Education sales dataset analysis report:

The dataset encompasses a one-month snapshot of the Education Business sales report, providing information on leads at different phases of the customer acquisition process. It covers the period from January to February 2022.

Customer Acquisition Key Stages: Lead - Awareness - Consideration – Conversion

The provided dataset includes:

• Basic information regarding potential leads.

• Organizational structure outlining senior and junior sales managers alongside their respective leads.

• Records of interactions between leads and junior sales managers.

• Information on leads' participation in product demos.

• Explanations provided by leads for their disinterest.

Specifically:

• lead\_basic\_details: Contains fundamental lead information.

• sales\_managers\_assigned\_leads\_details: Provides insight into the hierarchical distribution of leads among senior and junior sales managers.

• leads\_interaction\_details: Logs call interactions between junior sales managers and leads. A lead may exit the process at any stage, marked by a lack of communication from the junior sales manager.

• leads\_demo\_watched\_details: Records participation of leads in demo sessions.

• leads\_reasons\_for\_no\_interest: Documents reasons provided by leads for their lack of interest.

Tasks:

1. Assist the business team in comprehending the lead's progression through various stages of the journey, highlighting areas for enhancement.

2. Enable business heads to evaluate the performance of their teams effectively.

3. Aid managers in identifying their focal points for improvement.

4. Develop an optimized dashboard that effectively presents the derived insights.

Analysis of lead(potential client) dataset:

The Leads Demography report offers an analysis of leads categorized by different characteristics including age, gender, current city, current education, and parent occupation. These visual representations provide valuable insights into the target market, allowing the business team to customize their sales strategies and messaging for specific demographic segments. By understanding the demographic makeup of leads, the team can make informed decisions on how to effectively engage and convert potential customers.

Gender: The majority of leads generated are females, constituting a significant 55.28% of the total leads, which equates to approximately 199 leads.

Age Group: Within the range of age groups, the segment of 16 to 18 years stands out, generating the highest number of leads, totalling 109.

Current City: Hyderabad emerges as the primary lead generator, contributing a substantial 77 leads, making it the city with the highest lead count.

Current Education: Among various educational backgrounds, B.tech stands out as the predominant source of leads, contributing to 139 leads, indicating its popularity among the target demographic.

Parent's Occupation: Government employee occupation holds the leading position in lead generation, with an impressive 128 leads attributed to this category.

Lead Source: Social media emerges as the most effective lead source, generating 87 leads, demonstrating its significant impact in attracting potential customers.

Sales team performance:

The powerBI dashboard in page 2 gives a good insight into the performance of the junior and senior sales employees. Important factors like overall conversion rate is, also, highlighted. Key insights:

• 64 leads were converted out of the 360 total leads giving a conversion rate of around 18%

• Employee JNR1016 converted the highest number of leads (8) and has, also, made the highest number of calls (137)

• Highest number of leads was assigned to junior employee JNR1001MG with a total of 34 leads and senior employee SNR503MG with a total of 98 leads

• JNR1002MG and SNR501MG have the highest conversion rate

• Calls to conversion ratio??

Lead Source Evaluation:

The Lead Source Evaluation report offers a comprehensive examination of lead generation origins. By scrutinizing the effectiveness of different lead sources, the business team can obtain valuable insights into which sources were most proficient in generating high-quality leads. This strategy facilitates efficient resource allocation and maximizes return on investment (ROI).

Key insights:

* Social media emerged as the leading lead source, generating a total of 87 leads. Conversely, the website trailed behind as the least performing lead source, generating a total of 59 leads.
* Social media leads the female gender with the highest number of leads, totalling 61, whereas SEO leads the male gender with the most leads, totalling 39. The website has the lowest number of leads for females, totalling 32, and for males, social media has the least, with 27 leads.
* The social media lead source achieved the highest lead count per city, generating 35 leads in Hyderabad, while the website yielded the lowest lead count per city, with only 2 leads each in Mumbai and Bengaluru. Additionally, SEO demonstrated minimal lead generation in Bengaluru, also tallying just 2 leads.
* The social media lead source registered the highest lead count per age group, generating a total of 21 leads from the 24 year old age, while user referral recorded the lowest lead count per age group, with only 4 leads generated from the 25 age category.

Leads who watched the product demo report:

By comprehending how leads interact with the demo content, the business team will acquire valuable insights into the efficacy of their product demonstrations. Chances of conversions can be increased if the company understands which areas of product demos can be made more relatable for the leads.

Key insights:

* Out of the 194 leads that watched the demo, english language is the most preferred language of viewing the demos (57%) and Hindi is the least popular.
* Offline classes is the top reason for leads to not to be interested in the demo (56 leads).
* For leads not interested to consider, 'Can't afford' is the main reason (31 leads).
* For leads not interested to convert, 'Can't afford' is again the main reason (19 leads).
* Leads whose parent occupation is classified as Government employee had the highest number of watched demos (67).
* Female leads accounted for the highest number of watched demos (112) constituting approximately 57.73% of the total demo viewership.
* Among leads residing in different cities, those from Hyderabad had the highest number of watched demos (43).
* B.tech-educated leads recorded the highest number of watched demos, totaling 70, while those with 'Intermediate completed' had the least, with only 3.
* Leads aged between 19 and 21 had the highest number of watched demos, totaling 60, while those aged 25 and above had the least, with only 23.

Conclusive Remarks:

* Social media is the main source of lead generation for the team. More resources can be allocated to maximize its potential. Female leads in the age group 16-18 with education in B.tech and whose parents are government employees are the best group to focus on.
* Junior sales manager JNR1016 who converted the highest number of leads (8) and has, also, made the highest number of calls (137) can be asked to share his insights to the rest of the team. Acknowledge and reward top performers like JNR1016 and other employees with high conversion rates.
* More focus should be on English demos as they are the most preferred language. Measures can be taken to convert students that wanted offline classes and/or had financial constraints by having options for physical classes and offering financial aids respectively.
* Continue examining demographic data to identify potential avenues for targeted marketing and sales strategies. Customizing campaigns to cater to distinct demographic segments has the potential to enhance lead engagement and boost conversion rates.