

# OAP Funding Analysis

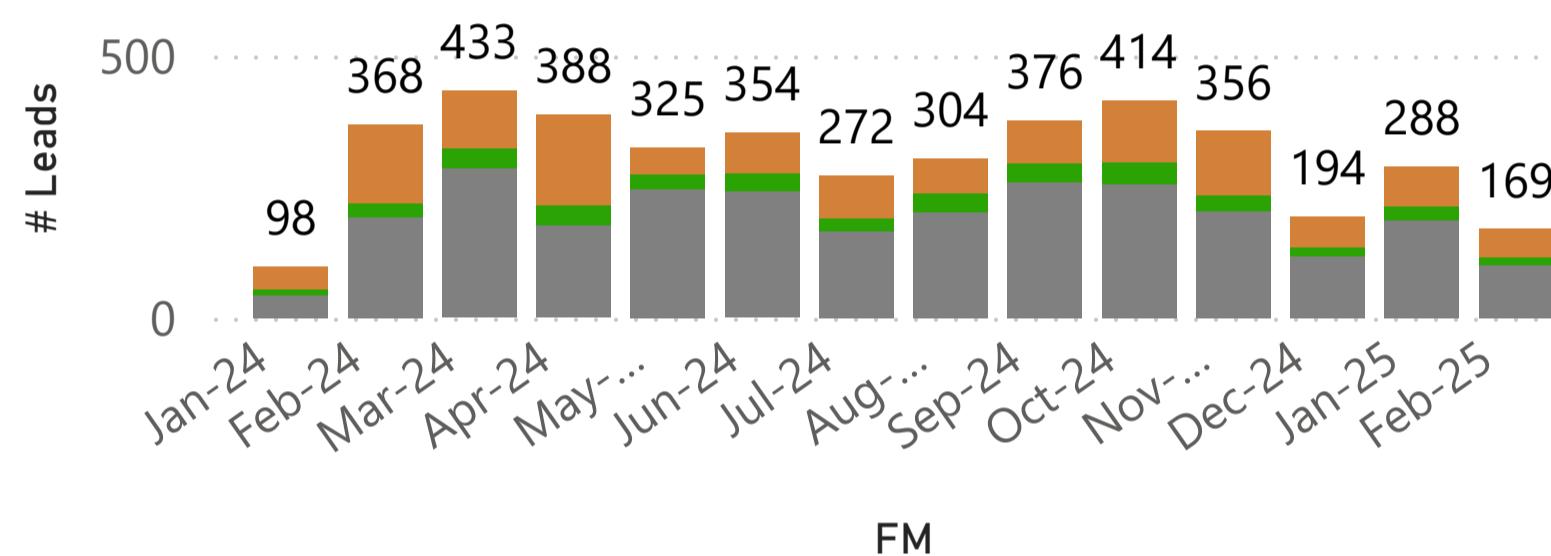
Date

01/01/2024

15/02/2025

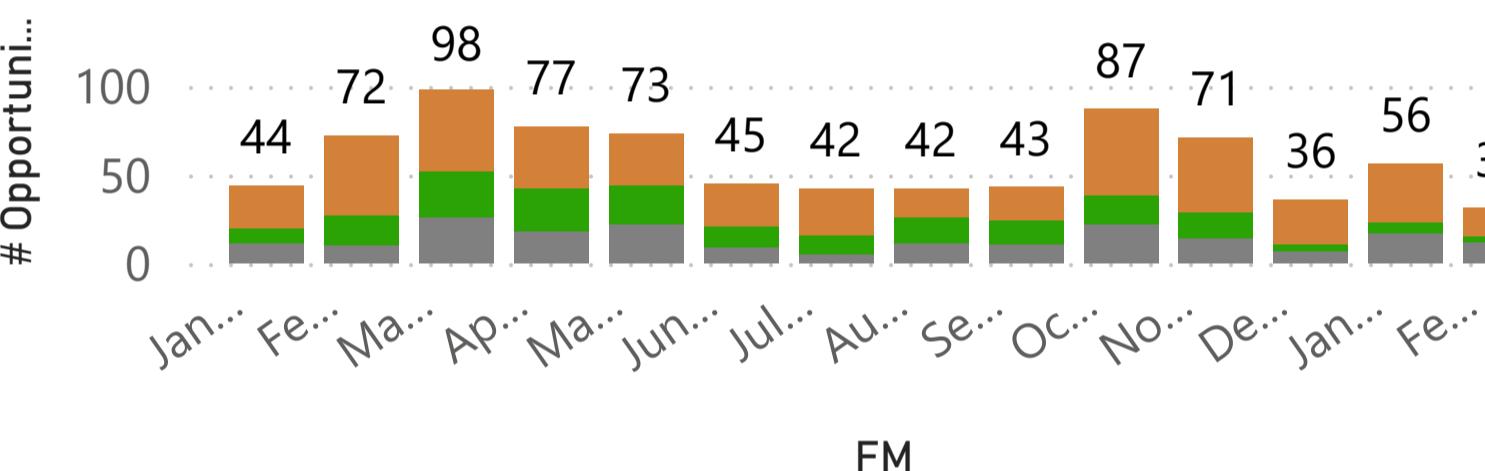
## # Leads received OAP funding, not received OAP funding and no info

● # Leads no funding info ● # Leads received OA... ● # Leads not rec...



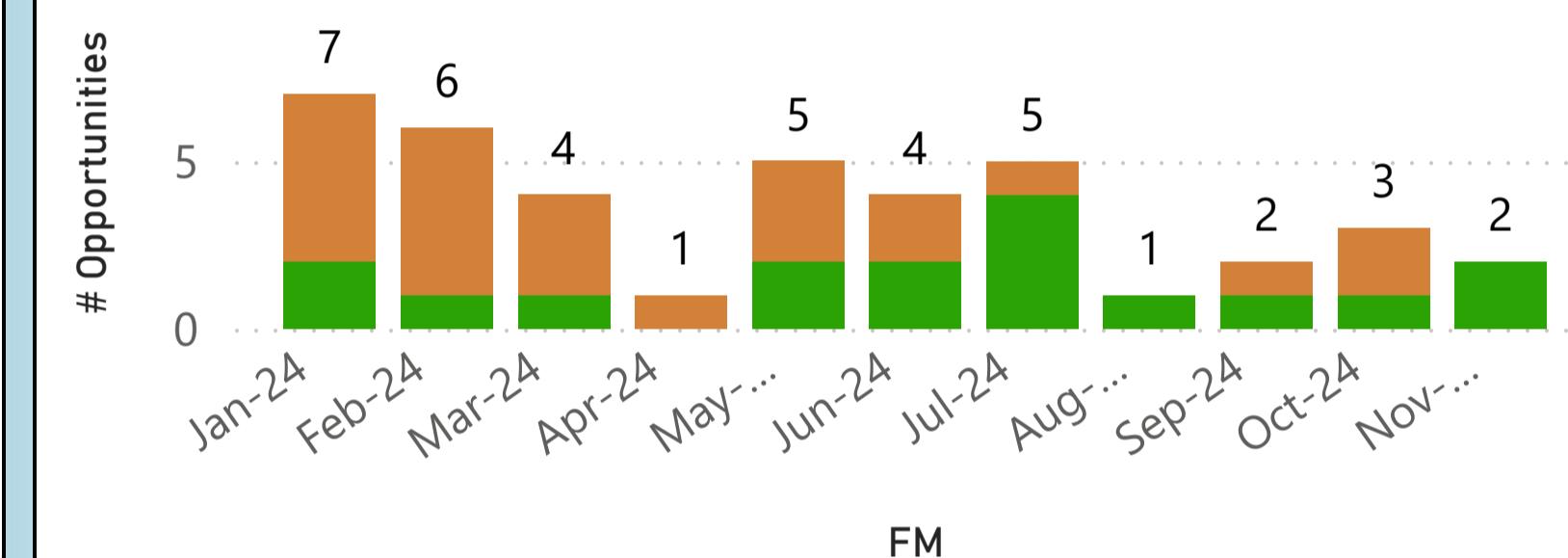
## # Opportunities received OAP funding, not received OAP funding and no info

● # Leads to Opportunitie... ● # Leads to Opport... ● # Leads to Opp...



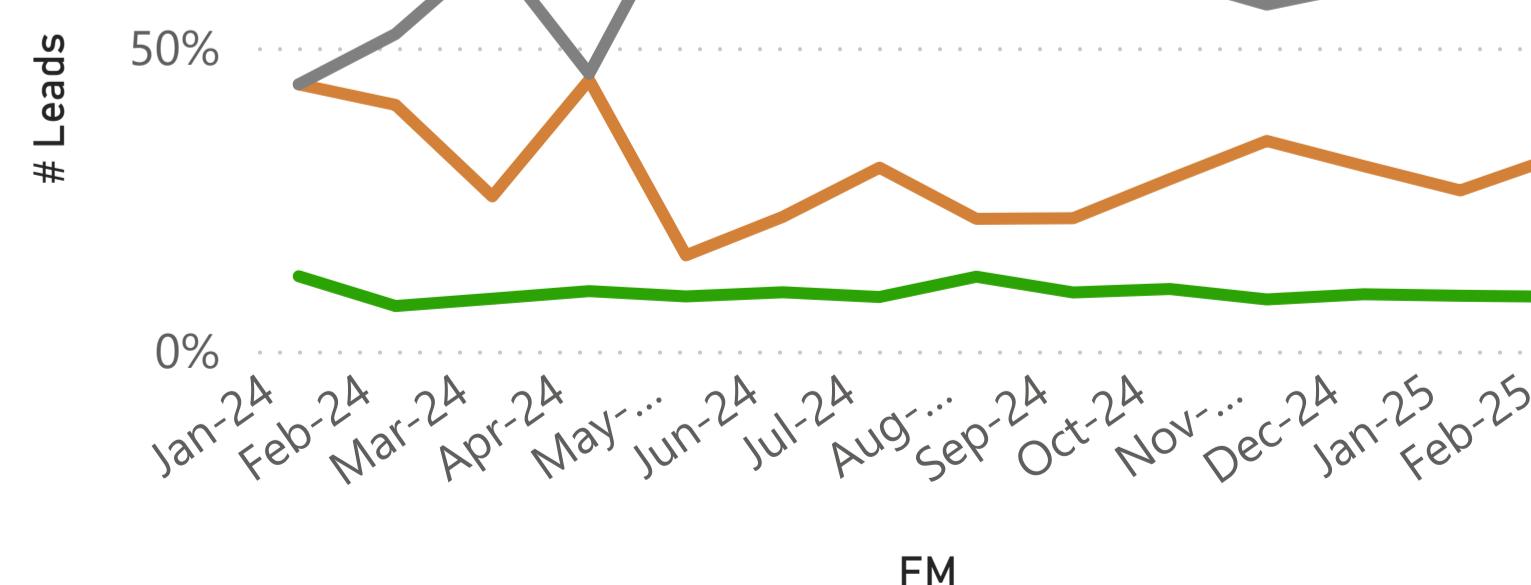
## # Opportunities closed as Lost and received OAP Funding and not

● # Leads to Opportunities closed as Los... ● # Leads to Opportu...



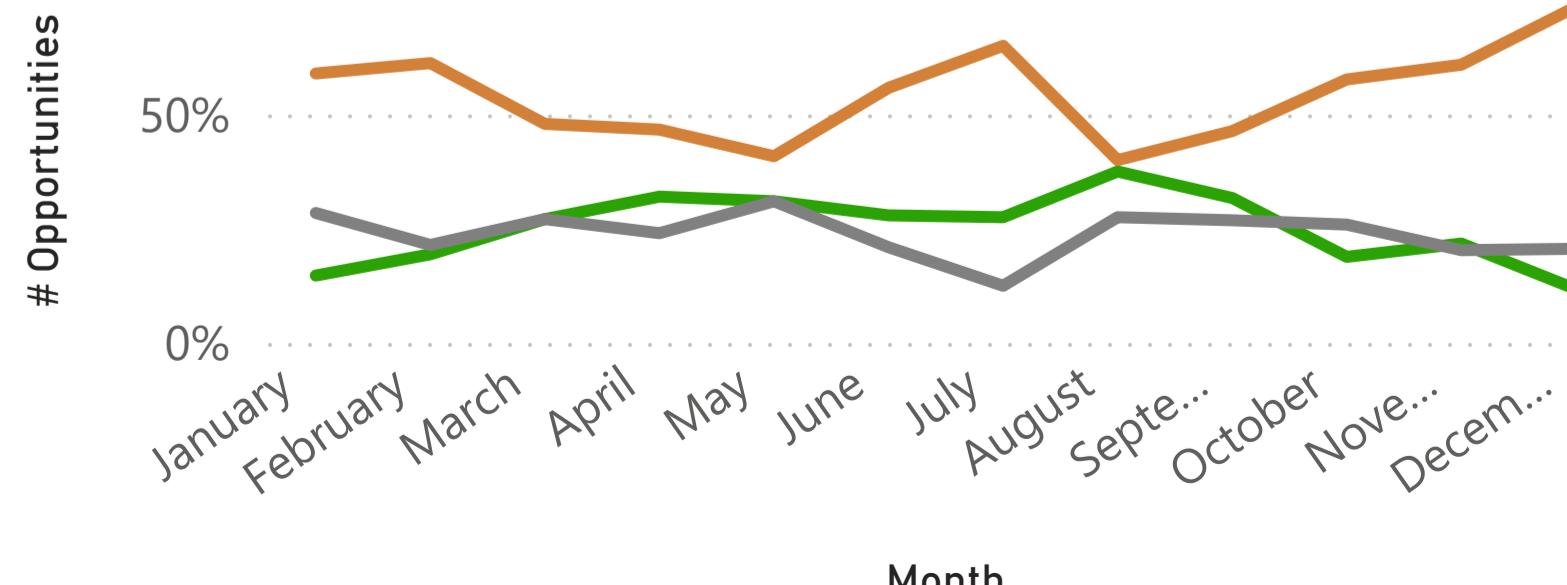
## % Leads received OAP funding, not received OAP funding and no info

● % Leads with OAP Fun... ● % Leads without O... ● % Leads no OA...



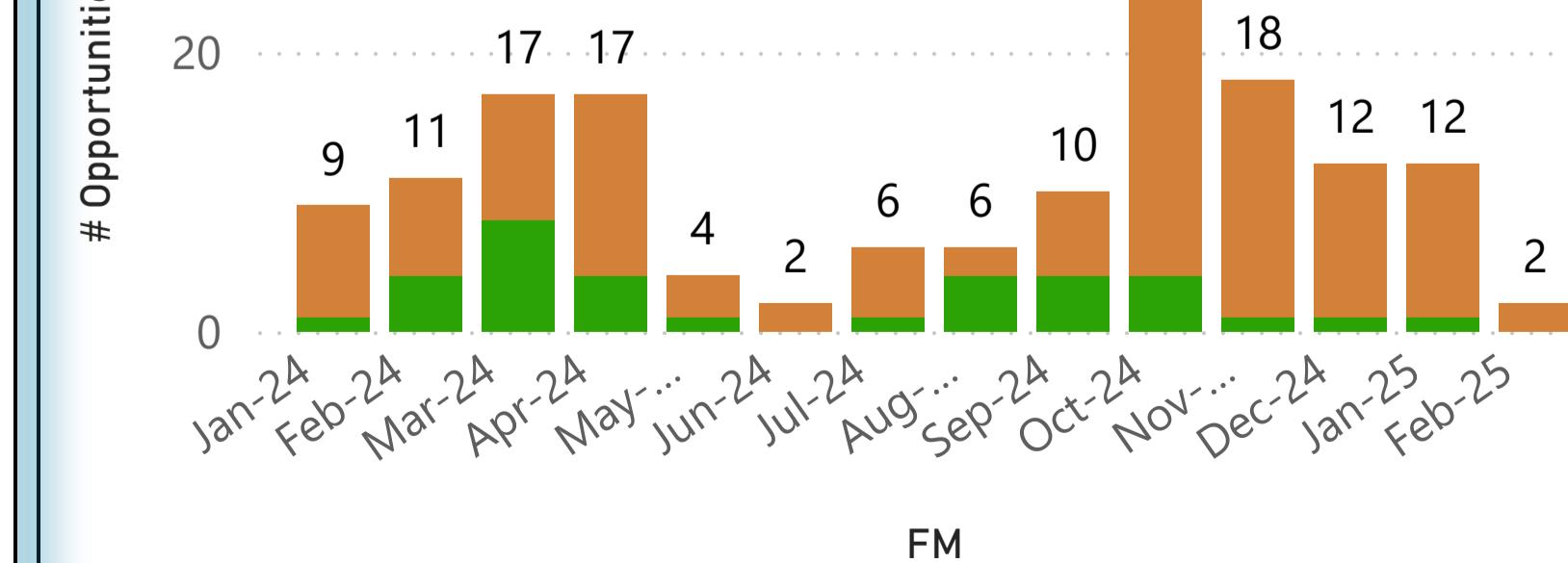
## % Opportunities received OAP funding, not received OAP funding and no info

● % Leads to Opportunitie... ● % Leads to Opport... ● % Leads to Opp...



## # Opportunities closed as Won and received OAP Funding and not

● # Opportunities closed as\_won\_and\_rec... ● # Leads to Opportu...



# Sales Ratio Report-Leads to Qualified Opportunities

Date

01/01/2024



07/05/2025



# Leads to Qualified Opportunities

**803**

# Leads to Qualified Opportunities

opportunity.status	# Lead to Qualified Opportunity
Won	229
Out-Sold	3
In Progress	521
<b>Total</b>	<b>803</b>

# Leads to Qualified Opportunities Closed as Won

**229**

Avg. Days from Lead to Close

**101.0**

% Leads to Qualified Opportunities by Service Stream

Service Stream	# Leads to Opportunity	% Leads to Opportunities
ABA Coaching	325	67%
ABA Groups	44	9%
ABA Therapy	3	1%
Better Behaviour Clinic	147	30%
Brief Behavioural Consultations	5	1%
Foundational Family Services (FoFS)	54	11%
Occupational Therapy	139	29%
Psychology	23	5%
CIP	21	4%
<b>Total</b>	<b>809</b>	<b>167%</b>

Proportion of Leads Qualified

**17%**

Proportion of opportunities closed as won

**27%**

# Lead to Qualified Opportunities compared by previous month

FM	# Lead to Qualified Opportunity	# Leads to Qualified Opportunities Previous Month	# Leads Qualified to Opportunity Difference	% Change in Leads Qualified Opportunity
Jan-24	40	40	0	0%
Feb-24	68	40	28	70%
Mar-24	95	68	27	40%
Apr-24	73	95	-22	-23%
May-24	70	73	-3	-4%
Jun-24	43	70	-27	-39%
Jul-24	39	43	-4	-9%
Aug-24	38	39	-1	-3%
Sep-24	39	38	1	3%
Oct-24	85	39	46	118%
Nov-24	68	85	-17	-20%
Dec-24	33	68	-35	-51%
Jan-25	53	33	20	61%
Feb-25	39	53	-14	-26%
Mar-25	20	39	-19	-49%
Apr-25		20	-20	-100%
<b>Total</b>	<b>803</b>	<b>803</b>	<b>0</b>	<b>0%</b>

# Overall Summary Page Analysis

Date

01/01/2024

31/03/2025

Overall Summary

Overtime Summary

# Leads

4647

# Open Leads

3402

# Closed Leads

1245

# Qualified Leads

803

# Leads Lost

5

Proportion of Leads closed

27%

# Opportunities

988

# Open Opportunities

653

# Closed Opportunities

335

# Opportunities Won

271

# Opportunities Lost

64

# no Leads in Opportunity

179

Proportion of Opportunities closed

34%

Proportion of Opportunities closed as Won

27%

Avg. Days from Lead to Qualify

6.6

Avg. Days from Lead to Clinical\_Coordinator

33.8

Avg. Days from Lead to Prescreening

34.9

Avg. Days from Lead to Assessment

45.5

Avg. Days from Lead to sales Close

43.5

# Overtime Summary Analysis

Date

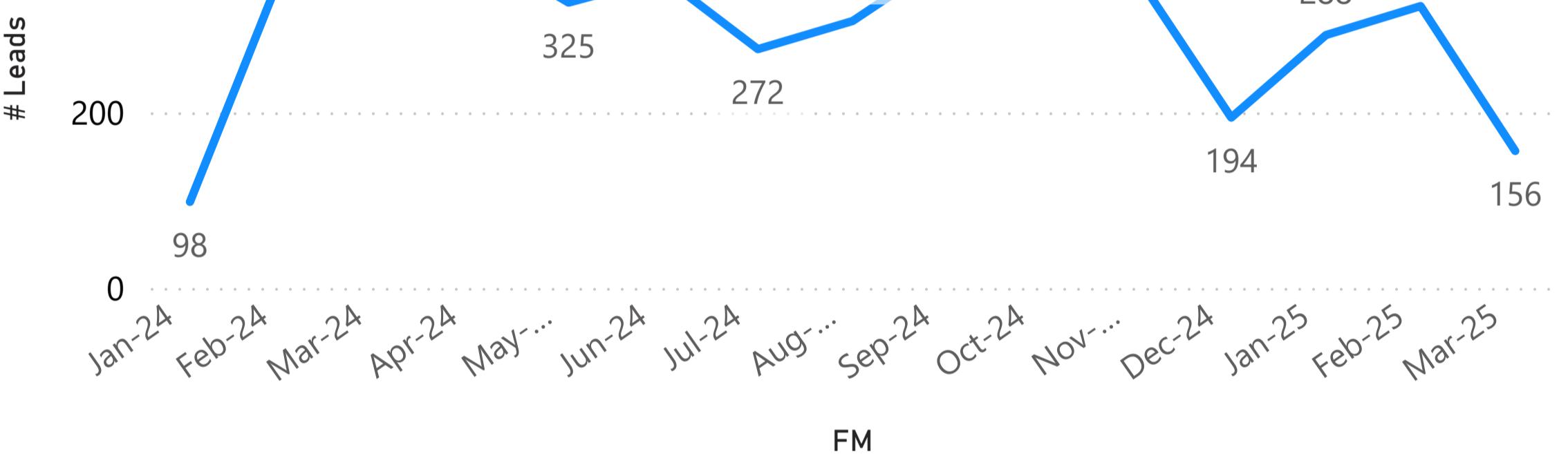
01/01/2024

31/12/2025

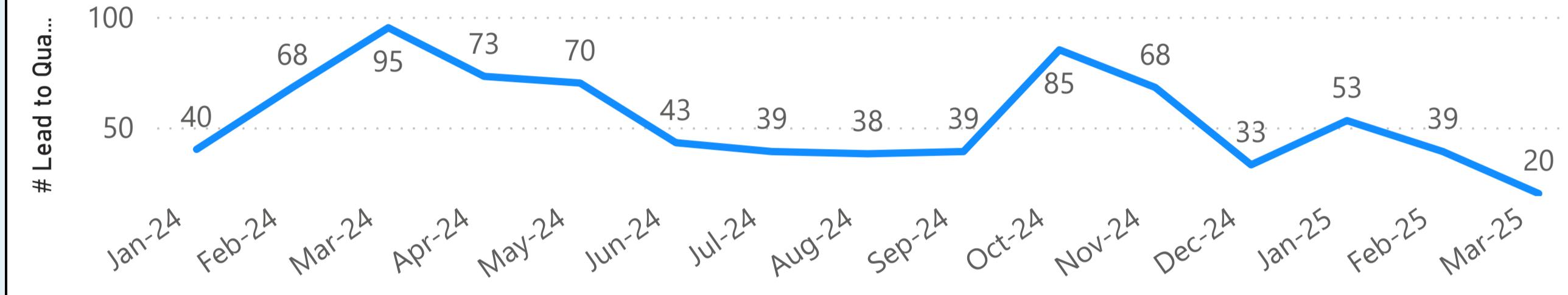
Overtime Summary

Overall Summary

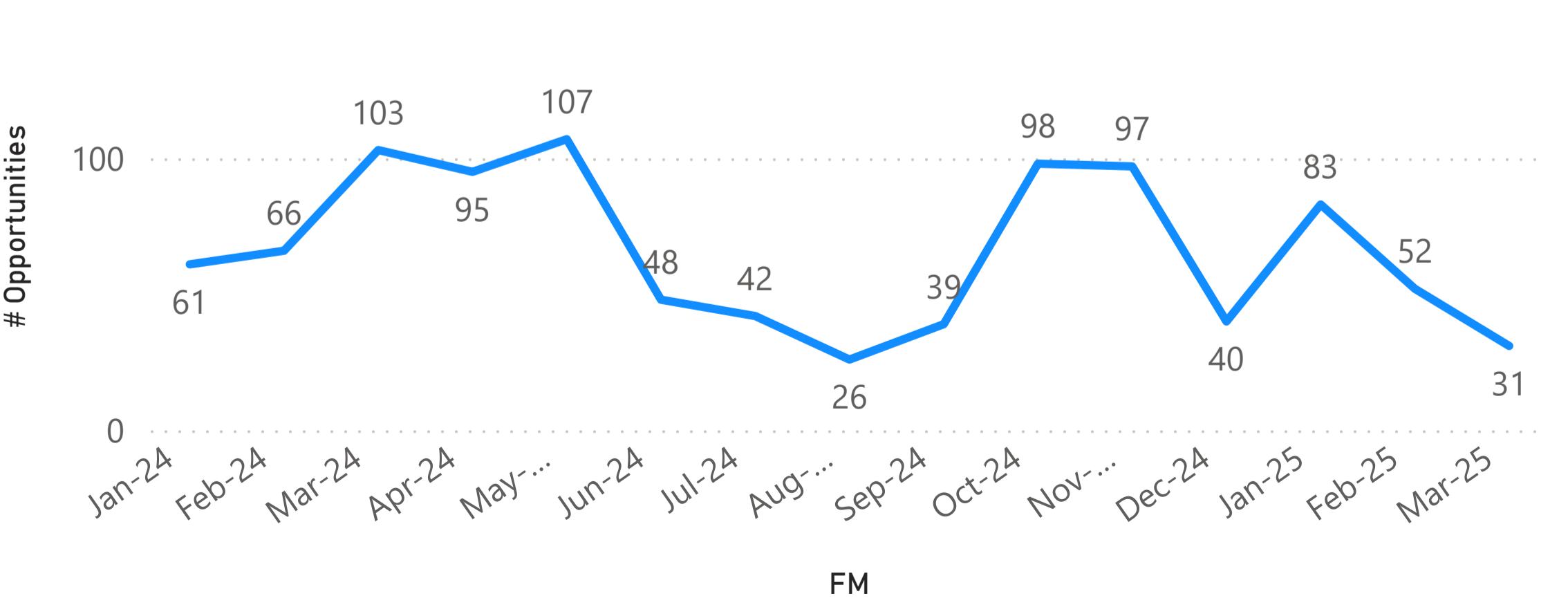
## # Leads



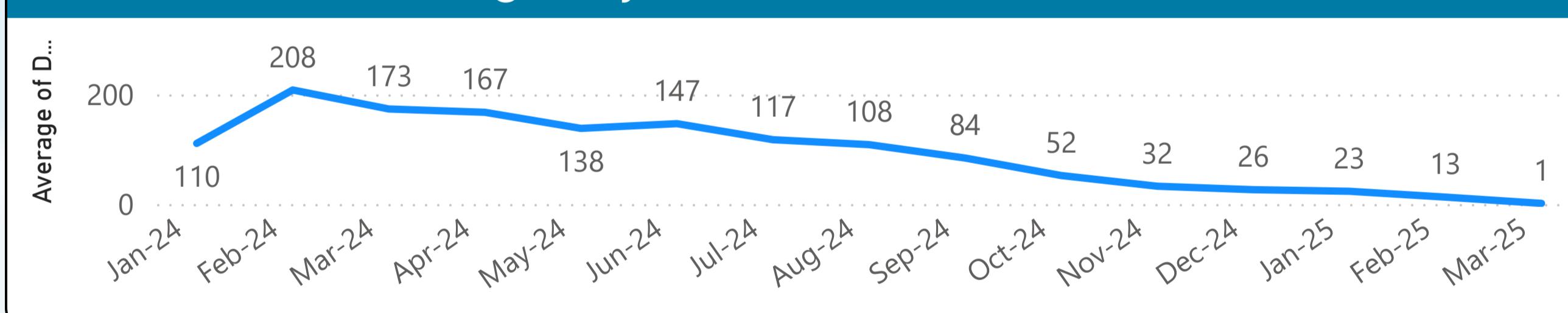
## # Leads to Opportunities



## # Opportunities



## Avg. Days from Lead to Close



## # Opportunities Closed as Won & Lost



# Activity Page Analysis

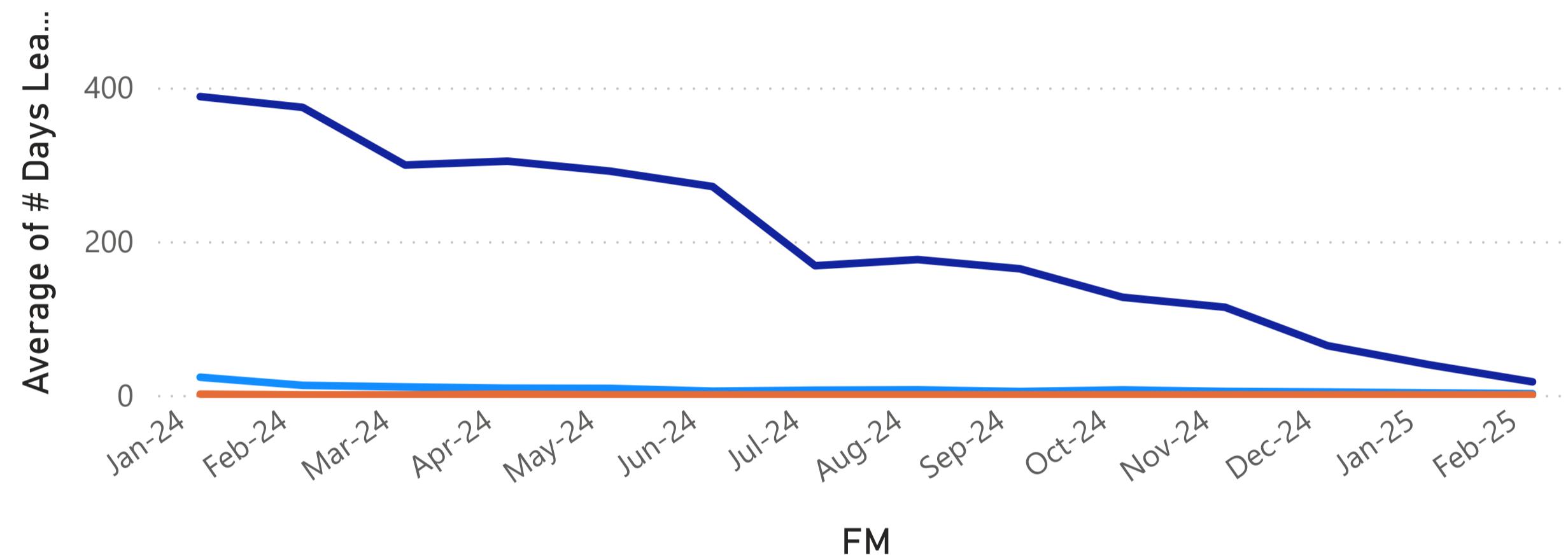
Date

01/01/2024

15/02/2025

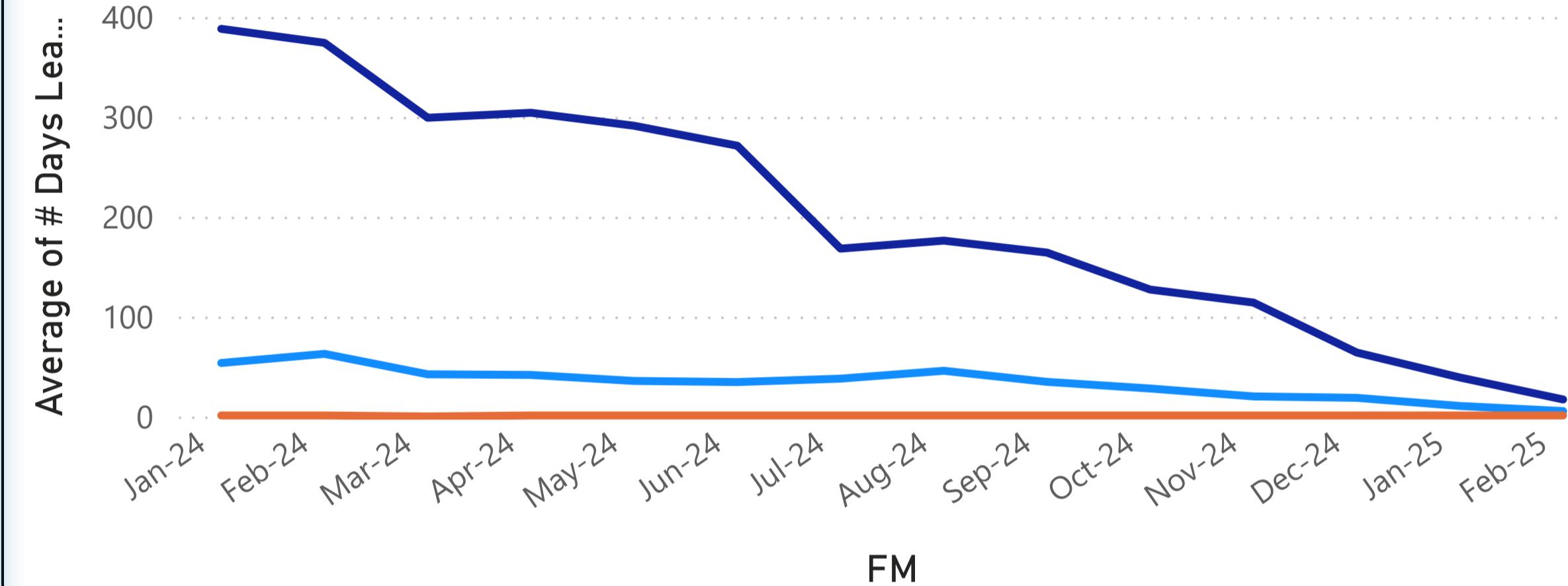
## Avg. Days from Lead to Qualify

- Average of # Days Lead to Qualify
- Max of # Days Lead to Qualify
- Min of # Days Lead to Qualify



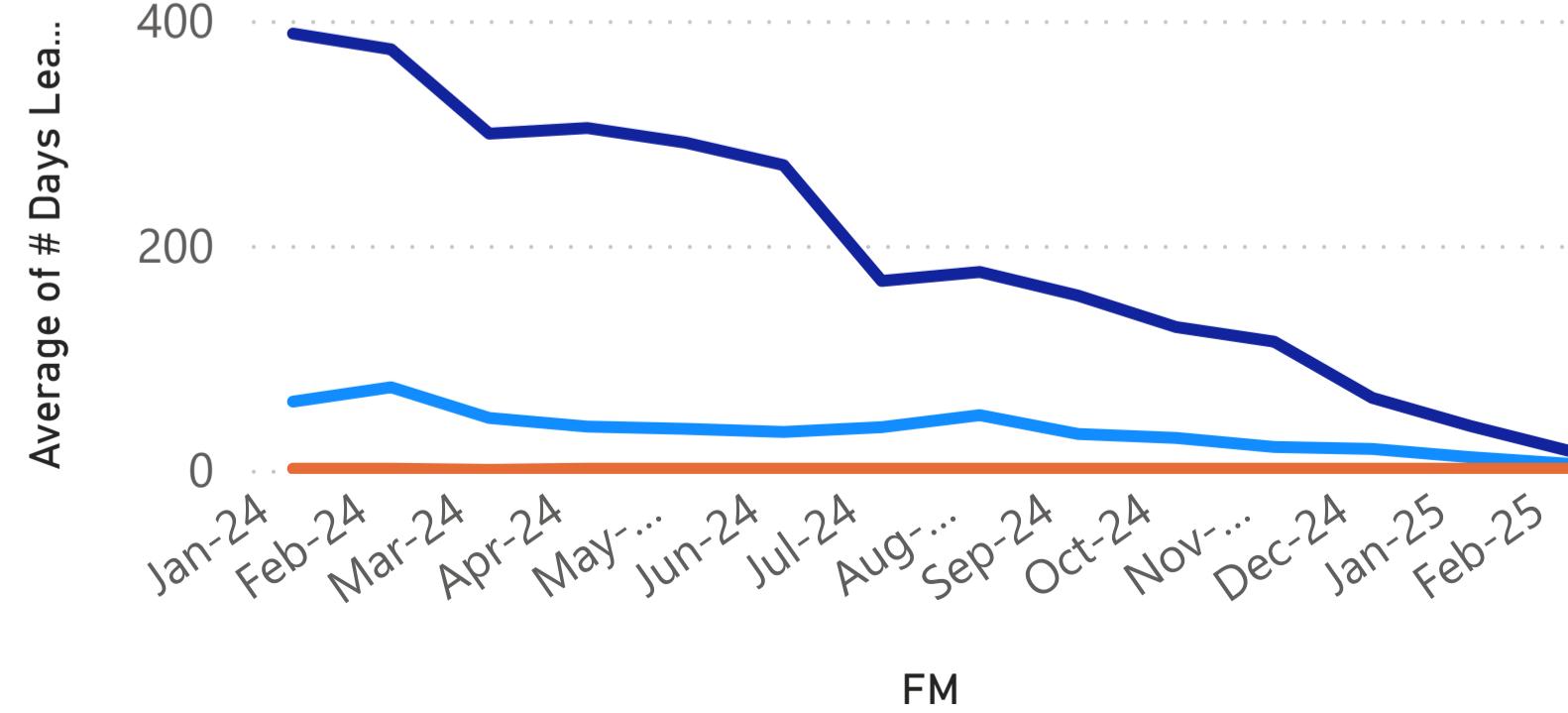
## Avg. Days from Lead to Clinical\_Coordinator

- Average of # Days Lead to Clinical C...
- Max of # Days Lead to Clin...
- Min of # Days Lead t...



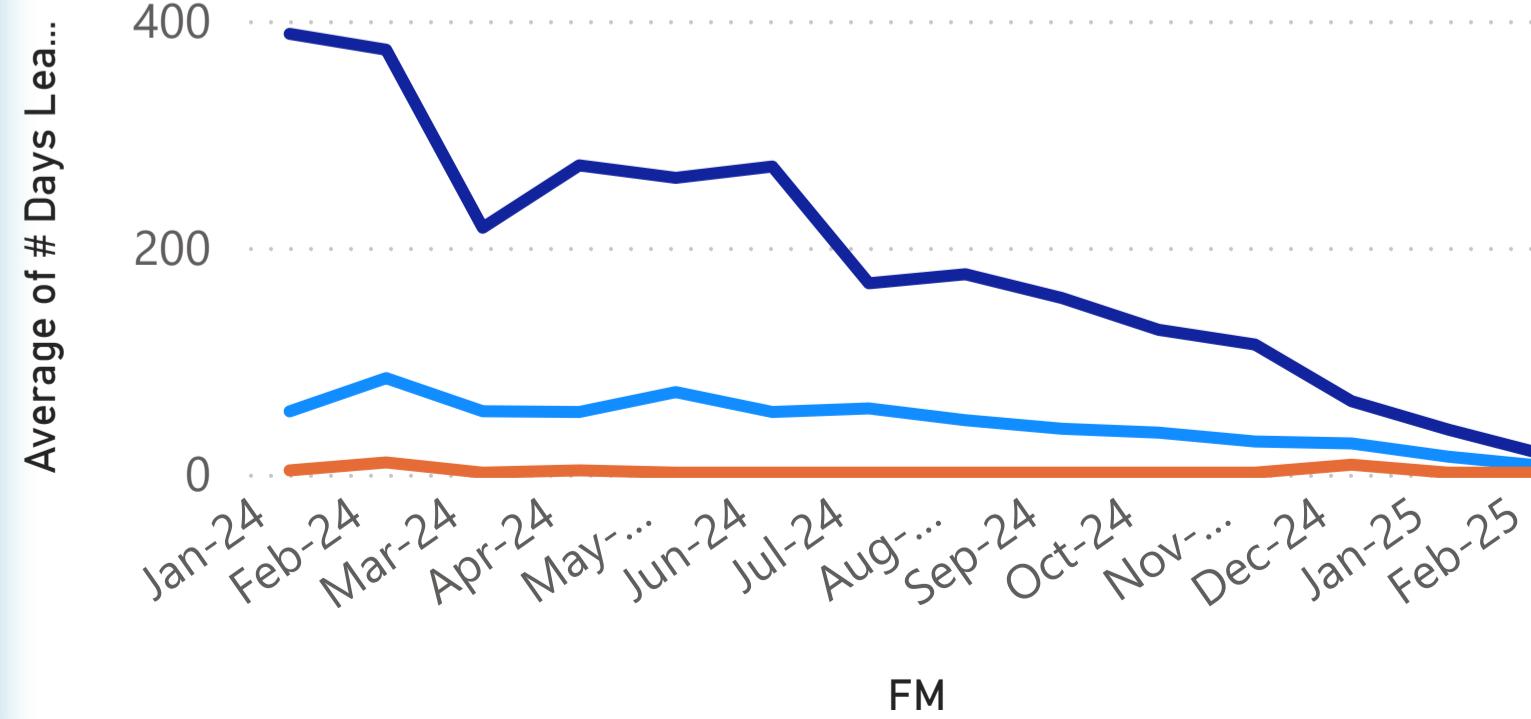
## Avg. Days from Lead to Prescreening

- Average of # Days Lead t...
- Max of # Days Lea...
- Min of # Days L...



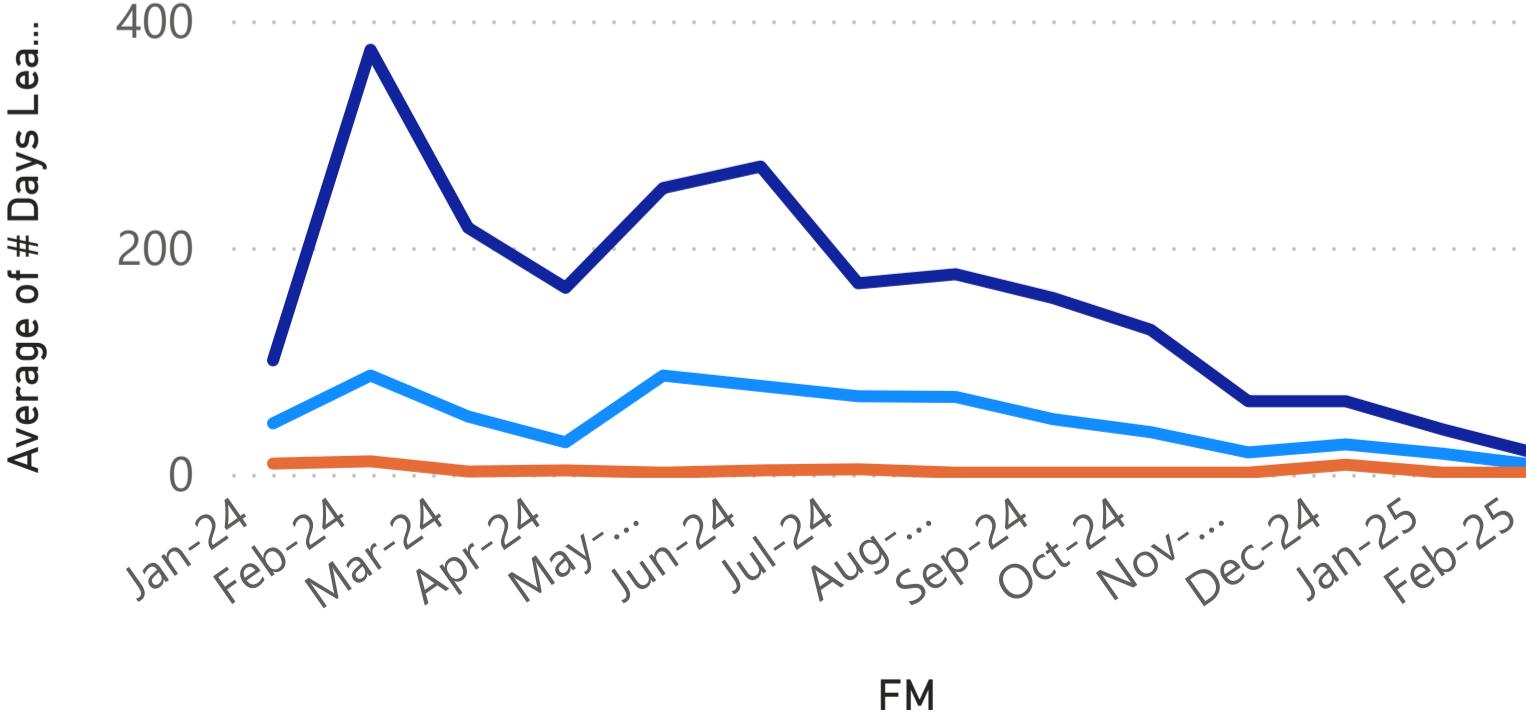
## Avg. Days from Lead to Assessment

- Average of # Days Lead ...
- Max of # Days Le...
- Min of # Days L...



## Avg. Days from Lead to sales Close

- Average of # Days Lea...
- Max of # Days Lea...
- Min of # Days L...



# Leads - Over Time Analysis

Date

01/01/2024

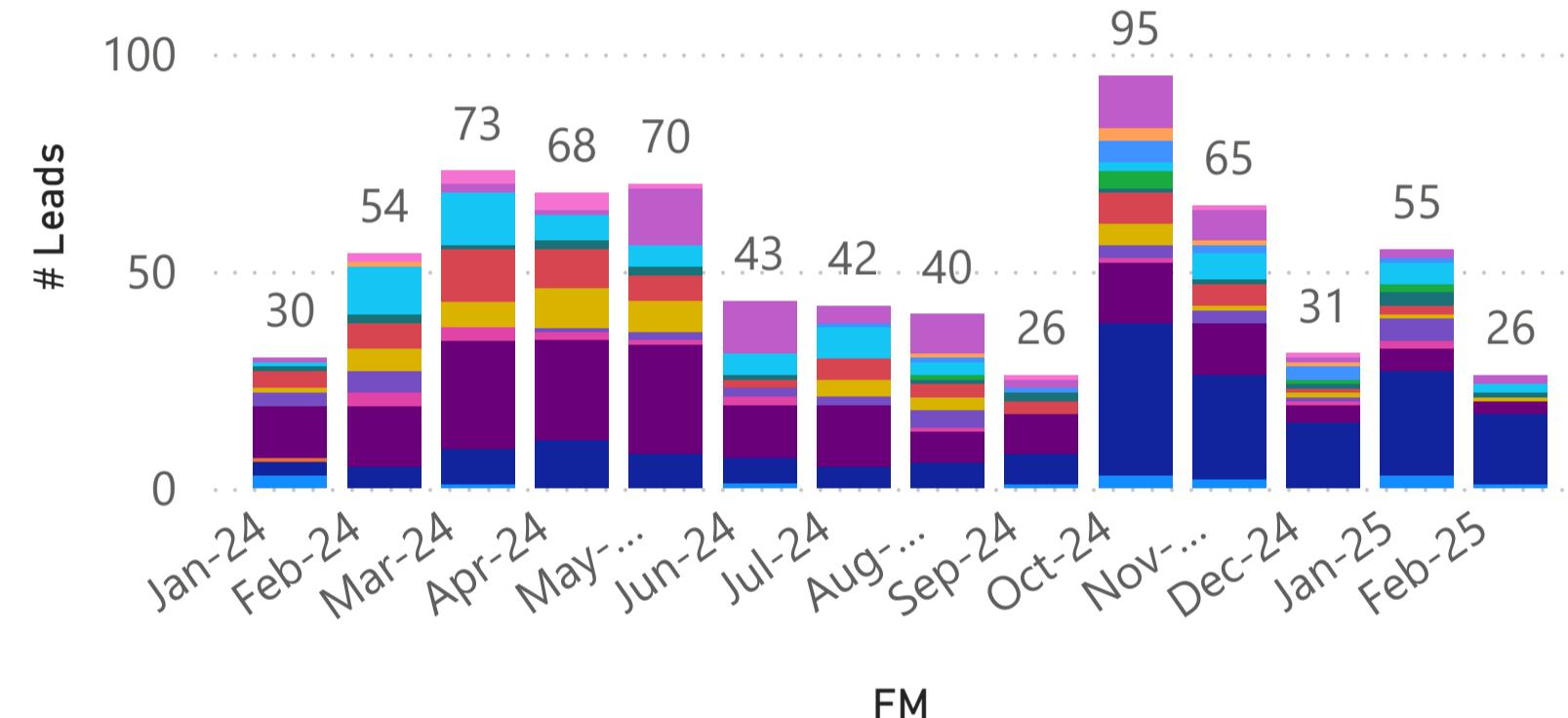
15/02/2025

Overtime Summary

Overall Summary

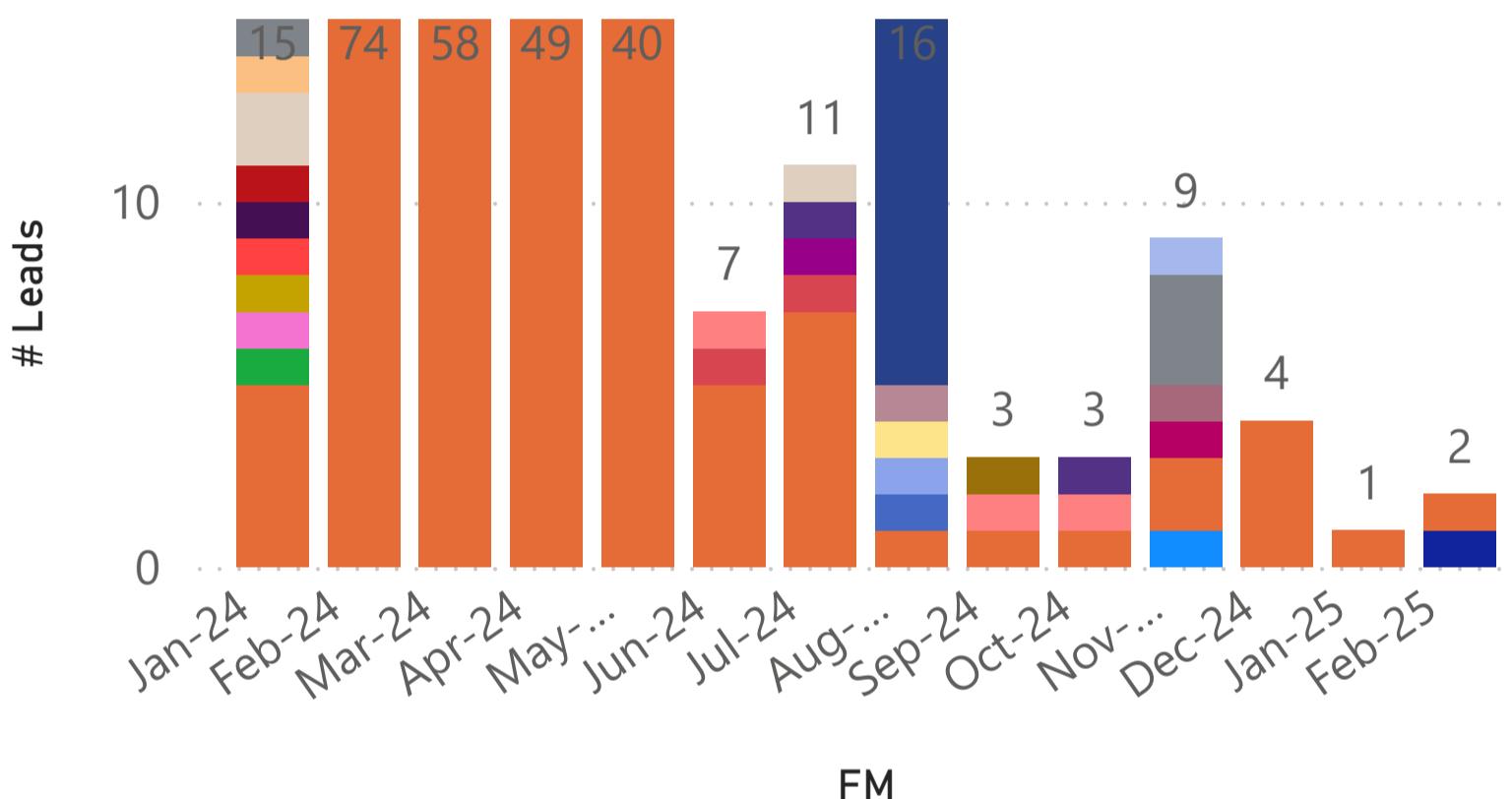
## # Leads by Service Interested in

choicename ● ABA Coaching ● BBC ● Better Beh... ● Centre Bas...



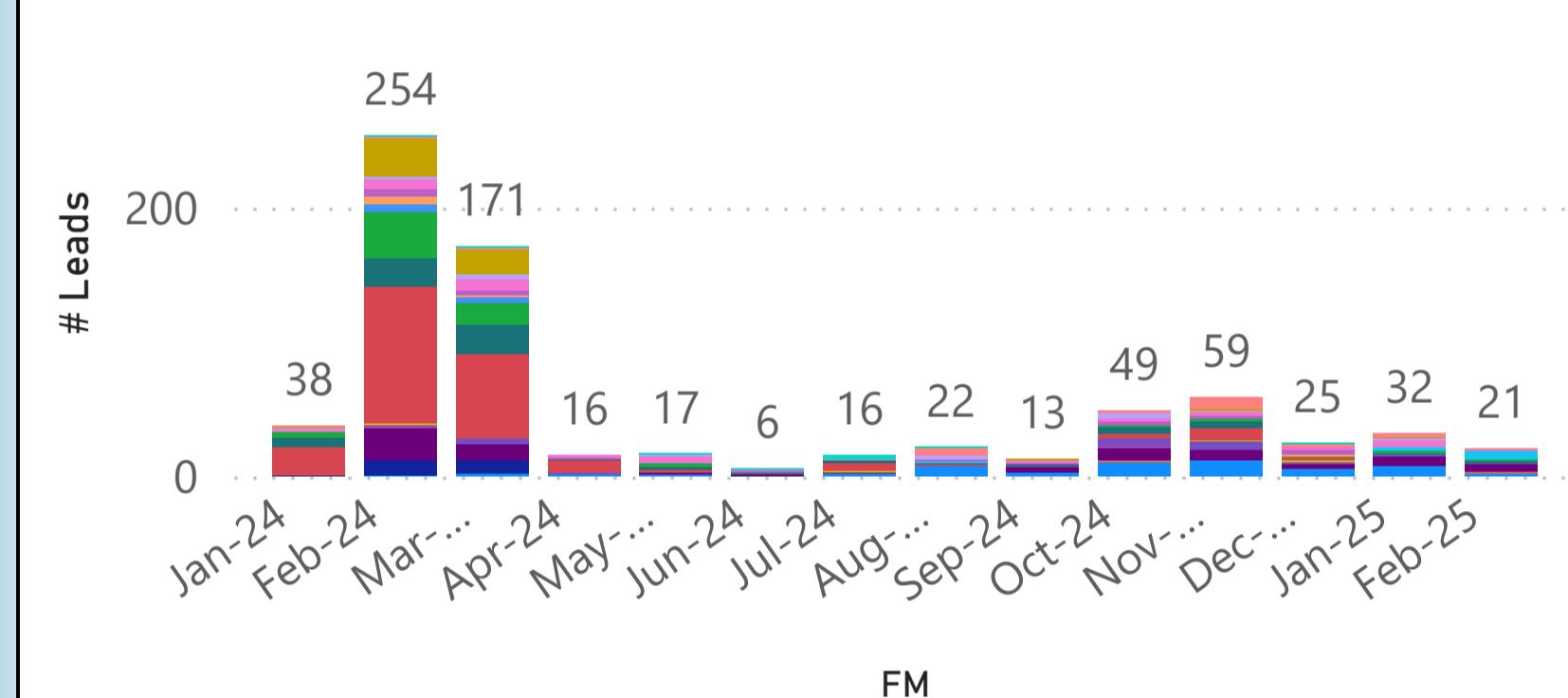
## # Leads by Reasons for Inquiry

hso\_serviceinte... ● 24 year old ne... ● a ● ABA ● aba and gr...



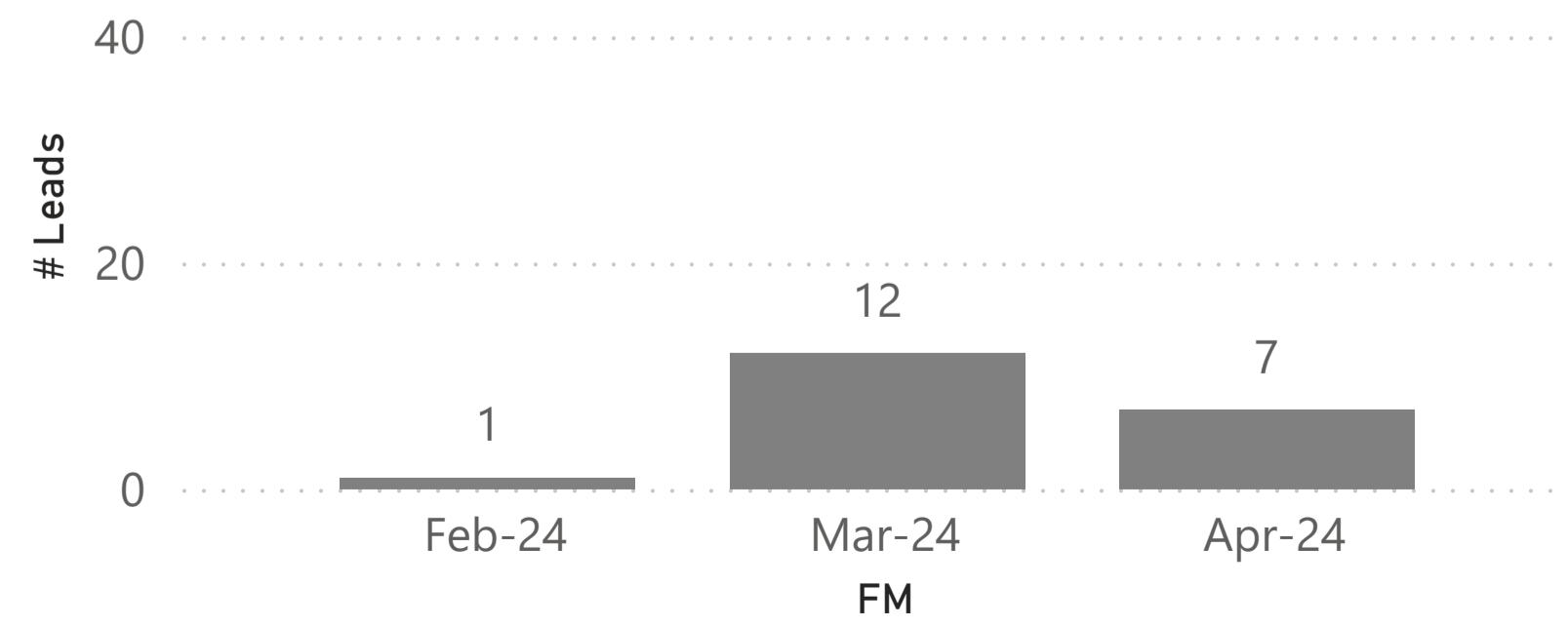
## # Leads by How did they hear about us?

leadsourcecode... ● Access OAP ● Advertisement ● Brochure/flye...



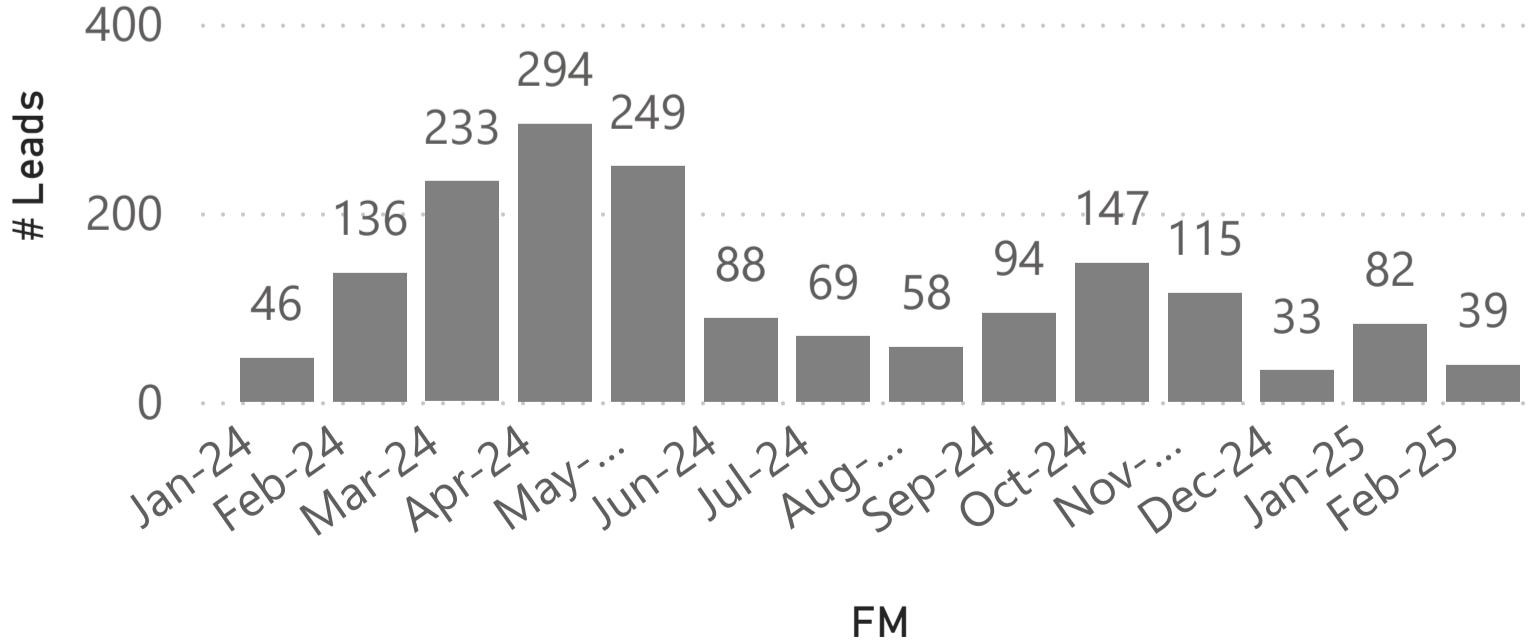
## # Leads by no Service Interested in

choicename ● (Blank)



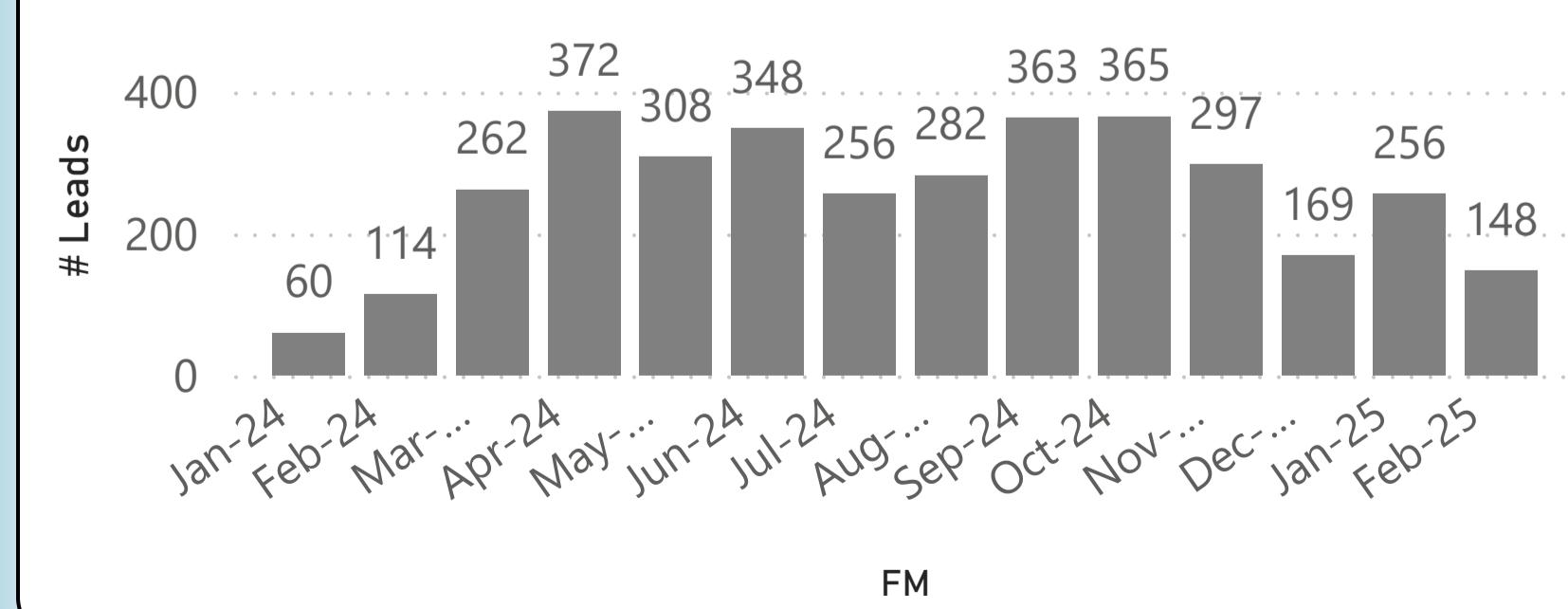
## # Leads by no Reasons for Inquiry

hso\_serviceinte... ● (Blank)



## # Leads by How did they hear about us?

leadsourcecode... ● (Blank)



# Leads - Overall Analysis Top 5

Date

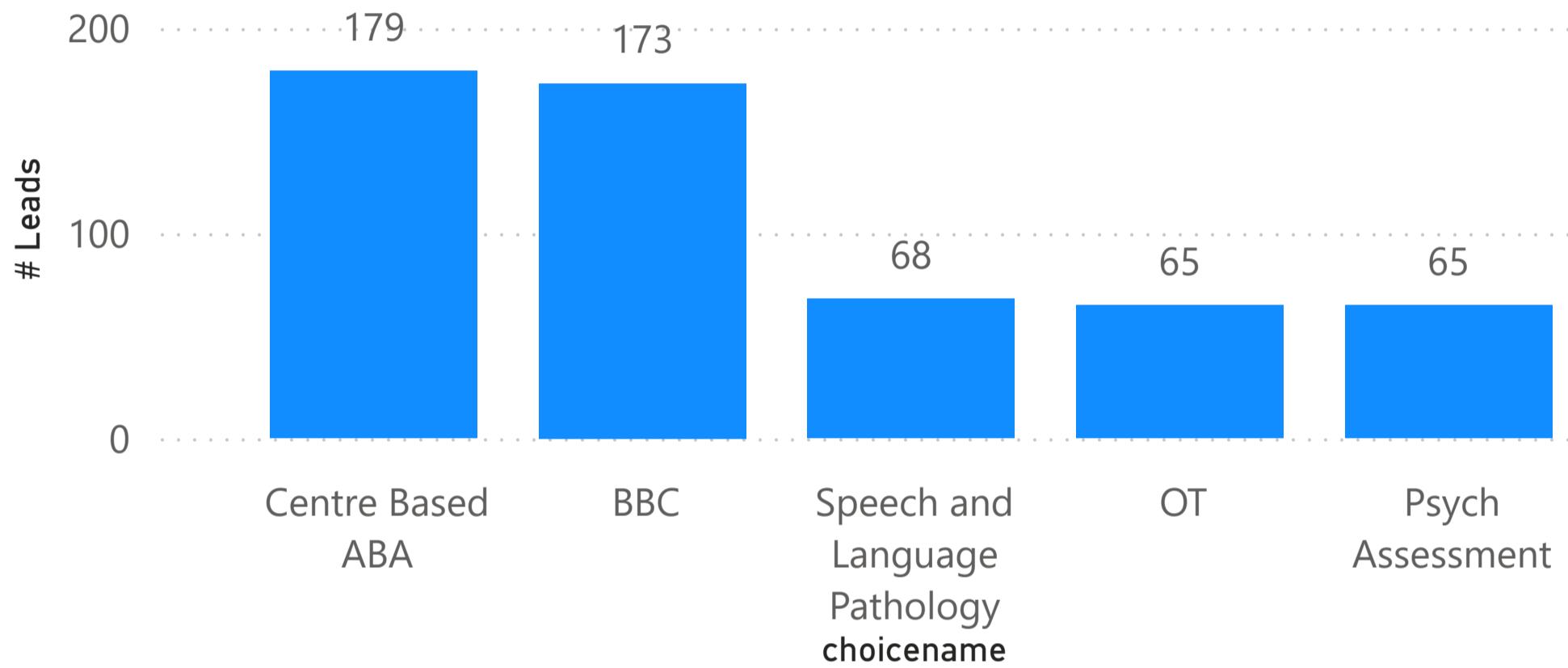
01/01/2024

15/02/2025

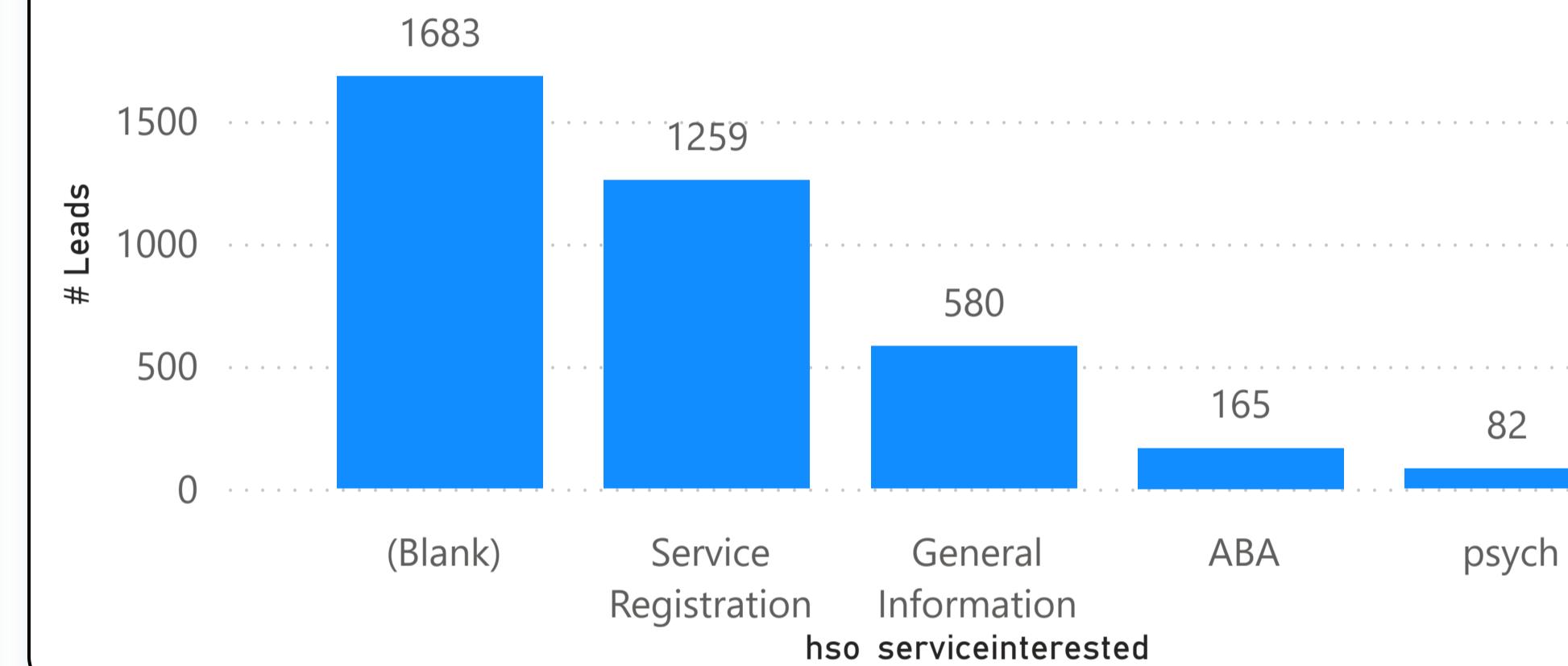
Overall Summary

Overtime Summary

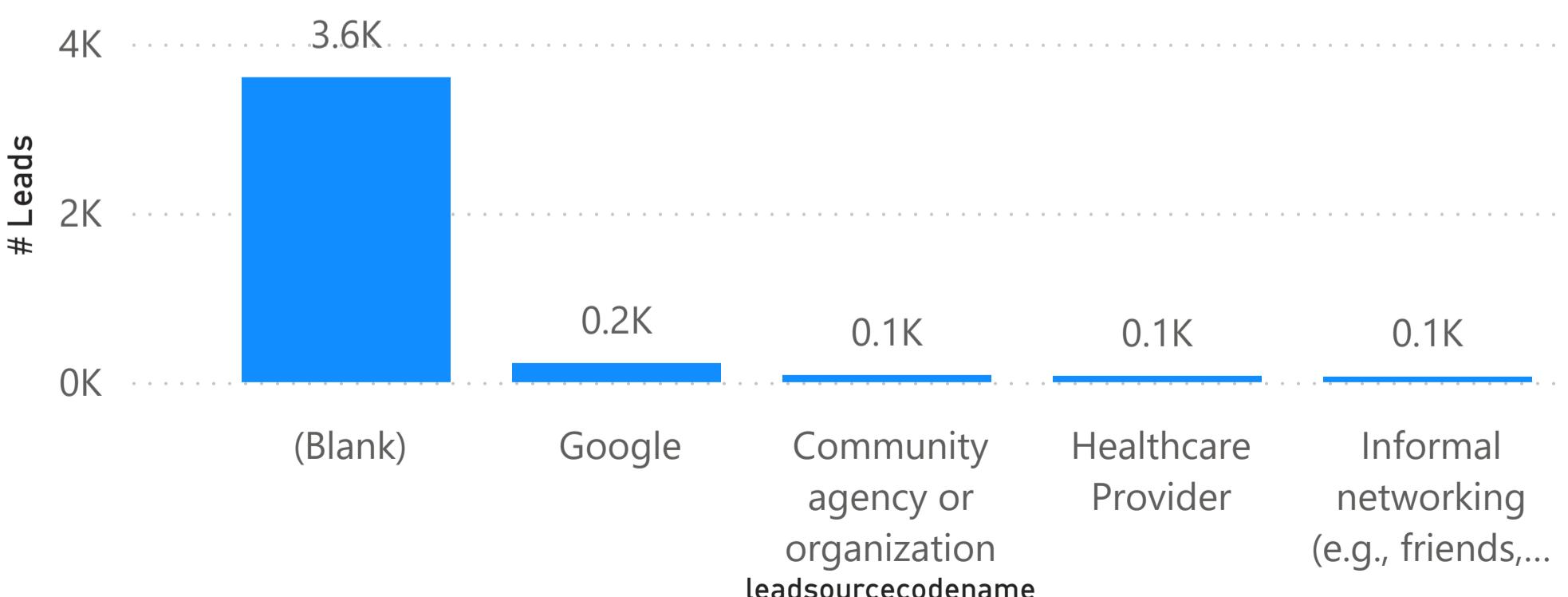
## # Leads by Service Interested in



## # Leads by Reasons for Inquiry



## # Leads by How did they hear about us?



## Date-YTD

- 23-24
- 24-25

# BSC Timely Services

Avg. Days from Lead  
to Qualify

**6.6**

Avg. Days from Lead  
to Clinical\_Coordinator

**33.8**

Avg. Days from Lead  
to Prescreening

**34.9**

Avg. Days from Lead  
to Close

**43.5**

Avg. Days from Lead  
to Assessment

**45.5**

# Leads lost before  
entering opportunity

**5**

## Status by # Leads

FY	Canceled	In Progress	Out-Sold	Won	Total
23-24	695	19	128	3	55 899
Q4	695	19	128	3	55 899
24-25	3148	30	398	174	3748
Q1	882	14	143	29	1067
Q2	1717	23	218	63	2019
Q3	2496	28	316	145	2983
Q4	3148	30	398	174	3748
<b>Total</b>					

## Service Category

Service Category	# Leads to Opportunities
ABA Therapy	218
General Inquiry Service	204
BBC	179
OT	56
Psych Assessment	53
ABA Coaching	44
Foundational Family Services	20
ABA Groups	17
Service Navigation	17
Better Behaviour Clinic	8
General Inquiry Business	2
Speech-language Pathology (SLP)	2
<b>Total</b>	<b>809</b>

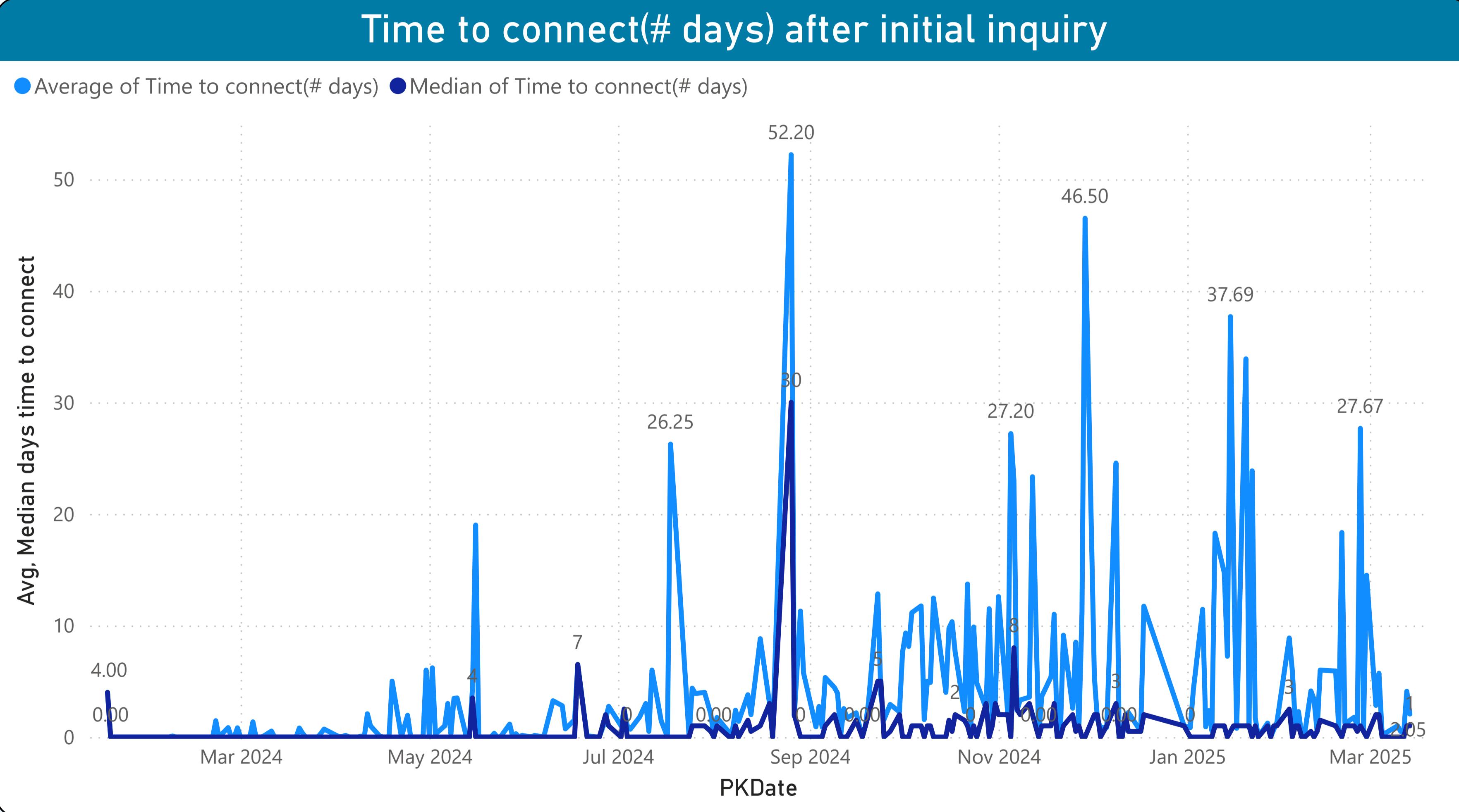
# Time to Connect After Initial Inquiry

Date

01/01/2024

31/12/2025

Service Category



Contact Type

- Email
- Phone Call

# Leads Received YTD

Date

01/01/2024

13/03/2025

## Funding Group

Fee For Service

Funded Service

General Inquiry

## # Leads YTD

FY	ABA Groups	ABA Services	Foundational Family Services	General Inquiry	General Inquiry Business	Psych & OT Assessment	Total
24-25	2	67	841	627	1896	6	280 3719
Q4	2	67	841	627	1896	6	280 3719
Mar-25	2	67	841	627	1896	6	280 3719
Feb-25	1	67	808	611	1834	4	267 3592
Jan-25		62	740	559	1671	4	235 3271
Q3		56	665	515	1522	4	221 2983
Dec-24		56	665	515	1522	4	221 2983
Nov-24		53	620	478	1427	4	207 2789
Oct-24		42	533	409	1266	3	180 2433
Q2		34	397	351	1083	3	151 2019
Sep-24		34	397	351	1083	3	151 2019
Aug-24		27	309	304	878	3	122 1643
Jul-24		23	222	267	724	3	100 1339
Q1		21	170	209	592	2	73 1067
Jun-24		21	170	209	592	2	73 1067
May-24		15	108	150	391	2	47 713
Apr-24		9	50	115	186	2	26 388
23-24		30	137	189	347	15	181 899
<b>Total</b>	<b>2</b>	<b>67</b>	<b>841</b>	<b>627</b>	<b>1896</b>	<b>6</b>	<b>280 3719</b>

## # Leads

Service Category Hierarchy	# Leads
General Inquiry	2243
ABA Services	978
Foundational Family Services	816
Psych & OT Assessment	461
ABA Groups	97
General Inquiry Business	21
	2
<b>Total</b>	<b>4618</b>

## # Leads from current Week-Friday to Thursday

66

## # Leads from previous Week-Friday to Thursday

76

# Sales Ratio Report-Leads

Date

01/01/2024

31/03/2025

## Funding Group

Fee For Service

Funded Service

General Inquiry

## Service Category

(Blank)

ABA Groups

ABA Services

Foundational Family Ser...

General Inquiry

General Inquiry Business

Psych & OT Assessment

### # Leads, Leads closed and Leads closed in same month

FY	# Leads Open	# Leads Closed	% Closed Leads	# Closed Leads in same month	% Closed Leads in same month	# Leads Closed in Future by month	# Carry Over Leads by month	Leads Closed this month and Created Previous month
24-25	3748	2834	24%	686	18%	228	2834	11
Q1	1067	781	27%	210	20%	76	847	11
Jun-24	354	292	18%	38	11%	24	316	8
Apr-24	388	272	30%	85	22%	31	303	11
May-24	325	217	33%	87	27%	21	238	8
Q2	952	770	19%	111	12%	71	824	38
Sep-24	376	316	16%	29	8%	31	347	20
Aug-24	304	249	18%	25	8%	30	279	9
Jul-24	272	205	25%	57	21%	10	215	38
Q3	964	695	28%	201	21%	68	728	45
Oct-24	414	294	29%	88	21%	32	326	45
Nov-24	356	259	27%	76	21%	21	280	82
Dec-24	194	142	27%	37	19%	15	157	21
Q4	765	588	23%	164	21%	13	588	29
Total	4647	3402	27%	934	20%	311	3402	

### # leads carryover

FY	# Carry Over Leads overall
24-25	3402
Q4	3402
Mar-25	3402
Feb-25	3290
Jan-25	3048
Q3	2862
Dec-24	2862
Nov-24	2726
Oct-24	2528
Q2	2247
Sep-24	2247
Aug-24	1920
Jul-24	1650
Q1	1473
Jun-24	1473
May-24	1165
Total	3402

Date

01/01/2024



28/02/2025



# Sales Ratio Report-Opportunities

## Service Stream

(Blank)	ABA Coaching	ABA Groups	ABA Therapy	Better Behaviour Cli...	Brief Behavioural ...	Foundational Family Servic...	Occupational Therapy	Psychology	SLP	Speech and Language Pa...
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## # Opportunities, Opportunities closed and Opportunities closed in same month

FY	# Opportunities	# Open Opportunities	# Closed Opportunities	% Closed Opportunities	# Closed Opportunities in same month	% Closed Opportunities in same month	Opportunities Closed in Future by month	Carry Over Opportunities by month	Opportunities Closed this month and Created Previous month
23-24	230	139	91	44%	11	5%	63	193	
Q4	230	139	91	44%	11	5%	63	193	
Jan-24	61	37	24	59%			19	61	
Feb-24	66	47	19	28%	2	3%	13	64	7
Mar-24	103	55	48	51%	9	9%	26	94	19
24-25	727	487	240	41%	108	19%	94	487	18
Q1	250	189	61	33%	17	9%	20	222	18
Apr-24	95	64	31	42%	12	16%	10	81	18
May-24	107	89	18	26%	3	4%	6	102	15
Jun-24	48	36	12	29%	2	5%	3	45	2
Q2	107	77	30	25%	10	8%	15	93	4
Jul-24	42	31	11	28%	3	8%	5	37	4
Aug-24	26	18	8	21%	3	8%	1	22	5
Sep-24	39	28	11	28%	4	10%	5	35	2
Total	957	626	331	42%	119	15%	160	626	

## Carry over Opportunities

FY	# Carry Over Opportunities overall
23-24	193
Q4	193
Jan-24	61
Feb-24	118
Mar-24	193
24-25	637
Q1	386
Apr-24	256
May-24	343
Jun-24	386
Q2	469
Jul-24	419
Aug-24	436
Sep-24	469
Q3	581
Total	637