

KEY INSIGHTS

- **0.8% of leads Owner → 4.5M in revenue** – huge ROI from a small base.
- Only 50% of booked demos are completed – **major drop-off point**.
- **95% first-call attempt rate** – strong initial engagement.
- Revenue generating Lead Owners contact **leads 2x faster**, connect in half the time and **convert 88% of demos** — **75% more efficient** than non-Revenue Generating Lead Owners
- **Delhi performs best** in both lead volume and conversion.
- **40% of Lead Owners not generating revenue** – performance gap.
- **53% drop-off due to “Non-contact” in major stage for non-revenue generating lead owners** – major funnel leak.
- **Main Stage is the key enrollment point for revenue generating Lead Owners** : leads enrolled here rarely drop off. Fast response times remain essential.



OBSERVATIONS

Segmentation of Revenue-Generating (RG) and Non-Revenue-Generating (Non-RG) Cohorts:

Metric	RG Cohort	Non-RG Cohort	Key Insight
Turnaround Time (TAT)	Call attempt in ≤ 3 hrs	Call attempt in 24+ hrs	RG agents connect 2x faster and spend 6 more hours on talk time.
Demo Booking-to-Conversion Rate	88% (Booking to Completion)	50% (Booking to Completion)	RG agents are 75% more efficient in converting demos.
Enrollment Momentum (Main Stage)	High enrollment rate in Main Stage	Lower conversion after Main Stage	Main Stage is critical for RG agents to minimize lead drop-off.
Advanced Stages with No Revenue	-	160 agents with no revenue	Non-RG agents need to improve conversion efficiency in advanced stages.



Analysis of Drop-off in the Sales Funnel (Non-Revenue Generating Cohort)

The sales funnel analysis shows a 53% drop-off in the Main Stage due to non-contact, with over 50% of leads being unreachable, mainly attributed to Team Leader vik9461b9 and Ansff2506. In the Lead Connected stage, there's the second-highest drop-off. In subsequent stages, 10% of leads are marked "Not Interested".

RECOMMENDATIONS

Engagement & TAT: Non-Revenue Generating lead owners must increase talk time and reduce TATs (within 13 hours) to boost engagement.

Follow-ups: Strong follow-ups post-demo are key; use reminders via WhatsApp/email to reduce 50% booking-to-conversion drop.

Script Quality: A strong first-call script can drive enrollments at the Main Stage, as seen with revenue-generating owners.

Final Stage & TAT: Final-stage stuck leads with sales won should reduce TATs; check for missing payment data causing revenue gaps.

No Response Leads: For DNP/no-response leads, vary call times and use alternate channels like WhatsApp/email rather than giving multiple calls.

Not Interested Leads: Investigate reasons behind "Not Interested" leads (10%) for root cause analysis.

Target Segment: Focus more on Delhi, especially Class 10 students, for better conversions.

Team Performance: TLs Ajo81dc3d and Amid12a70 should review with lead owners to resolve revenue generation issues.

