




Trends in Supplemental Education Program



By Elijah Lopez

Summary

Recommendations		
<u>Leads</u> <ul style="list-style-type: none">- Re-engage Past Leads- Market to Demographic- Focus Q4 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

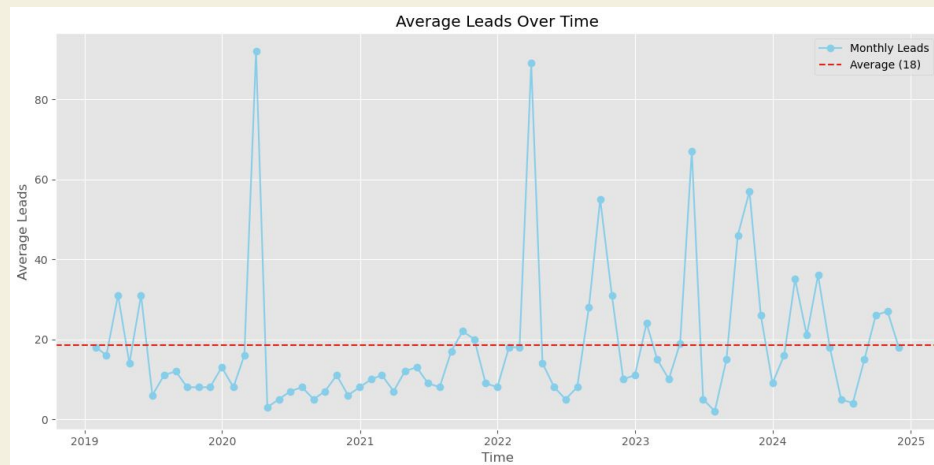
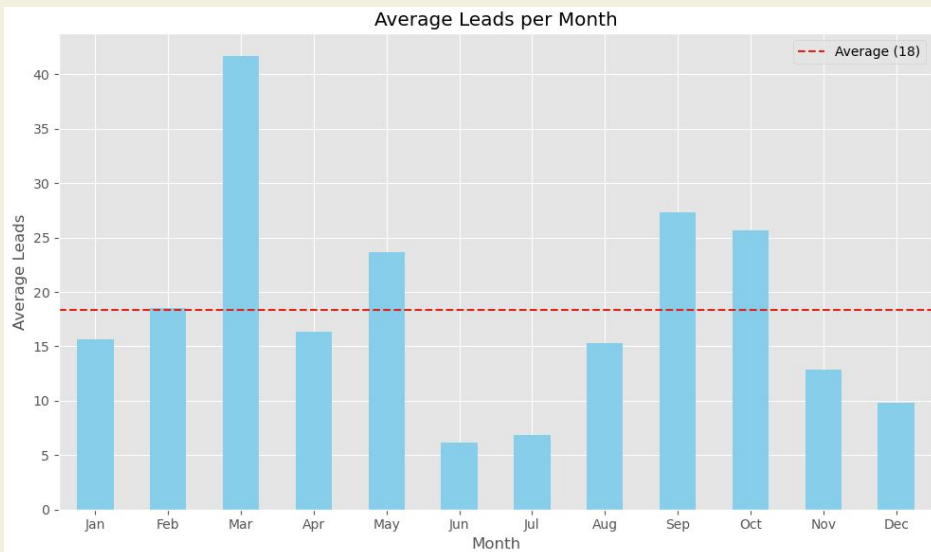
Data & Methods

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

Leads (1,358)	Accounts (551)	Student Progress per Assessment Level (403)
<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

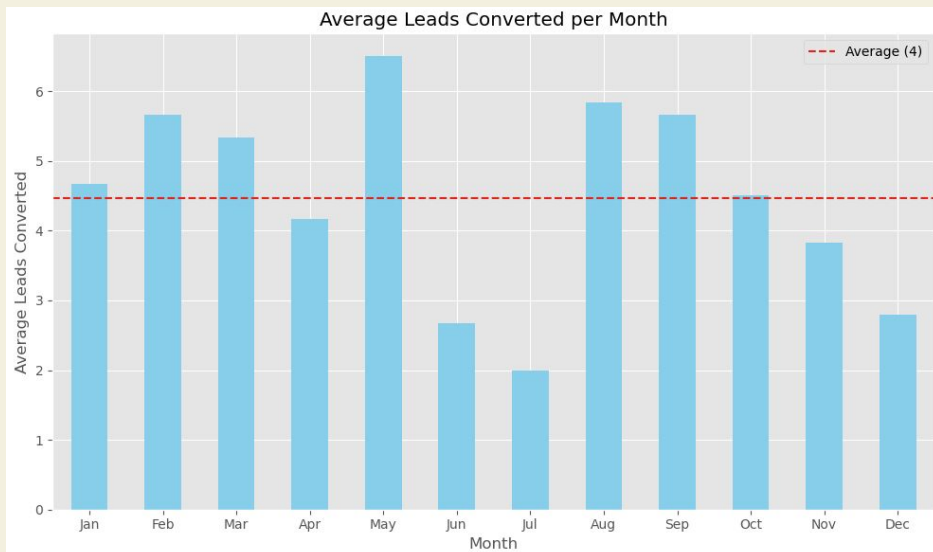
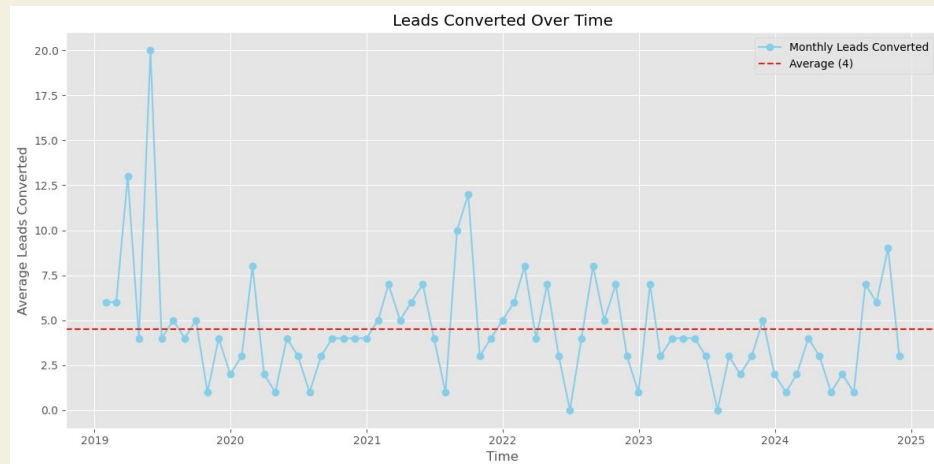
Lead Volume



Average monthly leads is 18.

- Mostly cyclical
- Highest in March
- Lowest in summer

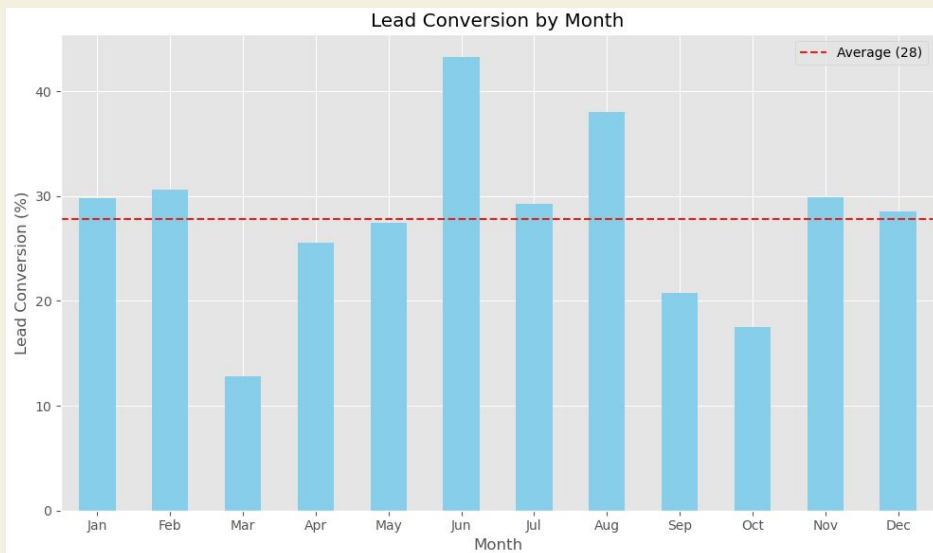
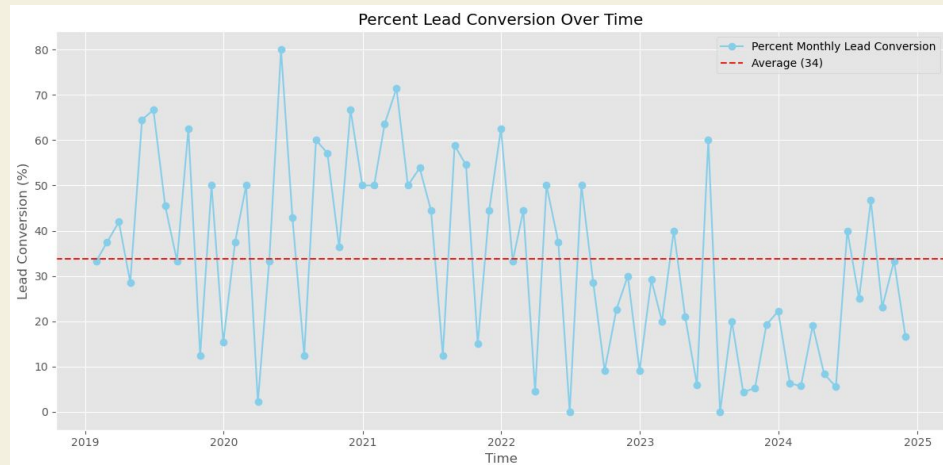
Converted Leads



Average monthly conversions is 4.

- Highest in May and start of the school year
- Lowest in June & July
- Below-average performance starting 2022

Percent Lead Conversion

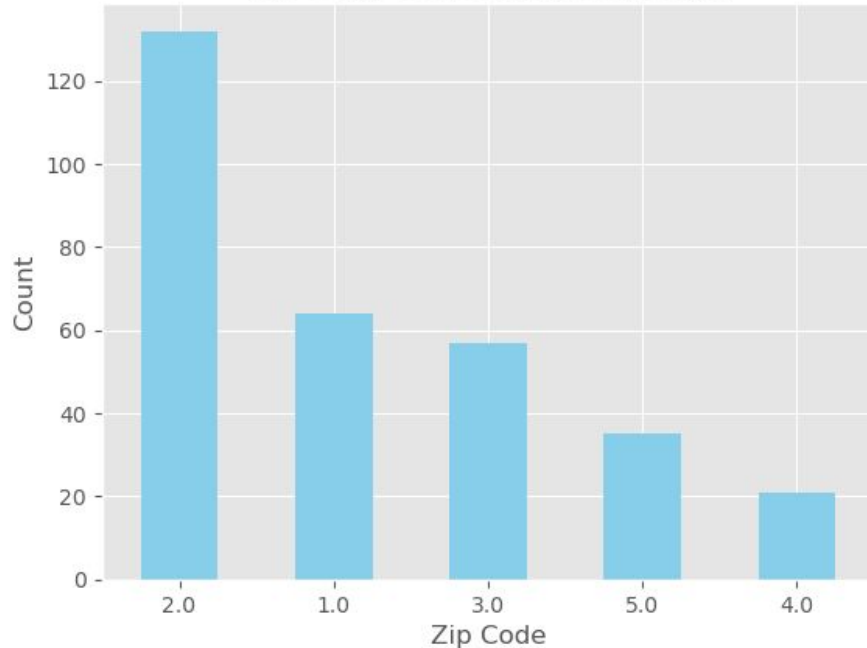


Average monthly conversion rate is 34%.

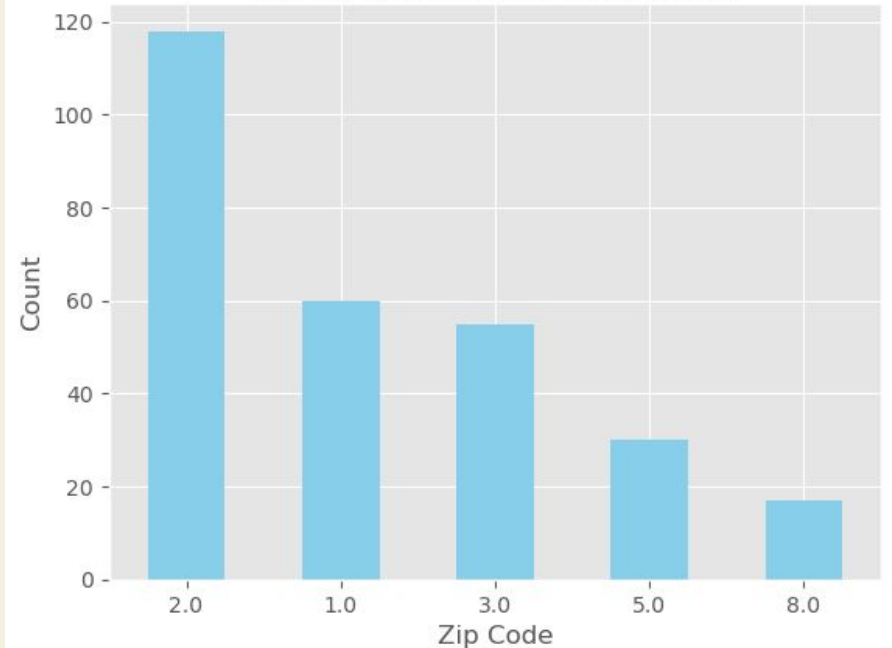
- Cyclical pattern with 2022 starting lower performance
- Highest in June
- Lowest in March

Leads by Zip Code

Top 5 Zip Codes by Lead Count



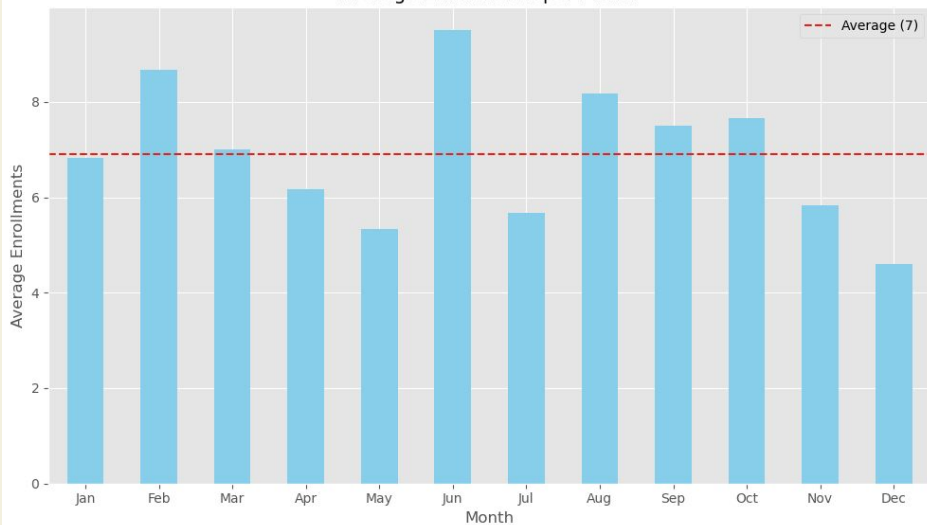
Top 5 Zip Codes by Conversion



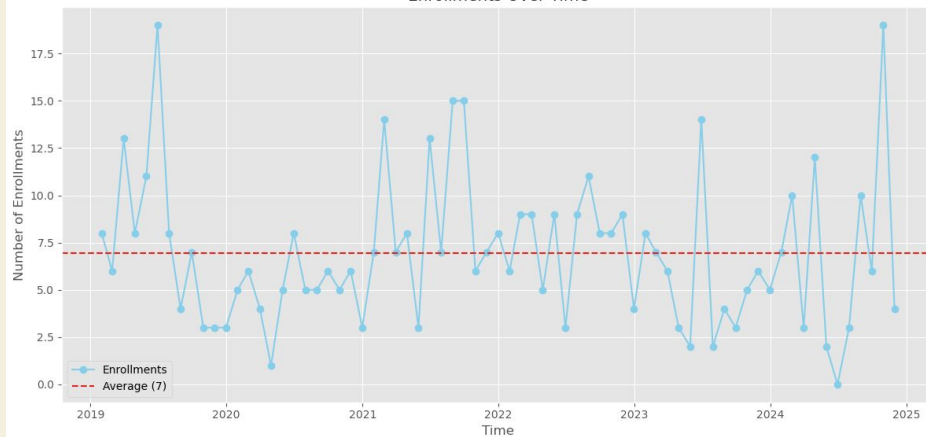
Accounts

Enrollments

Average Enrollments per Month



Enrollments Over Time

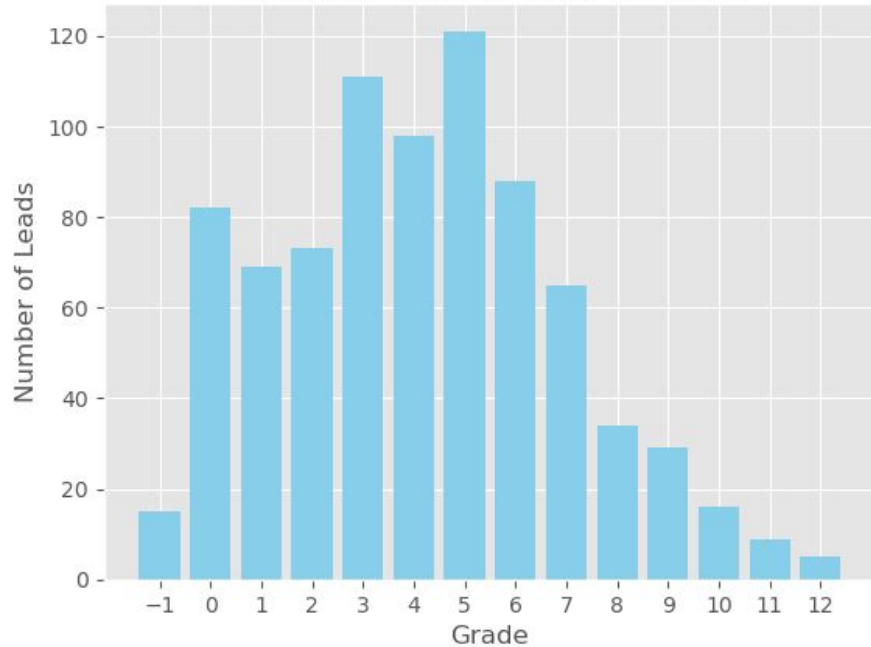


Average monthly enrollment is 7

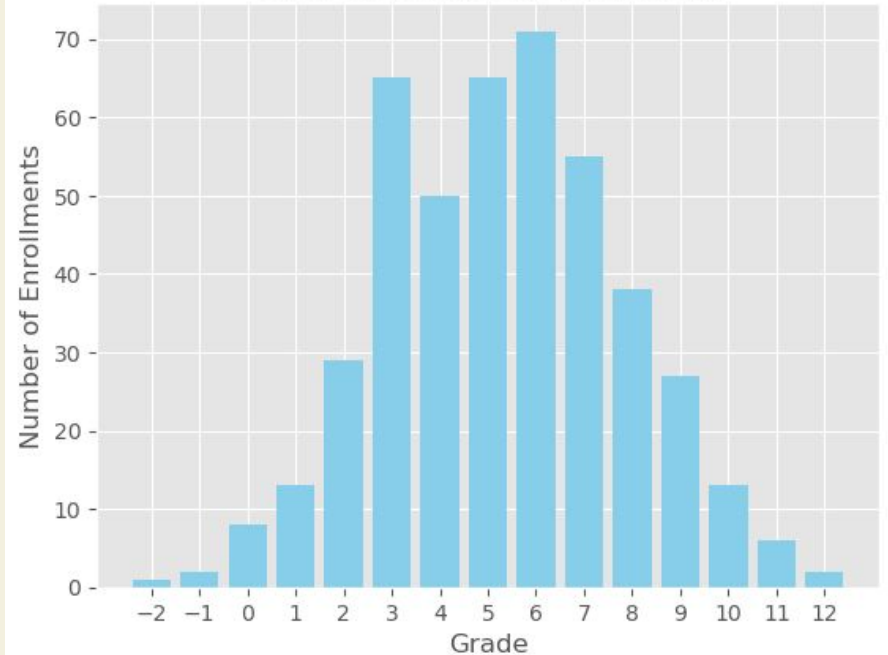
- Includes re-enrollments and sibling enrollments

Student Grades

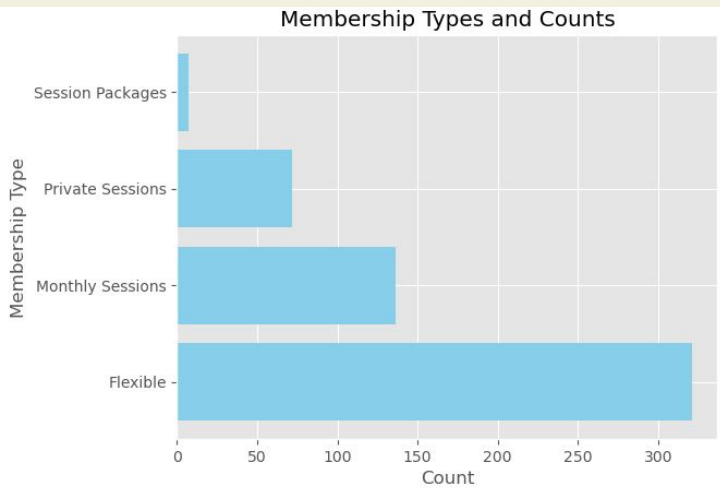
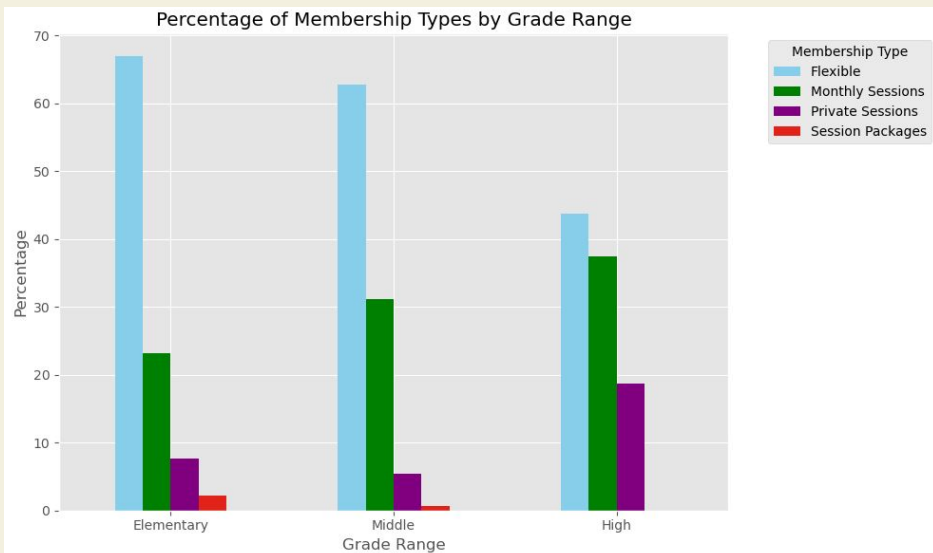
Student Grade at Lead Creation



Student Grade at Enrollment



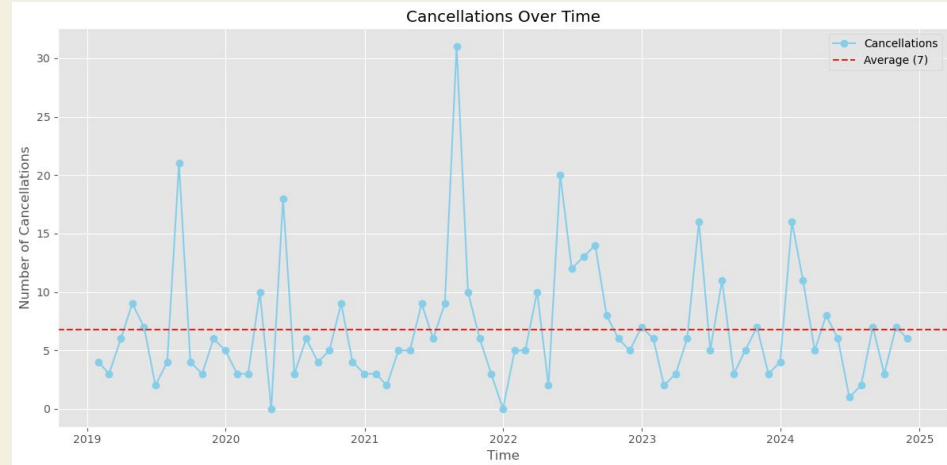
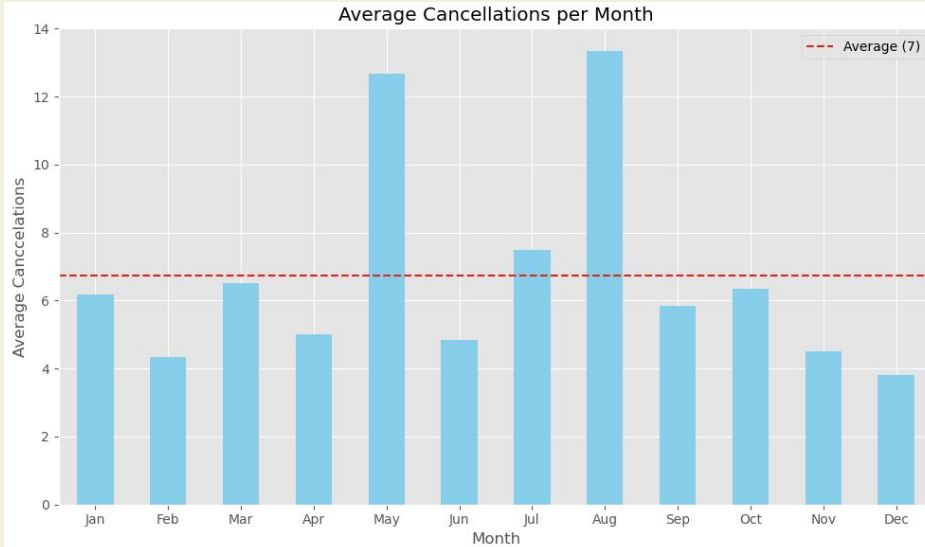
Enrollment Types



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)

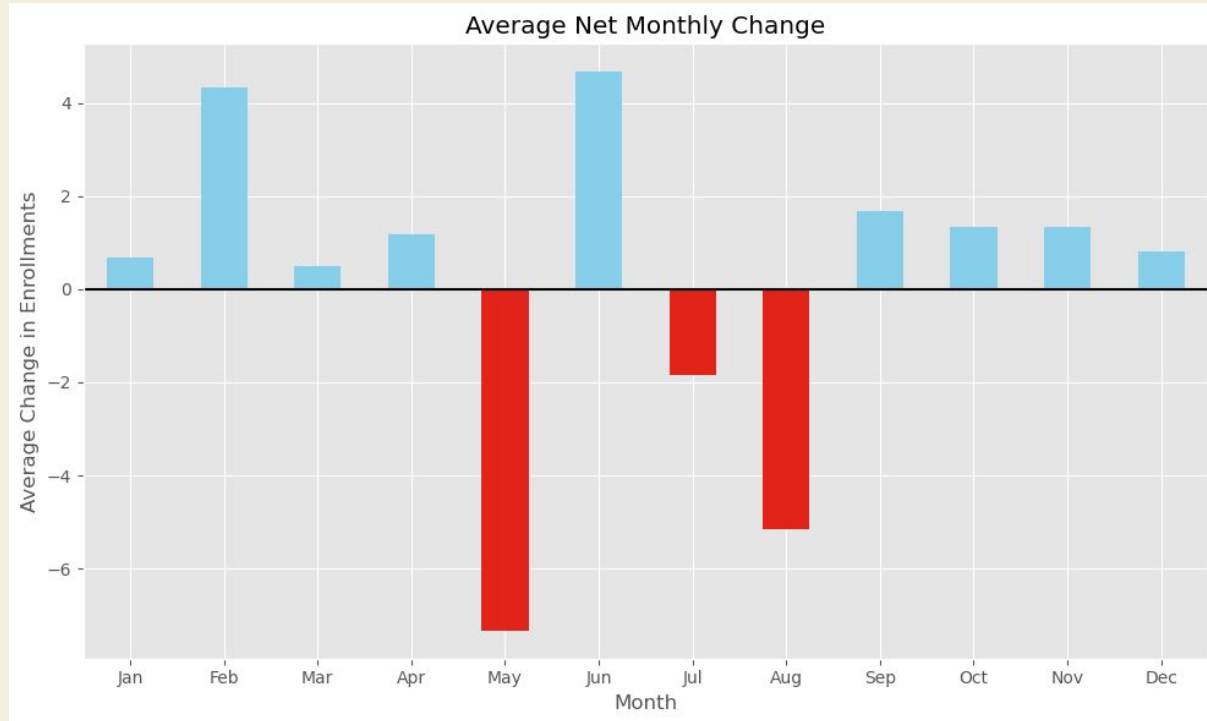
Cancellations



Average monthly cancellations is 7.

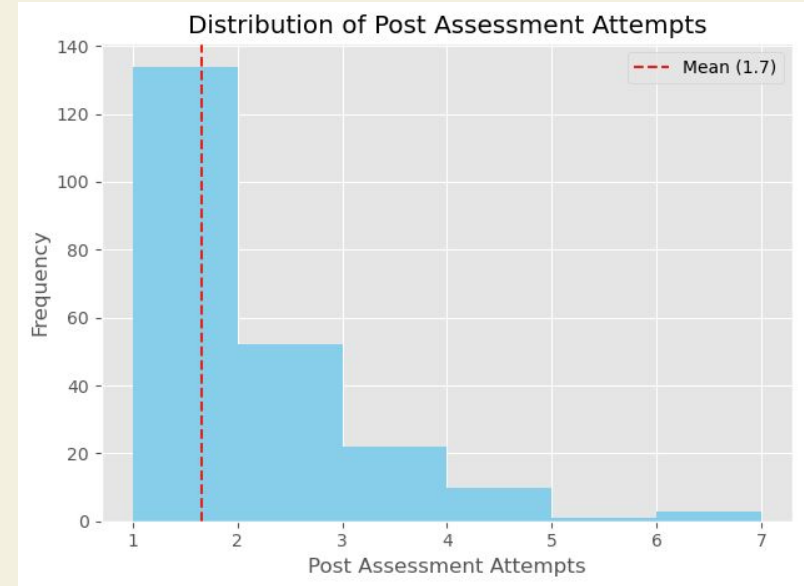
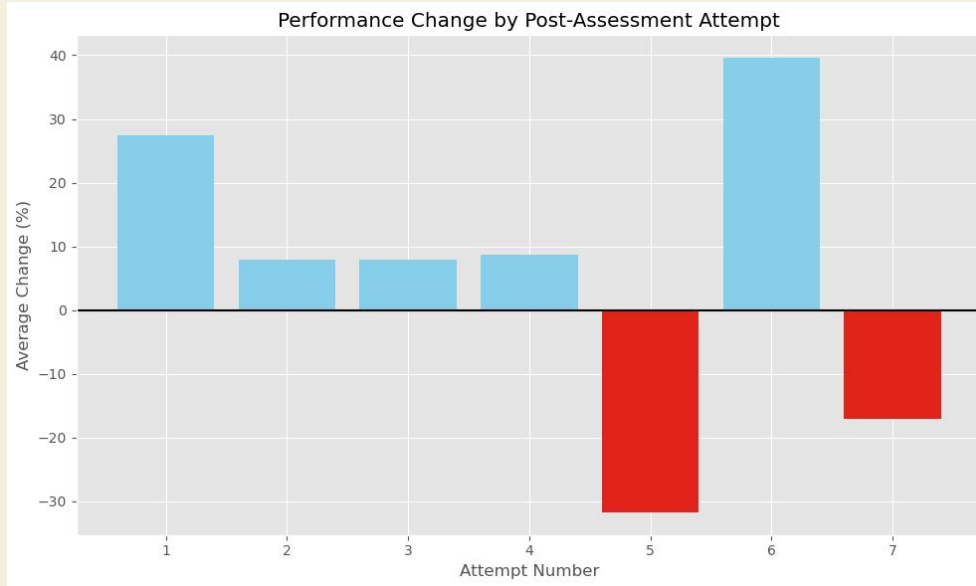
- Highest in May & Aug.
- Lowest in Dec.

Net Enrollment Change per Month

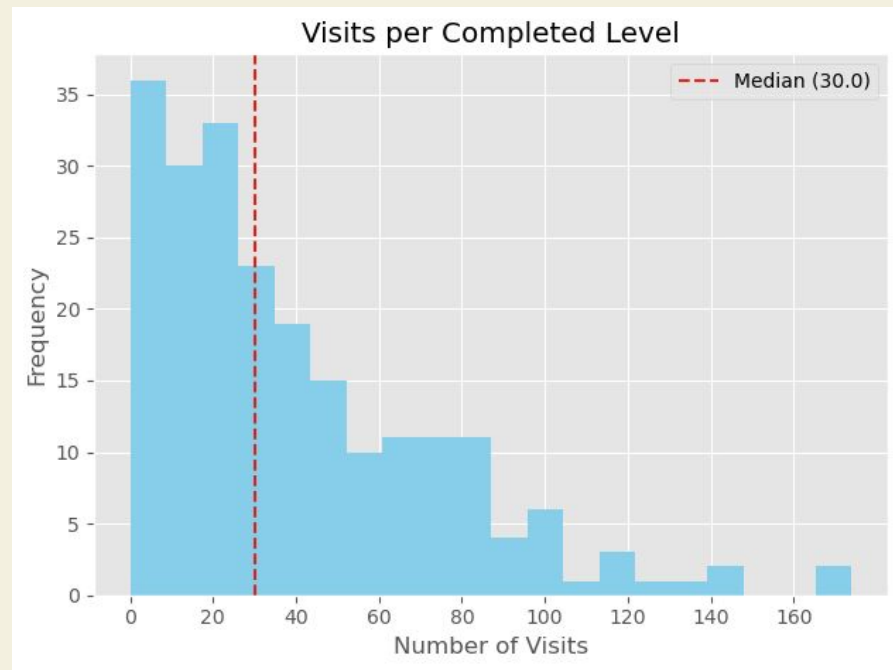
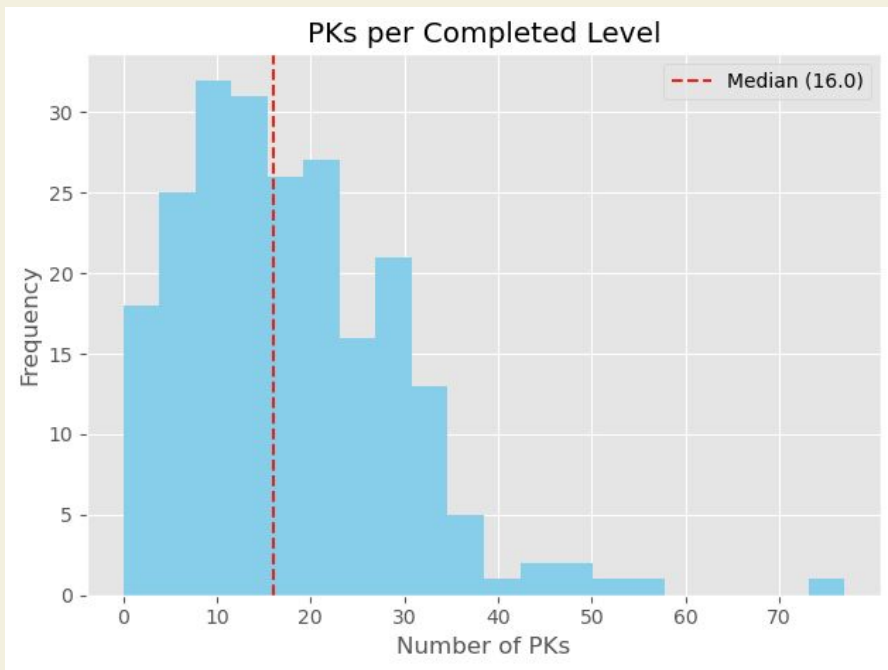


Student Progress per Assessment Level

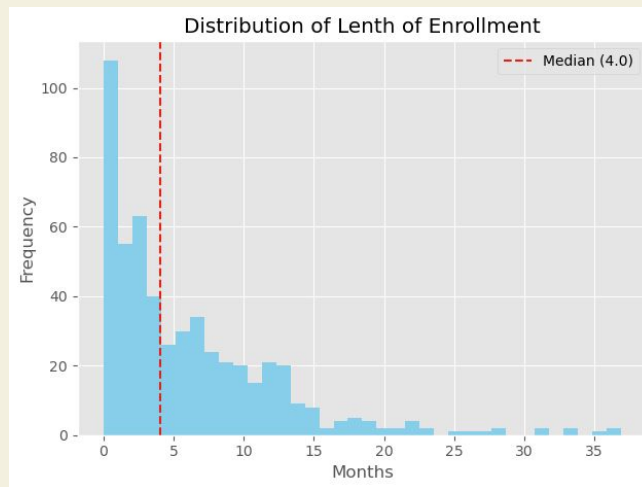
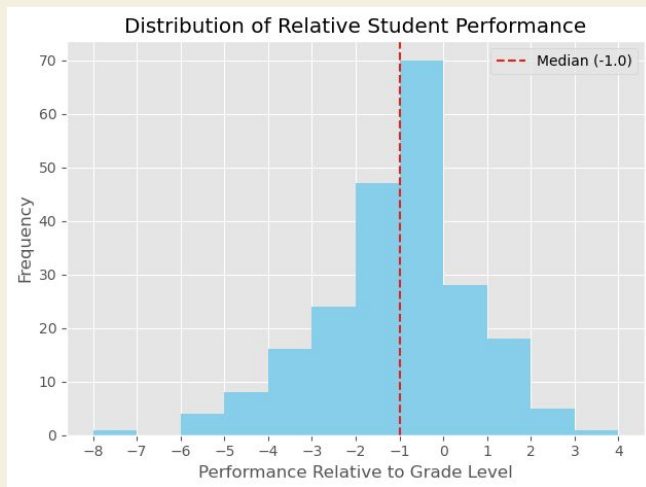
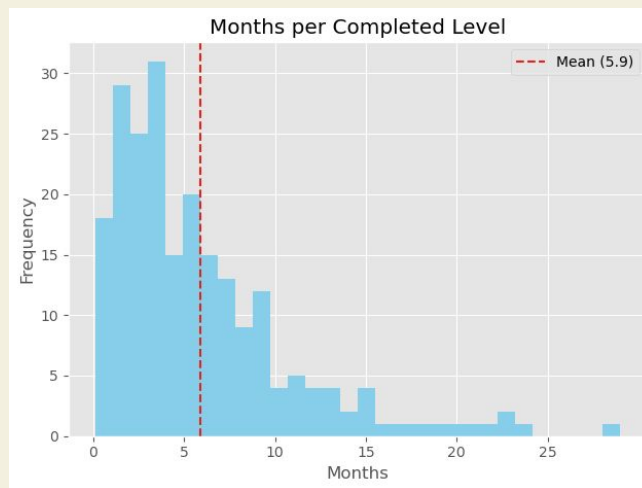
Post Assessment Attempts






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!



[linkedin.com/in/elijahlopez94](https://www.linkedin.com/in/elijahlopez94)



github.com/elijahlopez94