Competishun DA <> Assignment Submission

Insights + Suggestions :

**-All about leads:**

1. Occupation: Most leads are coming from

B.tech : 38%

Looking for job : 32%

Degree :11%

(main target should be Btech, Looking for job, Degree as an accupation)

1. Parent Occupation: Most Leads are coming from

Government Employee : 35%

Business :22%

IT Employees: 19%

Layers :12%

(main target should be Government employees, business, it employees, layers for parent occupation)

1. Source For Leads: Most Leads care coming from

Social Media: 23%

SEO : 20%

Email Marketing: 20%

Referrals :20%

Website :16%

(in this segment work on all the source because data showing similar results for all sources)

1. City Distribution:

(Visakhapatnam:21%

Hyderabad : 20%

Kochi:18%

Bengaluru : 14%)

(this all are our top for places where we generate most of the leads)

1. Gender wise leads

Female : 55%

Males:44%

**-All about demo watched**

1. Occupation wise:

Btech :36%

Looking For job: 35%

Degree :23%

2. Source Distribuion:

Email marketing: 23%

SEO: 22%

Social Media: 21%

(this 3 segments are more reliable users for taking actions )

3. City:

Hyderabad : 20%

Visakhapatnam : 20%

Bengaluru :16%

Konchi : 16%

(most reliable city for lead watching demos)

-All about interaction:

On 100% Leads 🡪 67% Leads Successful 🡪15% Consideration Successful 🡪13% Awareness Successful 🡪 3.43% Conversion Successful

From 100% Leads 🡪 5% Converting Into Conversion .

(a huge gape between Leads to Consideration – Team should work on this to improve the results in Considerations)

1.Lead Occupation (Conversion):

Btech : 40%

Looking For Job:30%

(around 70% Conversion come from this Segment . this segment is working very great we should suggest more advertisement to this segments to get more conversions)

3. Parent Occupation(conversion):

Business :32%

Government :28%

(this to segment for parent occupation should be our main target)

4. City (conversion):

Bengaluru: 23%

Visakhapatnam:23%

Hyderabad:20%

(this is main target for our conversion )

5.Source (Conversion)

Email Marketing:29%

Social Media : 26%

SEO: 21%

(around 78% Conversion Comes from this sources we should do more ads and

Marketing in this sources to get better conversion and increase the business and generate more leads)

**-All About Reasons:**

1. Reasons Distribution:

Cant Afford:39%

Want Offline Classes:26%

(this are the main reasons users are not getting enrolled)

-All about Managers Performances:

1. Senior Sales Manager:

(Top-2)

SNR501MG: Creating 35% Conversions

SNR504MG: Creating 26% Conversions

2. Junior Sales Managers:

(Top-2)

JNR1016MG: Creating 15% Conversions

JNR1002MG: Creating 13% Conversions