# Analysis of Guild's Customer Funnel

Analytics Discovery Exercise
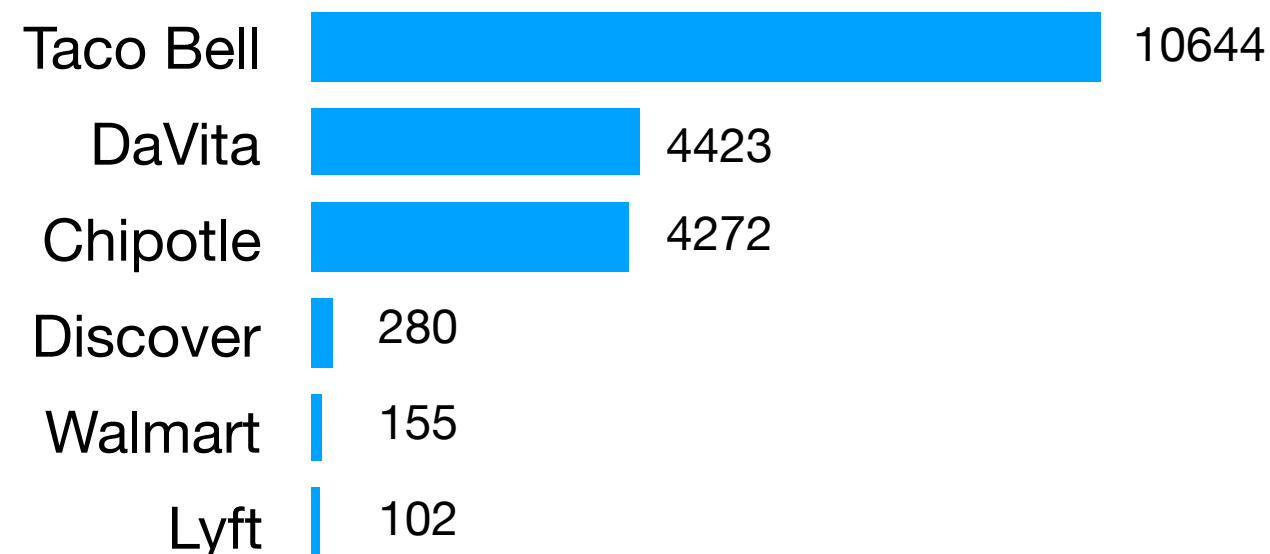Jeremy Beck
Jan 12, 2019
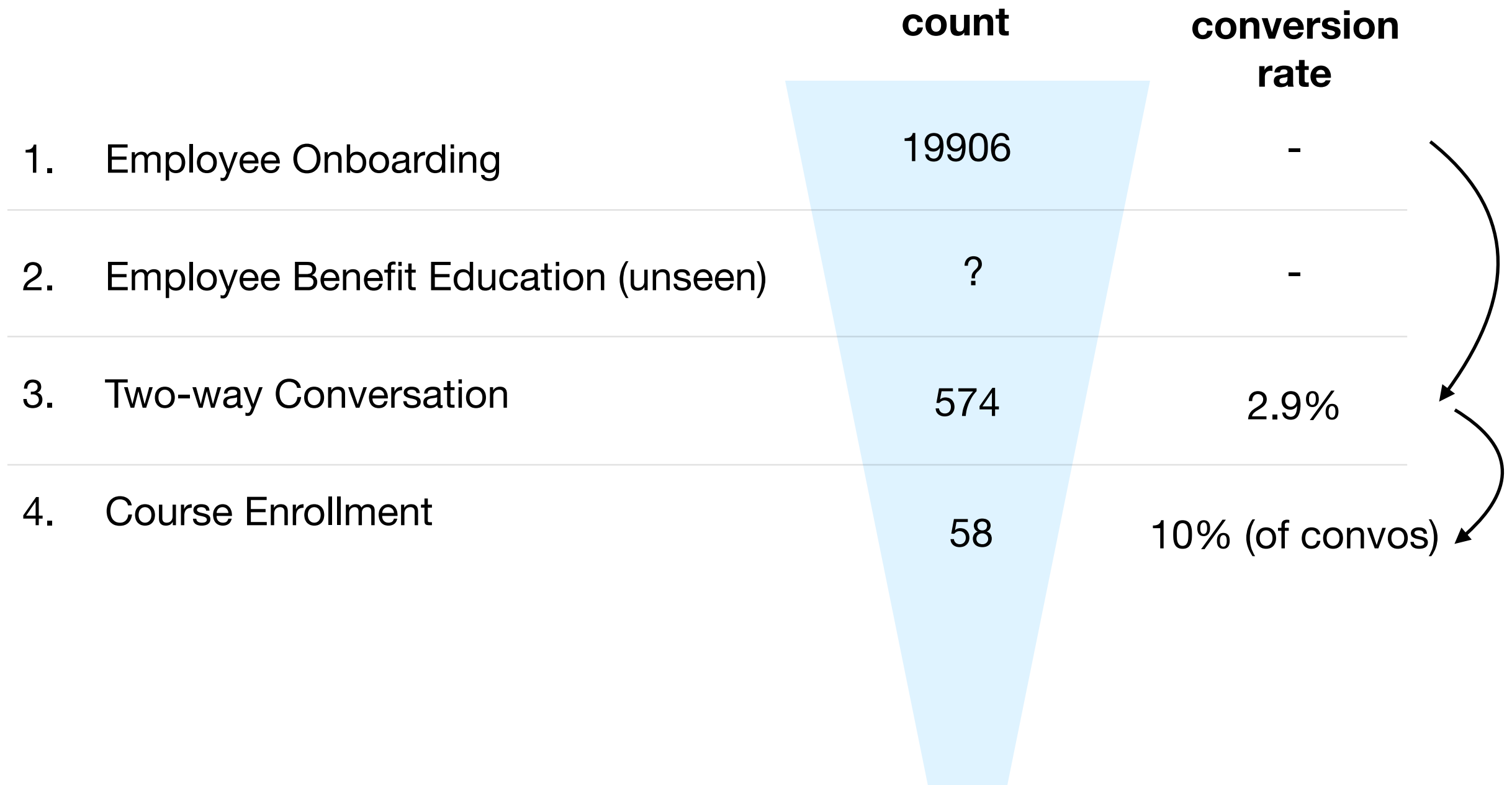
# Potential Student Base

- Data set analyzed is comprised of:

  - Roughly 20,000 onboarded employees from first half of Feb. 2018

  - Actions (Conversations and Enrollment) from first half of 2018

- Data represents a snapshot, so I will refrain from projecting out trends in engagement and course enrollment

**Employers with >100 Onboarded Employees**

| Employer | Onboarded Employees |
|---|---|
| Taco Bell | 10644 |
| DaVita | 4423 |
| Chipotle | 4272 |
| Discover | 280 |
| Walmart | 155 |
| Lyft | 102 |

# Funnel Overview

*The funnel for converting onboarded employees to enrolled students exists as several steps:*

| | count | conversion rate |
|---|---|---|
| 1.   Employee Onboarding | 19906 | - |
| 2.   Employee Benefit Education (unseen) | ? | - |
| 3.   Two-way Conversation | 574 | 2.9% |
| 4.   Course Enrollment | 58 | 10% (of convos) |

# Not all Employers Have Similar Outcomes

| Student Funnel | DaVita | Taco Bell | Chipotle |
|---|---|---|---|
| **Total Employees** | 4423 | **10644** | 4272 |
| **Two-Way Conversations** | **311** | 23 | 154 |
| **Course Enrollment** | **45** | 1 | 2 |

- Even though Taco Bell's employee base is twice the size of DaVita, conversations and enrollment are significantly lower

- Chipotle employees are enrolling for courses as a significantly lower rate than DaVita following two-way conversations

- Two major possibilities/opportunities for investigating:

  *1. Are DaVita employees just different than other company's employees?*

  *2. Are Campaigns/Interaction different for DaVita, driving conversions?*

# DaVita as a Model

| DaVita Overview | n | DaVita Rate | % of Total Base |
|---|---|---|---|
| **Total Employees** | 4423 | - | 22% of employees |
| **Two-Way Conversations** | 311 | 7% | 54% of convos |
| **Course Enrollment** | 45 | 1% | 77% of enrollments |

- DaVita represents a significant portion of overall actions (conversations and enrollment) compared to other companies

- If conversion rates from DaVita were able to be extended to Guild's entire contact base, there could be **roughly 4 times** the number of enrolled students.

*Note:  Discover has similar rates to DaVita, but all counts are an order of magnitude lower, resulting in higher uncertainty due to only having 3 enrolled students.*

# Areas for Focus

**Three main areas to drive conversion:**

1. Company targeting (onboard companies like DaVita)

- *Set Guild up for success by identifying and partnering with companies whose employees are likely to use the education benefit*

2. Benefits Education (get face time with more employees)

- *Educational campaigns to inform students of benefits*

- *Employee Targeting for Proactive Outreach by Guild coaches*

3. Course Enrollment (convince more employees to use benefit)

- *Analyze interaction streams to predict successful enrollment in courses*