

# SQL Conversion Rate Investigation

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## Conclusion

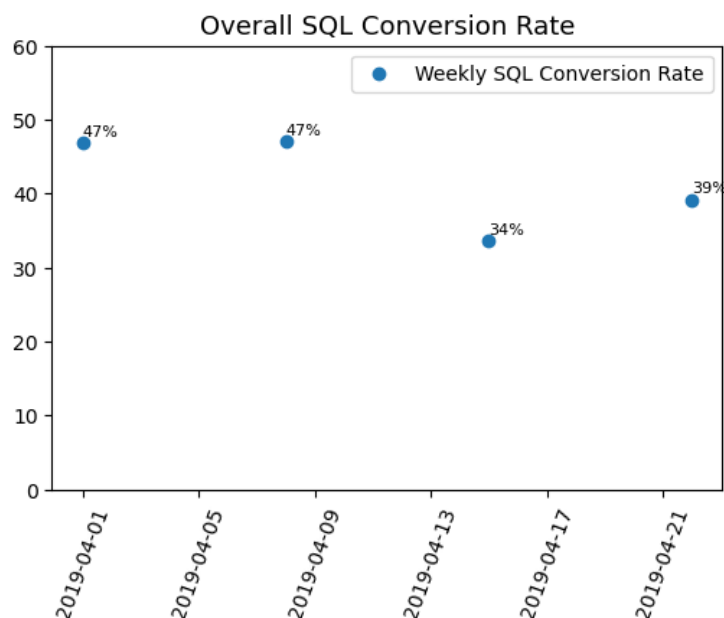
There are three major takeaways.

1. The overall SQL conversion rate dropped over four weeks (47%, 47%, 34%, 39%).
2. However, if you break it down by sources, the conversion rates increased monotonically. Email (70% -> 72% -> 84% -> 93%). Direct Email (18% -> 26% -> 35% -> 41%). Paid Social (18% -> 22% -> 23% -> 33%). 'Other' source only appeared in the first week (45%).
3. The overall conversion rate dropped because the number of clients who used paid social as a source increased from 22 to 1184, and those who used direct email increased from 11 to 201. Paid Social (avg 31%) and Direct Email (avg 38%) have lower conversion rates than email (avg 83%). On the contrary, the number of clients who used email as a source increased only from 43 to 134 during the four weeks. This caused the overall conversion rate to dip over the past four weeks, even though the conversion rates increased monotonically at the source level.

## More Detailed Analysis with Visualization

**What is the overall MQL to SQL conversion rate by week?**

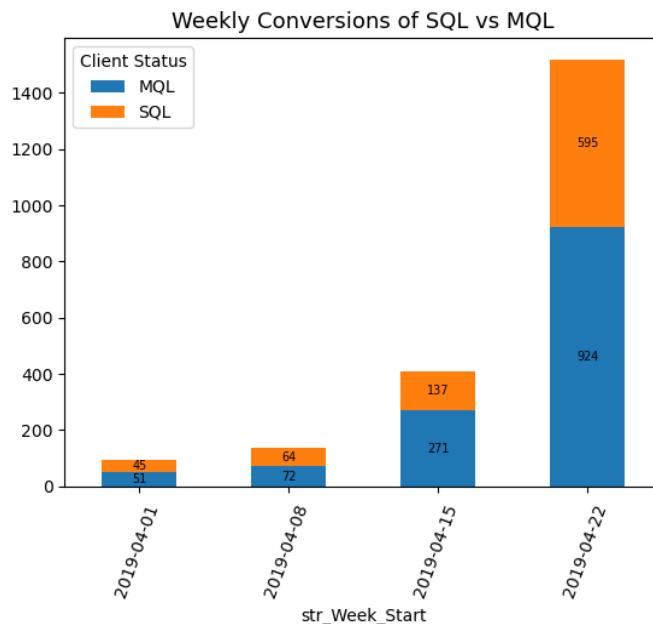
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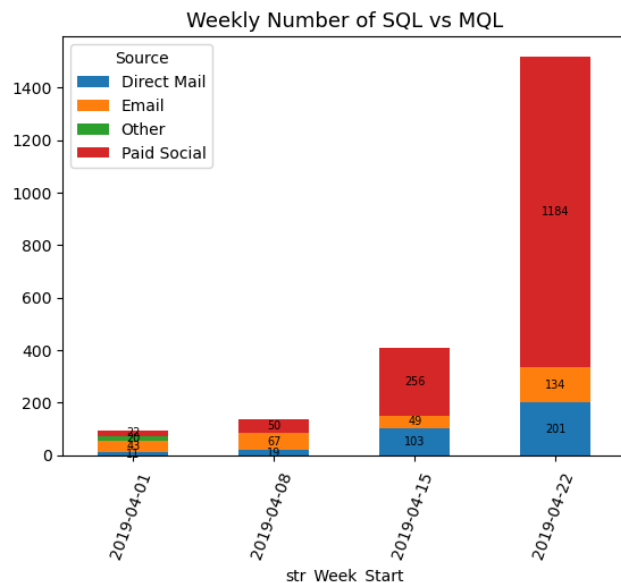
## How did the number of clients and their status change over the past four weeks?

Overall the number of clients increased from 96 to 1519 in 4 weeks.



## How did their clients' sources change over the past four weeks?

The sources have changed over the past four weeks. The number of paid social increased from 22 to 1184, and direct mail rose from 11 to 201. Next, I look into the average conversion rate broken down by source.



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## Average Conversion Rate Broken Down by Source and Week

1. During the four weeks, the average conversion rate for paid social, direct email, other, and Email were 31%, 38%, 45%, and 83%, respectively.
2. Source = 'Other' only appeared in the week of 04/01 and had a higher conversion rate than direct mail and paid social.
3. If you break it down by sources, the conversion rates monotonically went up at the source level. Email (70% -> 72% -> 84% -> 93%). Direct Email (18% -> 26% -> 35% -> 41%). Paid Social (18% -> 22% -> 23% -> 33%).
4. SQL conversion rate dropped overall since the number of paid social and daily mail increased

