**KPI Documentation: Conversion Rate for Group Deals**

**KPI Name**

**Conversion Rate for Group Deals**

**Definition**

The **Conversion Rate for Group Deals** measures the percentage of group deals that lead to at least one successfully completed group. This KPI evaluates the effectiveness of group deals in achieving their intended purpose—encouraging group participation and resulting in successful group outcomes.

**Formula**

Conversion Rate (%)=Number of Completed GroupsTotal Group Deals Created×100\text{Conversion Rate (\%)} = \frac{\text{Number of Completed Groups}}{\text{Total Group Deals Created}} \times 100

**SQL Query**

SELECT

(COUNT(DISTINCT g.id) \* 100.0 / NULLIF(COUNT(DISTINCT gd.id), 0)) AS conversion\_rate

FROM

public.group\_deals gd

LEFT JOIN

public.groups g ON g.group\_deals\_id = gd.id

WHERE

g.status = 'COMPLETED'; -- Ensure only completed groups are counted

**Explanation of the Query**

1. **Tables Used**:
   * **group\_deals**: Represents all the group deals created.
   * **groups**: Represents groups formed as part of these deals.
2. **Logic**:
   * The **numerator** (COUNT(DISTINCT g.id)) counts the unique groups associated with group deals that have a COMPLETED status.
   * The **denominator** (COUNT(DISTINCT gd.id)) counts the total number of unique group deals created.
   * The NULLIF function ensures there is no division by zero if no group deals exist.
3. **Filters**:
   * g.status = 'COMPLETED': Only considers groups that were successfully completed.
4. **Calculation**:
   * The query calculates the conversion rate by dividing the completed groups by the total group deals and multiplying by 100 to express the result as a percentage.

**Importance of the KPI**

* **Measures Deal Effectiveness**: Helps assess how many group deals succeed in forming at least one completed group.
* **Improves Strategy**: Provides insights into whether group deals are designed effectively to attract and convert participants.
* **Customer Behavior Insights**: Indicates the level of interest and commitment customers have towards group deals.

**Interpretation**

* A **high conversion rate** indicates that group deals are successful in encouraging participation and resulting in completed groups.
* A **low conversion rate** suggests that group deals may need to be re-evaluated to improve their appeal or structure.

**Potential Actions Based on Insights**

* If the conversion rate is **high**:
  + Expand the use of group deals, as they are achieving their goals.
  + Consider increasing marketing efforts around group deals.
* If the conversion rate is **low**:
  + Reassess the structure, pricing, or incentives of group deals.
  + Analyze customer feedback to understand barriers to participation or completion.
  + Experiment with different deal terms to identify improvements.

**Visualization**

To make this KPI actionable and easily interpretable, visualize it using:

* **Bar Charts**: Compare conversion rates over different time periods or categories of group deals.
* **Trend Lines**: Show changes in the conversion rate over time.
* **Pie Charts**: Display the proportion of completed group deals versus failed ones.

Would you like me to assist with creating visualizations or adding any additional details?