Final Project

Cleaning and analysis of data to improve the school's performance

Author

#OPENTOWORK

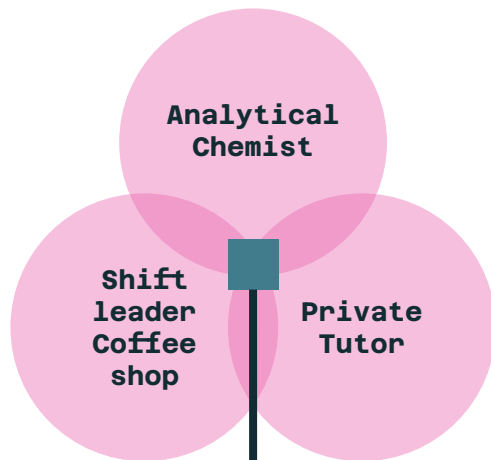| Name	Karina Ruban
Specialty	Data analyst
Experience	1 year

Data cleaning

Data Analysis

DataViz

Unit economics

Summary

A data analyst that converts raw data into business results. My experience includes creating dashboards to monitor key metrics of the economy and conducting A/B tests, which can improve business efficiency and increase profits.

Analytical Chemist

Shift leader Coffee shop

Private Tutor

The baddest analyst ever

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Flow

Cleaning

Base of DA: making dataset suitable for further research

Statistic

Sum up key characteristics of the dataset to get a first idea about the distribution of values and identify important patterns

Product Analytics

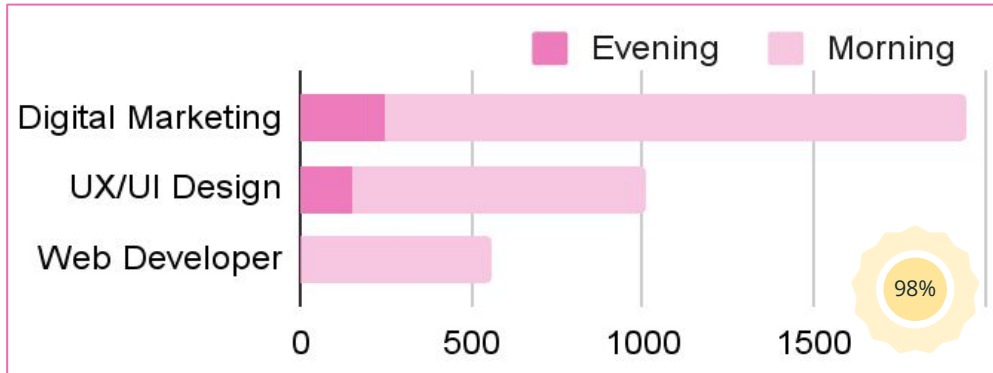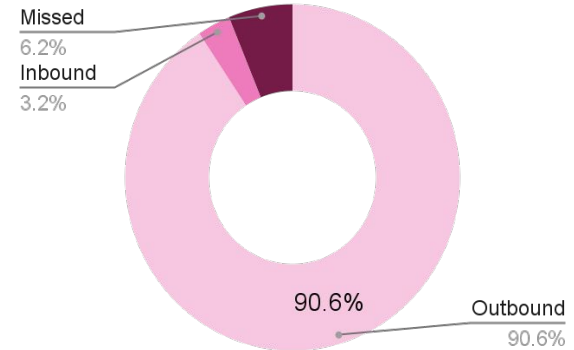Calculation and visualisation of key metrics for a unit economics

Key initiatives

Formulation of concrete proposals to improve business performance based on analysis

Main situation

Gross Revenue	2 900K €	Total Spend	149,5K €	Total Contacts	18,5K	Total Calls	96,9K

	Initial Payment, €	Offer, €
AVG	1807	9034
Mode & Median	1000	11000
Max	11500	11500

Missed 6.2%
Inbound 3.2%
90.6%
Outbound 90.6%

Evening   Morning

Digital Marketing
UX/UI Design
Web Developer

0   500   1000   1500

98%

> 70% deals
L O S T

B1

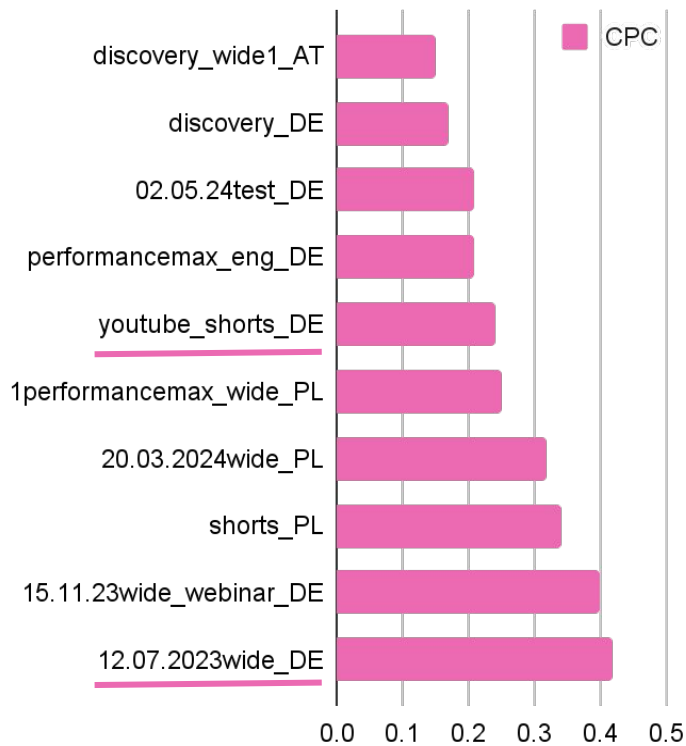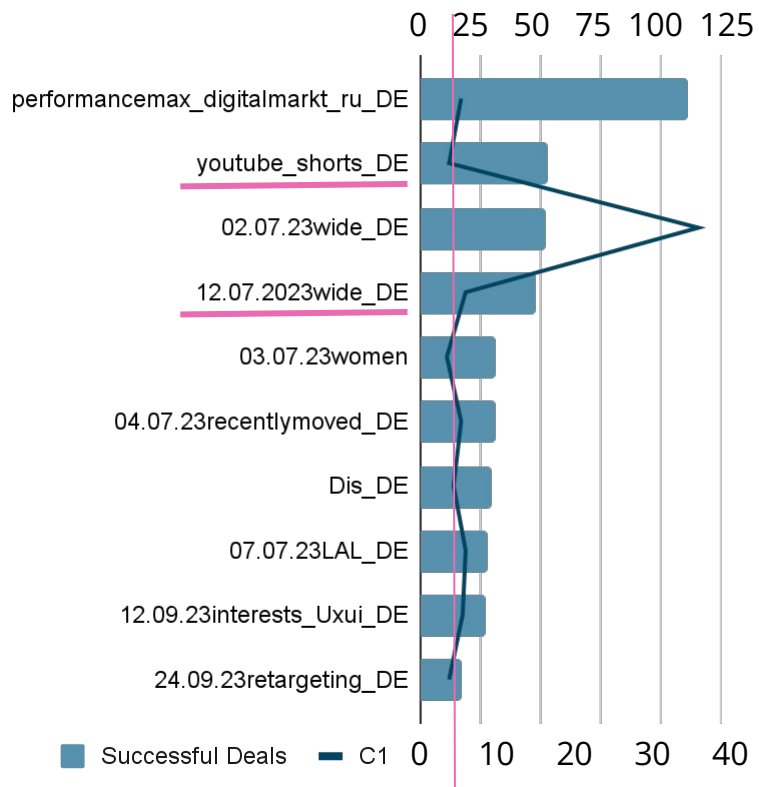Recurring payments:
> 70 % of payments

Time series analysis

Deals — Successful deals — AVG Calls per successful deals

Analysis of campaign effectiveness

Analysis of source effectiveness

Chart 1 — Successful Deals / C1 (horizontal bar chart with line overlay)

Categories (top to bottom): Facebook Ads, Google Ads, Organic, SMM, Tiktok Ads, Youtube Ads, Telegram posts, Bloggers, Webinar, CRM, Test, Partnership, Offline

Legend: Successful Deals, C1

Chart 2 — CPC (horizontal bar chart)

Categories (top to bottom): CRM, Offline, Organic, Partnership, Google Ads, Youtube Ads, Telegram, Tiktok Ads, Test, SMM, Facebook Ads, Webinar, Bloggers

Legend: CPC

Chart 3 — Conversion rate, % (heatmap)

Columns: High, Medium, Low

Rows (top to bottom): Bloggers, CRM, Facebook Ads, Google Ads, Offline, Organic, Partnership, SMM, Telegram posts, Test, Tiktok Ads, Webinar, Youtube Ads

Analysis of sales department performance

Chart 1 (Deals / Successful deals):
Charlie Davis, Julia Nelson, Ulysses Adams, Quincy Vincent, Paula Underwood, Ben Hall, Nina Scott, Victor Barnes, Cara Iverson, Diana Evans, Jane Smith, Kevin Parker, Eva Kent, Ian Miller, Rachel White, Mason Roberts, Bob Brown, Oliver Taylor, George King, Yara Edwards, Sam Young, Amy Green, Alice Johnson, John Doe, Xander Dean, Wendy Clark, Zachary Foster

Legend: Successful deals, Deals
Axis: 0, 1000, 2000, 3000

Chart 2 (Total Sales / C1):
Charlie Davis, Ulysses Adams, Julia Nelson, Paula Underwood, Oliver Taylor, Quincy Vincent, Ben Hall, Victor Barnes, Nina Scott, Jane Smith, Cara Iverson, Kevin Parker, Eva Kent, Ian Miller, Mason Roberts, George King, Diana Evans, Xander Dean, Wendy Clark, Yara Edwards, Alice Johnson, Sam Young, Rachel White, Amy Green, John Doe, Bob Brown, Zachary Foster

Axis top: 0, 250000, 500000, 750000, 1000000, 1250000
Axis bottom: 0, 10, 20, 30, 40
Legend: Total Sales, C1

Chart 3 (Total Calls):
Yara Edwards, Julia Nelson, Ian Miller, Charlie Davis, Diana Evans, Ulysses Adams, Amy Green, Nina Scott, Victor Barnes, Kevin Parker, Paula Underwood, Quincy Vincent, Jane Smith, Cara Iverson, John Doe, Ben Hall, Alice Johnson, Mason Roberts, Derek James, George King, Zachary Foster, Eva Kent, Fiona Jackson, Sam Young, Rachel White, Xander Dean, Ethan Harris, Hannah Lee, Wendy Clark, Bob Brown, Oliver Taylor, Tina Zhang, Laura Quinn

Legend: Total Calls
Axis: 0, 2500, 5000, 7500

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Analysis of payments and products

Geographic analysis

Product Analytics UE

Metric	Value
UA (Users)	7,834.0
B (Buyers)	496.0
T (Total Deals)	512.0
Gross Revenue	3,050,401.0
AC (Marketing Budget)	149,523.5
C1 (Conversion Rate), %	6.3
CPA (Cost Per Acquisition)	19.1
CAC (Customer Acquisition Cost)	301.5
AOV (Average Order Value)	6,150.0
APC (Average Purchases per Customer)	1.0
LTV (Customer Lifetime Value)	389.4
CM (Contribution Margin)	2,900,877.6

Product	Education Type	UA	B	Gross Revenue	C1,%	AOV
Digital Marketing	Evening	240	112	404,800.00	46.7	3,614.30
	Morning	1,498.00	169	1,465,100.00	11.3	8,669.20
UX/UI Design	Evening	150	57	213,000.00	38	3,736.80
	Morning	805	89	713,400.00	11.1	8,015.70
Web Developer	Evening	1	0	0	0	-
	Morning	532	78	254,100.00	14.7	3,257.70

Key metrics

METRIC	Key	Examples
C1, %	- Increase in income without increasing costs - Improving the user experience - Scalability and competitive advantage	- Optimization of sales funnel - Improvement of user experience (UX/UI) - Clear value proposition - A/B testing
CAC	- Profit growth - More efficient scaling - Resilience to market changes	- Optimization of advertising campaigns - Using of organic channels - Reference programs
AOV	- Profit growth at the same cost - Higher return on investment - Easy scaling	- Cross-selling & Upselling & Bundling - Discounts when conditions are met

Development strategy

	Basic	Standard	Advanced	Leading
S u g g e s t i o n s	1. Analysis of lost reasons. Solution our technical problems, ex., filter on the valid phone number when registering. 2. Exchanging of experience among pioneer managers. 3. Optimization of sales scripts. 4. Sales department optimization.	1. Disabling or optimization channels with the highest CAC. 2. Redistribution the budget in favor of the most effective sources. 3. A/B-testing. 4. Implementing a referral program.	1. Bundling, Upselling, Cross-selling. 2. Feedback collection on lost Reasons. 3. Improvement existing products or creating new ones that will meet market expectations.	1. Analysis "hot" and "cold" regions. 2. Creating localized advertising campaigns by adapting messages to specific cities and language skills. 3. Development a strategy to increase LTV (ex. loyalty programs, expanding the product line for re-sales or launching a subscription)

Thanks!

Any questions?
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