

Data Analysis Report for Courses lead

Objective of the Analysis :

To analyze data patterns and derive insights regarding lead generation, conversion rates, and revenue generation across various channels, courses, graduation and lead types.

Data Summary and Structure :

Datasets: The dataset contains the data for the various courses and its revenue generated by different student of may month data. The columns in the dataset are:-

- Channel Group: Acquisition channel through which the lead was generated.
- Course: The course the lead shown interest in.
- Lead_id: A unique identifier for each lead.
- Lead_type: The type of interaction through which the lead was generated.
- Lead_date: The date when the lead was created.
- Graduation_year: The year of graduation of student opting for course.
- Amount_paid: The amount paid after opting the course.
- Paid_at : The time at which the payment was done for opting the course.

Analysis :

1. Channel Performance Evaluation

- There are 13 channels group in the data namely A,B,C,D,E,F,G,H,I,J,K,L,M.
- There are total 16460 leads generated along various channel groups. The leads were generated as:-

Channel Groups	Total Lead	Total lead Converted	Revenue Generated	% of lead converted
A	7932	313	12911946	3.95%
B	741	130	5472016	17.54%
C	671	56	2321917	8.35%
D	1294	89	3789779	6.88%
E	1080	21	877350	1.94%

F	1586	3	137119	0.19%
G	439	6	261783	1.37%
H	785	17	699128	2.17%
I	211	1	32149	0.47%
J	12			0.00%
K	34			0.00%
L	28			0.00%
M	1647	12	499179	0.73%
Grand Total	16460	648	27002366	3.94%

- **Insights**

- It is evaluated that maximum leads are generated from A followed by M,F and D while J has least generated least lead followed by L and K.
- The maximum converted lead is of B i.e. 17.54% followed by C, D, A while J, K, have failed to convert any lead.

2. **Lead Type Performance Evaluation**

- There are total 4 lead type in the data namely ABC, EFG, LMN , XYZ.
- There are total 16460 lead generated out of which 648 were converted along various lead type. The lead were generated as :-

Lead Type	Total lead	Total Lead converted	% of conversion
ABC	6652	255	3.83%
EFG	6218	365	5.87%
LMN	330		0.00%
XYZ	3260	28	0.86%
Grand Total	16460	648	3.94%

- **Insights**

- It is evaluated that maximum leads are generated from ABC followed by EFG while LMN has least generated least lead followed by XYZ.
- The maximum converted lead is of EFG i.e. 5.87% followed by ABC while LMN have failed to convert any lead.

3. **Courses Performance Evaluation**

- There are total 7 Courses in the data namely Java , Python , Guitar, Google Analytics, CRM ,Figma and SEO.

- There are total 16460 lead generated out of which 648 and total revenue generated was Rs. 270,02,366/- along various courses. The distribution of lead generated and revenue are as :-

Courses	Total Lead	Total lead converted	Total Revenue generated	% lead converted	% of revenue
Python	4323	132	₹ 42,43,668.00	3.05%	15.72%
Java	4250	181	₹ 87,60,762.00	4.26%	32.44%
CRM	2565	125	₹ 55,75,500.00	4.87%	20.65%
Guitar	2164	99	₹ 43,67,187.00	4.57%	16.17%
Google Analytics	1358	44	₹ 13,90,884.00	3.24%	5.15%
Figma	975	33	₹ 14,99,355.00	3.38%	5.55%
SEO	825	34	₹ 11,65,010.00	4.12%	4.31%
Grand Total	16460	648	₹ 2,70,02,366.00	3.94%	100.00%

• Insights

- It is evaluated that maximum leads are generated from Python followed by Java , CRM while SEO has least generated least lead followed by Figma and Google Analysis. The maximum converted lead is of CRM i.e. 4.87% followed by Guitar and Java while Python has converted least lead.
- It is evaluated that total revenue was generated from Java i.e. 32.44% followed by CRM and Python while SEO has least revenue.

4. Graduation Year Performance Evaluation

- There are total 16460 students graduating from year 2000-2030.
- The lead were generated as :-

Graduation Year	Total lead	Total Lead Converted	Total revenue	% of conversion	% of amount spent
2000	556	18	₹ 7,29,302.00	3.24%	2.70%
2001	534	18	₹ 7,33,497.00	3.37%	2.72%
2002	565	21	₹ 9,14,366.00	3.72%	3.39%
2003	544	22	₹ 9,48,494.00	4.04%	3.51%
2004	550	19	₹ 7,37,638.00	3.45%	2.73%
2005	540	26	₹ 11,08,431.00	4.81%	4.10%
2006	494	21	₹ 8,02,427.00	4.25%	2.97%
2007	512	22	₹ 8,77,646.00	4.30%	3.25%
2008	524	16	₹ 7,00,363.00	3.05%	2.59%

2009	538	20	₹ 8,21,864.00	3.72%	3.04%
2010	504	19	₹ 7,88,842.00	3.77%	2.92%
2011	558	31	₹ 12,83,931.00	5.56%	4.75%
2012	486	22	₹ 9,29,347.00	4.53%	3.44%
2013	519	32	₹ 13,70,355.00	6.17%	5.07%
2014	506	17	₹ 7,47,678.00	3.36%	2.77%
2015	509	20	₹ 8,61,053.00	3.93%	3.19%
2016	543	16	₹ 6,88,629.00	2.95%	2.55%
2017	542	26	₹ 10,80,867.00	4.80%	4.00%
2018	519	24	₹ 10,33,240.00	4.62%	3.83%
2019	545	27	₹ 11,42,106.00	4.95%	4.23%
2020	551	18	₹ 6,87,894.00	3.27%	2.55%
2021	520	20	₹ 8,54,360.00	3.85%	3.16%
2022	504	21	₹ 8,21,732.00	4.17%	3.04%
2023	512	17	₹ 6,76,914.00	3.32%	2.51%
2024	569	13	₹ 5,19,625.00	2.28%	1.92%
2025	505	17	₹ 7,15,956.00	3.37%	2.65%
2026	546	18	₹ 7,63,234.00	3.30%	2.83%
2027	553	20	₹ 8,49,109.00	3.62%	3.14%
2028	558	20	₹ 8,48,132.00	3.58%	3.14%
2029	526	23	₹ 9,51,251.00	4.37%	3.52%
2030	528	24	₹ 10,14,083.00	4.55%	3.76%
Grand Total	16460	648	₹ 2,70,02,366.00	3.94%	

• Insights

- It is evaluated that maximum leads are generated from students graduating from year 2024 followed by 2002, 2028 and 2011 while students graduating from 2012 has least generated least lead followed by 2006, 2010 and 2012. The maximum converted lead is of students graduating in year 2013 i.e. 6.17% followed by 2010 and 2019 while students graduating from 2024 has least conversion percentage i.e. 2.24% followed by 2016 and 2008.
- It is evaluated that total revenue was generated from students graduating in year 2013 i.e. 5.07% followed by 2011 ,2019 while students graduating in year 2024 have least revenue.

5. Graduation year with courses and its lead:

- The lead were converted as:-

Year	Java	Python	CRM	Guitar	Google Analytics	Figma	SEO
2000	139	153	89	73	48	30	24
2001	143	125	78	85	41	31	31
2002	170	147	73	70	55	35	15

2003	138	144	95	75	40	27	25
2004	140	133	106	72	38	24	37
2005	147	151	84	56	40	27	35
2006	128	110	83	64	52	24	33
2007	128	135	86	59	47	27	30
2008	143	153	78	54	39	27	30
2009	133	135	83	78	50	33	26
2010	135	137	76	55	44	30	27
2011	126	152	95	73	49	39	24
2012	115	137	60	72	36	47	19
2013	151	130	97	58	38	29	16
2014	146	134	59	74	39	30	24
2015	128	133	77	79	35	35	22
2016	141	124	101	64	44	39	30
2017	146	147	82	68	35	41	23
2018	129	142	79	73	46	30	20
2019	157	126	82	77	41	30	32
2020	132	148	97	68	48	25	33
2021	131	137	85	72	39	24	32
2022	121	129	94	69	40	29	22
2023	133	126	79	71	38	38	27
2024	159	153	84	77	49	31	16
2025	130	140	67	64	43	28	33
2026	147	139	87	57	39	43	34
2027	125	158	89	84	44	27	26
2028	128	158	69	84	59	31	29
2029	130	142	81	62	53	32	26
2030	131	145	70	77	49	32	24
Total	4250	4323	2565	2164	1358	975	825

- **Insights**

- It is evaluated that students are more interested in Java followed Python while they are least interested in SEO followed by Sigma.
- **Java** : It can be evaluated that students graduating from year 2024 , 2019 , 2026, 2013 are more interested in Java.
- **Python** : It can be evaluated that students graduating in year 2027, 2028 2024 are more interested in python.

6. **Graduation year with courses and its lead conversion:**

- The lead were converted as:-

Graduation Year	Java	Python	CRM	Guitar	Google Analytics	Figma	SEO
2000	2.16%	2.61%	5.62%	4.11%	2.08%	0.00%	8.33%
2001	3.50%	4.80%	2.56%	3.53%	2.44%	3.23%	0.00%
2002	3.53%	0.68%	6.85%	4.29%	1.82%	8.57%	13.33%
2003	3.62%	2.78%	9.47%	5.33%	0.00%	0.00%	0.00%
2004	2.86%	4.51%	2.83%	2.78%	7.89%	0.00%	2.70%
2005	6.12%	2.65%	7.14%	7.14%	2.50%	0.00%	5.71%
2006	3.13%	7.27%	4.82%	1.56%	5.77%	0.00%	3.03%
2007	3.91%	5.93%	5.81%	1.69%	2.13%	3.70%	3.33%
2008	4.20%	0.65%	1.28%	7.41%	2.56%	7.41%	3.33%
2009	3.01%	3.70%	4.82%	6.41%	0.00%	0.00%	7.69%
2010	5.19%	4.38%	2.63%	3.64%	0.00%	3.33%	3.70%
2011	5.56%	3.29%	7.37%	6.85%	8.16%	5.13%	4.17%
2012	5.22%	3.65%	5.00%	8.33%	0.00%	2.13%	5.26%
2013	7.28%	3.85%	10.31%	3.45%	5.26%	3.45%	6.25%
2014	4.79%	2.24%	3.39%	4.05%	0.00%	6.67%	0.00%
2015	3.91%	1.50%	2.60%	8.86%	2.86%	5.71%	4.55%
2016	2.13%	0.81%	5.94%	4.69%	2.27%	2.56%	3.33%
2017	6.16%	4.08%	4.88%	5.88%	5.71%	0.00%	4.35%
2018	5.43%	2.11%	13.92%	1.37%	4.35%	0.00%	0.00%
2019	7.01%	3.17%	2.44%	3.90%	2.44%	6.67%	12.50%
2020	1.52%	3.38%	2.06%	4.41%	6.25%	4.00%	6.06%
2021	4.58%	2.19%	4.71%	4.17%	2.56%	8.33%	3.13%
2022	4.13%	3.10%	0.00%	5.80%	10.00%	3.45%	13.64%
2023	1.50%	3.17%	6.33%	2.82%	7.89%	2.63%	0.00%
2024	2.52%	3.27%	0.00%	2.60%	2.04%	3.23%	0.00%
2025	3.85%	2.86%	2.99%	3.13%	2.33%	10.71%	0.00%
2026	4.08%	3.60%	4.60%	3.51%	0.00%	2.33%	0.00%
2027	4.80%	2.53%	3.37%	7.14%	2.27%	0.00%	0.00%
2028	6.25%	1.90%	2.90%	3.57%	3.39%	3.23%	3.45%
2029	4.62%	3.52%	7.41%	1.61%	3.77%	6.25%	3.85%
2030	5.34%	2.07%	5.71%	6.49%	2.04%	3.13%	12.50%
Total	4.26%	3.05%	4.87%	4.57%	3.24%	3.38%	4.12%

- **Insights**

- It is evaluated that maximum leads are converted from SEO in year 2019 and 2022 and from CRM in year 2022, 2023 while students opting for Python course have least conversion rate.

Key Findings and Trends

- Top Performing Channel: Channel B showed the highest conversion rate of 17.5%.
- Best Selling Courses: Java had the highest revenue generation but lower conversion rates compared to Python.
- Lead Quality: EFG lead type converted better than others.
- Graduation Year Impact: Recent graduates (2018-2022) had higher conversion rates than older groups.

Conclusion

- Students graduating in recent graduation year are interested in Python and Java while CRM and Guitar have maximum conversion rates.
- Java course and CRM course have maximum revenue.
- Channel B And Lead type B have maximum conversion rate.

Recommendation

- Students of graduation year (2026-2030) are more interested in Python but its conversion rate is very less hence more focus is shifted to Python course either by improving its quality or lower the price so that students can buy more Python course and that can increase the revenue by larger extent.