ABC University Analysis

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16-09-2024
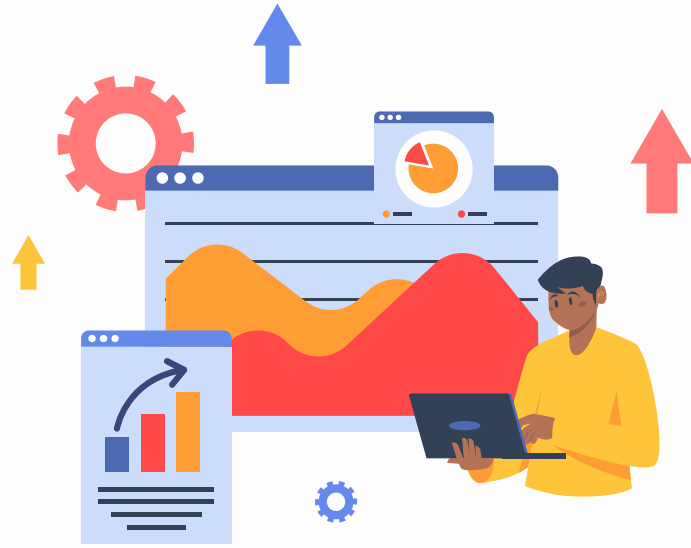
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Lead Stage Distribution
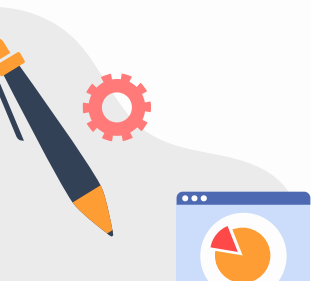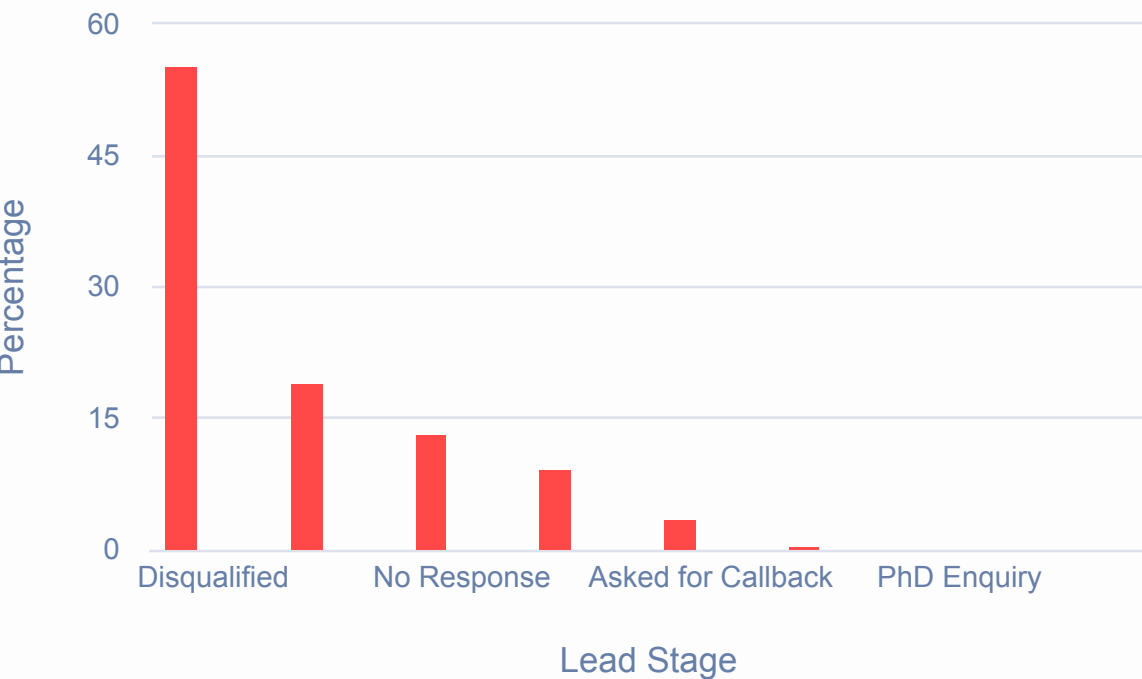

Disqualified Leads: 55.2%
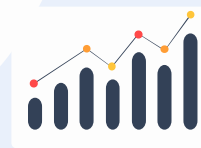Indicates potential issues with lead quality or criteria

NR Closed: 18.78%
Suggests non-responsiveness

No Response: 13.1%
Low conversion

Qualified Leads: 9.12%
Either issues with Leads Quality or Qualification Process

Verification Impact

Email Verification

6.37%

Verified Email Conversion Rate

0.21%

Non Verified Email Conversion Rate

Mobile No. Verification

3.91%

Verified Mobile Conversion Rate

0.00%

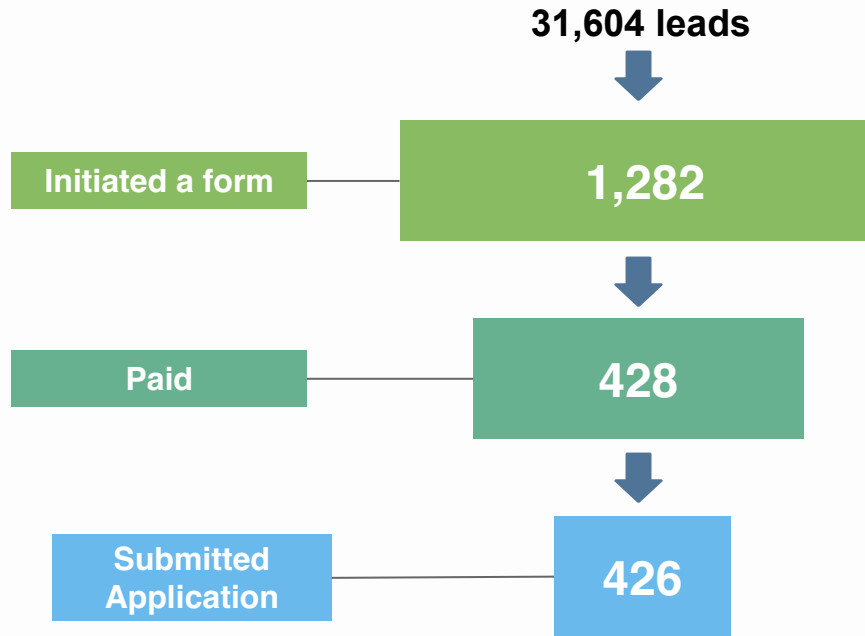Non Verified Mobile Conversion Rate

Verified Emails and Mobile Numbers Lead to Higher Conversion Rates

Funnel Progression

31,604 leads

Initiated a form	**1,282**

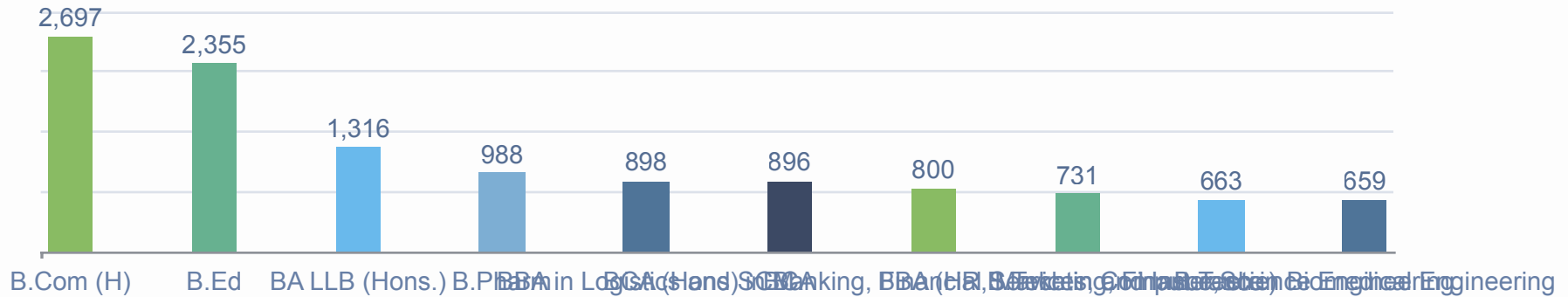| Paid	**428**

Submitted Application	**426**

Significant drop-offs at each stage

- Improving engagement during these steps could help reduce drop-off and increase conversions.

Top Courses and Specializations

Course

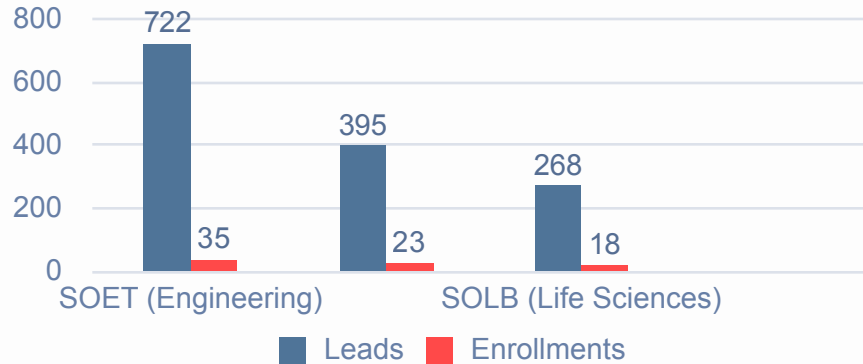| Course	Value
B.Com (H)	2,697
B.Ed	2,355
BA LLB (Hons.)	1,316
B.Pharm	988
MBA in Logistics and SCM	898
BCA (Hons.)	896
MBA Banking, Financial Services	800
BBA (H)	731
B.Tech in Computer Science	663
Bio-Medical Engineering	659

The top 10 courses are mainly undergraduate degrees, with B.Com (H), B.Ed, and BA LLB (Hons.) being the most popular, reflecting strong interest in commerce, education, and law.

Top Courses and Specializations

Top Specializations and Enrollment

Leads / Enrollments by specialization:
- SOET (Engineering): Leads 722, Enrollments 35
- (middle specialization): Leads 395, Enrollments 23
- SOLB (Life Sciences): Leads 268, Enrollments 18
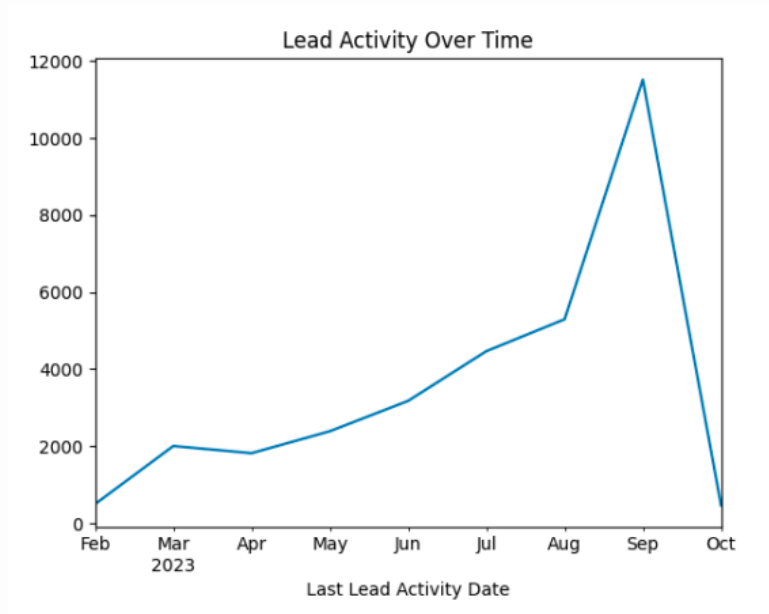
Legend: ■ Leads ■ Enrollments

Most leads (28,770) did not specify a specialization. Among those who did, School of Engineering and Technology (SOET) had the highest inquiries and enrollments, indicating strong interest in technical and business fields. Specializations like Media and Communication and Law show lower conversion rates, highlighting potential challenges.
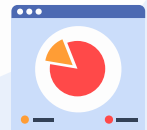
Lead Generation Trends

The line chart shows a steady increase in lead creation from February to July, peaking in July. A notable decline occurred from August to October, potentially due to seasonal factors, marketing changes, or economic conditions.

Lead Activity Over Time

Recommendations

Insight Area	Interpretations	Actionable Decisions
Lead Funnel Efficiency	55.2% of leads are disqualified; only 9.12% are qualified with minimal conversions from API and online leads.	1. **Refine Lead Qualification**: Implement more rigorous lead screening and follow-up processes. 2. **Enhance Lead Nurturing**: Develop targeted campaigns to engage and convert leads more effectively.
Verification Impact	Verified emails and mobile numbers lead to higher conversion rates (6.75% and 3.91%, respectively).	1. **Strengthen Verification Processes**: Mandate verification of emails and mobile numbers at lead capture.
Funnel Drop-Off Points	Significant drop-off from form initiation to application submission.	1. **Improve Engagement**: Implement follow-up reminders and support for leads who start but do not complete forms. 2. **Simplify Process**: Review and optimize the application process to reduce friction.

Recommendations

Insight Area	Interpretations	Actionable Decisions
Course Popularity	B.Com (H), B.Ed, and BA LLB (Hons.) have the highest lead volumes, indicating strong interest.	1. **Enhance Course Marketing**: Invest in targeted marketing for these popular courses to attract more leads. 2. **Optimize Program Support**: Ensure robust support and resources for these high-demand programs.
Specialization Trends	SOET leads with highest inquiries and enrollments; lower conversion rates for SOMC and SOLJ.	1. **Boost Appeal for Less Popular Specializations**: Develop targeted campaigns to increase interest and engagement in lower-performing specializations. 2. **Strengthen Support for SOET**: Continue investing in and promoting successful specializations.

Thank You