

# Sales Analysis for Edtech Company

## Introduction:

Data Analysis with focus on accelerating growth by increasing the number of enrolled users.  
Insights to help respective business teams in designing a better marketing strategy for company.

## Objective:

- Data Analysis with focus on :
- a. Understand the lead's journey and stages
  - b. Business heads to understand their team performance
  - c. Managers to understand their target areas

## Contents:

- Sales process -

Hierarchy

Lead Stages

- Team Performance -

Current lead status

Successful Conversions

Unsuccessful Conversions

- Demographic Analysis -

Age

Gender

City

Education

Occupation

Lead Source

Language

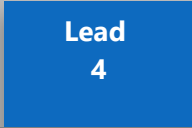
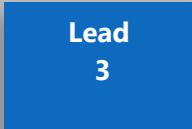
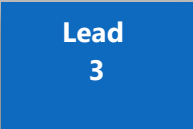
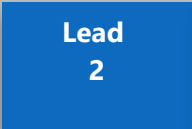
Watched %

- Details for no interest -

Not Interested in Demo

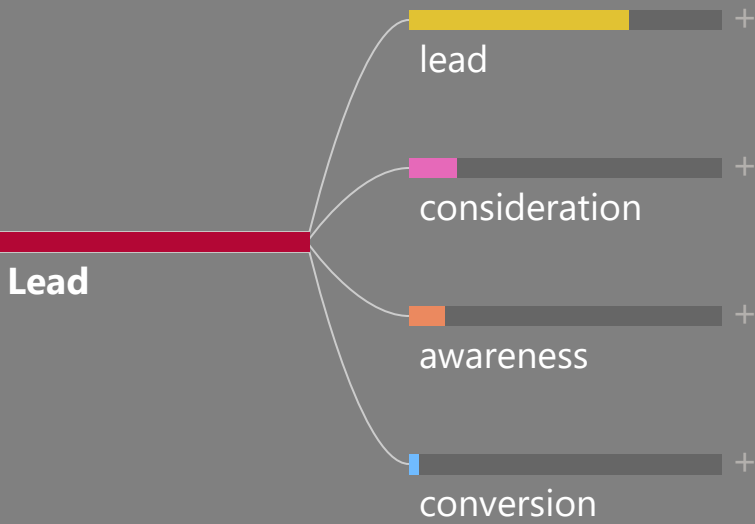
Not Interested to Consider

Not Interested to Convert



Hierarchy for the management includes Senior Sales Manager, Junior Sales Manager and Leads.  
Each Senior Sales Manager is assigned with 4 Junior managers.  
Each Junior Sales Manager is assigned with 4 leads.  
Each Junior Sales Manager is assigned few leads in each cycle (a cycle is approximately a week).

lead\_stage x



After assignment lead goes through 4 interaction stages:

- Lead
- Awareness
- Consideration
- Conversion

If interaction is successful, Leads move to next stage, else it is considered unsuccessful conversion.

Interaction is done in each stage for following reasons:

Lead:

- Lead Introduction
- Demo Schedule
- Demo Not Attended

Awareness:

- Followup For Consideration
- Post Demo Followup

Consideration:

- Interested For Conversion
- Followup For Conversion

Conversion:

- Successful Conversion



2181

Total Interactions

356

Leads Interacted

64

Successful Conversions

292

Unsuccessful  
Conversions

82.02%

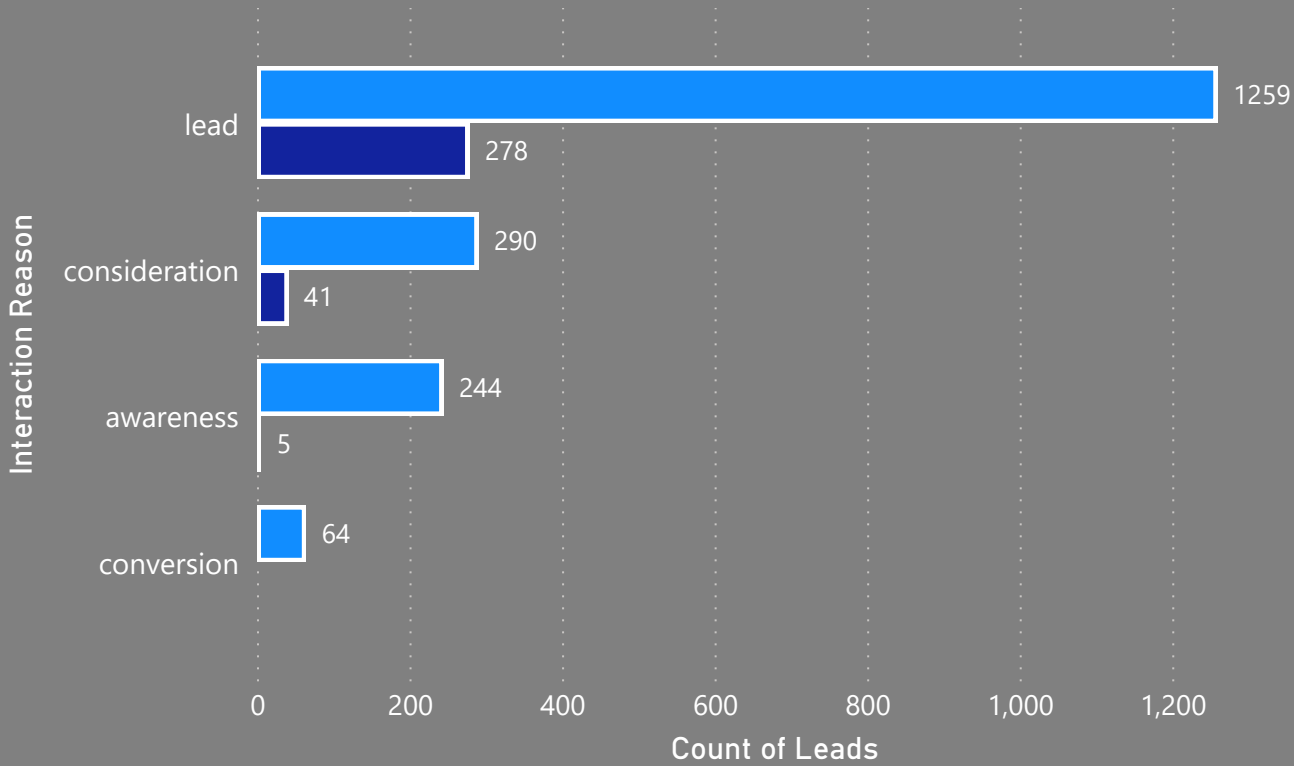
Unsuccessful

17.98%

Successful

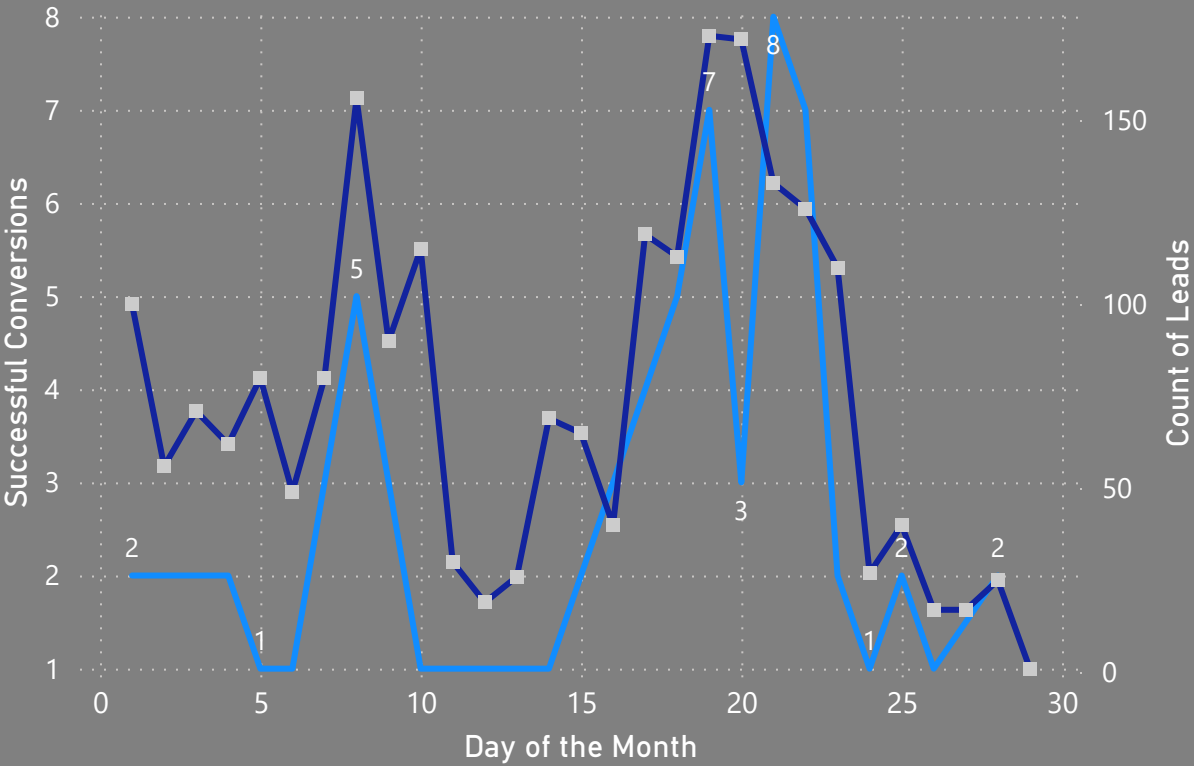
Count of Leads by Reason and Status

Call Status ● successful ● unsuccessful



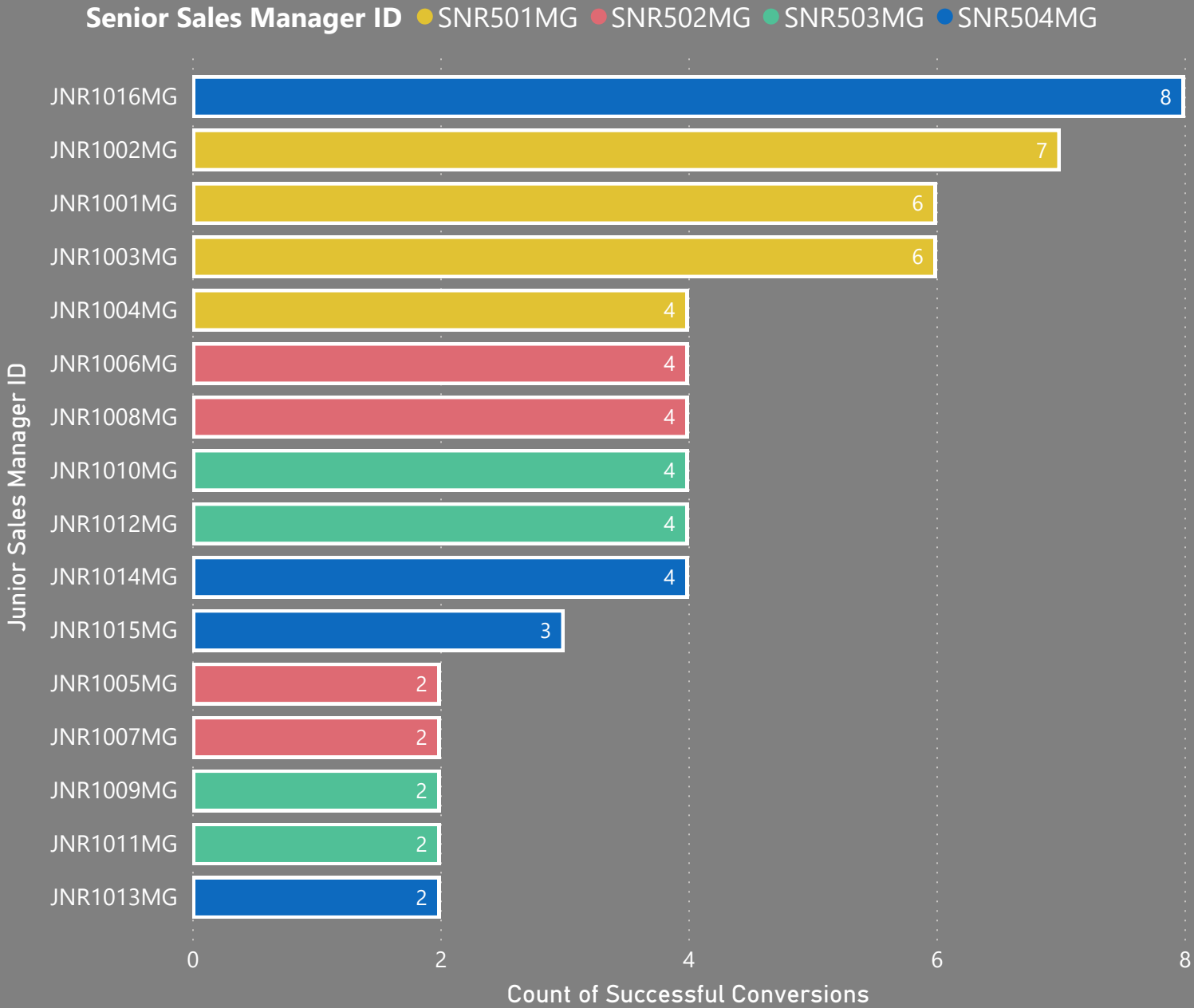
Count of Successful Conversions and Lead Interactions by Day

Count of Successful conversions — Count of lead\_id

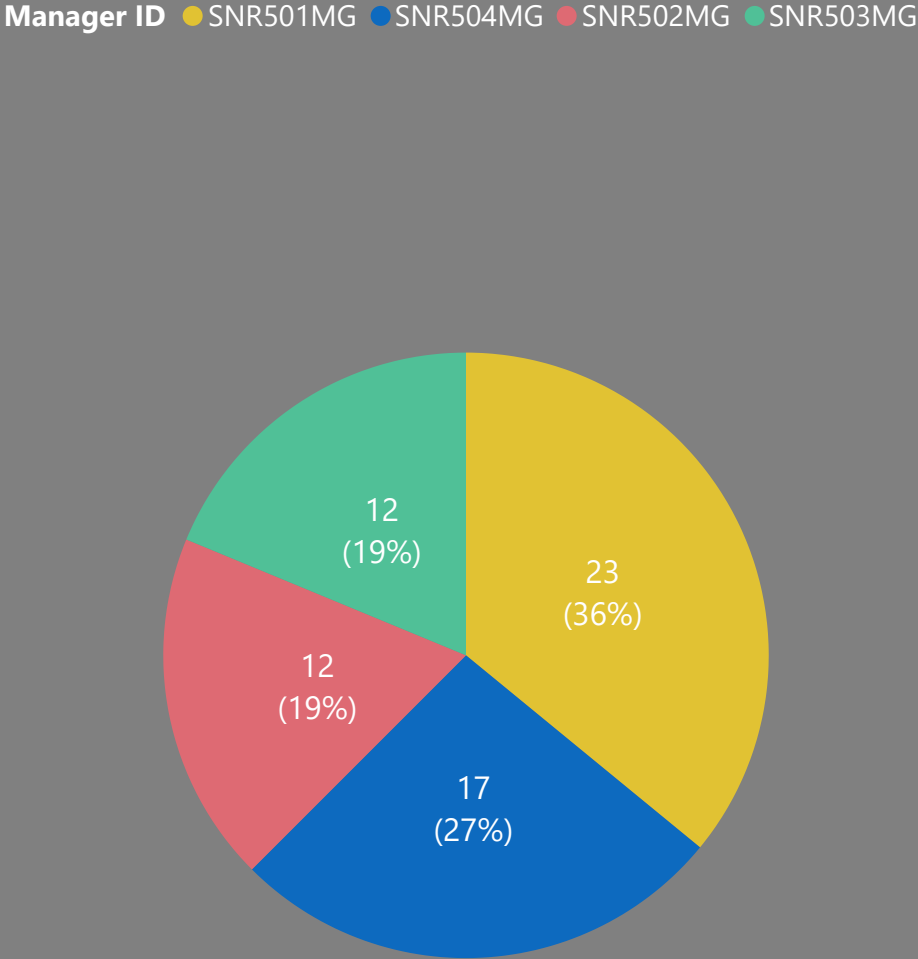




Count of Conversions by Junior Sales Manager



Conversions by Senior Sales Manager



Reason for Not Interested

163

Demo

78

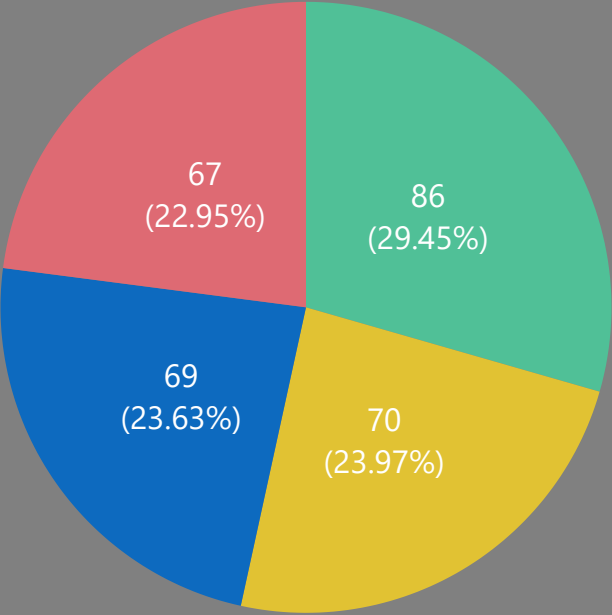
Consider

51

Convert

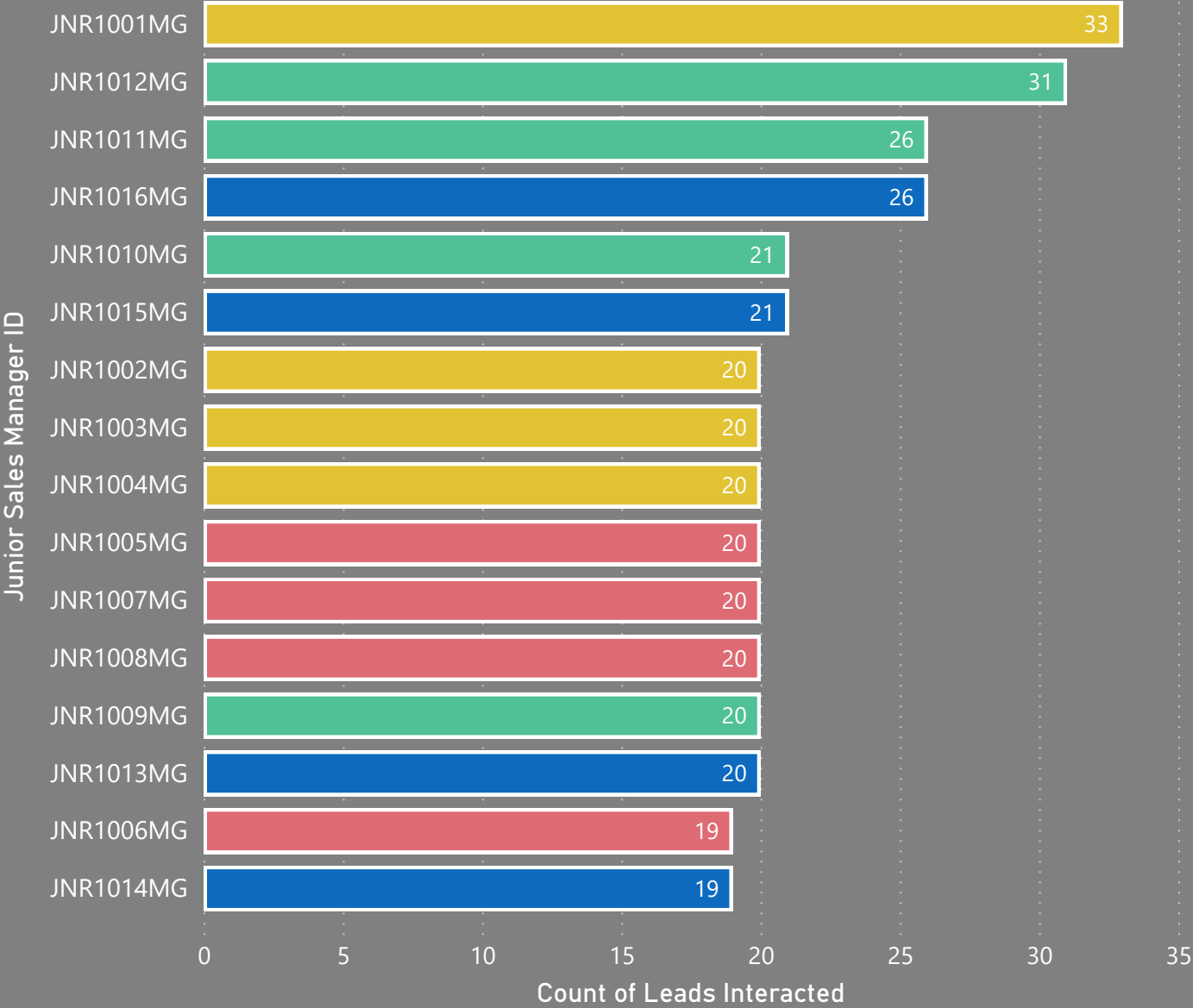
Conversions by Senior Manager

Senior Sales Manager ● SNR503MG ● SNR501MG ● SNR504MG ● SNR502MG

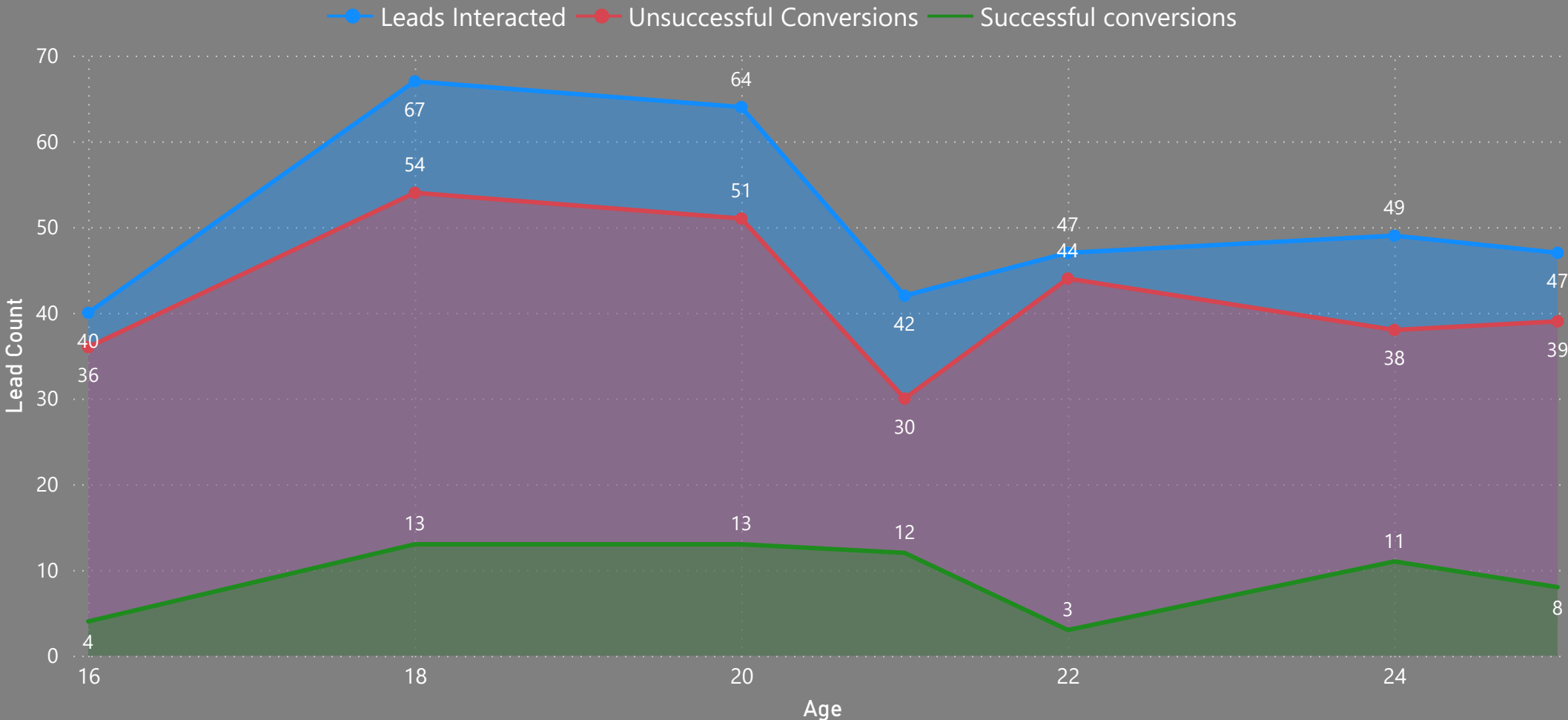


Count of Conversions by Junior Sales Manager

Manager ID ● SNR501MG ● SNR502MG ● SNR503MG ● SNR504MG



Leads Interacted, Unsuccessful and Successful conversions by Age



Age

16

25



**Total Lead Count**  
interacted: 356

**Average of lead count:**  
51

- Top Age Group by Lead Count:  
18 & 20
- Bottom Age Group by Lead Count:  
16 & 21
- Below Avg Count: 5
- Top Age Group by Successful Conversion%  
: 21 & 24

82.02%  
Unsuccessful %

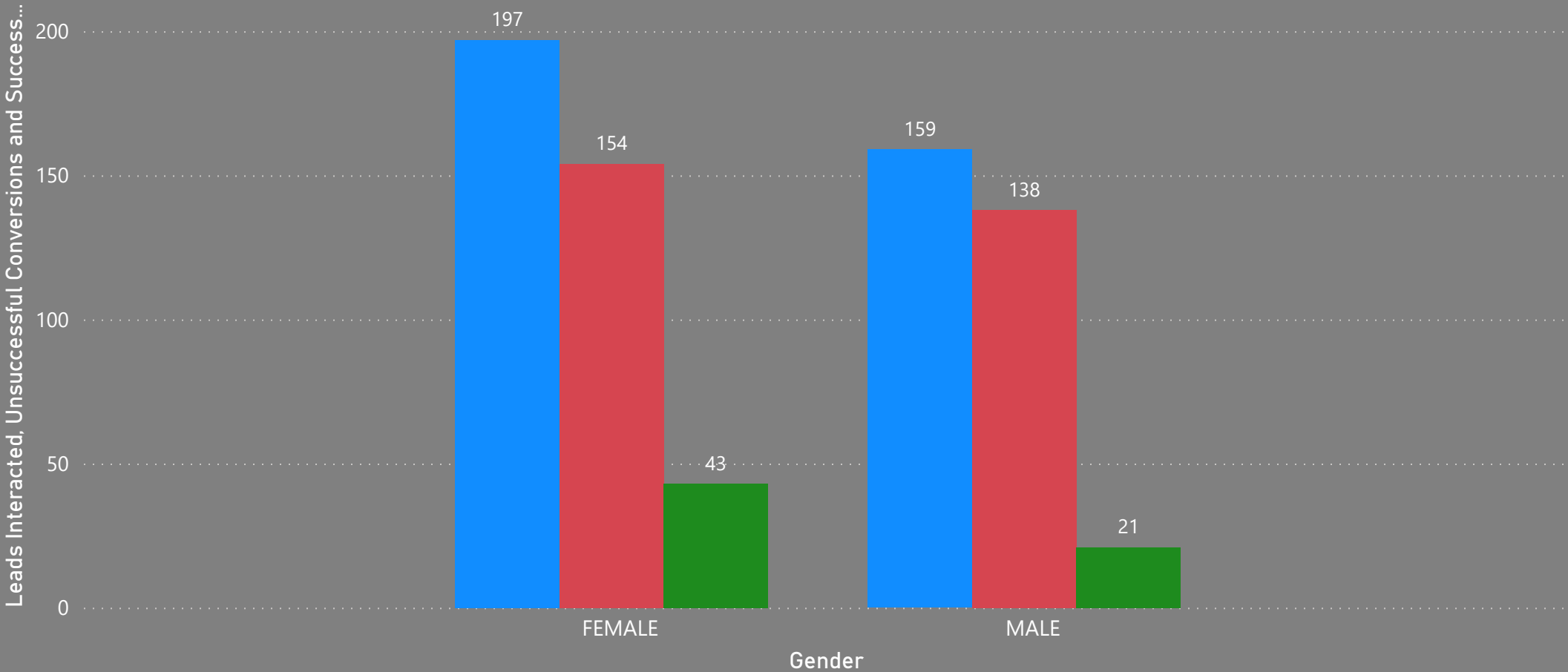
17.98%  
Successful %

Not Interested in		
163 Demo	78 Consider	51 Convert

Gender Details

Leads Interacted, Unsuccessful and Successful Conversion Count by Gender

● Leads Interacted ● Unsuccessful Conversions ● Successful conversions



Gender ▾

☐ FEMALE

☐ MALE

Total Lead Count  
interacted: 356

Higher number of  
Lead count  
and  
Successful Conversion %  
in  
Female category.

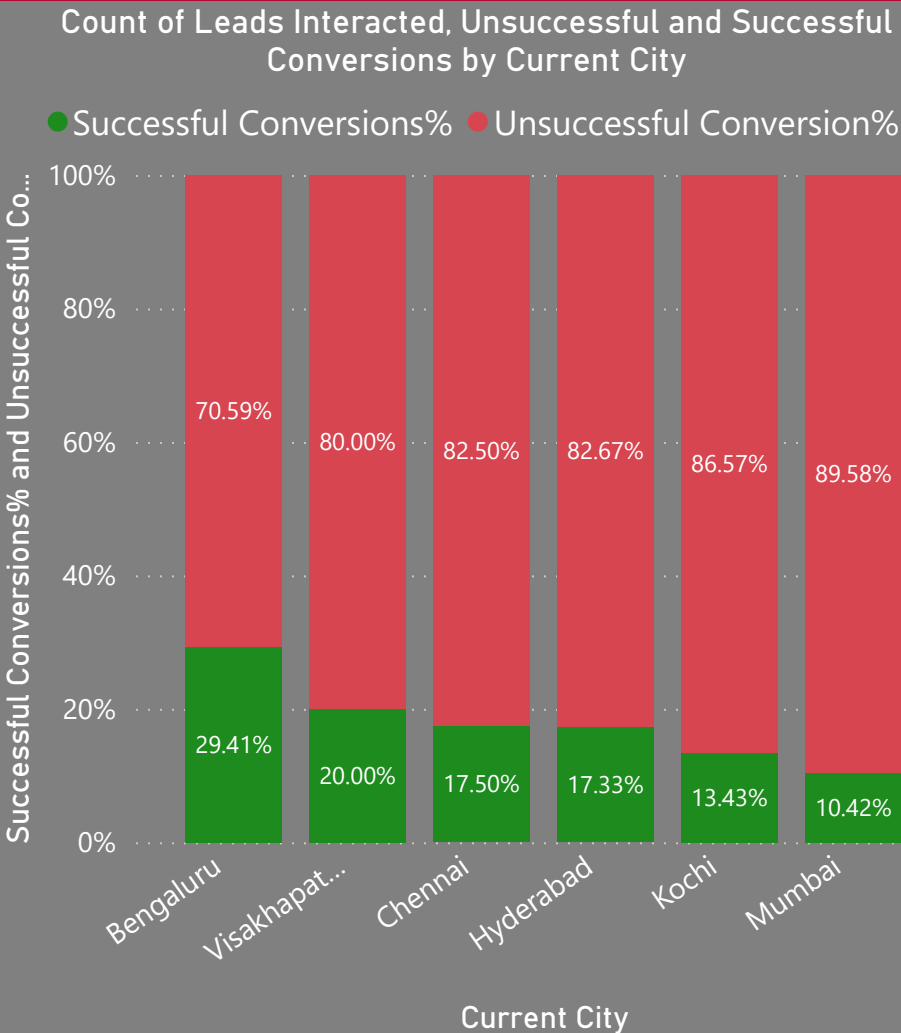
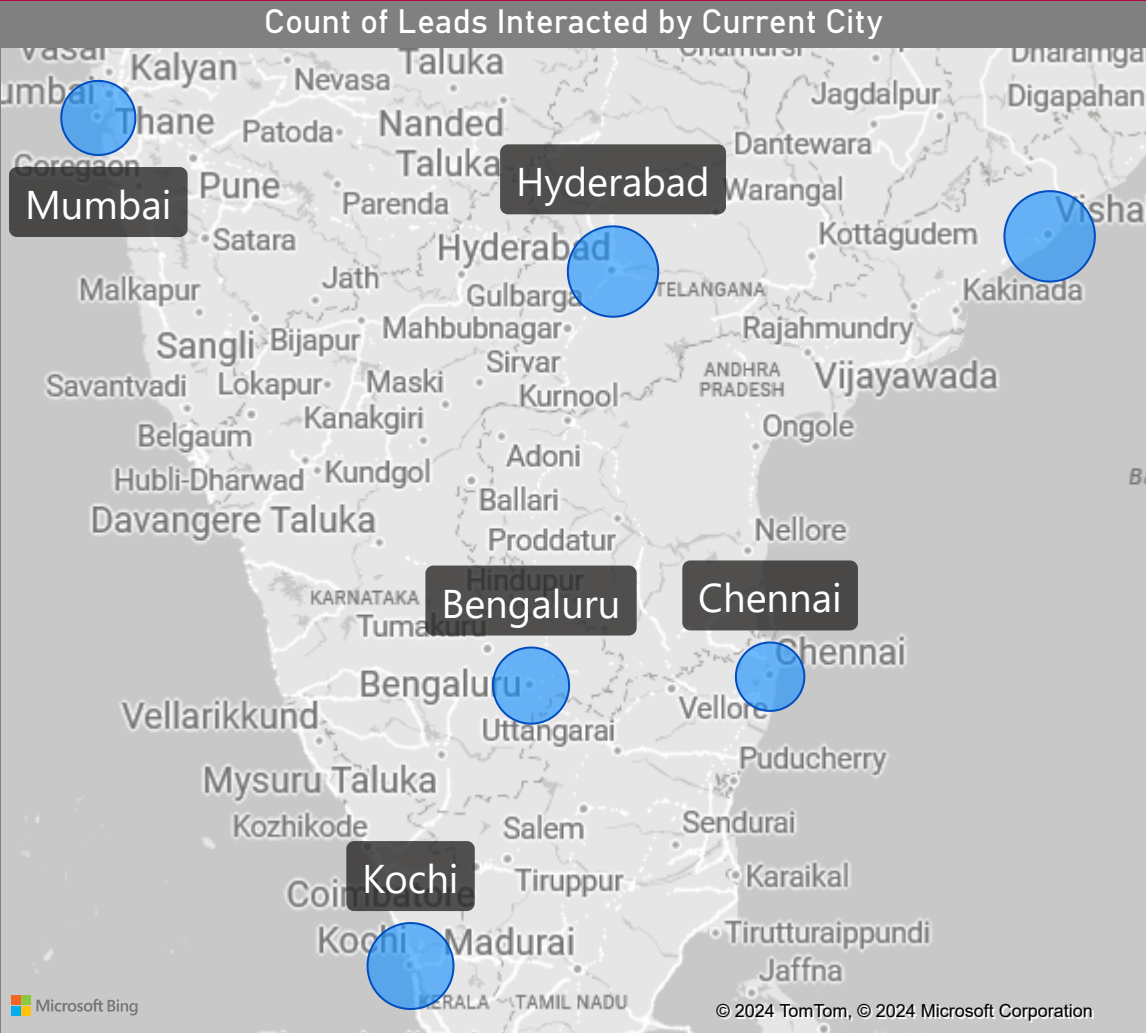
82.02%  
Unsuccessful %

17.98%  
Successful %

Not Interested in		
163 Demo	78 Consider	51 Convert



City Details



Current City

All

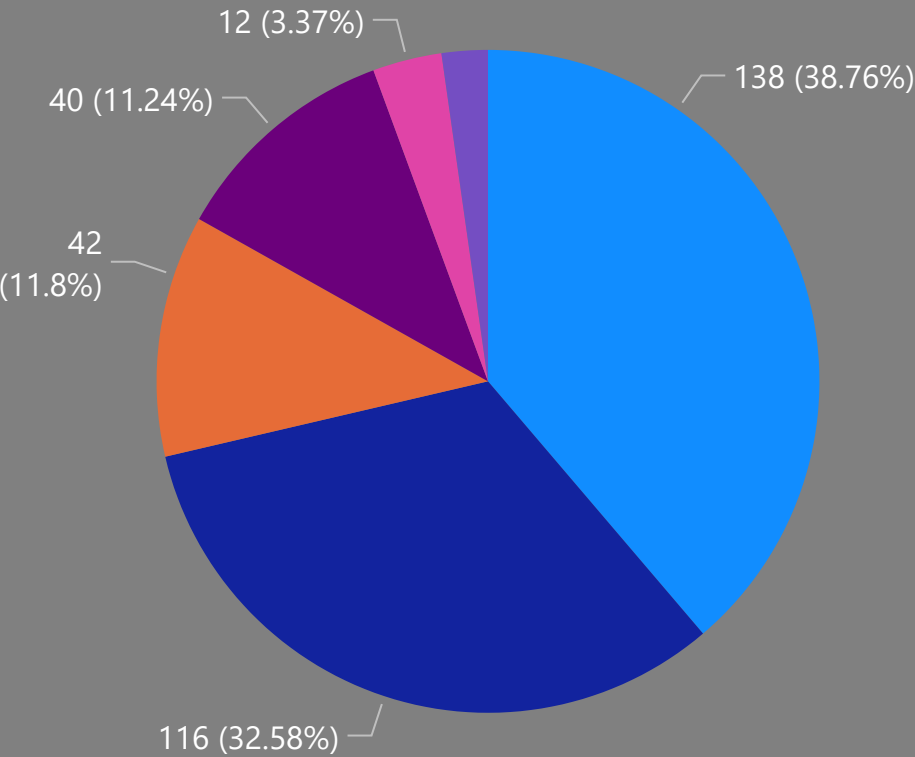
- Total Lead Count interacted:** 356
- Average of lead count:** 51
- Top City by Lead Count: Hyderabad, Visakhapatnam
  - Bottom City by Lead Count: Mumbai, Chennai
  - Below Avg Count: 2
  - Top City by Successful Conversion% : Bengaluru, Visakhapatnam

Not Interested in				
82.02%	17.98%	163	78	51
Unsuccessful %	Successful %	Demo	Consider	Convert

Education Details

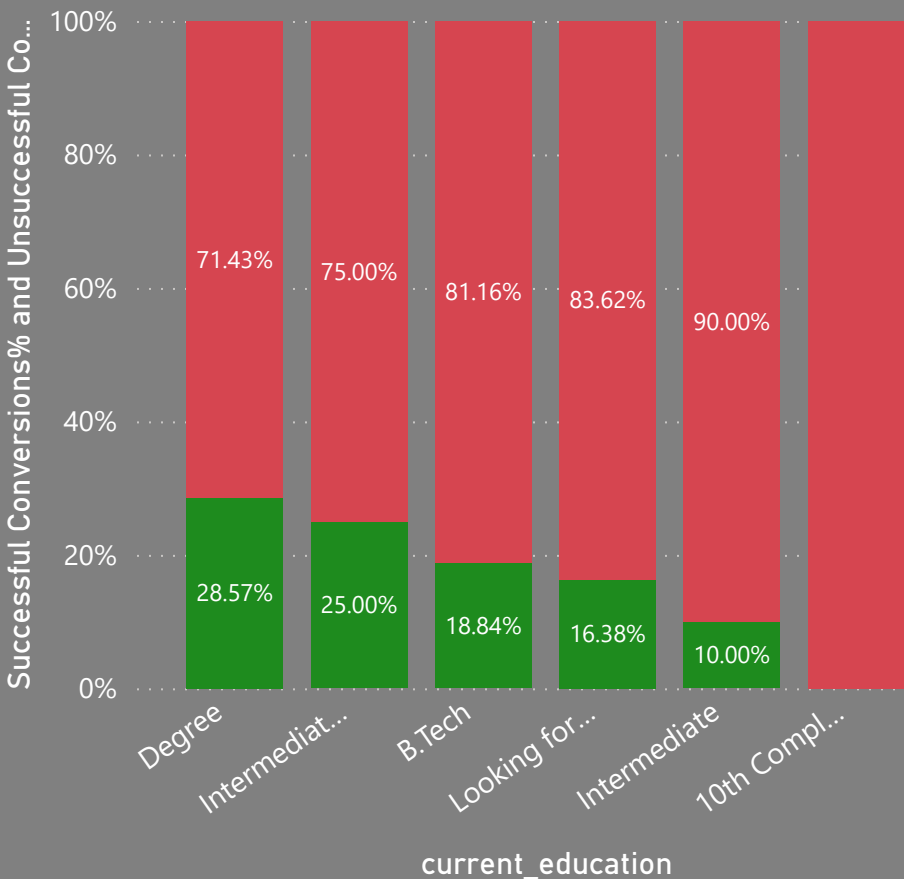
Count of Leads Interacted by Current Education

Current Education B.Tech Looking f... Degree Interme... Interme... 10th Co



Count of Leads Interacted, Unsuccessful and Successful Conversions by Current Education

Successful Conversions% Unsuccessful Conversion%



Current Education

All

Total Lead Count interacted: 356  
Average of lead count: 59

- Top Education by Lead Count: B.Tech, Looking for Job
- Bottom Education by Lead Count: 10th Completed, Intermediate Completed
- Below Avg Count: 4
- Top Current Education by Successful Conversion% : Degree, Intermediate Completed

82.02%  
Unsuccessful %

17.98%  
Successful %

Not Interested in		
163 Demo	78 Consider	51 Convert

Parent Occupation Details

Dashboard

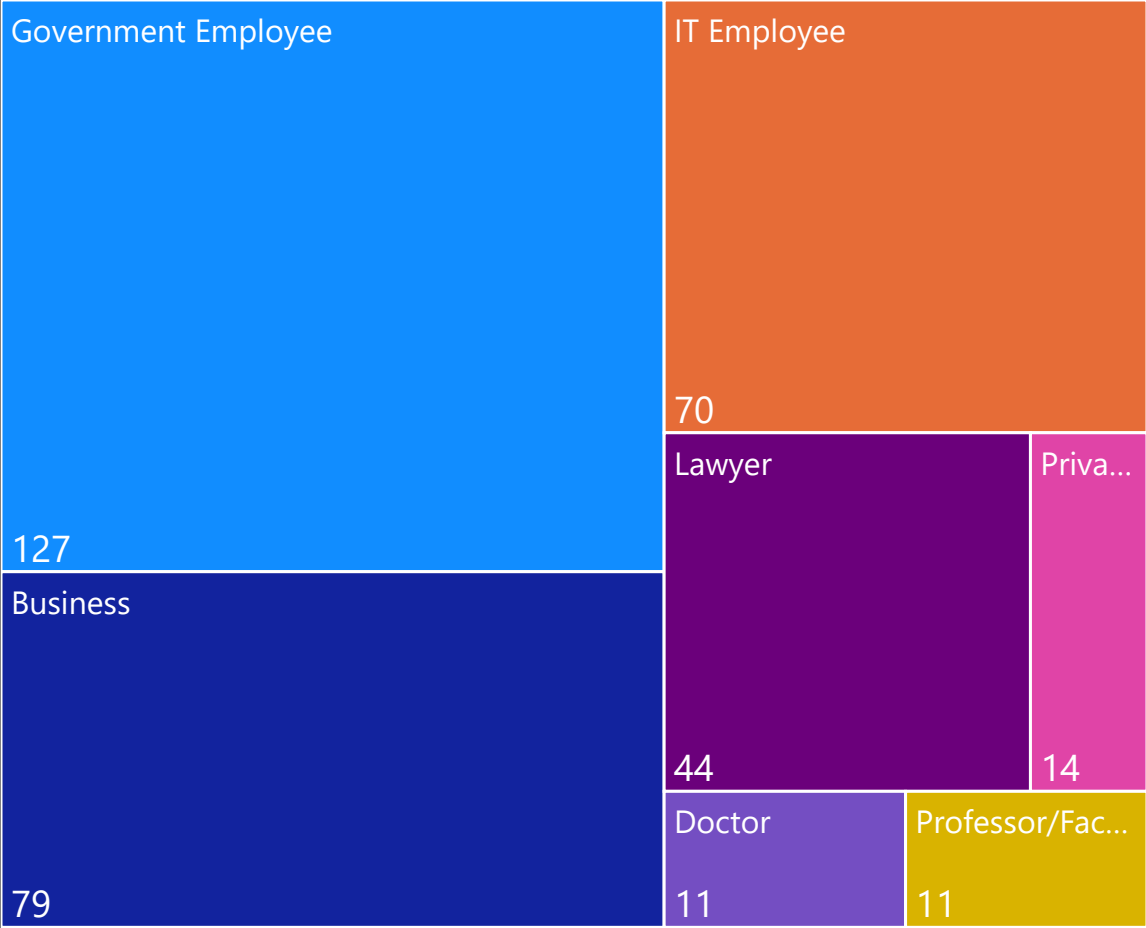


Parent Occupati...

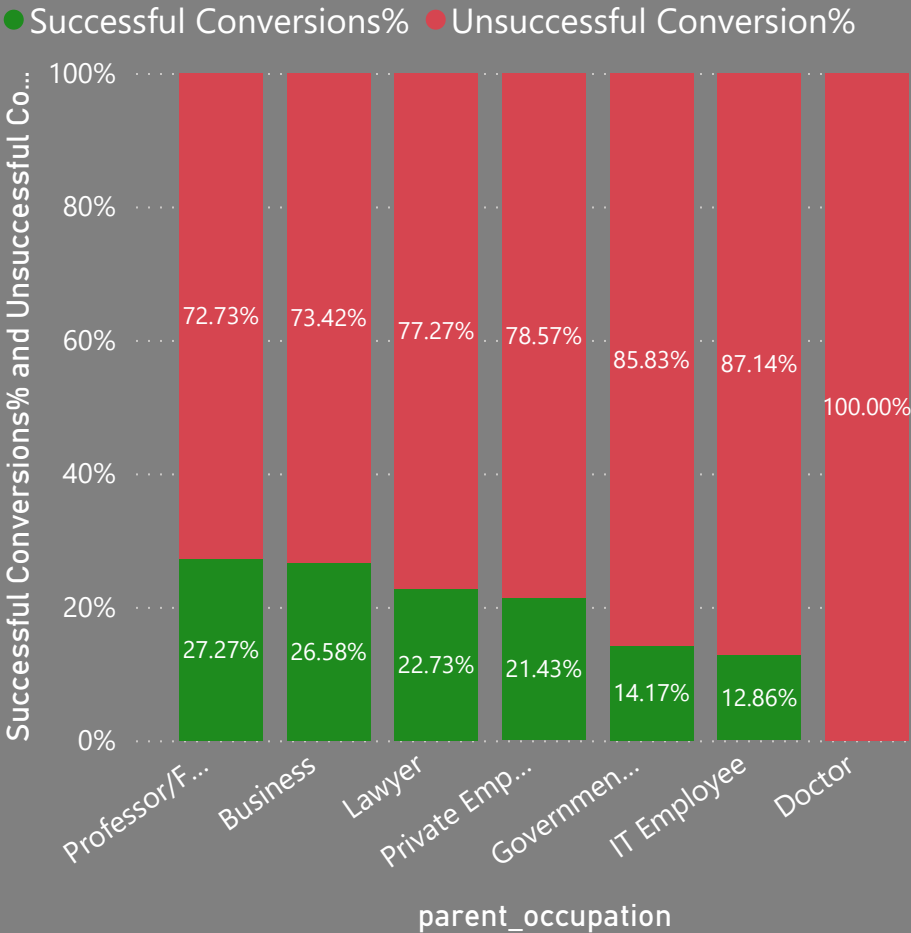
All

Count of Leads Interacted by Parent Occupation

Government ... Business IT Employee Lawyer Private Em... Doctor Professor/F...



Count of Leads Interacted, Unsuccessful and Successful Conversions by Parent Occupation



Total Lead Count interacted: 356  
Average of lead count: 51

- Top Occupation by Lead Count: Government Employee, Business
- Bottom Occupation by Lead Count: Doctor, Professor/Faculty

• Below Avg Count: 4

- Top Occupation by Successful Conversion% : Professor/Faculty, Business

82.02%  
Unsuccessful %

17.98%  
Successful %

163  
Demo

78  
Consider

51  
Convert

Not Interested in

Lead Generation Source Details

Dashboard

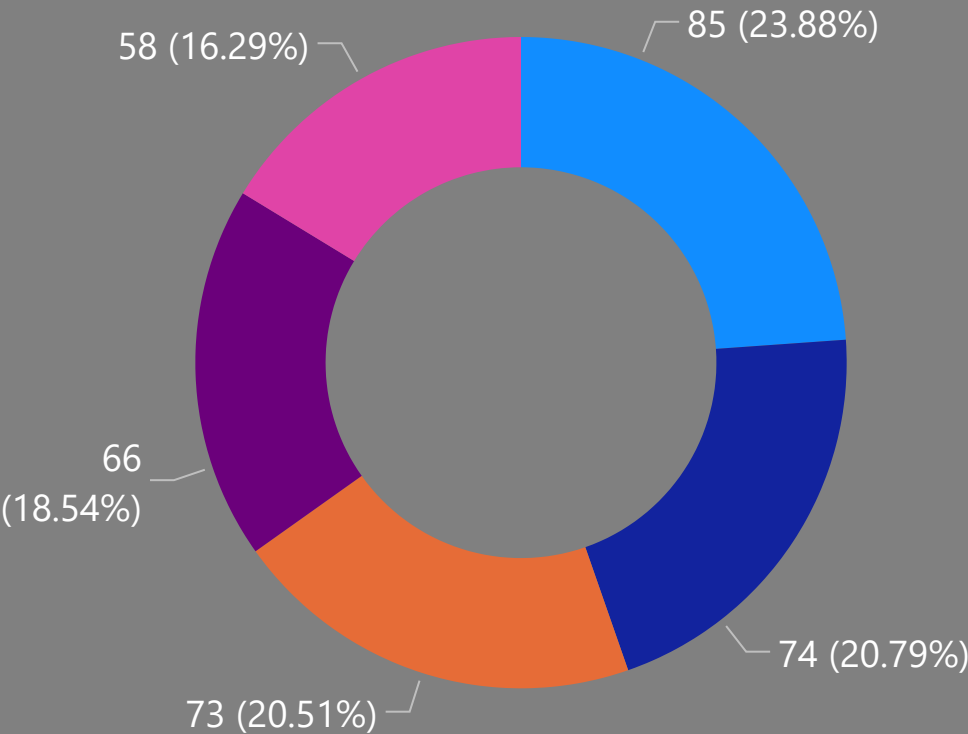


Lead Source

All

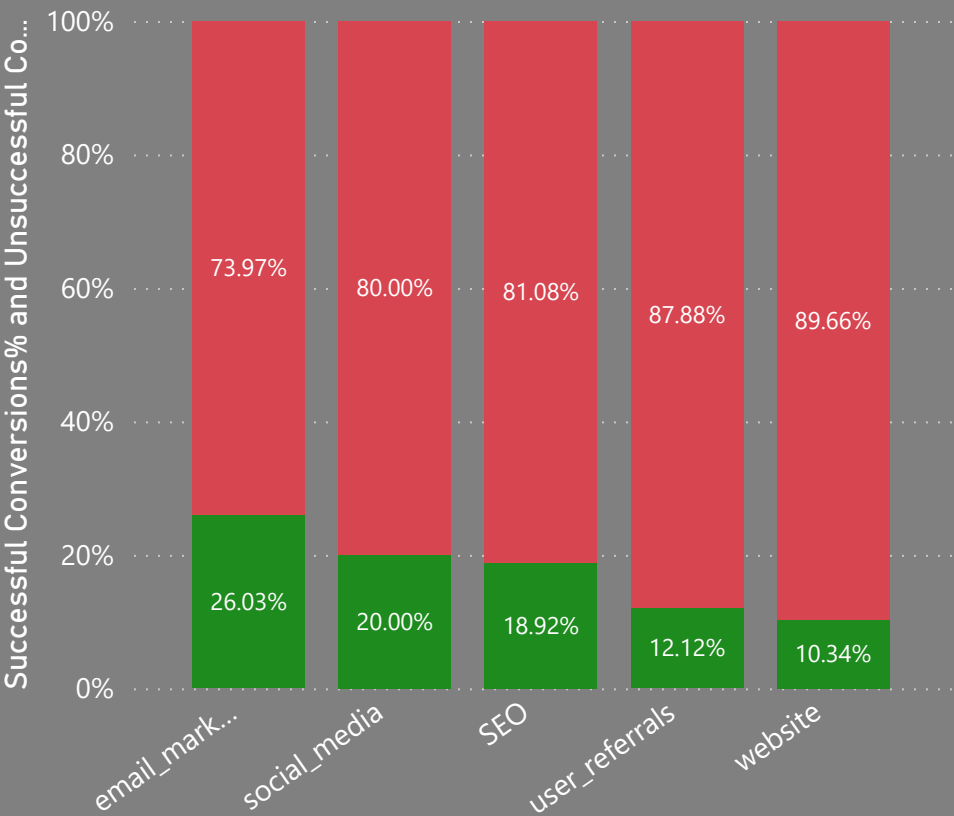
Count of Leads Interacted by Lead Generation Source

social\_media SEO email\_marketing user\_referrals website



Count of Unsuccessful and Successful Conversions by Lead Generation Source

Successful Conversions% Unsuccessful Conversion%



Total Lead Count interacted: 356  
Average of lead count: 71

- Top Lead Source by Lead Count: Social Media, SEO, Email Marketing
- Bottom Lead Source by Lead Count: User Referrals, Website

- Below Avg Count: 2
- Top Lead Source by Successful Conversion% : Email Marketing, SEO

82.02%  
Unsuccessful %

17.98%  
Successful %

Not Interested in		
163 Demo	78 Consider	51 Convert

Language Details

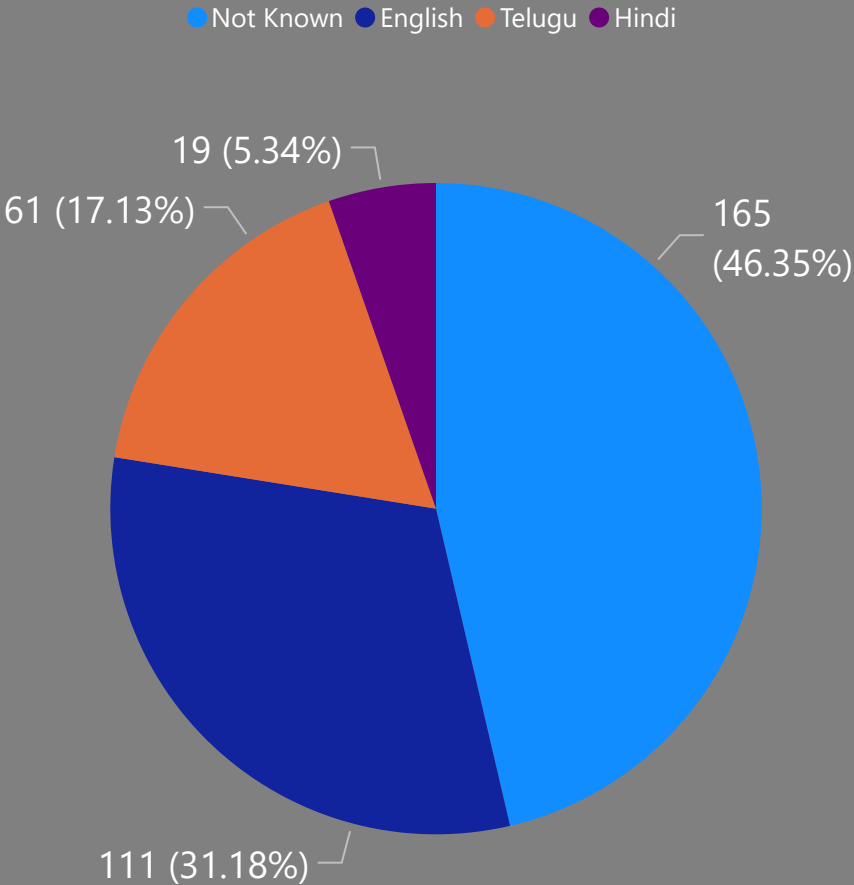
Dashboard



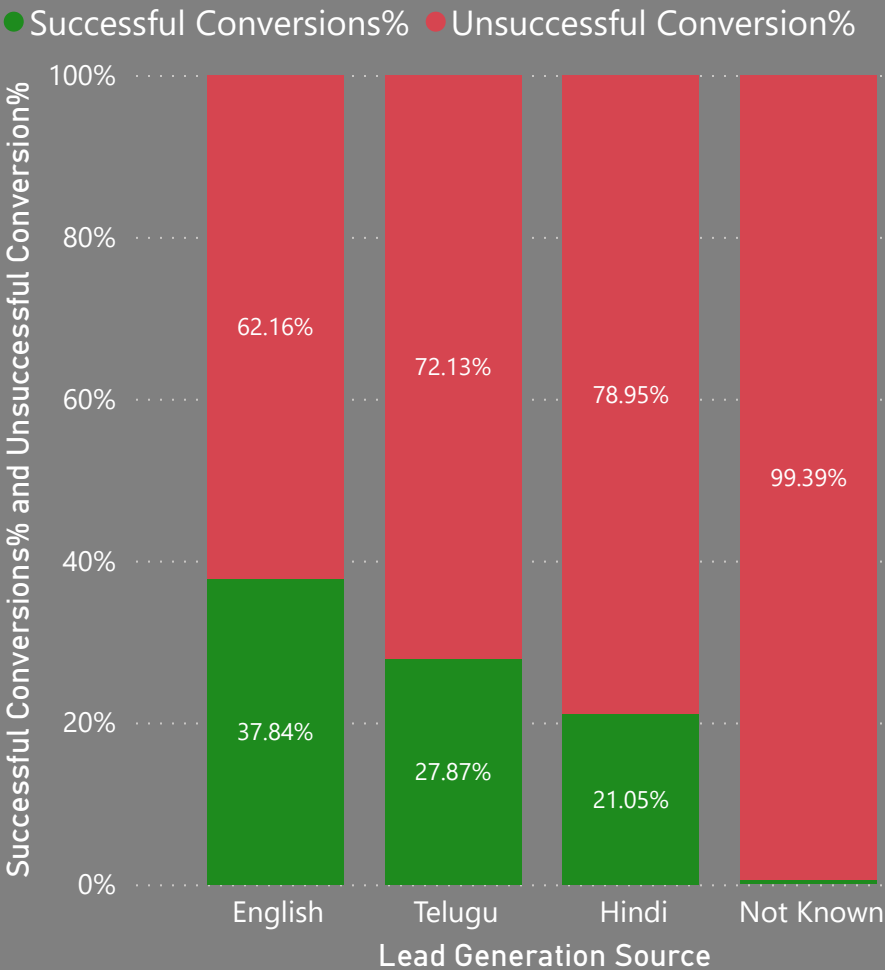
Language

All

Count of Leads Interacted by Language



Conversion % by Language



- Total Lead Count interacted: 356**
- Top Language by Lead Count: English
  - Bottom Language by Lead Count: Hindi
  - Top Language by Successful Conversion% : English
  - Only one lead successfully converted where language is Not Known

82.02%  
Unsuccessful %

17.98%  
Successful %

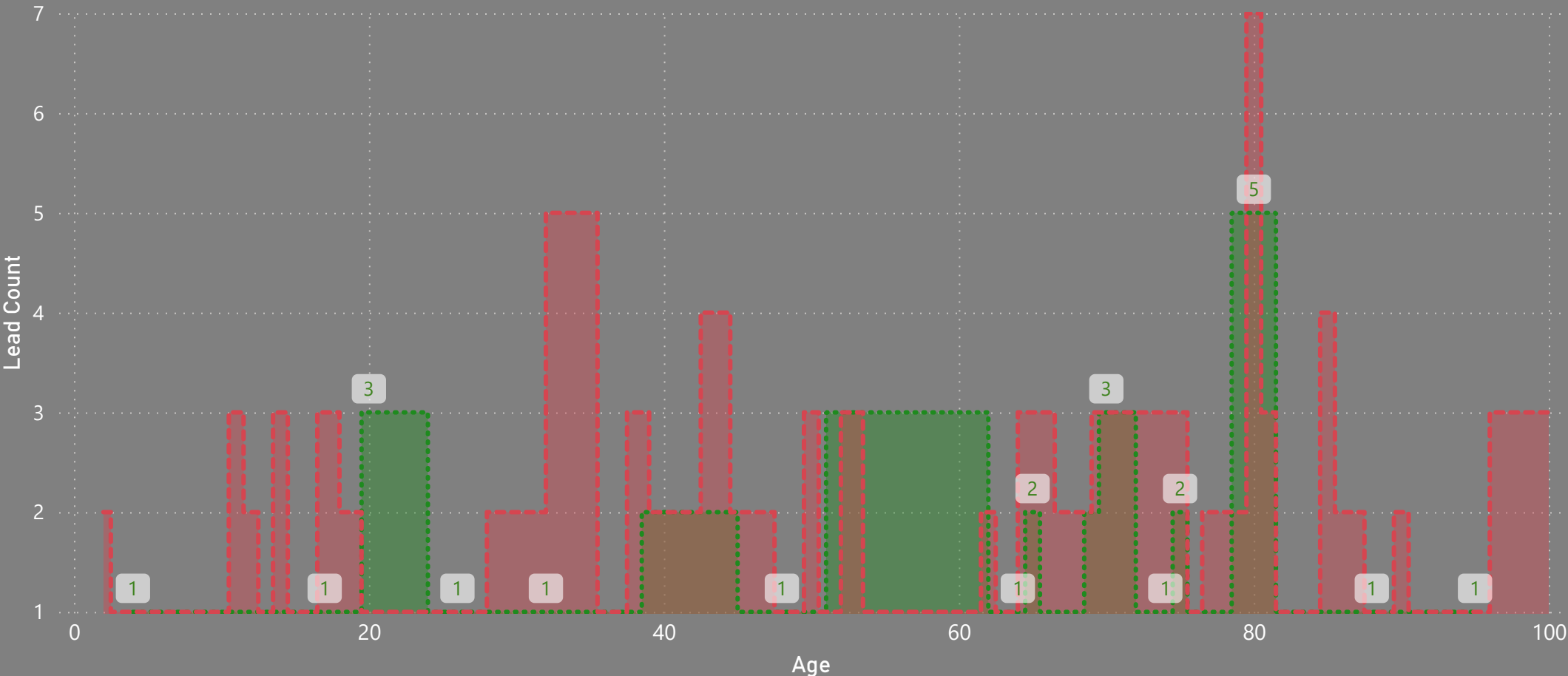
Not Interested in		
163 Demo	78 Consider	51 Convert

# Demo Watched Percentage Details

Dashboard

Leads Interacted, Unsuccessful and Successful conversions by Demo Watched Percentage

Successful conversions    Unsuccessful Conversions



Watched %

2

100

Total Lead Count  
interacted: 356

No correlation between  
Demo Watched  
Percentage and Lead  
Conversion

82.02%

Unsuccessful %

17.98%

Successful %

Not Interested in

163

Demo

78

Consider

51

Convert



Age

All

Gender

All

City

All

Education

All

Parent Occupati...

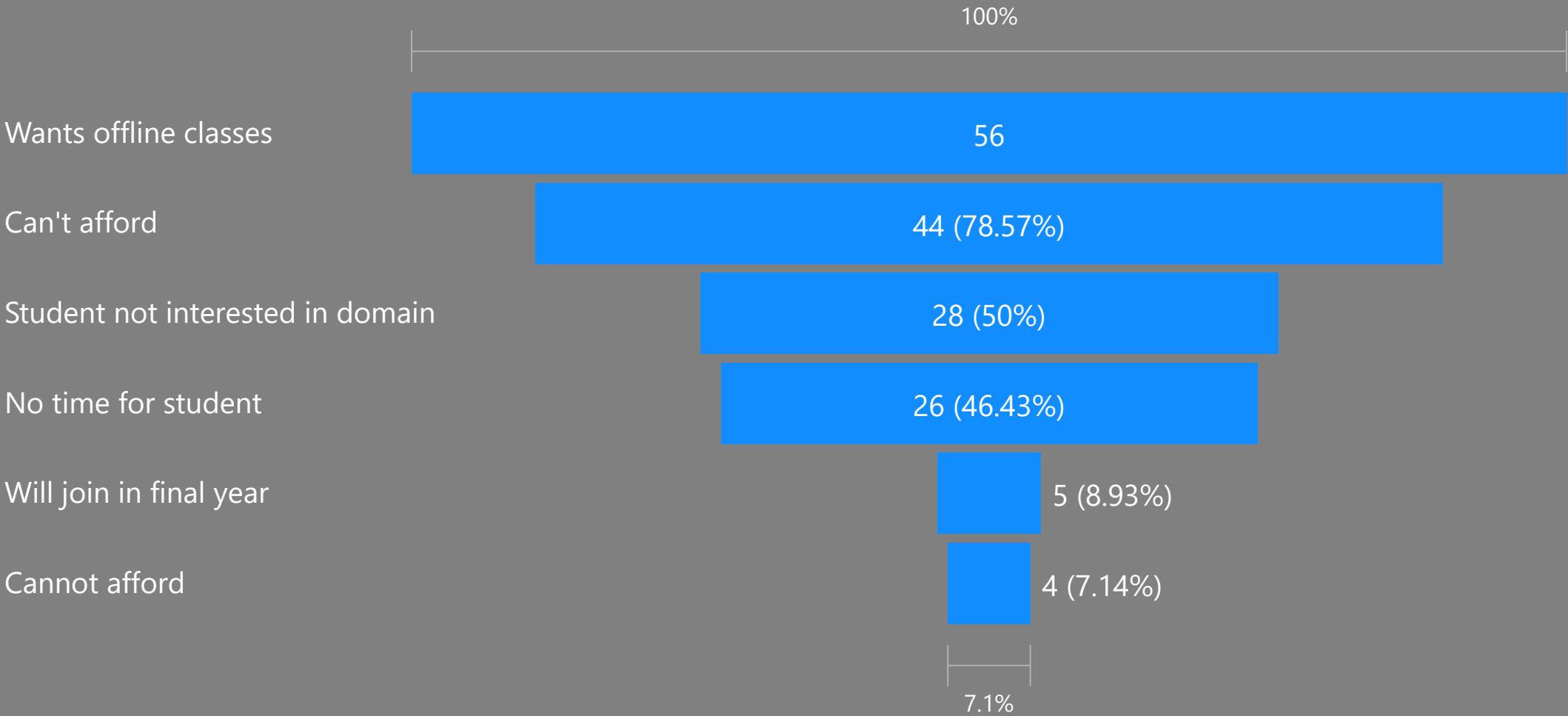
All

Lead Source

All

Language

All



Details for Not Interested to Consider

Dashboard



Age

All

Gender

All

City

All

Education

All

Parent Occupati...

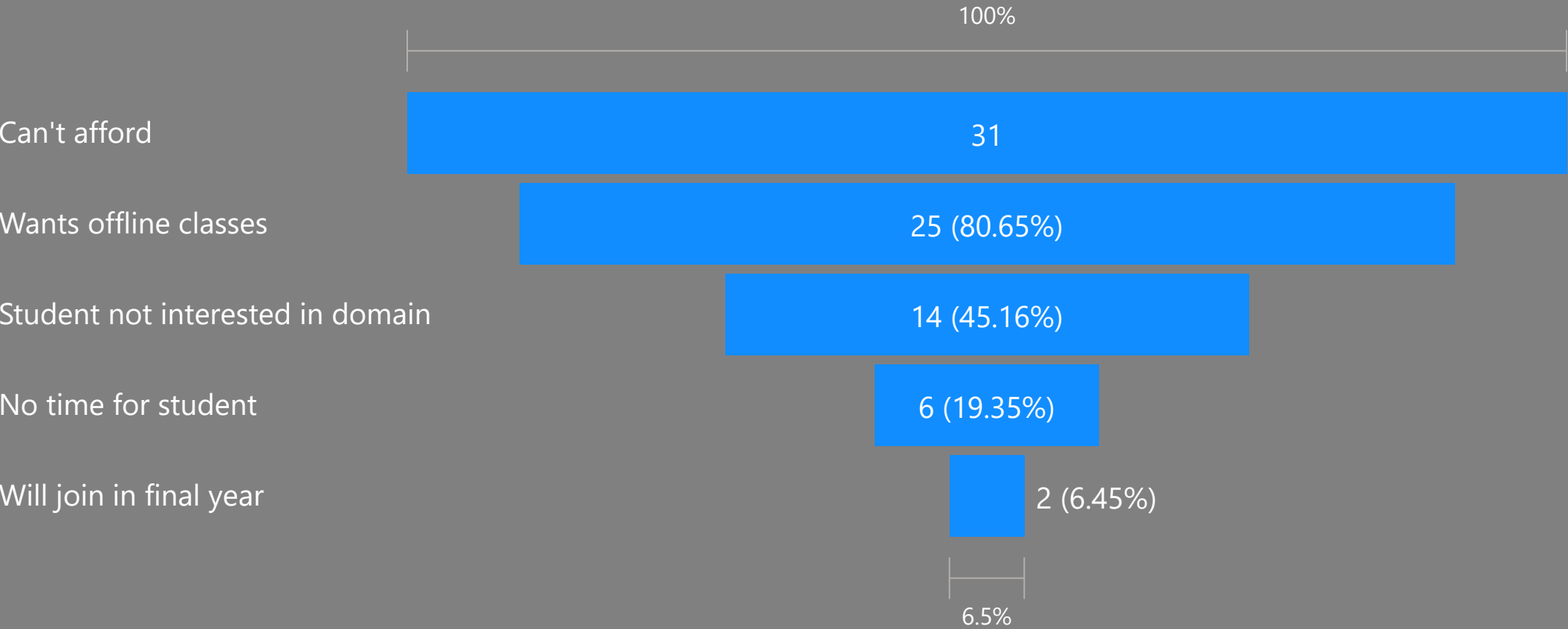
All

Lead Source

All

Language

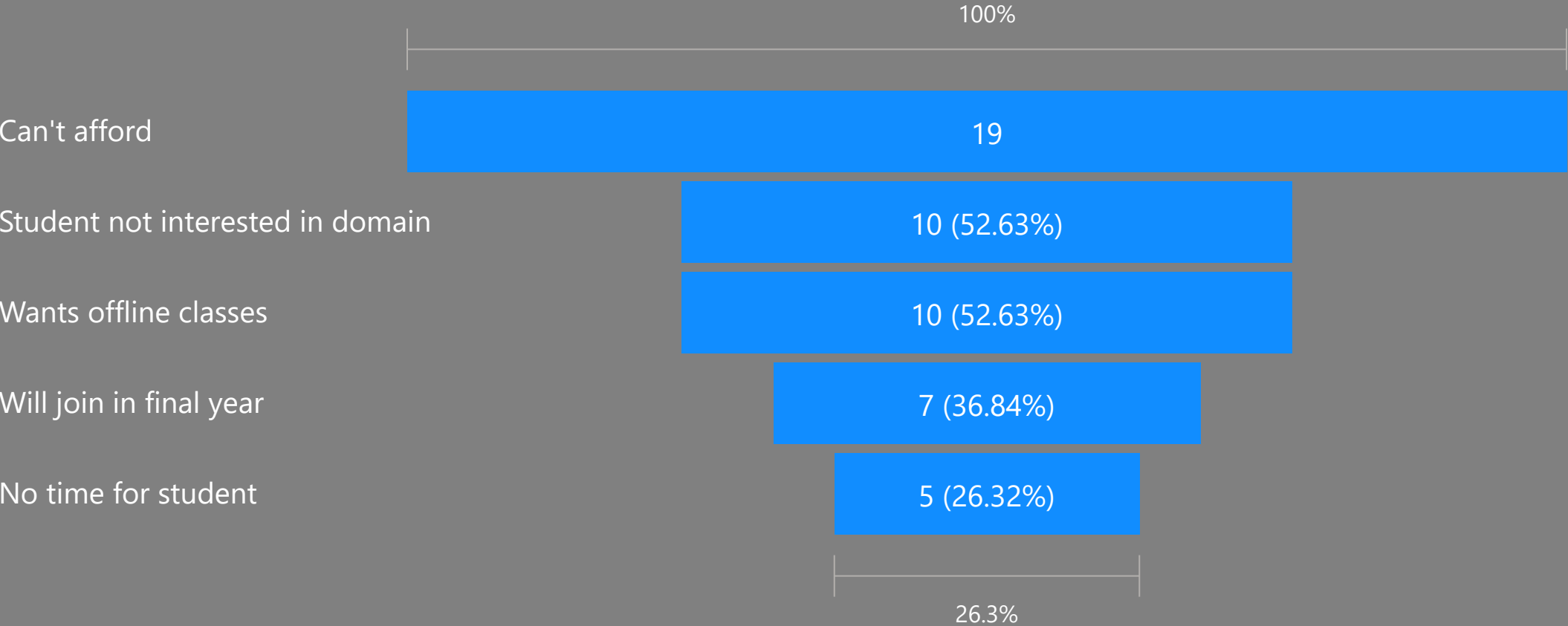
All





# Details for Not Interested to Convert

Dashboard



Age

All

Gender

All

City

All

Education

All

Parent Occupati...

All

Lead Source

All

Language

All