

**Name:** Dhavala Narendra Kumar

**Ph:**9441484033

**Mail id:** [dhavalanarendra@gmail.com](mailto:dhavalanarendra@gmail.com)

**Batch:** PGPDSE-FT Bangalore Oct22

### **Expected Outcome:**

1. Brainstorm and identify the right metrics and frame proper questions for analysis. Your analysis should help your:
  - a. Business team to understand the lead's journey and stages with scope for improvement.
  - b. Business heads to understand their team performance.
  - c. Managers to understand their target areas.
2. In case you identify any outliers in the data set, make a note of them and exclude them from your analysis.
3. Build the best suitable dashboard presenting your insights.

### **Possible Metrics:**

1. Leads generated from each source.
2. Leads across different cities.
3. Age distribution of leads
4. Gender distribution of leads
5. Percentage of Converted Leads
6. Average time taken for leads to move from one stage to another.
7. Junior sales manager with highest conversion rate
8. Stages with the highest drop-off rate
9. Reasons stated by leads for not being interested in watching the demo Session.
10. Reasons leads provide for not considering the product as a solution.
11. Reasons leads gave for not converting.

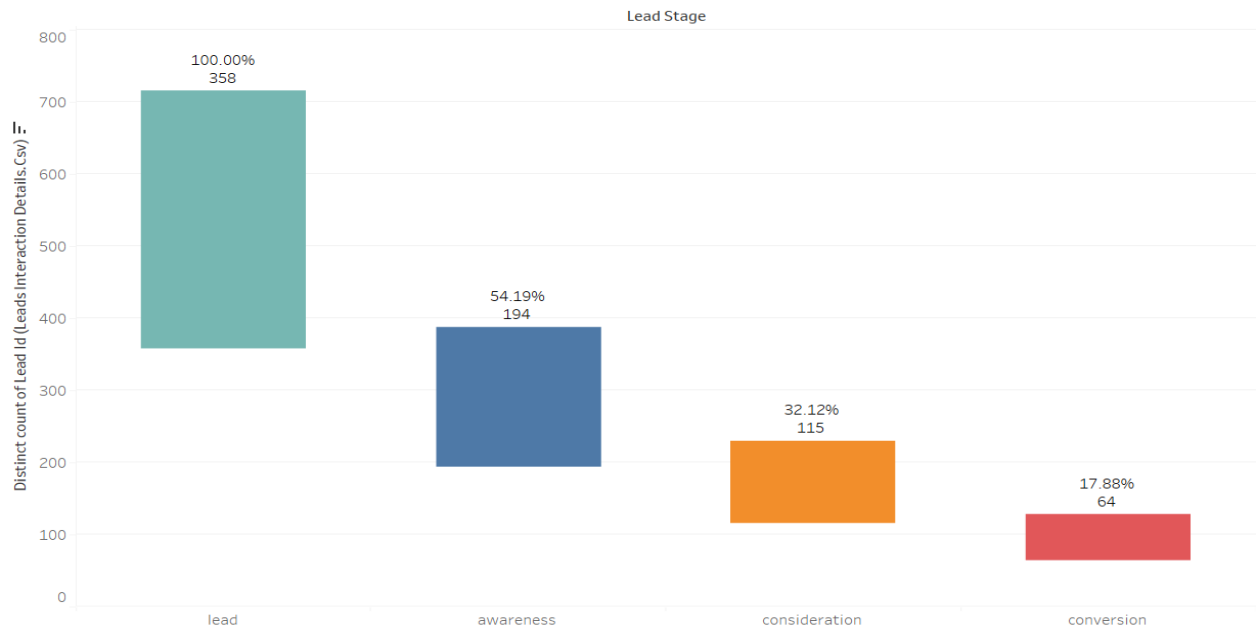
## ANALYSIS

### 1. Lead's Journey and Stages with Scope for Improvement :

a. What is the distribution of leads across different stages of the customer acquisition flow (lead, awareness, consideration, conversion)?

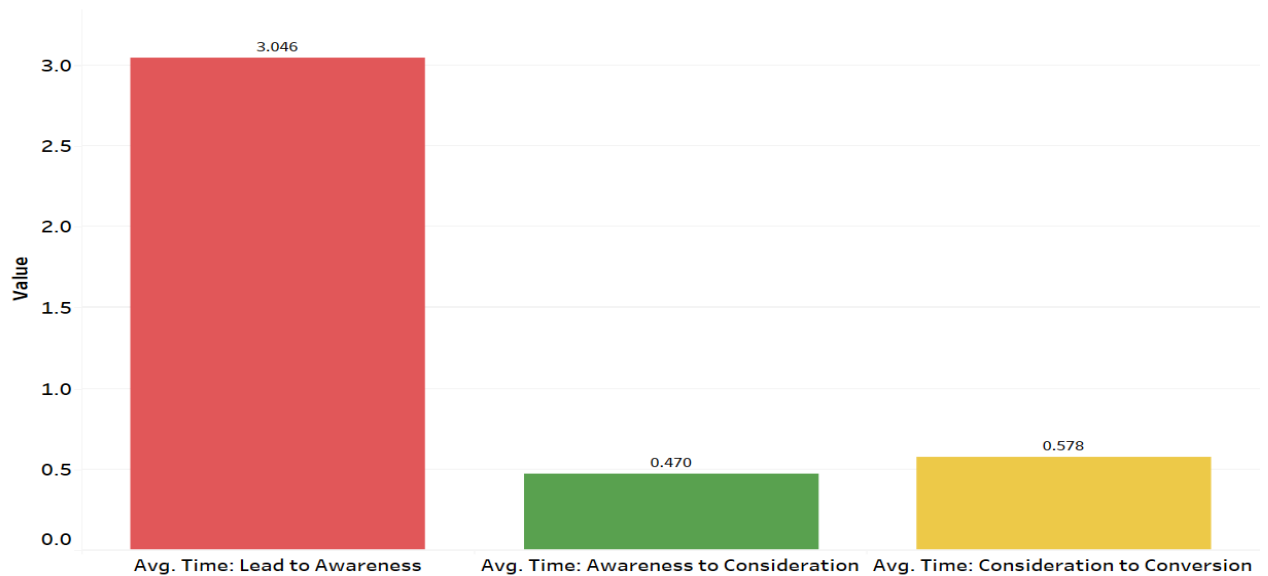
Sol: Out of 358 leads (leaving outliers) 64 got converted which is 17.88 % of total leads.

Conversion of leads



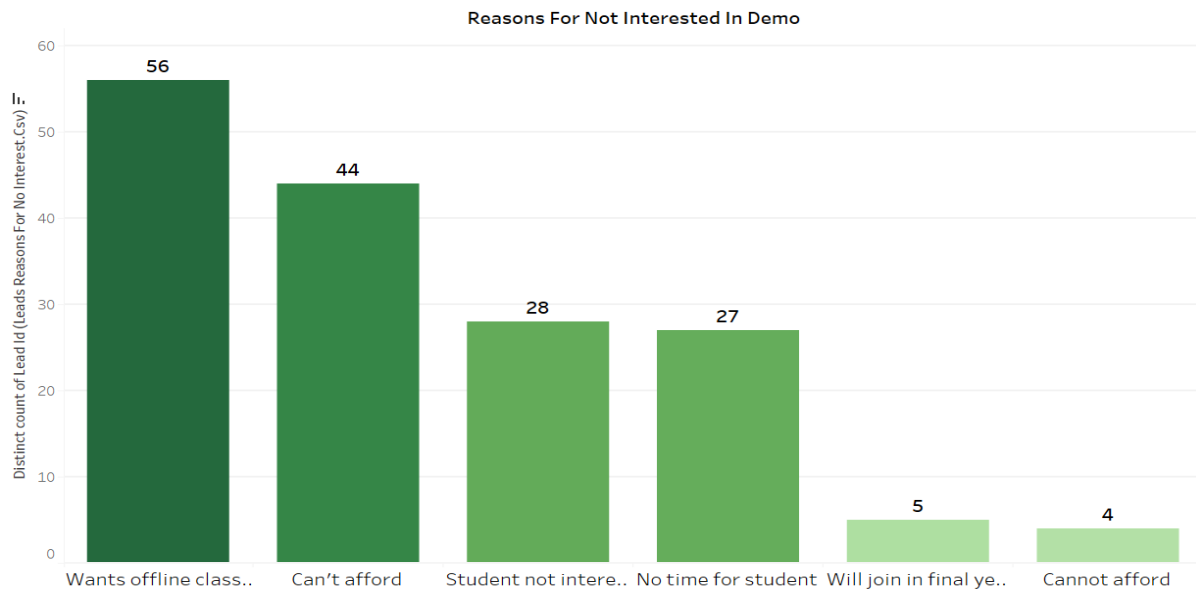
b. How much time, on average, do leads spend in each stage before progressing to the next one?

*Average Time from Stage to Stage*



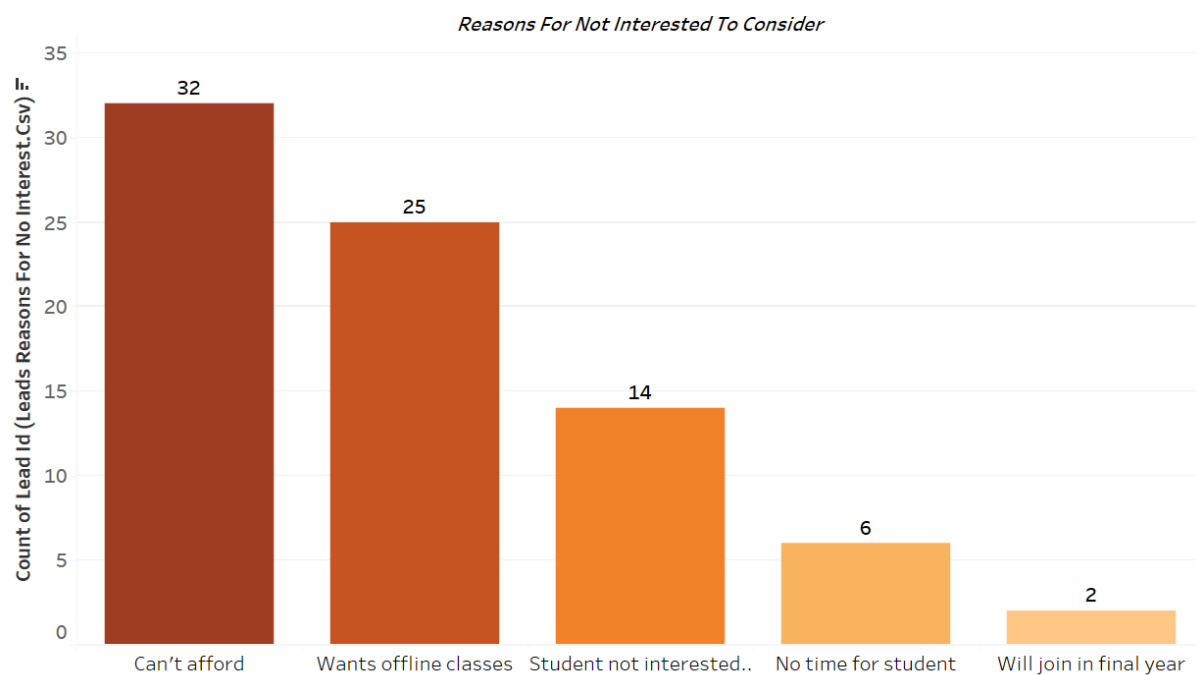
c. What are the main reasons leads drop out at each stage, and what can be done to reduce drop-offs?

*Reasons for Not Interested in Demo*



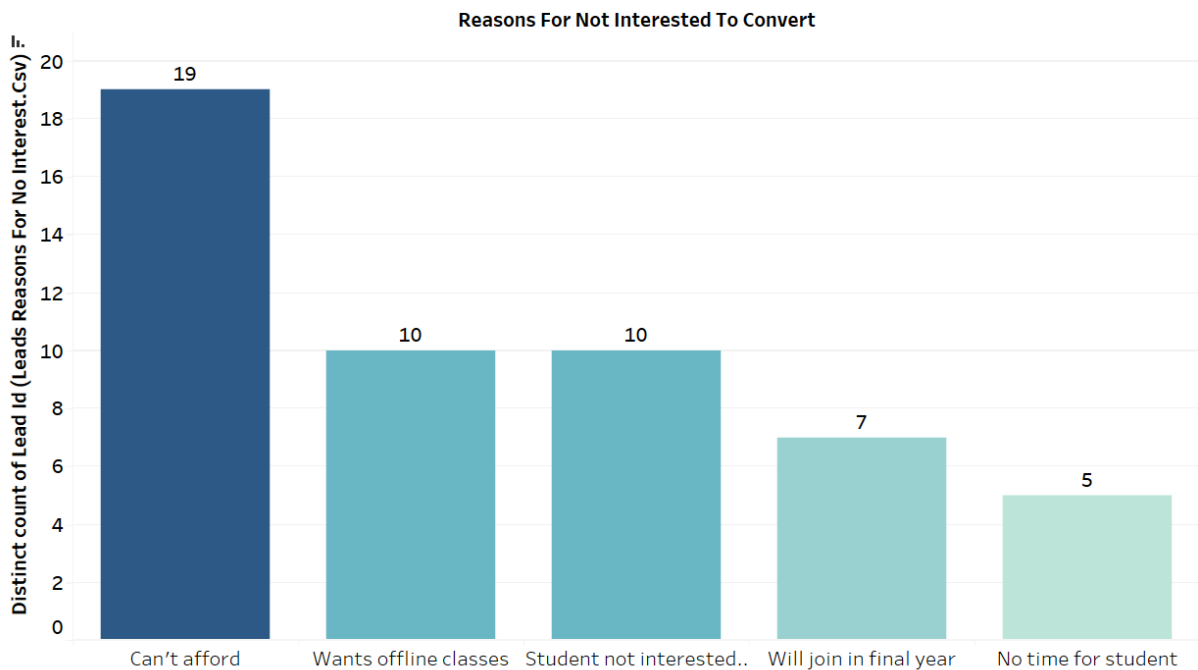
Major Reason for not interested in Demo Class: 'Wants offline Class'

*Reasons for Not interested In Considering*



Major Reason for not interested in Consideration: "Can't Afford"

### Reasons for Not interested to Convert



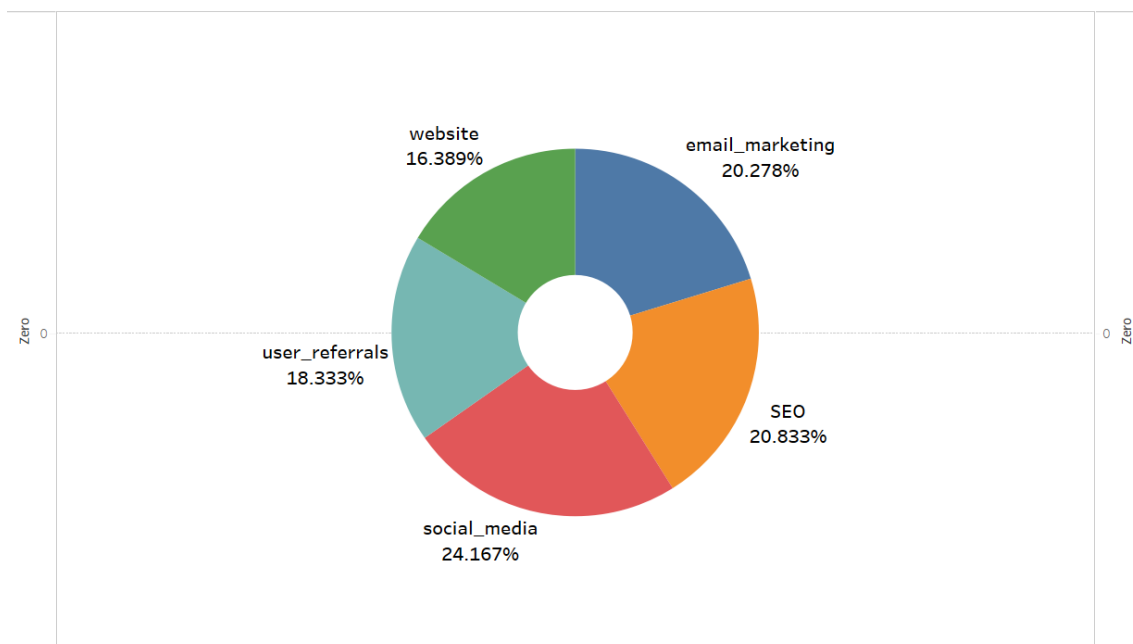
Major Reason for not interested in Converting: “Can’t Afford”

**Observation:** It is obvious from these that *Price of the course is not affordable to most of the leads*

d. Which lead generation sources (lead\_gen\_source) contribute the most to each stage of the customer acquisition flow?

Sol: Social Media contributes large portion of leads with 24.16% of all leads.

### Source Wise Lead Count



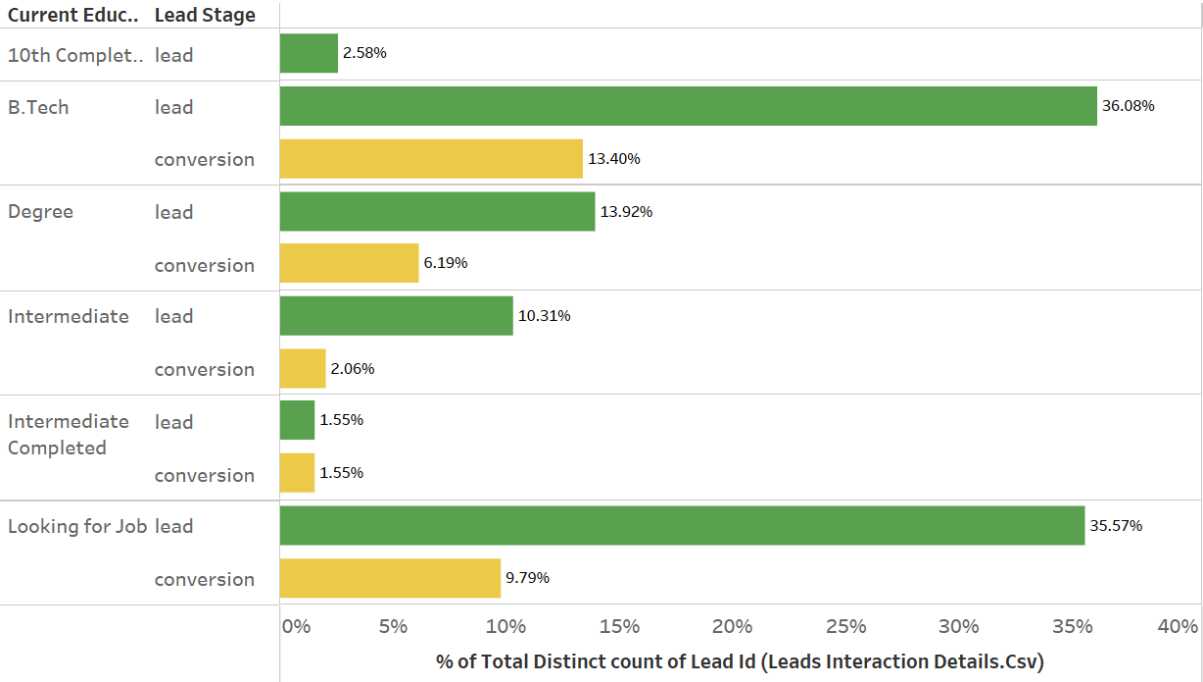
e. Is there any relationship between the leads' current education (current\_education) and their progression through the stages?

**Observation:** From the visuals we can observe that most of 'B.Tech' and 'looking for job' have contributed to large portion of leads. But 'B.Tech' and 'Degree' have most lead to conversion ration.

## Effect of Education on Conversion

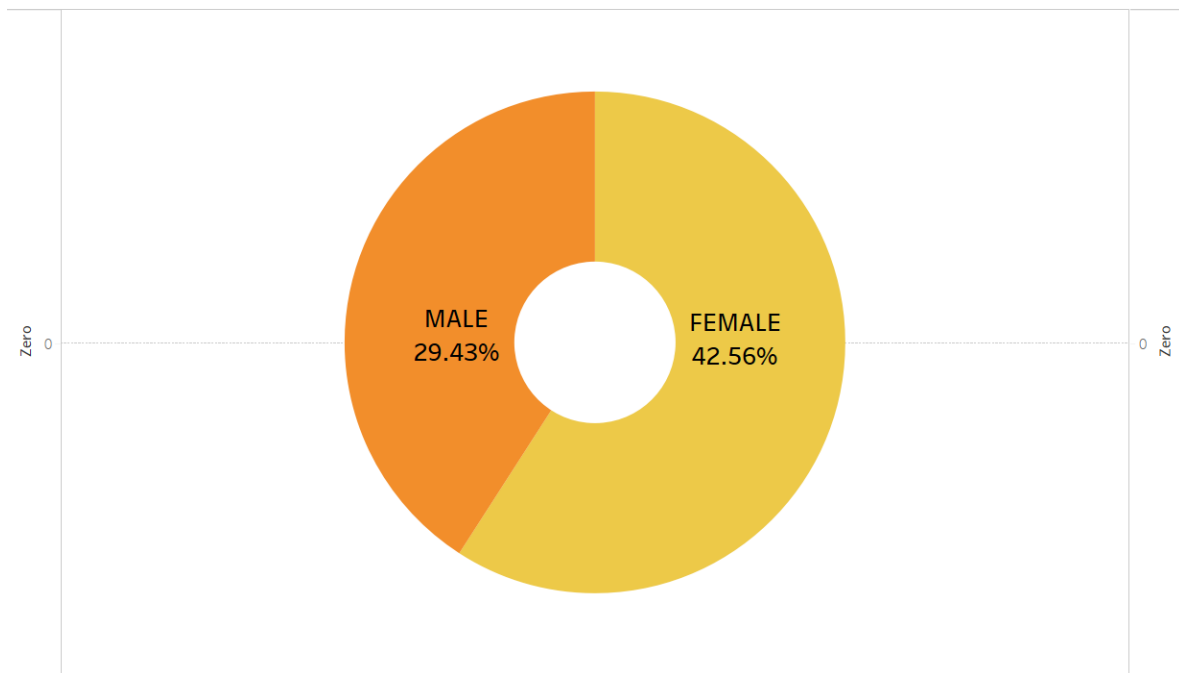
Lead Stage	Current Education					
	10th Completed	B.Tech	Degree	Intermedi..	Intermedi ate Compl eted	Looking for Job
lead	2.58%	36.08%	13.92%	10.31%	1.55%	35.57%
awareness	2.58%	36.08%	13.92%	10.31%	1.55%	35.57%
consideration		22.68%	7.22%	5.67%	1.55%	22.16%
conversion		13.40%	6.19%	2.06%	1.55%	9.79%

Sheet 22



#### f. What is Gender wise Lead count?

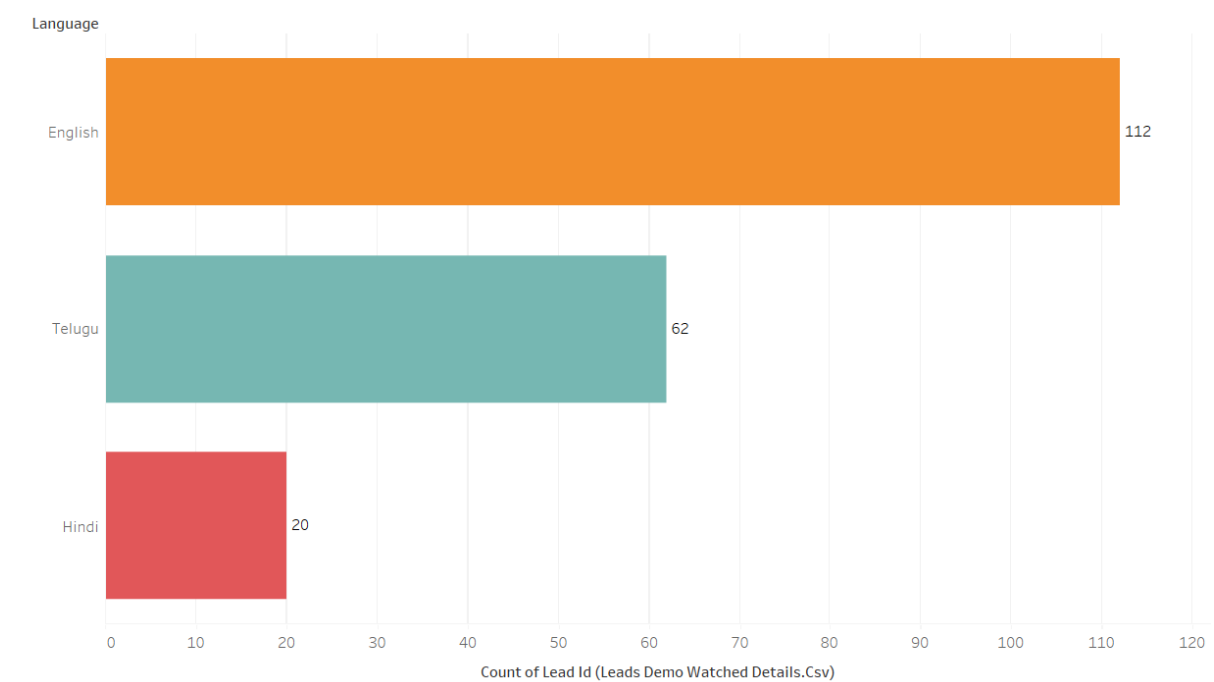
*Gender wise Lead count*



#### g. Which Language has most demo views?

Obs: English contributes the most.

*language wise Demo Watch count*



## 2. Business Heads' Team Performance Understanding :

a. How many leads are assigned to each junior sales manager in a cycle?

### Leads Assigned To Each Jr SM

Jnr Sm Id (Sales Managers Assigned Leads Details.Csv)	Cycle			
	1	2	3	4
JNR1001MG	7	10	8	9
JNR1002MG	5	5	5	5
JNR1003MG	5	5	5	5
JNR1004MG	5	5	5	5
JNR1005MG	5	5	5	5
JNR1006MG	5	5	5	5
JNR1007MG	5	5	5	5
JNR1008MG	5	5	5	5
JNR1009MG	5	5	5	5
JNR1010MG	5	6	5	5
JNR1011MG	11	5	5	5
JNR1012MG	8	8	8	7
JNR1013MG	5	5	5	5
JNR1014MG	5	5	5	5
JNR1015MG	6	5	5	5
JNR1016MG	7	7	6	7

b.What is SM wise Lead count?

### SM wise Lead ID count

Snr Sm Id	Jnr Sm Id (S..	
SNR503MG	JNR1012MG	31
	JNR1011MG	26
	JNR1010MG	21
	JNR1009MG	20
	Total	98
SNR501MG	JNR1001MG	33
	JNR1004MG	20
	JNR1003MG	20
	JNR1002MG	20
	Total	93
SNR504MG	JNR1016MG	26
	JNR1015MG	21
	JNR1014MG	20
	JNR1013MG	20
	Total	87
SNR502MG	JNR1008MG	20
	JNR1007MG	20
	JNR1006MG	20
	JNR1005MG	20
	Total	80

c. What is the average conversion rate of each junior sales manager from the lead stage to the conversion stage?

### SM & Jr SM Conversion Rate

Snr Sm Id	Jnr Sm Id	
SNR501MG	JNR1002MG	35.00%
	JNR1003MG	30.00%
	JNR1004MG	20.00%
	JNR1001MG	17.65%
SNR504MG	JNR1016MG	29.63%
	JNR1014MG	21.05%
	JNR1015MG	14.29%
	JNR1013MG	10.00%
SNR502MG	JNR1006MG	21.05%
	JNR1008MG	20.00%
	JNR1005MG	10.00%
	JNR1007MG	10.00%
SNR503MG	JNR1010MG	19.05%
	JNR1012MG	12.90%
	JNR1009MG	10.00%
	JNR1011MG	7.69%



d. Show the trend of conversion of leads in each cycle.

## Conversion of leads in each Cycle

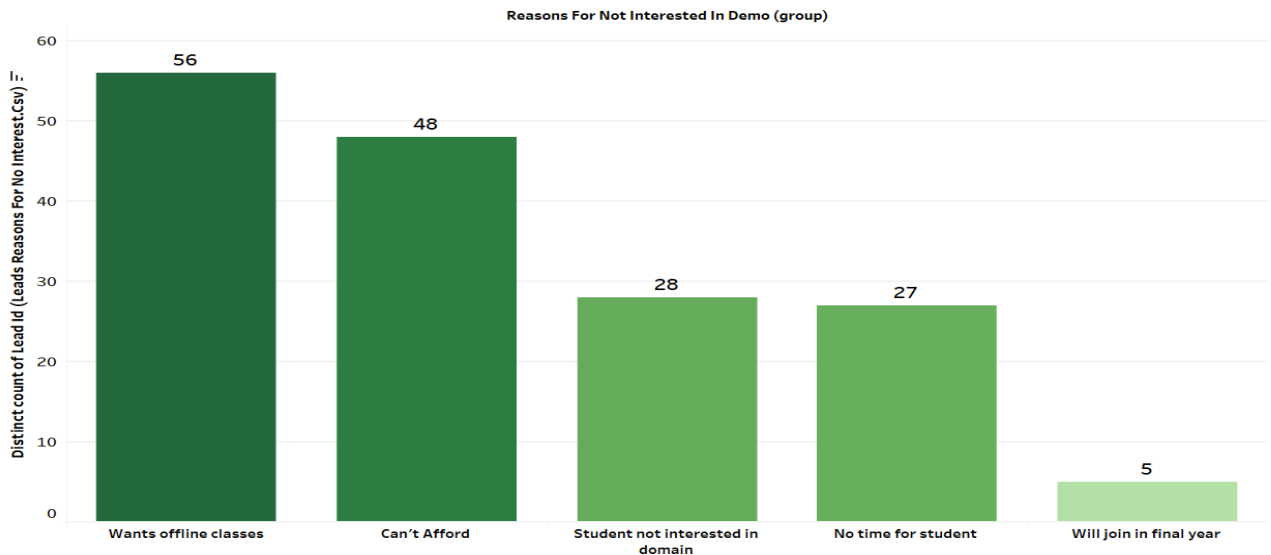
Cycle	Lead Stage	
1	AWARENESS	13.13%
	CONSIDERATION	8.94%
	CONVERSION	5.31%
	LEAD	26.26%
	Total	26.26%
2	AWARENESS	10.89%
	CONSIDERATION	4.47%
	CONVERSION	0.84%
	LEAD	25.42%
	Total	25.42%
3	AWARENESS	18.99%
	CONSIDERATION	13.97%
	CONVERSION	10.34%
	LEAD	24.30%
	Total	24.30%
4	AWARENESS	11.17%
	CONSIDERATION	4.75%
	CONVERSION	1.40%
	LEAD	24.02%
	Total	24.02%

### 3. Managers' Target Areas Understanding :

a. What are the main reasons given by leads for not being interested in watching the demo session (reasons\_for\_not\_interested\_in\_demo)?

Sol: Main reason is 'Wants offline class'

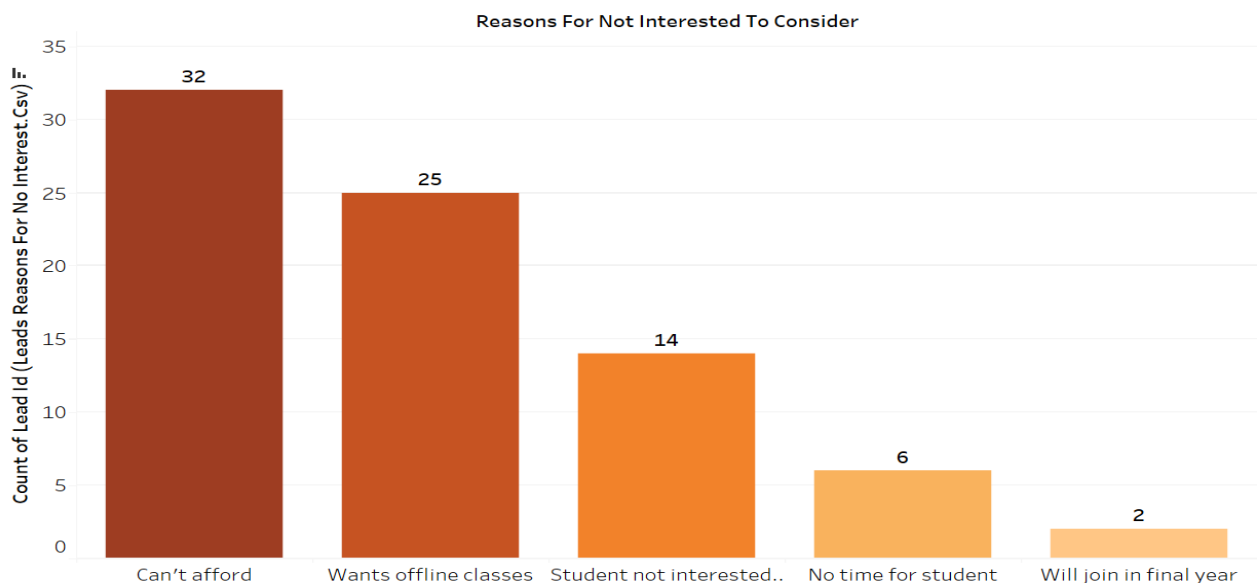
#### *Reasons for Not Interested in Demo*



b. What are the key factors influencing leads' decisions at the consideration stage (reasons\_for\_not\_interested\_in\_consideration)?

Sol: Main reason is "Can't Afford"

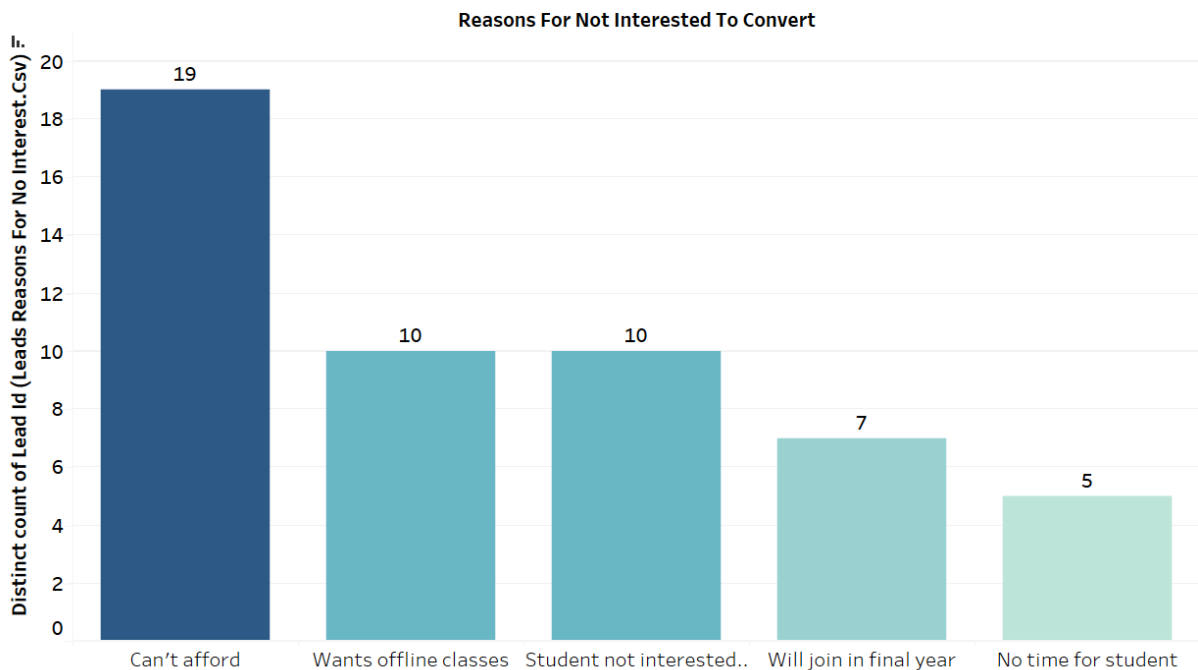
#### *Reasons for Not interested In Considering*



c. What are the primary reasons leads provide for not converting (reasons\_for\_not\_interested\_in\_conversion)?

Sol: Main reason is “Can’t Afford”

#### *Reasons for Not interested to Convert*

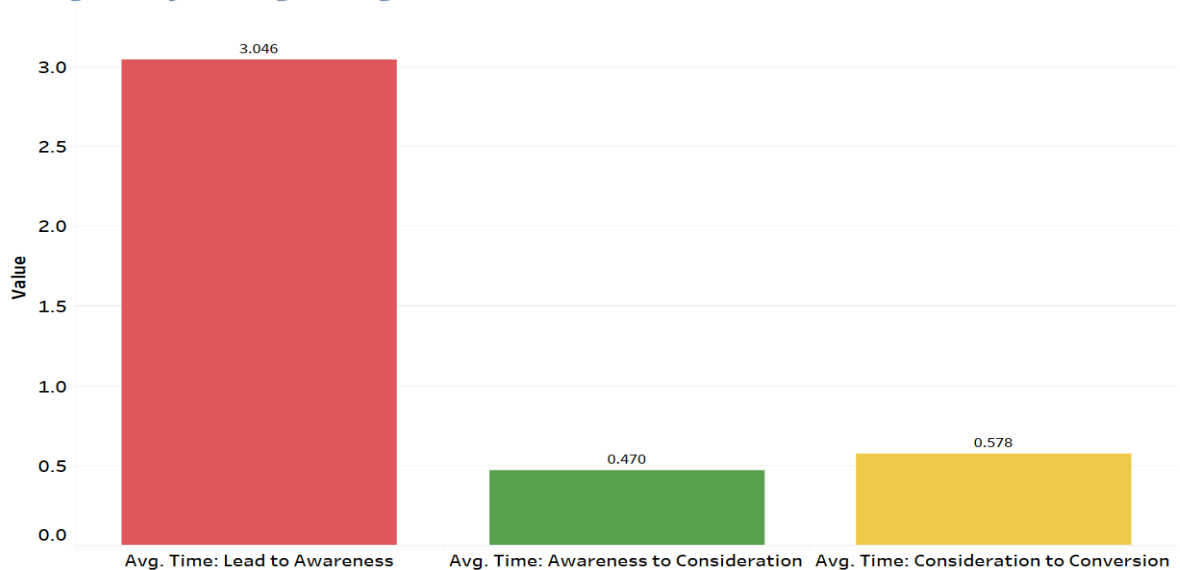


**Observation:** It can be observed that High Prices of the courses is the main reason for leads not getting moved from ‘awareness to consideration’ or ‘consideration to conversion’

d. What is average time from one stage to other?

(Note: Time is in Days)

#### *Average Time from Stage to Stage*



## OUTLIERS TREATMENT:

There are only two outliers found in Age column variable which are neglected in visualisations in TABLEAU by using 'Exclude Option'.

## KEY OBSERVATIONS:

- Hyderabad is the city with highest leads followed by Visakhapatnam and Chennai has least number of leads.
- Maximum leads are generated from those who are currently pursuing B.Tech or looking for a job and least are from 10<sup>th</sup> completed category
- Gender Female contribute to more leads with 57.03 % of leads and male contribute to 42.97%
- Social Media generates max leads of 27% and website generates least number with 16.39%
- Max leads have their parents working for Government and min are with parents as professors or doctors.
- Ages of 18 and 20 are contributing to highest number of leads where as age 16 is contributing the least.
- Most views are there for demos in English Language.
- Main reason for dropping in most of the stages is "Can't afford" as is stated by leads.
- Average time from Lead to Awareness is more than the time between any other stages and it is 3 days.
- Senior Manager SNR501MG has most lead conversions which were contributed by Jr SMs JNR1002MG (35%) and JNR1003MG (30%).

## SUGGESTIONS:

City Chennai must be focused for more leads for it was least generator of leads.

- Focus must be kept on B.Tech studying students for lead generation which can be done by providing offers and cashbacks and such schemes especially to them.
- Female leads are more which implies there is more scope of market in generating Female leads. Providing them with offers and such will help the business.
- User referrals is contributing 18.33% of leads which provides a great way for lead generation. Word of mouth is also a great means to get the business flourish. It makes us understand that providing good service to existing learners helps a lot in acquiring new leads. Providing reward for those who refer convertible leads will also help.
- Max leads have their parents working for Government. This tells us that we can focus on those who are working for government and have children of potential age group.
- Ages of 18 and 20 are contributing to highest number of leads. It makes it clear that max student band who are convertible leads are from the section that is still studying.
- English language Demos have most views that makes it clear that those demos must be made user friendly, meaningful, and easily accessible.

- Most Students are dropping due to 'High Prices' of courses. So, the target has to be on section of students who could afford the prices (if there is no way reducing the prices or making them affordable).
- Time taken on an average for lead generation to awareness is higher than the time between any other stages. Measures must be taken and ways have to be brought up to reduce it.
- The Sales managers must be rewarded not only for conversion but also for quick conversion. The performance must be reviewed from time to time and targets have to be provided for conversion rates and conversion times.
- Reach out must be increased by focusing on lead sources which are economical and productive.
- Every stage of lead must be worked upon thus ensuring more conversion.