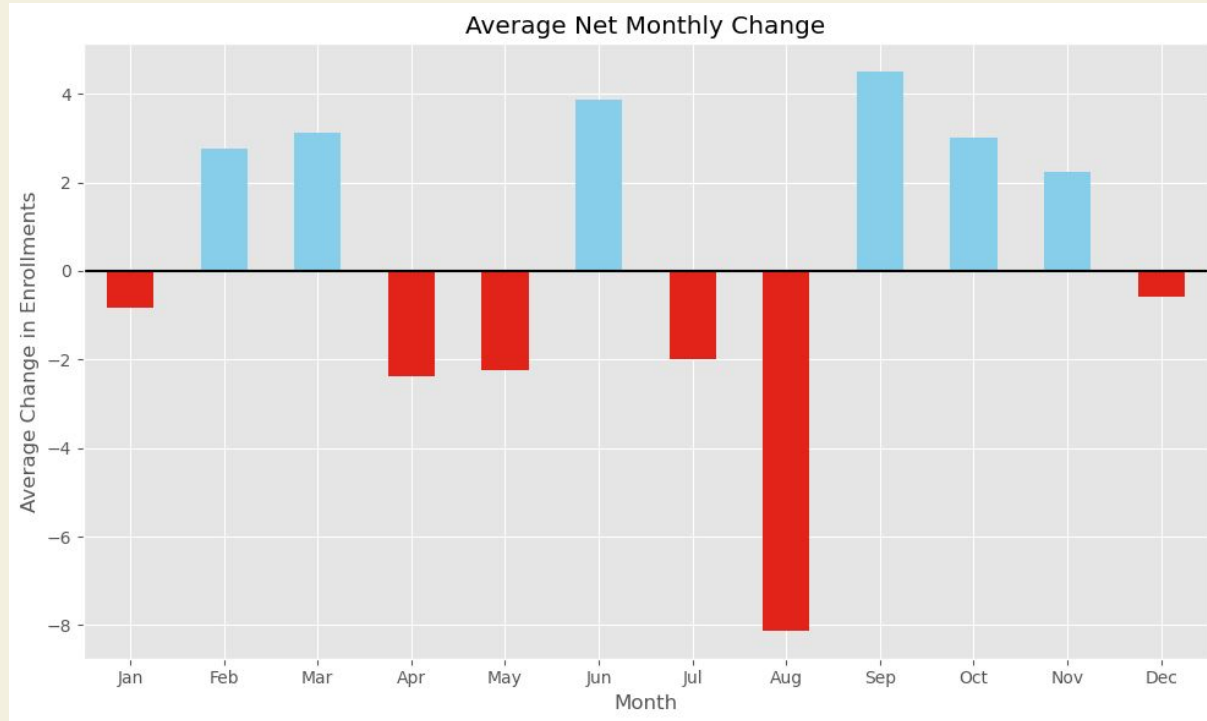
# Cancellations



Average monthly cancellations is 6.

- Highest in Aug.
- Lowest in Nov.

# Net Enrollment Change per Month

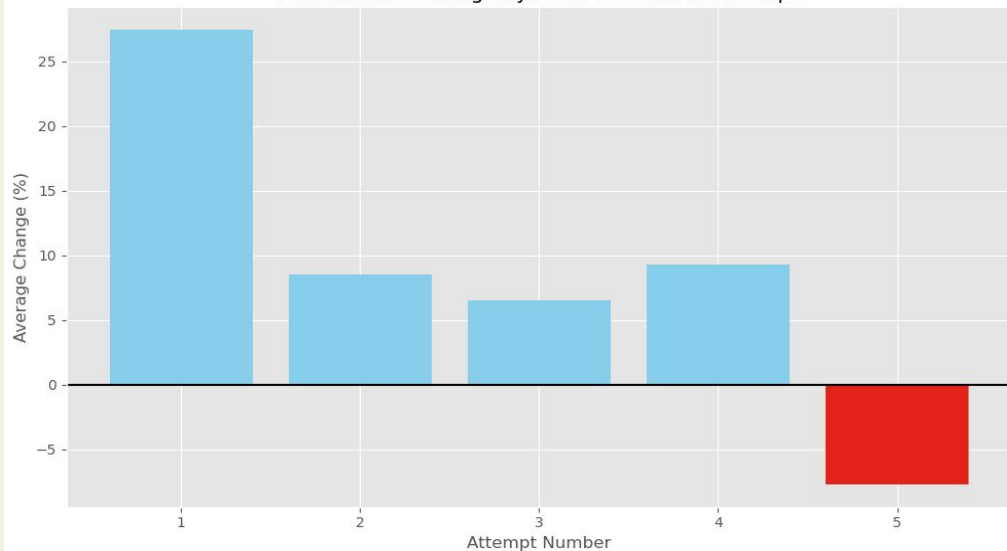




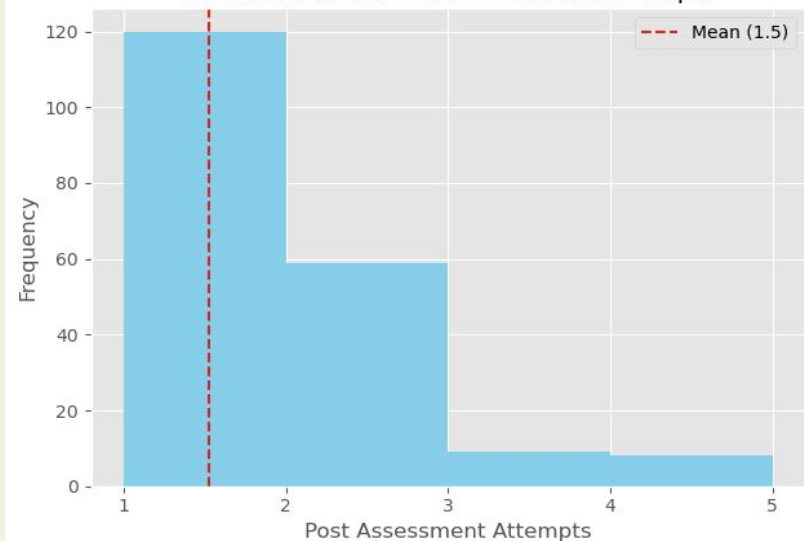
# Student Progress per Assessment Level

# Post Assessment Attempts

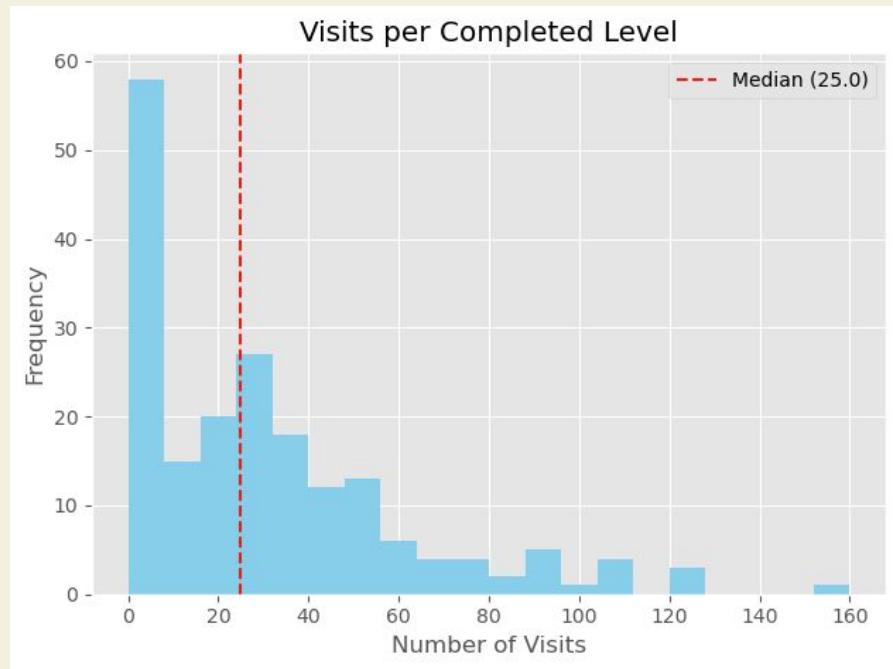
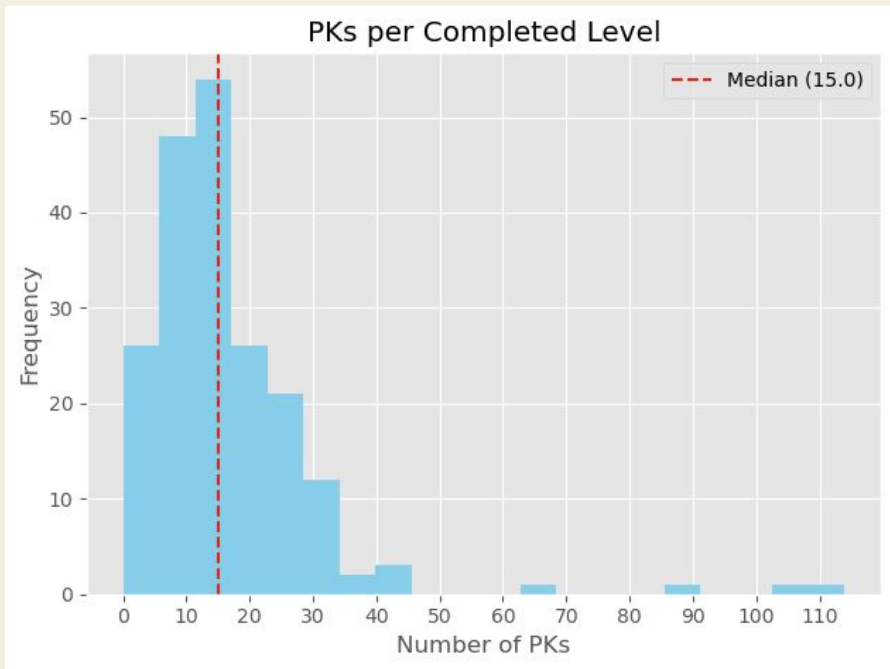
Performance Change by Post-Assessment Attempt



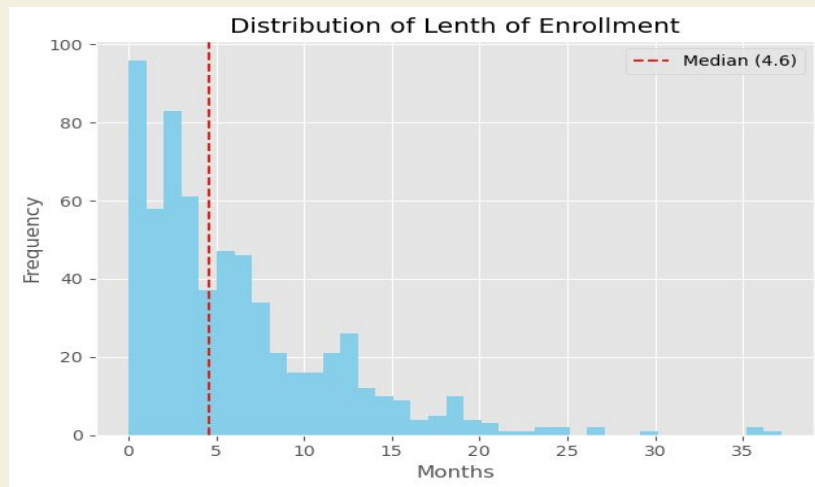
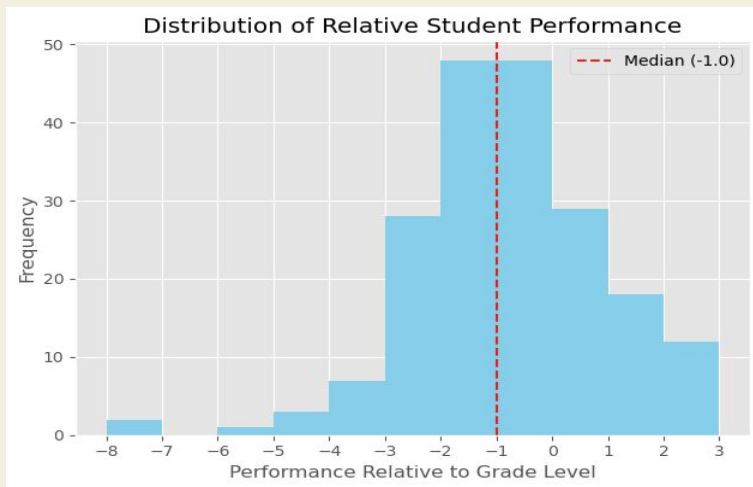
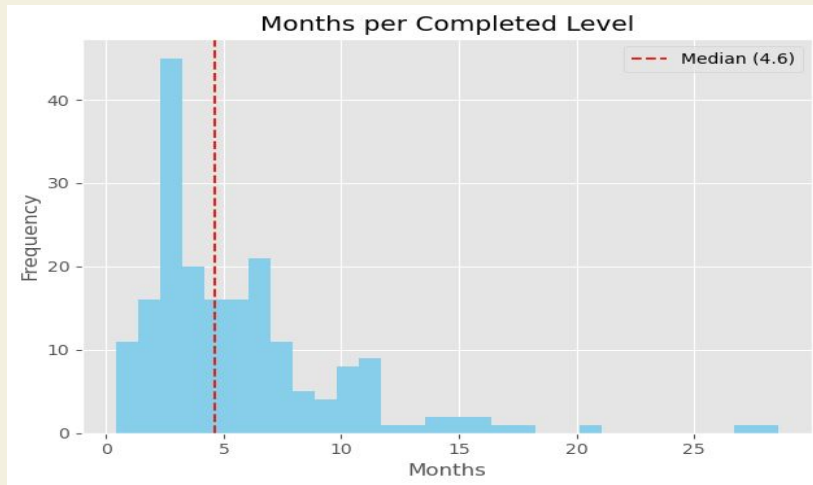
Distribution of Post Assessment Attempts






# 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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