PERFORMANCE SCENARIO
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AGENDA

- Executive Summary

- Introduction

- Methodology

- Visualisation

  - Finding & Implications

- Recommendation & Conclusion

EXECUTIVE SUMMARY

A breakdown of each lower funnel type (Value My Car, Configurator, Finance, Book a Test Drive) with the following metrics

- Total number of activities
- Total cost for each activity
- Total leads generated
- Conversion rate (Leads generated / Total activities)
- Average cost per lead (Total activity cost / Leads generated)
- Conversion value (Average conversion value * Number of Converted leads)

INTRODUCTION

The candidate must create a single dashboard that provides insights into the efficiency and effectiveness of the lower funnel activities. These activities are aimed at prospective customers who are closer to making a purchase decision, such as those evaluating their car's trade-in value, customizing a car through a configurator, considering finance options, or booking a test drive

Audience
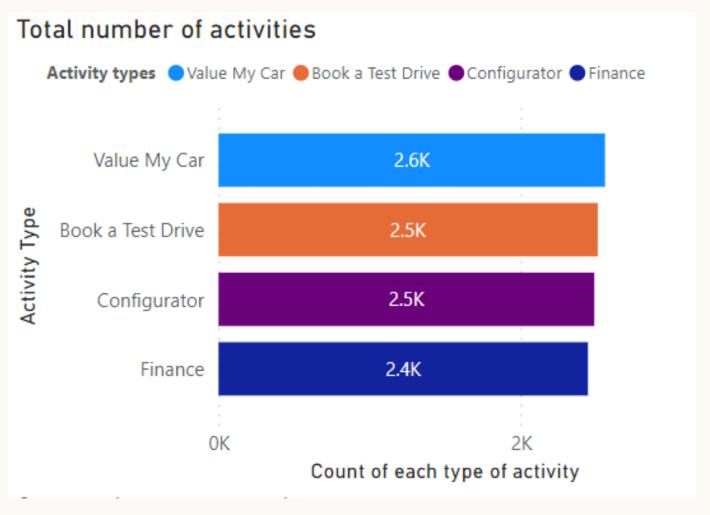- Jason Fonseca
- Oswaldo Bracho
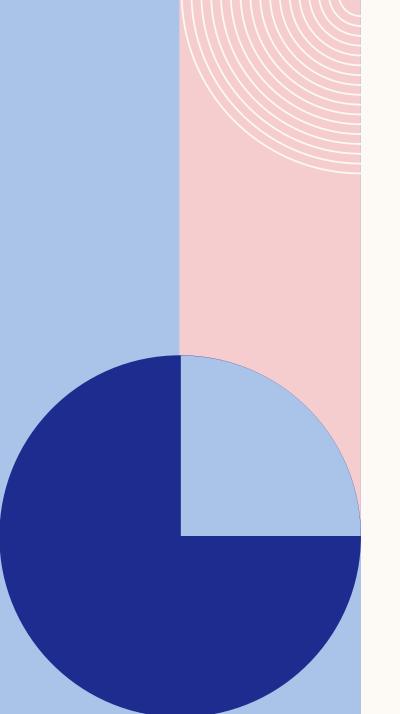
METHODOLOGY

Synthetic data generation

A simplified data set reflecting user interactions with the distributor's website and subsequent lead generation in 2023 is generated using Python's pandas, faker, and random. It's important to note that the synthetic data was uniformly distributed and must be modified in Excel to make the computation and visualisation moderately reasonable.

Data Visualisation

A single dashboard that provides insights into the efficiency and effectiveness of the lower funnel activities
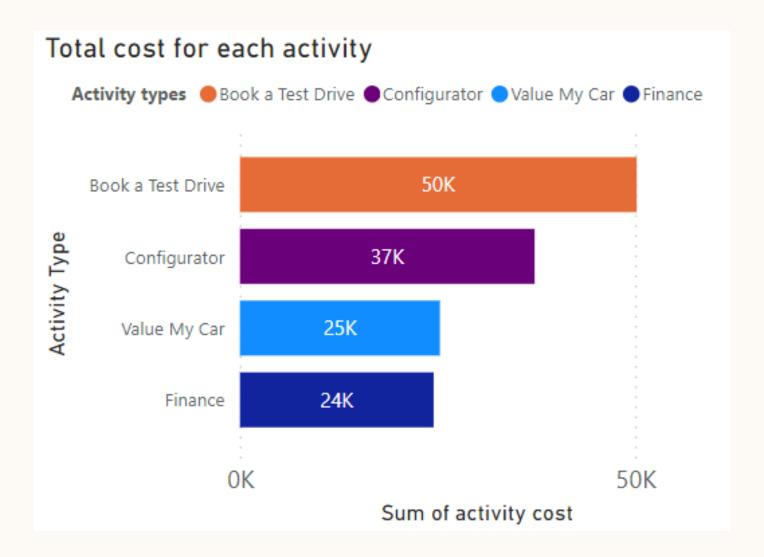
TOTAL NUMBER OF ACTIVITIES

TOTAL NUMBER OF ACTIVITIES - FINDING & IMPLICATIONS

- Total number of all activities is around 10,000 activities in the year 2023.

- All activities have approximately the same count. However, it's distinguishable that "Value My Car" has the highest count and "Finance" has the lowest count.
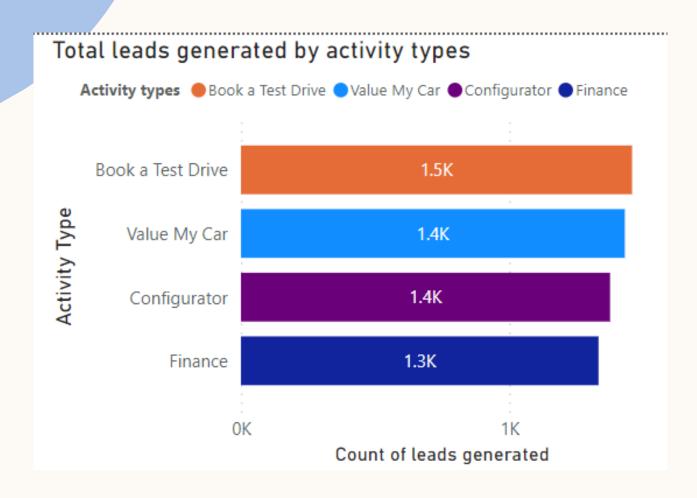
TOTAL COST FOR EACH ACTIVITY

TOTAL COST FOR EACH ACTIVITY - FINDING & IMPLICATIONS

- "Book a Test Drive" has the highest total cost of around $50,000, which doubles "Valued My Car" and "Finance" costing approximately $25,000 each

TOTAL LEADS GENERATED
- FINDING & IMPLICATIONS

Total leads generated by activity types

Activity types ● Book a Test Drive ● Value My Car ● Configurator ● Finance

Activity Type	Count of leads generated
Book a Test Drive	1.5K
Value My Car	1.4K
Configurator	1.4K
Finance	1.3K

Count of leads generated: 0K — 1K

- "Book a Test Drive" costs the most and generates the most leads.

- Despite costing much less, "Value My Car" generated the same number of leads as "Configurator"

CONVERSION RATE OVER TIME - FINDING & IMPLICATIONS

Conversion rate over time

Activity Type ● Book a Test Drive ● Configurator ● Finance ● Value My Car
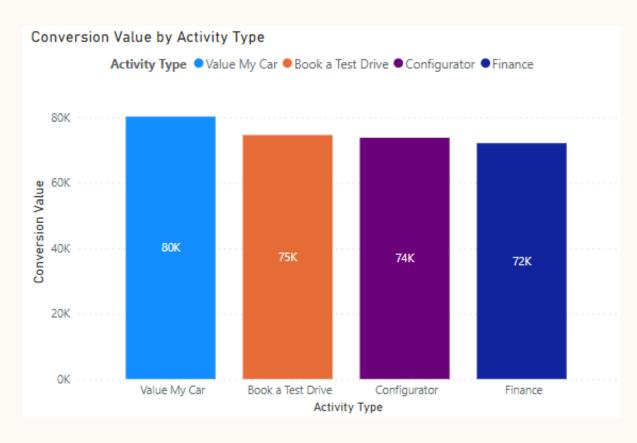
Months in 2023

- Conversion rate over time drops drastically in March, and this needs serious attention to investigate

AVERAGE COST PER LEAD OVER TIME - FINDING & IMPLICATIONS

Average cost per lead over time

- The trend of average cost per lead over time started shifting in March, simultaneously with the significant drop in conversion rate. The two incidents are highly likely related

CONVERSION VALUE ANALYSIS - FINDING & IMPLICATIONS

Conversion Value by Activity Type

- Notably, the same pattern as the Total number of activities

- Despite almost the low cost, "Value My Car" has the highest conversion value.

- On the other hand, "Book a Test Drive" which costs the most has the second-highest conversion value.

RECOMMENDATION & CONCLUSION

- As mentioned earlier, the significant drop and rise in conversion rate and average cost per lead in March needs serious attention.

- "Configurator" and "Book a Test Drive" may need improvement in terms of cost and conversion value.