EDOOFA – Education for All

(Industrial Project carried out at ANHAD EDUTRAIN)

Enrolment. No. - **131415**

Name of Student - **Tanushree Sapra**

May – 2017

Submitted in partial fulfilment of the Degree of

Bachelor of Technology

in

Information Technology Engineering

DEPARTMENT OF COMPUTER SCIENCE ENGINEERING & INFORMATION TECHNOLOGY

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

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**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY,
WAKNAGHAT**

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STUDENT DECLERATION

I hereby declare that this submission is my own work, carried out at **Anhad Edutrain** as Industrial Project from 6th of February 2017 to 31st of May 2017 and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Place: Waknaghat, Solan   Signature:

Date: 13th June 2017   Name: Tanushree Sapra

(III)

CERTIFICATE FROM THE SUPERVISOR

ACKNOWLEDGMENT

I take great privilege to avail this opportunity to express my deep gratitude to all those who helped and guided me throughout the course of my Industrial training. Firstly, I would like to extend my profound gratitude to our director, Sir Angad Singh, for giving me his valuable time and his guidance during this course.

I would also like to thank all the employees of Anhad Edutrain Solutions who really helped me in understanding all the functions and activities of the organization from time to time.

Tanushree Sapra

131415

09/06/2017

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SUMMARY

The Edoofa (Education for all) project, as part of our Management Training at Anhad, was a product of various services formulated specifically for the African continent and Asia-Pacific regions, primarily Bhutan. There are two kinds of students going for professional higher Education, the top 20% who have the required information and qualification to get in to their desired courses and institutes, and the rest of the bottom 80%. In our market research, we realized that Africa is a place still unexplored in the field of education. There are serious and passionate students who want to study, but they have lack of resources, or are misinformed about the world. Our Edoofa program essentially was designed in a way to identify those students, provide them high quality, affordable education solutions, which result in some output, while ensuring ways to recover the tuition cost through part-time jobs

As trainee, I was responsible for carrying out 4 phases, *Lead Generation* by wisely investing in Facebook ads, *Lead capture* via social media and content marketing, *Lead Maintenance* on intercom and through Email campaigns, and finally, *Lead* conversion through various social media platforms and calls. The primary roles I was trained for were Marketing, Business Development, Sales, and HR.

In Marketing, my mission was to optimize and save investment in ads. So I ran a weekly marketing plan on Social Media platforms to enhance lead engagement (Monday Motivation, Polls, Quizzes, Articles to name a few). Via powerful tools like Facebook Power Editor and Google Analytics, we managed the website traffic, and analyzed click-thru-rate to identify where to improve. It was a belief at Anhad that the lead, our client, comes first. Through my effective customer satisfaction and relationship building, I enhanced business at Anhad by bringing in more business and leads through referrals, hence saving investment in ads. An essential part of Marketing is keeping your data organized. I maintained extensive and specific spread sheets for all the kinds of data we may need in the future, which helped at the time of analysis. Ran Email campaigns for different types of leads segregated under a specific data set, for quick Mass Marketing. Understood the African market from the ground up, maintained an Edoofa Blog and wrote articles for their perspective, and each article had a call-to-action, leading them to the website. It involved SEO, keyword specification, segmented and visually appealing content, for maximum reachability and easy readability. To go to the next level, Our competent Graphics team went to one of the partner university sites and shot a Video Ad campaign. The video turned out to be an asset and a powerful

resource for marketing and sales.

In Business Development and HR, I was in-charge of tie-ups and partnerships. BD involved me reaching out to various sources for promotion, like popular Youtubers in Africa, some trendy article pages, radio channels to name a few. And in HR, I was in direct conversation with some of the most budding startups and dynamic companies in India, and tried to persuade and reason with them to offer internships and freelance work to students enrolled under Edoofa, as part of our "Earn while you Learn" service.

For Sales, I formulated a pitch which was designed specifically for the target market. It transformed from a "salesman" pitch to a "university/authoritarian" pitch. This gave our leads a high sense of achievement, and selling the product became that much easier. The pitch basically had three parts, counseling, in which I gathered maximum information about them, Selling, and then, closures. I had to face various challenges along the way, most of which were cleared through the effective marketing resources I had, and some of them took my persuasive skills.

As part of the Edoofa Team being in Africa, I had to maintain Data and analyze it efficiently. This helped manage the crowd in Nigeria and Ghana.

Data Analysis was an essential part of tracking personal and team performance.   Some of the business metrics used were "Average counseling time, in-process, unresponsive leads, in conversation, etc.

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LIST OF FIGURES

Chapter – 1

Introduction

Every year, millions of students face the problems of not knowing where to get quality college education, how to finance the high cost of getting such education, how to get industry exposure and learn skills for a job. Basically students want to know where to go to avoid getting fooled. Some of the major countries that face these problems are Nigeria, Ghana, Zimbabwe and Bhutan. There are very specific reasons and patterns observed as to why countries like Nigeria, Ghana and Zimbabwe fail to provide their students proper education. Some of them are listed below

- Corruption in education sector – Usually seats in the universities are bought by money rather than being awarded on merit.
- Universities often go on strikes for time indefinite. Courses are usually delayed by 1 or sometime even 2 years.
- Courses taught to students are very niche and specific failing to provide employability in the global market.
- Sometimes dead end courses are sold to students. Courses that have no real life application. For example – Bee keeping and aquaculture.

Whereas Bhutan faces problem of employability after degree courses. Education in Bhutan is free till class 12th and after that there are only selected few government funded colleges that provide proper high quality job linked education, students who fail to get in these universities either dropout and start doing odd jobs or start schooling in universities that are not even properly equipped with proper university requirements like library and practical labs. They remaining few who are privileged enough decide to move out of the country for higher education. In lieu of a high quality education millions of students from these countries migrate across the globe.

 One of the major attractions for higher education is USA. Students spends millions of dollars to study in USA every year and most of the students do so by taking up loans for their education as a results there are 37 million students loan borrowers with outstanding student loans in just 2013. Roughly around 75% of the students studying in USA have a student loan. If we look at the total amount of this loan it lies somewhere between $902 Billion and $1 Trillion. Needless to say it is a bubble just like the housing loan bubble the world witnessed in 2008. Things are no better in other countries as well. The cost of education along with the cost of living in countries like UK, CANADA, AUSTRALIA, CHINA and GERMANY is so high that for many it is beyond their dreams to bear this cost. A rough estimate says that the cost of education in above listed countries

lies between $8000 to $20000 per year and cost of living ranges from $6000 to $10000 per year. For a vast majority of students this cost is impossible to take care of.

This is where EDOOFA steps in. EDOOFA is a Meta university one may even call it a parallel university which does not own any infrastructure or staff of any university or college but has a strong presence in them. EDOOFA helps students in getting scholarship in countries like USA, CANADA, AUSTRALIA, GERMANY, CHINA and INDIA. Along with scholarship EDOOFA provides students with part time jobs and internships as well so that students can somewhat self finance their higher education. Usually students who work part time while they are studying in a university have to do odd jobs like serving tables, washing dishes, attendant at a store or even as a delivery boy. Such jobs help students earn some money but they do not add any skill to their personal or professional life. Students who study abroad under the EDOOFA PROGRAM are given jobs like social media marketing, video editing and posting, graphic designing, content writing, blogging and a few more. Such jobs prepare students for their future, provides them with proper industrial exposure and equip them with skills which are required for any 21st century jobs. Earning money while schooling by doing proper and respectable white collar jobs boosts the confidence of students and give them a sense of pride and achievement. Thus creating a win-win situation for student from every prospect.

While EDOOFA is actively helping students for studying in countries like USA, CANADA, AUSTRALIA, CHINA and GERMANY. But for the foreign students who want to school in INDIA EDOOFA does magic. Ideally the cost of education in India is $6,000 to $8,000 per year (including tuition fee and hostel Fee). But under the EDOOFA PROGRAM this cost reduces to $2,000 to $3,000 per year (including tuition fee+ hostel fee + food + other university charges).
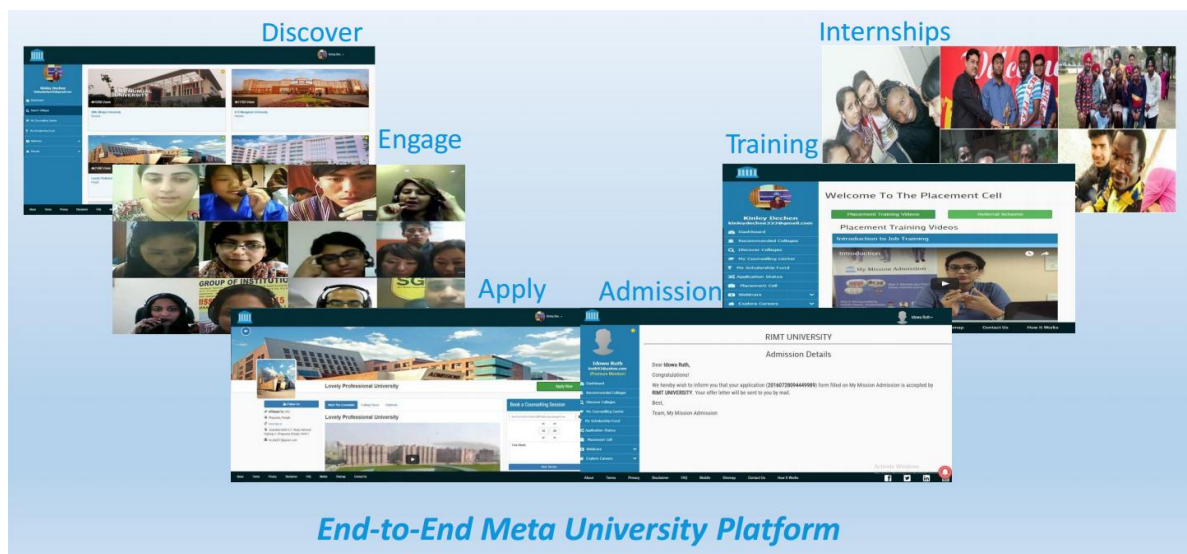

Figure1. Overall product outlook

Chapter-2

Literature Survey

Microsoft excel for Quantitative data analysis

Data that can be represented in the form of a number is known as quantitative data. This type of data is used for statistical analysis and gives us a greater level of accuracy in our final results. A numeric variable is computed and more complex and widely distributed statistical formulas can be created using this mode of analysis.

Excel includes a large number of tools that can be used for general data analysis.

Four sets of tools are particularly useful:

- Statistical functions
- Data Analysis Tool Pack
- Charts
- Pivot tables

Setting up your data for analysis:

- Import the data in a suitable format from, for example, an online survey tool.
- Enter the data manually.

    1. Allocate Column Header
       Give each column a sample, informative header that will be easy to understand when entering data or receiving output.

    2. Allocate each case with a unique ID
       You can allocate each case in the dataset a unique numerical identifier.

Entering your Data

- Importing data.
- Managing the data

Preparing our Data

Once our data is entered you can prepare the data for analysis. For this we have some recording variables and some calculating summated scores. For example, we have functions like SUM and AVERAGE to help us in creating the summated scales.

Effective marketing and techniques

The goal of marketing is to connect our business value to the right customer base. It's a simple concept but it can take on a million different shades.

- What demographics make up your customer base?
- Where do they live?
- Where do they hang out online?
- How do they look for products in your niche?
- Who do the listen when making decisions relative to your product?

Facebook Advertising

They allow you to target a specific audience based on location, interests, age, sex, online behaviour, and many other factors.

Creating Facebook ads is very easy. You just need a solid headline, a bit of descriptive copy, one image, and a link.

The Facebook Ads Manager also makes it fairly simple to run and test multiple ad sets, allowing you to hone in on a winning formula and reach profitability without needing advanced technical expertise.

1. **Google My Business**

   Ranking our Google My Business (GMB) listing is one of the most powerful things we can do for our business. Google My Business combines all our different Google platforms into one central place, which includes our Google+ profile, Google Maps profile, our Google reviews, access to data on Google Analytics and Google Insights, and more.

2. **Content Marketing**

   Content marketing is the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and drive profitable customer action.

   Unlike paid advertising, content marketing focuses more on long-term results. The initial payoff tends to be low, but the long-term, sustainable growth in visitors, leads, and customers can single-handedly carry a business.

   Content is not limited to blog posts. It includes videos, podcasts, online courses, and a host of other mediums in which people consume information.

3. **E- Mail Marketing.**

   Most of the people who visit our site will not buy from us immediately. Capturing contact info for additional marketing and "lead nurturing" is the best way to sell, and email remains the highest converting channel for interacting with leads.

   Email marketing funnels begin with a "lead magnet". This is something compelling you offer your website visitors in exchange for their email address. Possible options include a free digital download, a free service trial, a "seat" at a webinar, site membership, a coupon, etc.

   Benefits of email marketing include:
   - Low cost
   - Global reach
   - Easy to automate

- Easy to segment

- Immediate communication

- Easy to setup and run

- Easy to track and optimize

Importance of Customer Satisfaction in Sales and Marketing.

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation.

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

Some reasons which tell us why customer satisfaction is so important.

- It's a leading indicator of consumer repurchase intentions and loyalty

- It's a point of differentiation

- It reduces customer churn

- It increases customer lifetime value

- It reduces negative word of mouth

- It's cheaper to retain customers than acquire new ones

4. **Blog management and Content Marketing.**

Content marketing is a marketing program that centers on creating, publishing, and distributing content for your target audience, usually online. The goal of which is to attract new customers.

The most common components of a content marketing program are social media networks, blogs, visual content, and premium content assets, like tools, e- books, or webinars. Here are some scenarios to demonstrate the mechanics.

Blog management is used to provide the user some facts that will help him understand about the problem statement about what are product is, how it will be beneficial for him. It also help the user to get answer of some of his problems that he can find out in the Blog section.

Analysing the Impact of visitors on Page with Google Analytics

Published Journal: International Journal of Web & Semantic Technology

Published Year: 2011

 This paper develops a flexible methodology to analyze the effectiveness of different variables on various dependent variables which all are times series and especially shows how to use a time series regression on one of the most important and primary index (page views per visit) Google analytic and in conjunction it shows how to use the most suitable data to gain a more accurate result. Search engine visitors have a variety of impact on page views which cannot be described by single regression. On one hand referral visitors are well-fitted on linear regression with low impact. On the other hand, direct visitors made a huge impact on page views. The higher connection speed does not simply imply higher impact on page views and the content of web page and the territory of visitors can help connection speed to describe user behavior. Returning visitors have some similarities with direct visitors.

The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion

Published Journal: International Conference on Information Management and Technology

Published Year: 2016

In the era where access to social media is a part of our daily activities, marketers need to keep up with the fast pace of change or risk being outdated. The same thing as in the media publishing industry, the rapid growth of Open media System has enabled everyone to access journal/e-books for free, but most of the journals/ E-books have not yet been established a marketing system. In this paper author has discussed how publishers could adopt internet marketing strategies through social media in the journal publishing industry.

In the end we can conclude that the adoption of Facebook as internet marketing strategy for journal/ E-book publication promotion has positive impact in increasing the visitor traffic of the journal website and increasing brand awareness and user engagement in the journal Facebook fan page. The limitation of this research is that the authors only use the secondary data from Stat Counter and Facebook insight for analyzing the impact of the social media adoption. The future research must explore user satisfaction and gather the user expectation about the quality and frequency of the content shared in the journal Facebook fan page.

Who Moved My Cheese (Book)

The story involves four characters who live in a maze: the mice Scurry and Sniff, and two 'little people', Hem and Haw. All is going well because they have found a huge source of their favourite food, cheese. Hem and Haw have even moved their houses to be near it and it has becomes the centre of their lives. But they do not notice that it is getting smaller, and are devastated when they arrive at the site one morning and find the cheese is gone.

This is where the story splits in two. Scurry and Sniff quickly accept the loss of the cheese and go off into the maze in search of other sources. The little people, because they have built their lives around the big cheese, feel they are the victim of some kind of fraud or theft. Yet this only makes things worse, as their clinging on ensures that they go hungry. Meanwhile, the mice move on and find new cheese.

The fable captures well that moment after we have lost a job or a relationship and we believe it is the end of the world. All the good things were in the previous situation, and all the future holds is fear. Yet Johnson's message is, instead of seeing change as the end of something, we must learn to see it as a beginning. We have all been told this, but sometimes motivation is lacking. To make himself accept reality, Haw writes this on the wall of the maze: "If you do not change, you can become extinct."

For life not to be wasted, it demands a level of risk and adventure. If you are willing to live this way, change loses its horror. In fact, the advancing person purposely creates change because the world is not currently how they would like it. What the Little men, Hem and Haw, discover is that breaking through your fears makes you free. Those who continually seek security, ironically, are wracked by the possibility that they may lose it.

The book addresses the fact of change in all aspects of our lives, given how many offices it circulates in it would be fair to say that its main message relates to work. Most employees are employees because they prefer the security of a set wage under the apparent protection of large enterprise. For others, the chief benefit may be that for most of the day they do not have to really think; they 'complete tasks'. But such dependence restricts personal growth, in the same way that medieval serfs, while given a roof over their heads on the estate, often never strayed more than a few miles beyond it and could never expect to be truly independent people.

The Golden Tap (Book)

The book is clearly an IITB / Mumbai-centric view of the Indian startup ecosystem, Nothing wrong in it, given that Kashyap is not setting out to write a historical treatise. He is capturing a moment in time, as well as the events surrounding it and leading to it from his prism. Clearly this isn't meant to be a comprehensive take as well. For that to happen, someone has to look at IIT Delhi and the startups such as Flipkart that have emerged out of it, as well as the bigger startup ecosystem of Bangalore.

Kashyap is extraordinarily candid about some aspects of his life, such as his firing from PurpleYogi, the evolution of the Chaupaati idea, the Chalo / OpenTable acquisition talks etc., but glosses over some aspects such as what happened at FutureBazaar for him to walk away, and the evolution of Chalo. The latter is particularly surprising because unlike the Chaupaati idea which is covered at length, and in depth, this isn't. It is almost as if the venture was designed and launched with the idea of being sold to a food services technology firm.

There are several fascinating insights packed into the book. A startup founder would probably be able to juice this book to the max, but even someone such as me, an outsider who is curious about the VC industry, will find several interesting snippets and insights, including on

- How Tiger Global identifies opportunities through a this-of-that investing model, with 'this' being market spaces, and 'that' being countries (So Yandex is the Google / Search Engine of Russia, and Maktoob is the portal / Yahoo of the Arab world etc), and how Tiger's Lee Fixel decides which entrepreneurs to back ("North Indian Marwari Banias with single or double digit JEE ranks")

- Why Tiger was able to bully Indian VCs and corner the market for India startups? In fact, Tiger and its india overseer Lee Fixel emerge as one of the key characters in the book. As one of the key agents shaping the Indian startup ecosystem, I think Tiger's story deserves to be told. Perhaps this could be Kashyap's book #2!

- Kishore Biyani's views on e-commerce, and why expanding market access alone is the only way in which e-commerce can survive and prosper, when the funding tap runs dry.

- The strange jingoistic undertone that pervades announcement of funding for 'indian' startups flipkart, ola, snapdeal etc.

African education system and problems

Although Africa has made significant progress towards the achievement of Education for All and Millennium Development Goals, a number of challenges continue to threaten the achievement of these international targets by, and beyond 2015.

Access to early childhood education, primary and post primary education, including vocational education and training, remains a key challenge for the continent. Of the 61 million children of primary school going age who are still out of school, 31 million of them (more than 50%) are found in Sub-Saharan Africa. Most of these are girls and children from poor and remote rural areas and those affected by conflict and discrimination. Continuing use of child labour has exacerbated the problem and denied children their basic right to learn.

Educational quality remains a serious challenge in Africa. The unavailability of electricity, clean water and sanitation facilities, including toilets for both girls and boys remains a challenge, particularly in rural schools.

One of the major problem that affect the education system in Africa is the shortage of qualified teachers is a serious challenge affecting the continent. Most of the time the schools and universities are on strike due to which schools and colleges remain shut for years and the one who is affected the most of this are the students. Due to which they have to look for the option of education abroad and the problem in this route is the Money. As most of the students cannot afford the Cost of living and education in abroad which will cost them some thousands of Dollars. The inadequacy of investment in education and of international development aid has impeded access, quality and the achievement of international targets for education.

The impact of effective customer relationship management (CRM) on repurchase: A case study of (GOLDEN TULIP) hotel (ACCRA-GHANA)

The purpose of this study was to determine the impact of Customer Relationship Management (CRM) on customer loyalty in the hotel industry. The study was conducted at the Golden Tulip hotel, Accra. The objectives of the study were to determine if (CRM) has an impact on customer loyalty, to determine if the practice of effective CRM in organisations leads to a long or short term financial impact, to find out the extent or degree to which effective CRM leads to customer satisfaction and to assess if the services provided by the hotel meets the needs and wants of customers. Questionnaires were administered to both individual and corporate clients of the hotel and the result of this was analyzed. The results showed that 46.3% of the respondents were females whilst 53.3% were males. Most of the respondents had heard about the hotel from newspaper advertisements (40%) and referrals from people who had used the hotel (30%). 80% of the respondents were willing to refer to the services of the hotel to other people whilst 90% of them were satisfied with the services at the hotel. The accommodation and catering facilities were mostly patronized. The perception among respondents about the hotel was good since they gave a positive review of the services. Most of the respondents agreed that they would come back to the hotel. The corporate clients were also satisfied with the services provided at the hotel with 20% having used the hotel for up to 4 years. The corporate clients said they would use the facility again, thus, customer loyalty existed among these clients as well as, the individual clients. It is recommended that the hotel improves the cooling system in the conference room and provide better business centre facilities to attract more customers.

Chapter 3

Proposed Methodology

At Anhad, we have been trained to be a jack of all trades, a master of all. So I was in-charge of planning the strategies, dealing with clients, increasing tie-ups, lead conversion, and bringing in more leads with marketing at our disposal.

In our training, we have tried to understand various markets by doing research, managed advertising campaigns and generated leads using Facebook power editor (Facebook for Business), optimized cost per lead generation by investing more in African market, effectively modified the sales pitch as per target market, brought in more business through effective customer satisfaction, increased the number of lead conversion by 20% in 2 months, analyzed website traffic using Facebook pixel and google analytics, lead maintenance on intercom, email marketing on mailerlite, content marketing and blog management.

There are 2 buckets in which students who want to pursue higher education are divided in. Out of a total of 100%, top 20% students are those who already have a roadmap laid out for them. They have good enough scores to get them into the Ivy League colleges. They have clarity of vision and are fully aware of their careers and objectives in life. The bottoms 80% are those who score average or below average and are confused about their careers and have no clarity of the course they want to pursue. Such students are confused and misguided easily. They have no effective and trusted way to explore and decide on the course, college and career. Things go even worse when they fall in the trap of private agents of a particular college. Such students are easily manipulated to study the course or study in the college the agent wants to sell to them. The students end up paying high cost of education and still receive no practical exposure of the industry. Not to mention the constant uncertainty if at all he will be able to finish his course on time or not. All these factors combined lead students to the vicious cycle of failure and unemployment.

Edoofa vs Agent

A big part of our training was to understand, and to also make our leads understand, how Edoofa is different from an education Agent.

One thing that all the agents have in common is their mentality to exploit the student and maximize own profits. The quality of counseling is low, and the recommendations are often biased, by the amount of money that a student pays them. They are immoral and dishonest. The information mostly given is uncertain, and hidden.

And eventually, the student ends up not incorporating the required skills and there is no return on investment.

Our organization and the Edoofa program is a "parallel university" which gives a seamless experience. There is a proper, in-depth counselling, a complete transparency about the universities and the financial aspects, Edoofa tries to ensure affordability, accessibility, and industry exposure for students, while also inculcating in them the knowledge and skills so they can be employable. We also ensure authenticity by using the Edoofa community and all the students as a cherished asset.
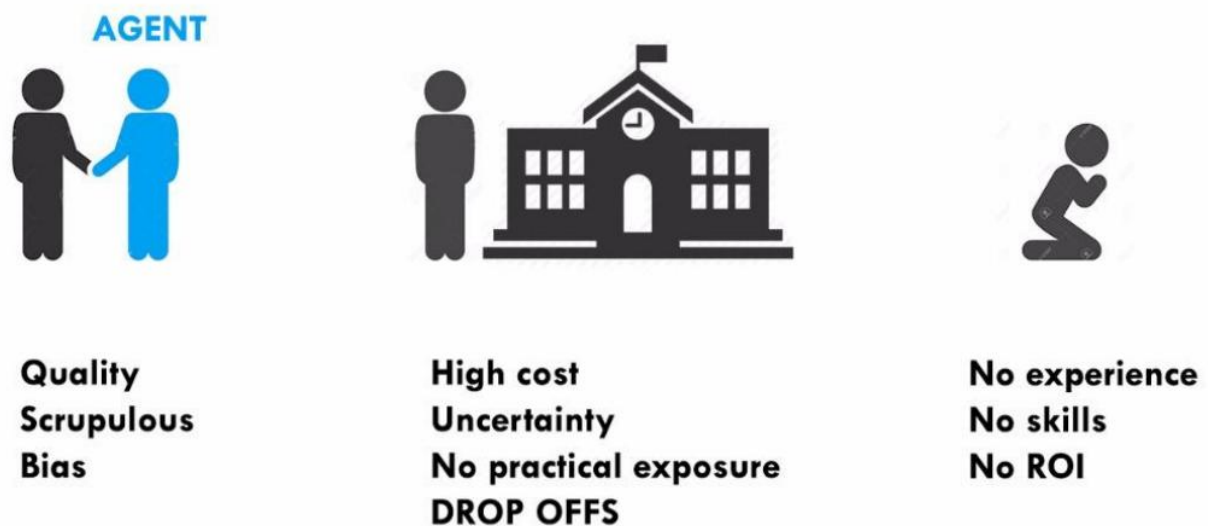
Figure2. Common scenario
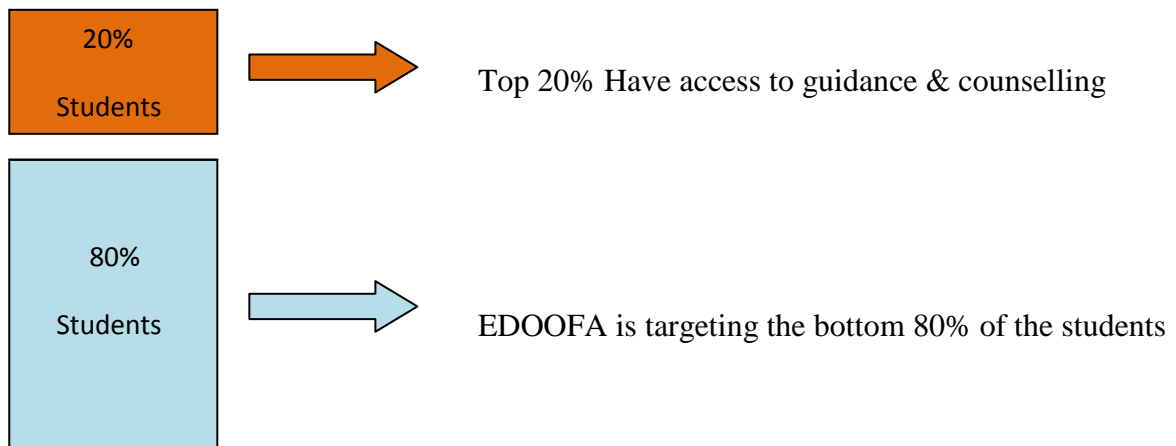
Figure3. Target audience

EDOOFA is product that provides educational solutions. A platform that provides unique self-financing model helping students reduce the cost of higher education & increase employability through direct engagements between students, academicians, college & industry.

Figure4. EDOOFA Edge

Rather than students approaching biased agents, students approach EDOOFA where they get expert career counselling, proper employment linked course are suggested to students by trained and counsellors on the basis of their academic background and their personal preferences. There is

complete transparency in the procedure. Vast list of courses is available to students to choose the best for themselves also since EDOOFA is a global product with complete transparency, the process is authentic and same for all. EDOOFA makes sure that student get affordable and quality higher education alongside of industrial exposure. So that students develop various job skills.

Training and Internships/Jobs

The Training and Internship cell mainly focuses on training of students and getting them part time internships and jobs. When the students get to India, they would be given a FREE 3 months Job Training certificate course. It is a very special training which contains a series of different skills and techniques which will help these students get part time jobs and internships easily.

Now, there's been lots of questions about what kinds of Jobs/internships will Edoofa help with etc. The good news is, there are tremendous opportunities students will get in India, because of various reasons. And the BEST part is, students don't have to go out of the school campus, they can work online, sitting at their hostel rooms.

India has the second highest number of internet users (375M) across the globe. Additionally, the access to internet among Indians has spiked over 7000% in the past 15 years. This increase is the major influence behind the rapid growth of the freelancing industry in India. India has the second highest number of freelance professionals (about 15M), standing next only to the US (approx 53M). India is one of the largest markets where foreign companies and people from other countries outsource their work. This outsourcing of work helps the students to get jobs and internships.

The term FREELANCE- university/school students can do some part time activities and make money part time, by investing 2-3 or more hours a day. This is called freelance, or freelancing.

According to EDOOFA's plan and vision, we'll give enough opportunities to students where they'll be able to make $1000- $1500 or even more, PER YEAR, depending on how hungry the student is. If a student wants to smoke pot and waste his time gossiping with friends all the time, please understand, there's no way we can help them. You'll have to work.

So, we do hundreds of counselling sessions every week, and we find 2 types of students generally:

1. Students who are skilled- they know how to design or program, they are good at writing, they like marketing etc. or any other skills. See, these people can use their skills to make money part

time. For a person who is a writer, he can write 1-2 articles per day and earn from it. Similarly, there are internship opportunities available for graphic designing, video editing, programming, marketing etc.

2. Students who are not skilled - which is most of the population. No worries, since India is the land of opportunities.

There are many part time jobs- like data entry, surveying, document editing, AD posting, becoming a virtual assistant- booking tickets, scheduling meetings, writing emails etc.

Students can also work in the UNIVERSITY- in library or accounts department every day after classes to make money. EDOOFA has a big network in India and we'll be using it to help African students. We already have soft tie-ups with 2 of the largest internship companies in India.

3 Months Training Program

This training program helps the skilled students to strengthen their hard and soft skills and for the not skilled students to develop these skills.

This program varies from student to student depending on their hobbies and interests. It contains three phases:

1. Phase 1-Basic Phase
   - Hobbies/Interests:
     - Making a questionnaire- This is to understand the student better and change the module according to him/her or others
   - Communication skills-These skills are enhanced so that the students can do small part time work like content writing, grammar check etc.
     - Coherency
     - Grammar
     - Pronunciation
   - Work Ethics-Teaching the students these ethics will help them understand the work culture of Indian companies better and how to communicate with their colleagues and superiors and work with them in harmony.
     - Hard work
     - Discipline
     - Attitude

2. Phase 2

- Soft Skills-These skills are required by most of the companies

  - Interpersonal

  - Leadership

  - Team work

- Logical and analytical Skills

  - Online Quizzes

- Interview preparations- Helping the students prepare for the Interview

  - Resume Writing

  - Portfolio Making

  - Group Discussion

  - Presentation Skills

- Briefing on different fields of Internships- like Digital Marketing, Video Editing, Graphic Designing, Social Media Marketing, Blogging, Advertisement posting, Photography, Content Writing etc.

3. Phase 3-Advanced Phase
   - Specific Training regarding the students interest or any previous skill that he/she already has.
   - Providing content on the internet
     - Digital & Social Media Marketing
     - Content Writing & Blogging
     - Video Marketing
     - Search Engine Optimisation

The different types of profiles a student can work for after going through this training

- Data Entry
- Form filling and Surveys
- Admin task

- Image Editing

- Ads Posting

- Digital Marketing

- Video Making

- Graphic Designing

- Promotions

- Email marketing

- Event management Roles

- Content Writing

- Social Media Manager

Working part time it is estimated that students can earn a maximum of $70 to $80 per month that too if they work every day and juggle between 2 odd jobs. EDOOFA provide student with white collar jobs where he/she can earn $80 to $100 per month.

When a student goes through all the above listed exposure and training it is certain that by the end of his course he would have the 3 most important characteristics a job holder needs to accomplish the activities described in a task statement that describes what the job holder does. Those three characteristics are knowledge, skills and attitude.

Knowledge provides the question to the answer WHAT. Skill provides the answer to the question HOW. Attitude provides the answer to the question WHY. Combining KSA leads to a complete personality.
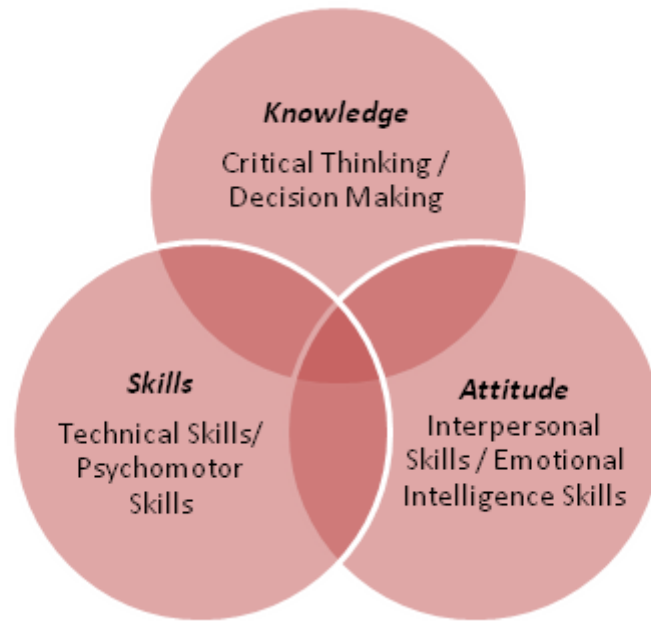
Figure5. KSA Framework

Internships/Jobs

The cell does corporate tie ups with different organization and start ups and send the resumes of those students who will be perfect for the job opportunity provided by that particular company. The interviews are conducted via a phone call or a video call and the selected students are provided with jobs and internships by the organization

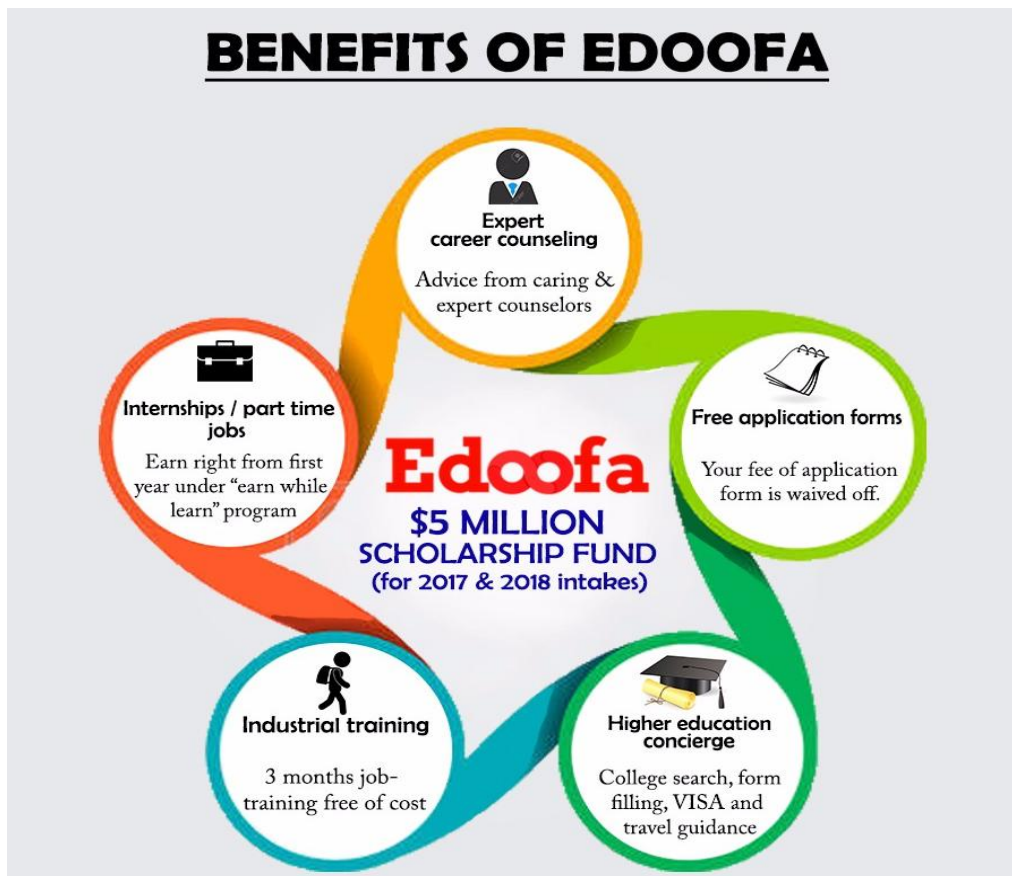There are also other benefits a student gets under the EDOOFA PROGRAM. All of them are listed below.

Figure6. Benefits of EDOOFA

- Expert career counselling

The most caring, experienced and empathetic career counsellors help students with direct and actionable advice for career growth.

- Direct interview with college

Students can chat directly with admission officers and faculty to clear your doubts. Transparency is the key to affordability.

- Free application forms

Students never have to pay for an application form again. EDOOFA's partnerships with colleges ensure students save precious money. Money saved is money earned.

- Higher education concierge

College search, Application form filling, Visa and fee payment assistance, travel guidance, training and internships. EDOOFA stays with you throughout.

- Statement of purpose and essay

The EDOOFA's team of experts profiles students academic and extra-curricular strengths and prepares a Statement of Purpose (SOP) worthy of sponsorship

- Free job training certificate course

EDOOFA train students for the skills required in today's job markets, skills students need to succeed in the internships.

DIGITAL/ SOCIAL MEDIA MARKETING

DIGITAL MARKETING

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium

SOCIAL MEDIA MARKETING

Social media marketing is the use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing including current and potential customers, journalists, bloggers, and the general public.

Social networking websites

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users

than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach.

A marketing model based on social networks includes the following steps:

- Selection of the potential social networks to use;
- Setting out a financial plan (regarding hiring social media brand managers or consultants);
- Designing or modifying organizational structures to manage the social network in the companies' market (this may involve adding a social media unit to an existing marketing branch or creating a new social media branch);
- Selection of target market(s);
- Selection of the products, services, brand(s) or company messages which will be promoted;
- Performance measures for the social media strategy such as evaluation, data analytics, etc.

FACEBOOK

They allow a product to provide videos, photos, and long descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's website as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand.

Edoofa runs several advetisements on facebook. Advertisemnets appear at different positions on the screen(in news feed, right top column and right bottom column). If a person clicks on this ad, he is directed to www.edoofa.com. Through Facebook's Business Manager, we were able track the number of people who visited our website and number of people who registered/ made account on our website. To select our target audience for advertising, we fed Facebook with data of 2000 current and potential customers
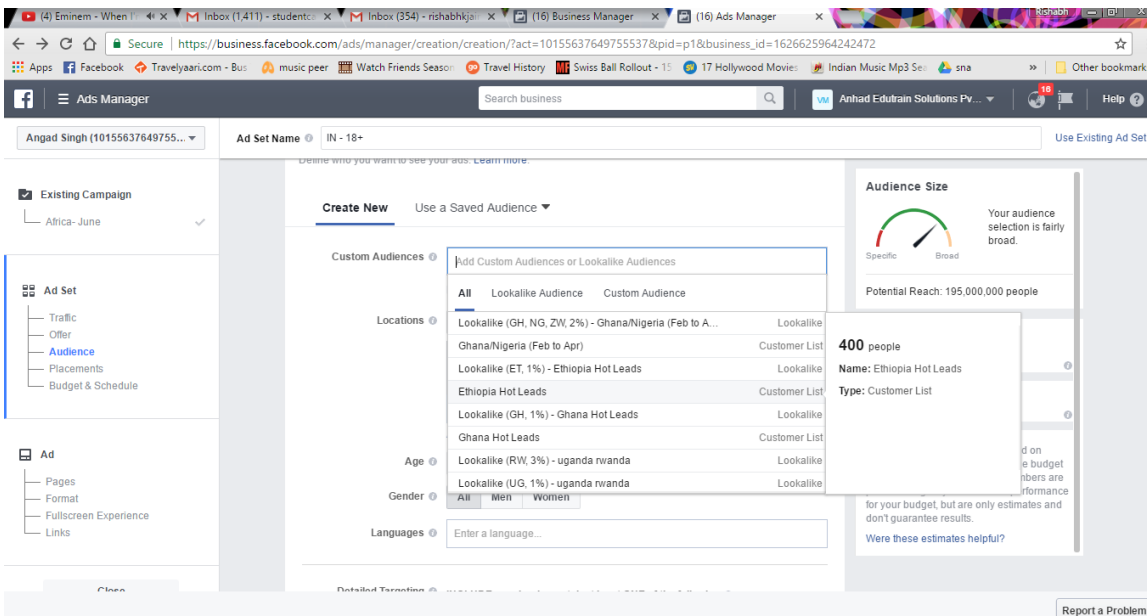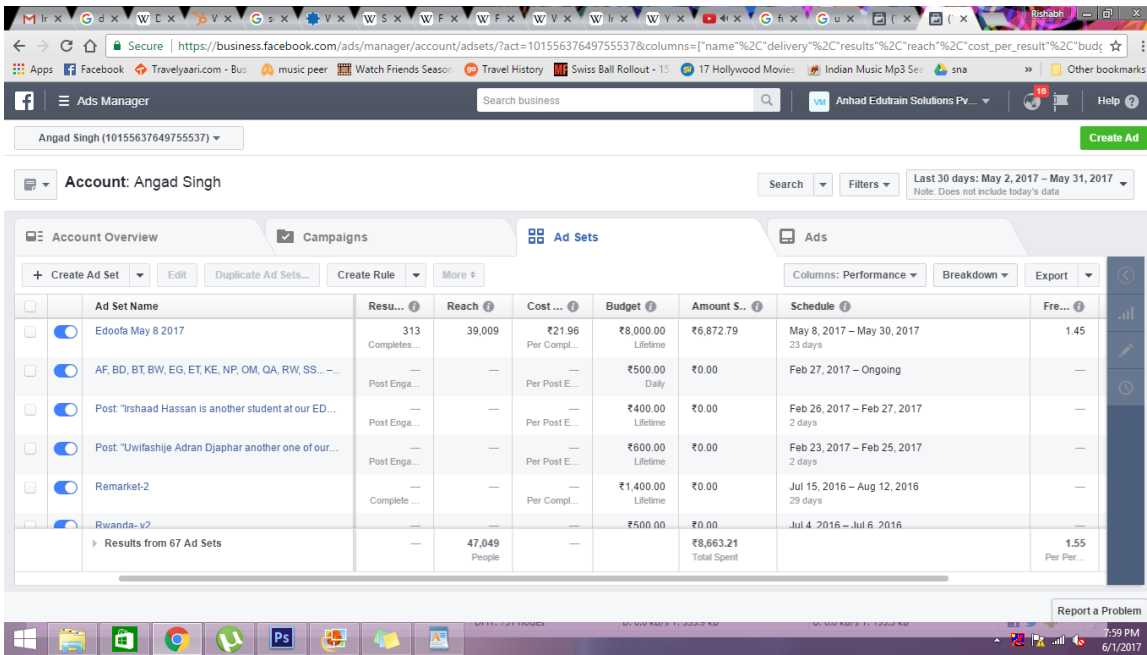
Figure7. Facebook Advertising

WHATSAPP

Whatsapp puts laser focus on building a messaging service that works fast and reliably anywhere in the world.WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in over 180 countries.It is used to send personalised promotional messages to

individual customers.

WhatsApp is used by people all over the globe. At edoofa, this platform is used to connect with potential leads from different countries like Nigeria, Ghana , zimbabwe, bhutan etc. The counselors try to understand the concerns and problems of these students and recommend them most appropriate career options.

INSTAGRAM

Latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

After facebook, instagram is the most popular social media application in african countries and hence is used by edoofa to build brand awareness.

Hashtags such as #education #studyabroad #ghana #nigeria #zimbabwe #bhutan #africa #engineering #medicine #law #pharmacy #nursing #india etc are used so that comcerned people can easily find us.
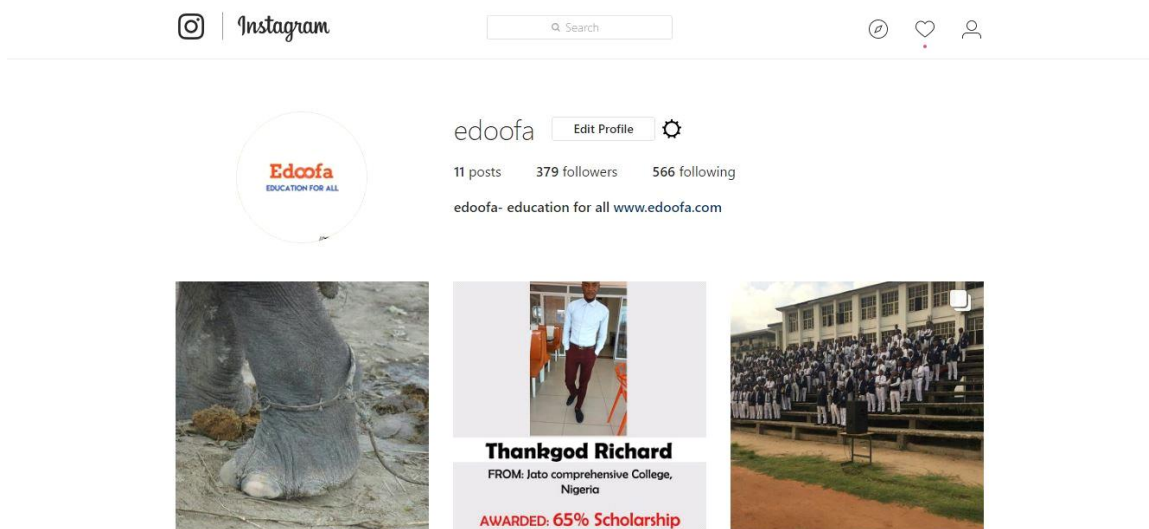
Figure8 Instagram Advertising

YOUTUBE

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested, this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos.

We shot and compiled several ad videos and posted them on youtube. To name a few : "experience of african students with Edoofa in india " , detailed description on less known courses like nursing & pharmacy , college tours, interview of bhutanese students etc.

Figure9 Youtube Advertising

BLOG/WORDPRESS

Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media. Studies from 2009 show that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent. Blogs allow a product or company to provide longer descriptions of products or services, can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers, and also for acquiring followers and subscribers who can then be directed to social network pages. Online communities can enable a business to reach the clients of other businesses using the platform.

Edoofa actively posts relevant articles on wordpress some of which are extremely popular. Visa procurement for nigerian students, Edoofa's trip to ghana , why African students are choosing india as destination for higher education, challanges with african education system are some of these articles.
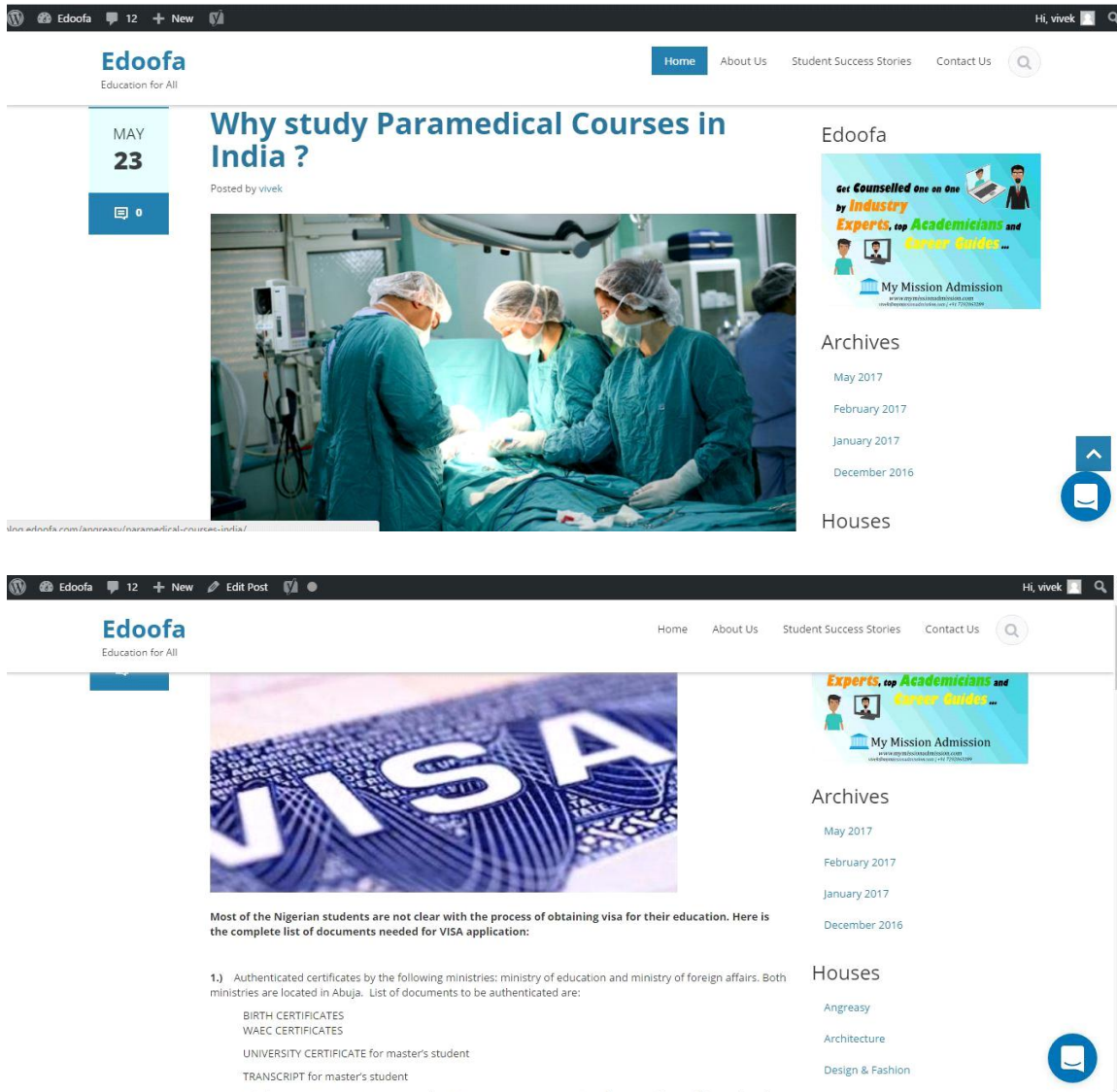
Figure10. Blog Advertising

Chapter – 4

Implementation details

The Initial Phase of the Process is the "Lead generation Phase" in which we try to analyse our target market and make our plans and strategies according to the need of our target market. We try to understand their problem by going deep into the problems that our customer is facing in their day to day life and what changes are they looking for. We then make some pilot tests on few number of test cases and the ones which show maximum number of accuracy are used on a larger platform i.e our main market. In this phase we make use of paid advertisement on Facebook and through the referral marketing from our already existing members.

The next phase of the process is the "Lead Capture Phase" in this we try to capture the interested audience who have visited our platform either by looking at the advertisements on different social networking platform or through the referral from the existing users. In this our main focus is to try and make them realise the problem they are in, and what changes we can offer them so to make their situation much better.

Then come the one of the most important phase i.e "Lead Maintenance Phase" in which we try to engage them on daily basis so that they do not feel that they are being left out and to make the dead leads, awake again by showing them some or the other exciting offers we have for them. This process take place with the help of automated mails generated with the help of Mailer-lite tool and with the help of Automated Chat Pop-ups on our website through the use of Intercom technology. Which he have especially automated for our clients and target market, by observing what their need is.

Once the Lead is maintained and they are showing interest in our product, then come the phase of "Lead Conversion" in which we have to tell our clients why our product is best for them. And why they need to choose us so as to make their life much better form the situation in which they are presently in. This is done using the Social Media platforms and through calling.

The implementation of the product is kept very simple and non- complex so that more and more students can benefit from the EDOOFA PROGRAM.

There are many 6 phases a student has to go through to be a part of the EDOOFA PROGRAM. Let's call it the EDOOFA CYCLE.
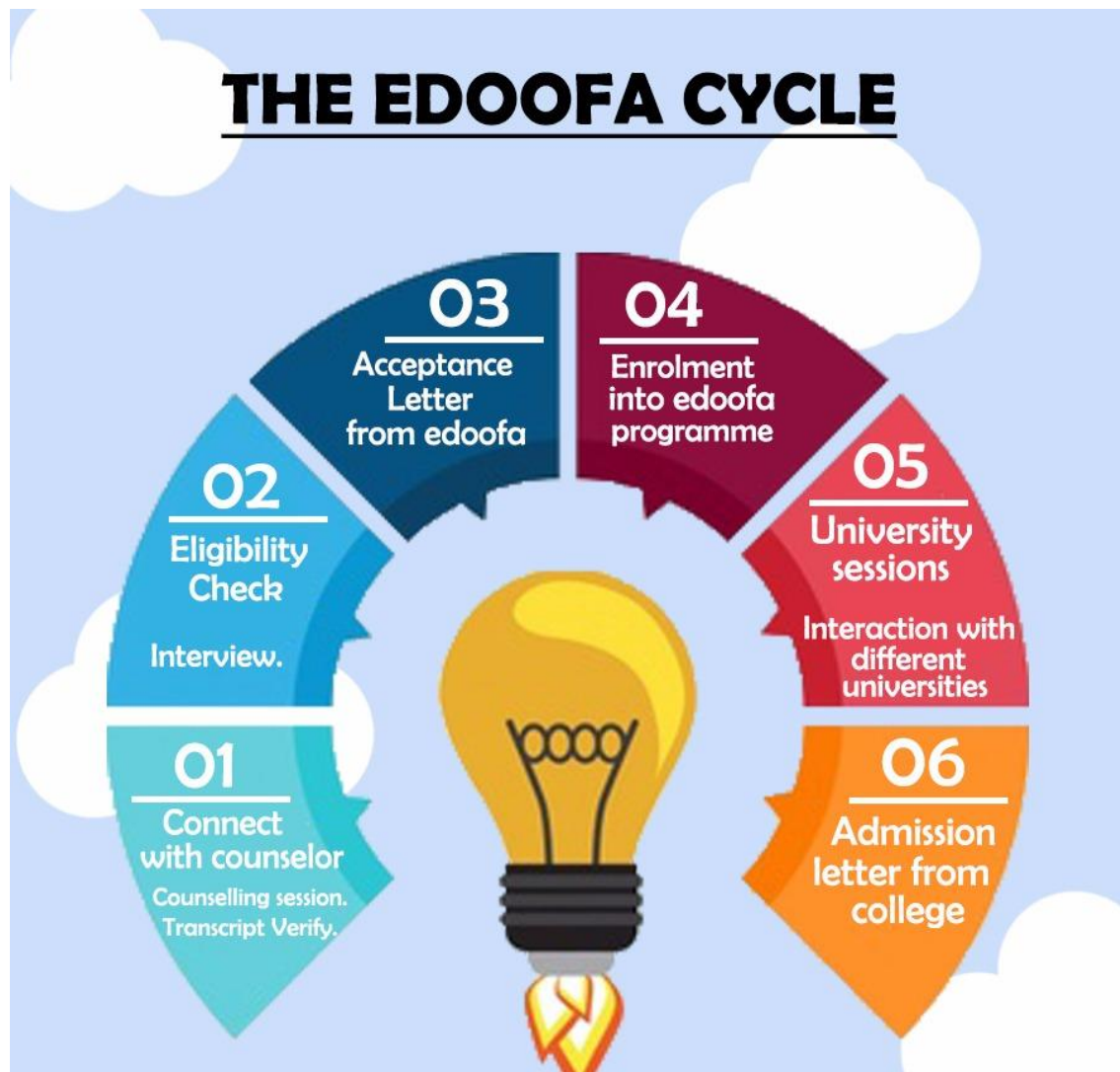
Figure11. The EDOOFA cycle for students

Phase 1:- This is where the student gets to know about Edoofa through various sources

- o Registration on Site-Students which come directly to the site and register
- o FB Page Like, Comment and Message-Students who follow Edoofa on Facebook are redirected to the site and are asked to register.
- o Edoofa Check Eligibility-There is a special option to just check eligibility for the Edoofa Program on the site without registering
- o Intercom-Direct chat with a counsellor on the website, they are told to register on the site and get a personal counsellor
- o Referrals-Students who are already a part of Edoofa, they refer their friends and family to Edoofa.
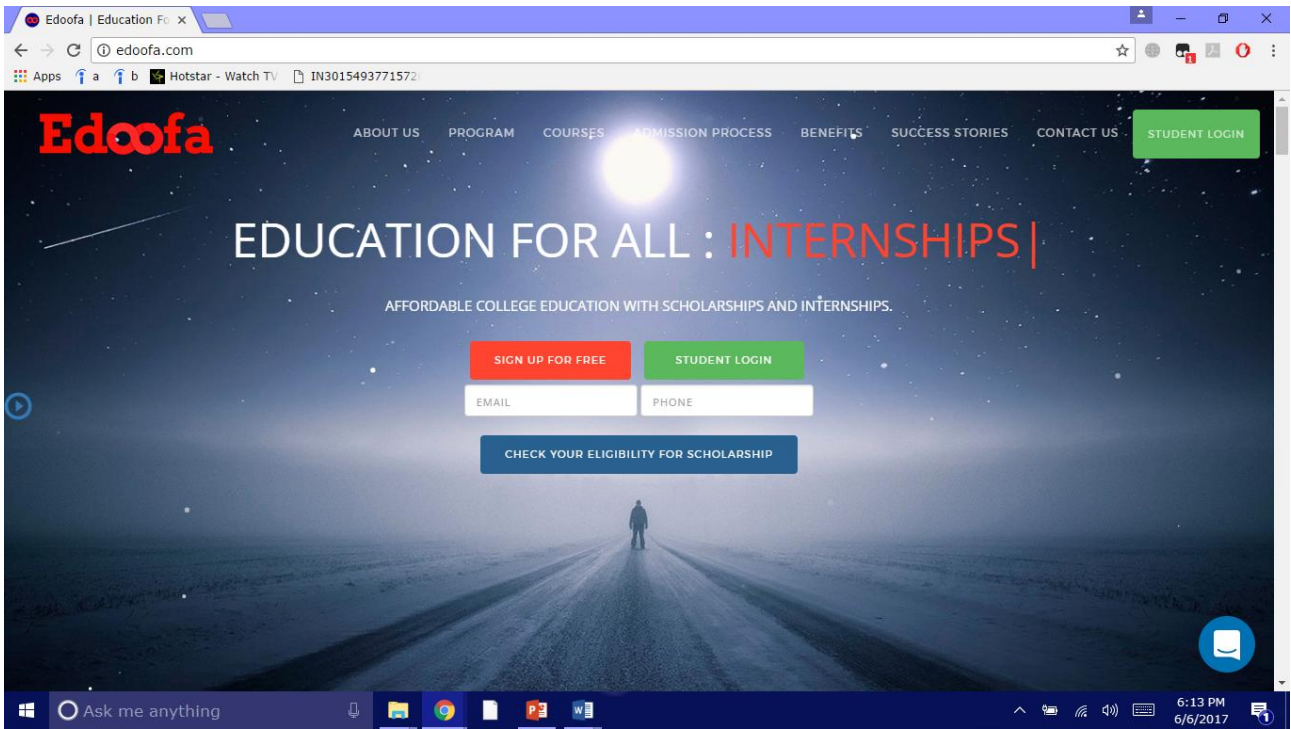
Figure12. Front page of the website www.edoofa.com
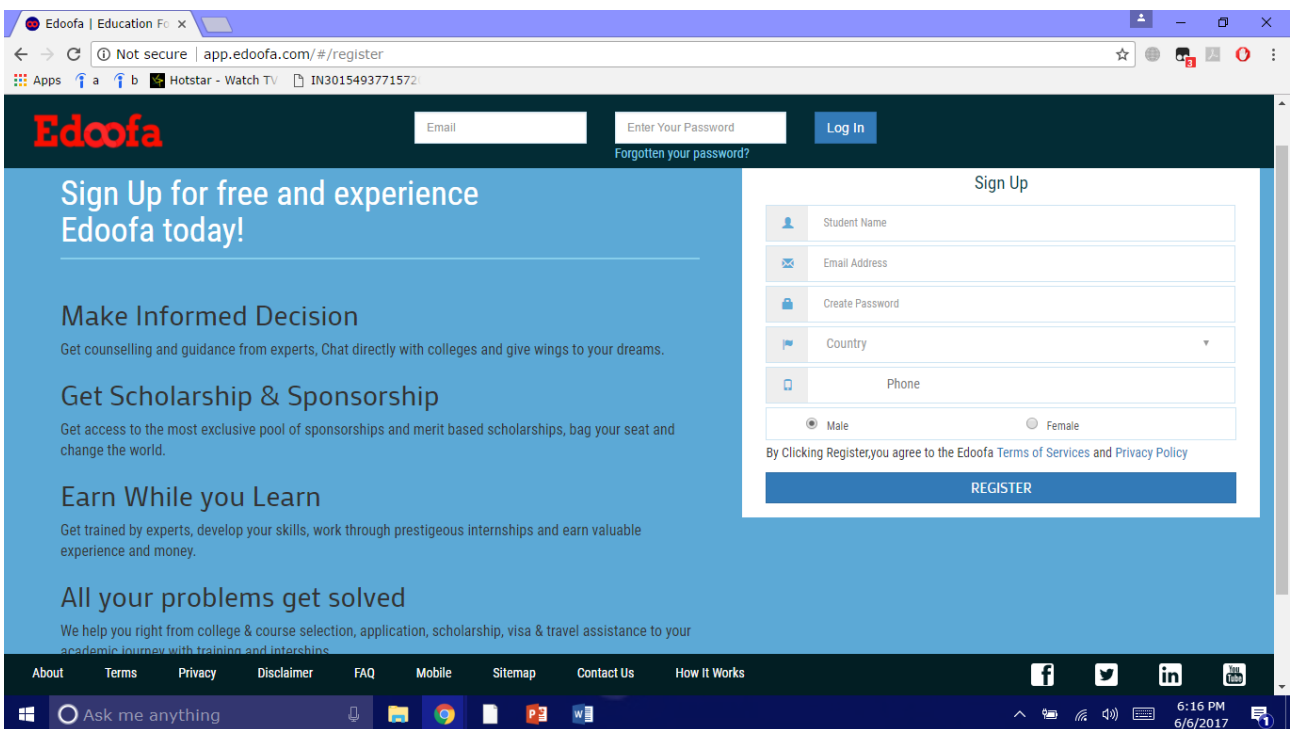
Figure13. Student Sign Up page
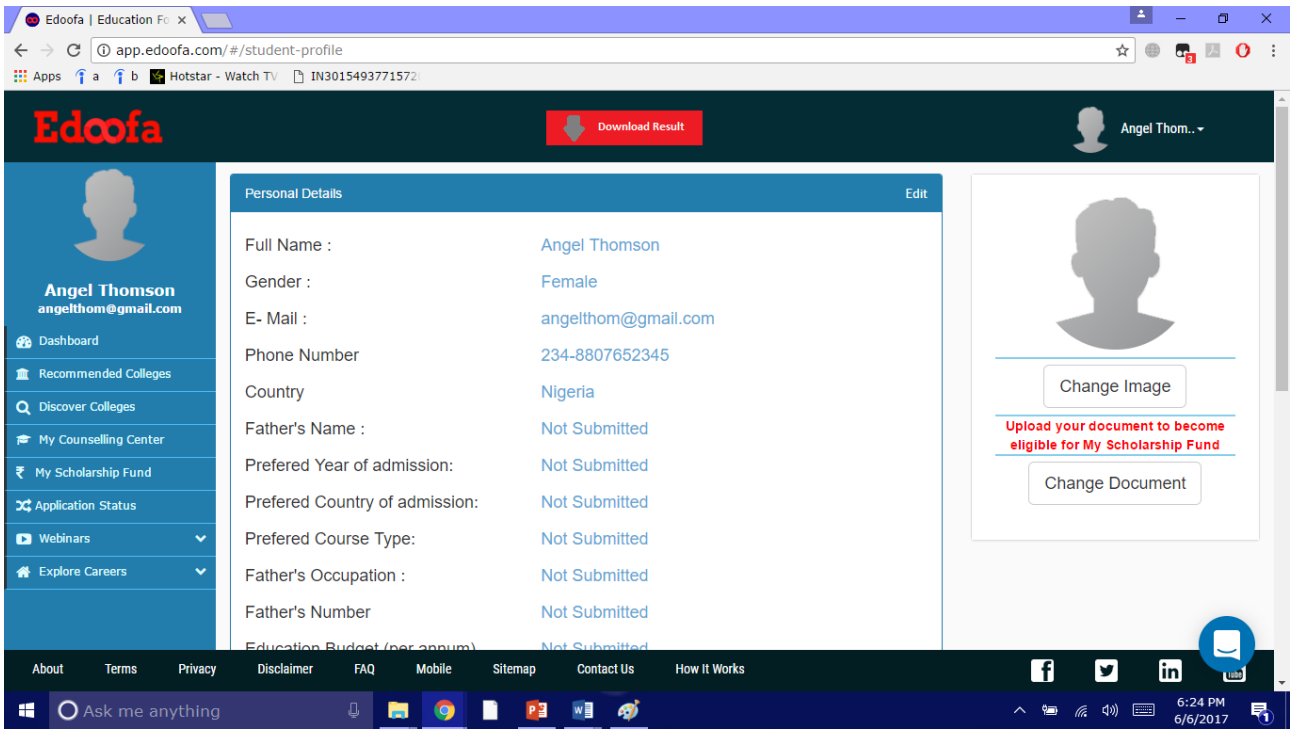
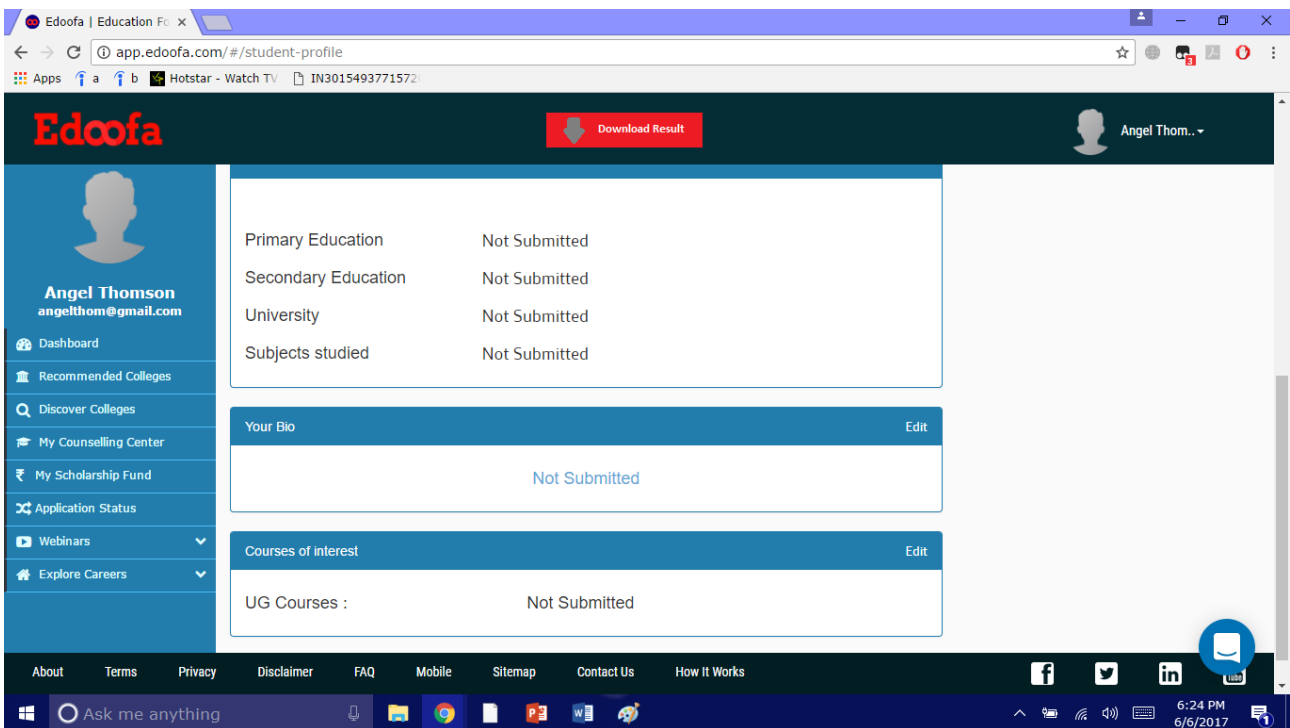Figure14. Student's profile (1)

Figure15. Student's profile (2)

As soon as the student is has finished filling up his profile a counsellor connects to the student. First the counsellor tries to know the student who he is assigned. This is the most important part of the whole process. When students are in the initial phase of the counselling they have little or no knowledge about the EDOOFA PROGRAM. It is the job of the counsellor to provide all the

necessary information to the students. There are some students who have unrealistic dreams and demands because of the wrong and faulty information fed to them by private agents or due to lack of basic knowledge. For example: - counsellors have to deal with students who want everything for free. They think that EDOOFA is a charitable organisation that will provide them with scholarship and give them free hostel facilities because they think they are poor and they deserve it. Also sometimes unrealistic students engage with the counsellors, who want to do a master's program in a field totally different from the field in which they did their first degree. Sometimes a counsellor has to face students who want to pursue a master's program without even doing his bachelor's degree.

It is the job of the counsellor to enlighten the students with proper knowledge about the program, make them realise what is possible and what is not. Also there are many students who want to study in USA or CANADA but have no means to meet the cost of education in these countries. So a counsellor has to further make a student understand that there are many other options other than USA or CANADA. Countries that provide affordable and high quality education which lead to jobs.

Since there is no physical communication between students and counsellor it is often observed that students become unresponsive to the counsellors questions or to the information a counsellor is providing to them about the EDOOFA PROGRAM, so it is the job of the counsellor to make sure that the student does not lose track and become in active. Or get lost in the mirage of information that the counsellor provides to him.

Each student is suggested the best suited course and country for his/her higher education and at the same time given proper information about the EDOOFA PROGRAM which includes all the benefits a student gets if at all he is selected for the EDOOFA PROGRAM. He is also informed about the enrolment fee. Given he understands everything and is willing to move forward the counsellor provides the student with EDOOFA ELIGIBILITY FORM which he has to fill to move ahead to the Phase 2.

Phase 2:- Where the program director further interviews the student and shortlist the ones he thinks are suitable for the EDOOFA PROGRAM.

The interview is taken on voice call and each student is provided with the interview code. There are 2 requirements that must be fulfilled for the program director to take a student's interview.

- The program director must be provided with a copy of the grades obtained by the students at the previous level of education.

- The program director must be provided with the ELIGIBILITY FORM the student has filled.

Figure16(a) Eligibility form ..   Figure16(b) Eligibility form ..
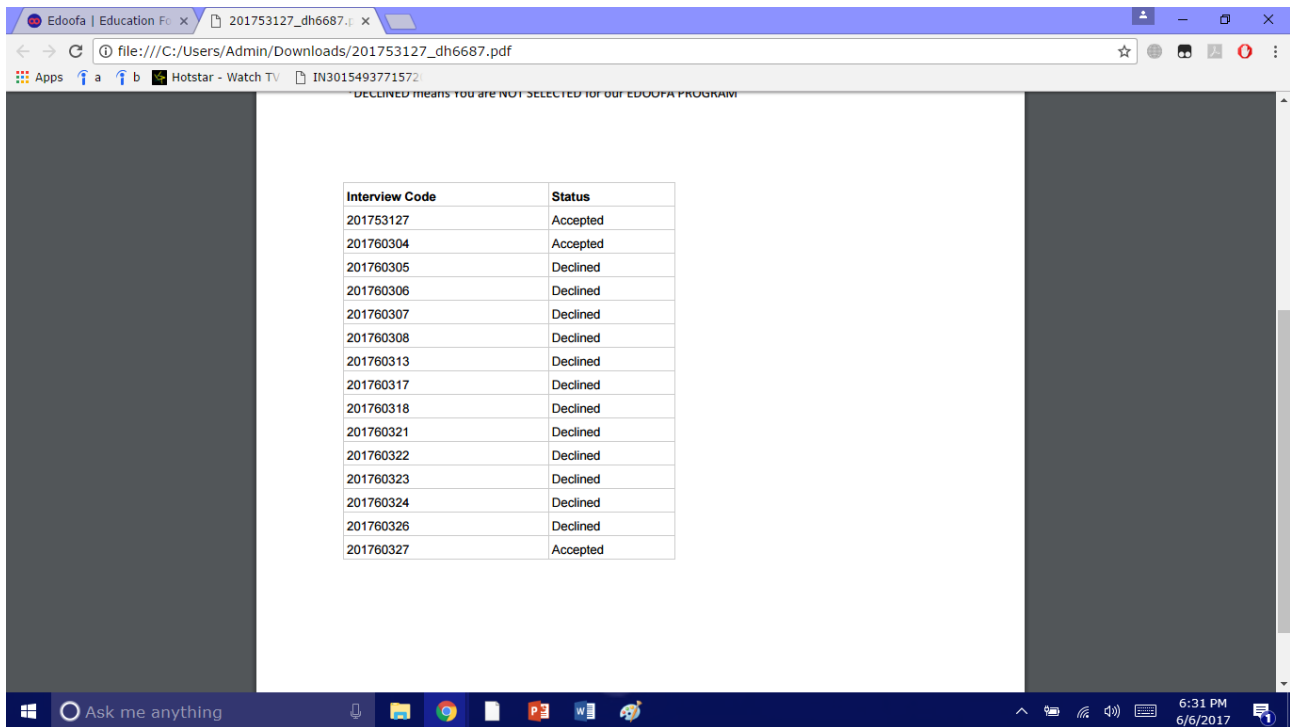

Figure16(c) Eligibility form

The director in the interview asks various questions to check if the student has proper knowledge of the course he wants to pursue. If he is clear about all the prospects about the EDOOFA PROGRAM. And lastly if at all he is serious for his higher education. Based on all the parameters the program director decides and categorises students into 3 categories.

- ACCEPTED means the student is selected for our EDOOFA PROGRAM.
- WAITING means the student is in the waiting list and is still not selected for our EDOOFA PROGRAM.

- DECLINED means the student is NOT SELECTED for our EDOOFA PROGRAM.

Phase 3:- If after phase 2 the student is selected for the EDOOFA PROGRAM, the respective counsellor send him/her the EDOOFA ACCEPTANCE LETTER.

To check their results students have to login to their profile and download results by clicking on the red button which says 'Download Results'.

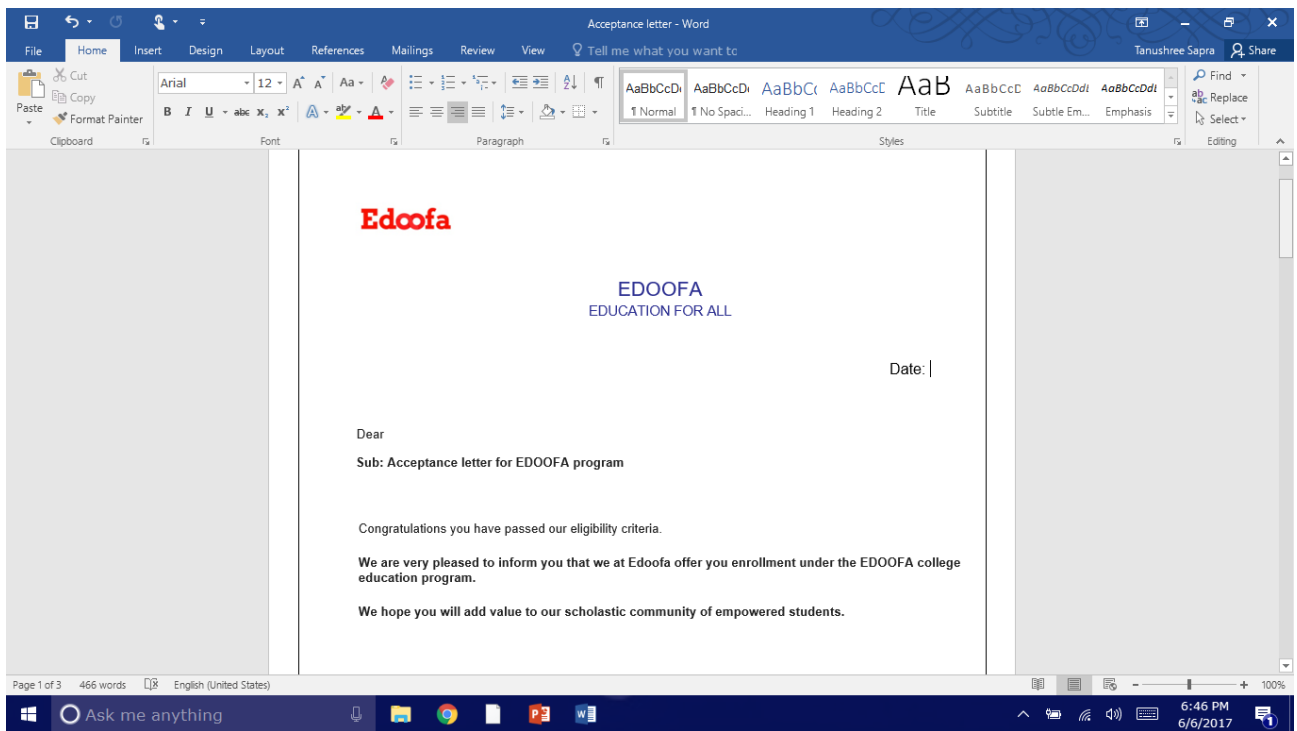Figure17. An outlook of the downloaded version of results

Figure18. An overview of the EDOOFA acceptance letter

Phase 4:- The student id accepted for the EDOOFA PROGRAM has to pay an enrolment fee of $200. If the student fails to do so, his/her letter is revoked.

There are many ways to make the payment of the enrolment fee. A student can make a direct payment into the bank account mentioned in the acceptance letter. A student can also use Paypal to make the payment. A provision has also been provided on the website to make the payment of the enrolment fee.
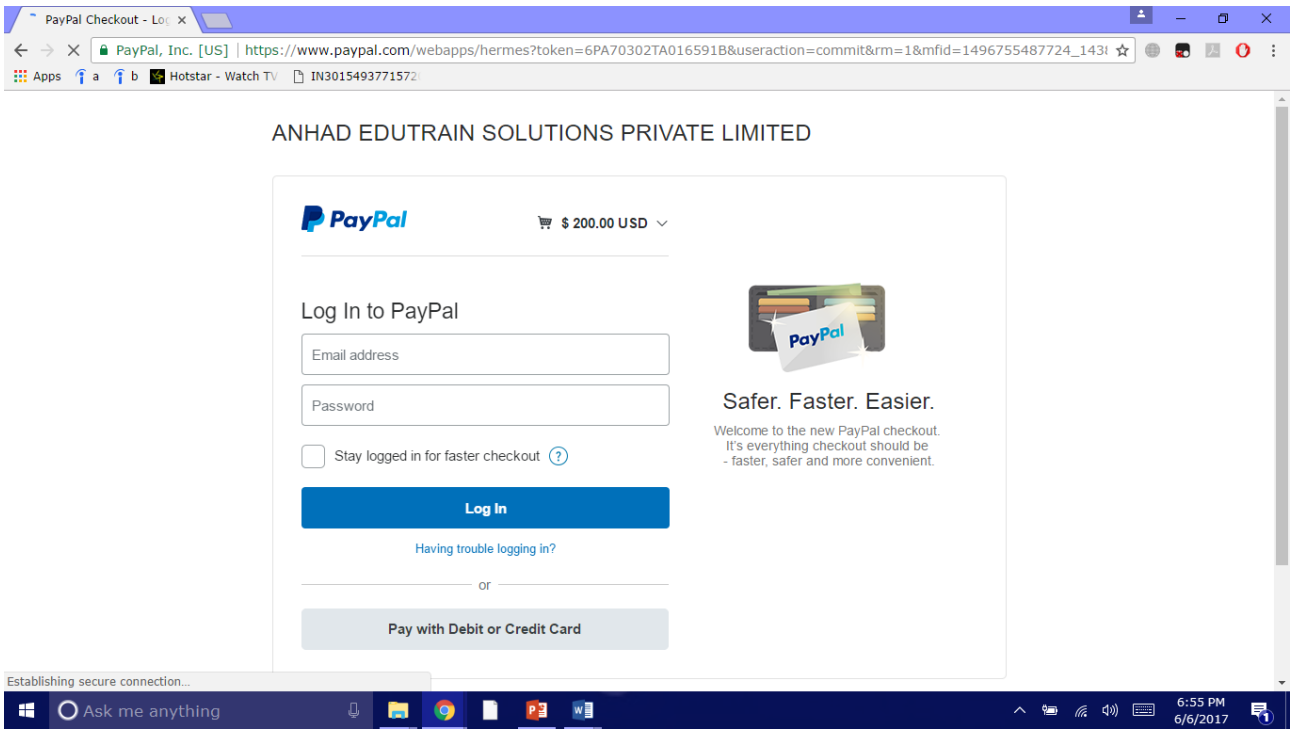
Figure19. A provision on the website to make the payment of the enrolment fee

Phase 5:- The students who pay the enrolment fee and become the part of the EDOOFA PROGRAM are then provided with a direct interaction session with the university EDOOFA chooses for the student. Usually a student is interviewed by 3 to 4 universities to decide his/her quantum of scholarship and from all those the student can choose for himself the one he wants to study in.
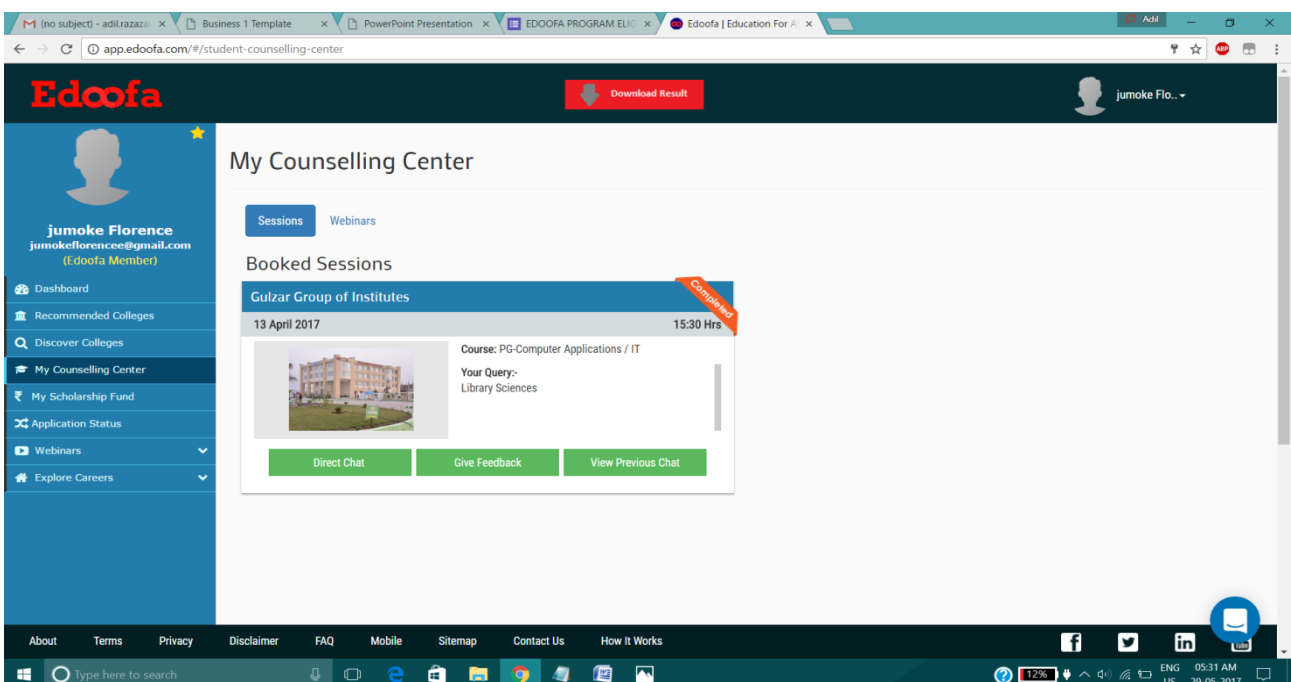
Figure20. An enrolled student's interview scheduled for 13th April 2017 with Gulzar Group of Institutions for the course Library Sciences.

Phase 6:- After the interview the universities send student his/her provisional admission letter, stating out his/her fee structure for the year also specifying the quantum of scholarship awarded. A student then chooses the university he/she wants to study in. After that a student has to pay 25% of his annual fee to the university in advance to book his seat in that particular university. Once the booking amount is paid the student's admission in that particular university is completed.
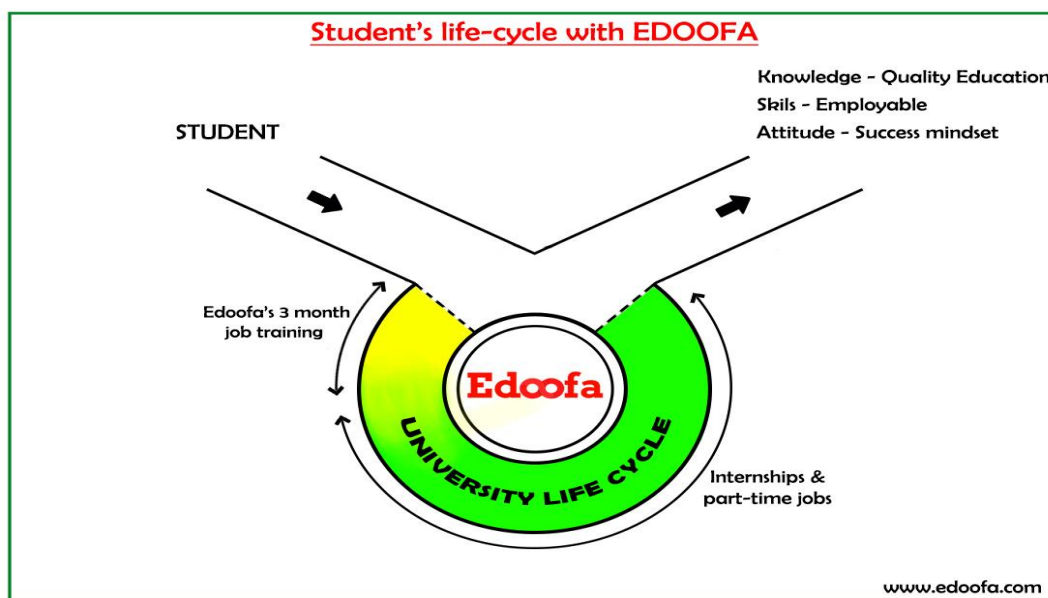
Figure 21. Student life-cycle

Example of a chat-

- Hello! Thank you for showing interest in Edoofa. I am your counsellor at Edoofa. I would help you build your profile and check your eligibility for our $5 million scholarship program. How are you today?

- So can you tell me how did you come to know about EDOOFA? Do you know anyone who is studying abroad with the help of EDOOFA?(This question checks the basic understanding of the student about the Edoofa Program)

- That is good to hear. So let me share with you the process you have to follow to check if you are ELIGIBLE for our EDOOFA PROGRAM.

So there's a process and a couple of steps that you would have to follow, for us to check your eligibility

Firstly, I will conduct your counseling, and get to know details about you.

Then you would be required to fill a form that will be an important part in your application. Lastly, if the form is selected, our Program Director will conduct an interview with you and if you clear all the processes you will be sent an ACCEPTANCE LETTER for our EDOOFA PROGRAM. (This clears the procedure for the eligibility of the Edoofa Program to the student)

- First can you tell me what are your academic qualifications? (This question is asked to know about the details of student)

- Oh I see. So what course are you planning to study in future? (To check the availability of the course and to see whether the course has good career opportunities for the student or not)

- So why do you want to move out of your country and pursue your higher education abroad? Why don't you want to study in your own country? (This question is asked to know the problems the student is facing and providing him/her the solution through Edoofa Program)

- So I am sure you must have done some research to know that what is the best country for you to pursue your higher education? Can you share with me what does your research say and in which country would it be the best for you to study in? (To understand the aspiration of the student)

- USA
  Tuition FEE - $30000-$20000 per year
  Living Expenses - $15000-$10000 per year
  CANADA
  Tuition FEE - $20000-$15000 per year
  Living Expenses - $20000-$15000 per year

AUSTRALIA

Tuition FEE - $20000-$15000 per year

Living Expenses - $15000-$12000 per year

CHINA

Tuition FEE - $5000-$3000 per year

Living Expenses - $4000-$3000 per year

See for a vast majority of students it is next to impossible to match up this cost. What do you think? (To educate the students about the cost of education in different countries)

- So Are you aware of better options? Countries that provide affordable high quality education which lead to jobs. Do you want me to inform you about such countries? (Suggesting better and affordable options to students)

- Ideally the cost of education in India is $6,000 to $8,000 per year (Including Tuition fee and Hotel Fee). But under the EDOOFA PROGRAM this cost reduces to $2,000 to $3,000 per year (TUITION FEE + HOSTEL FEE + FOOD + OTHER UNIVERSITY CHARGES). WHAT ARE YOUR VIEWS? (Educating the student with the opportunities provided by India)

- So now moving ahead. I am sure while registering at our website you must have read a lot about EDOOFA. But let me in brief share with you what EDOOFA is how we work and what are the BENEFITS a student gets if at all he is SELECTED FOR THE EDOOFA PROGRAM.

- We here at edoofa provide quality and affordable education to students which leads to high paying jobs by providing them scholarship from 50% to 100% on TUITION FEE.

- We will check your eligibility for our program and will provide you with scholarship based on your profile which include your ACADEMIC ACHIEVEMENTS, ACHIEVEMENTS IN EXTRA CURRICULAR ACTIVITIES and ALSO JOB EXPERIENCE(if any).

- Our vision - we take pride in helping deserving students get scholarship , and also part time jobs and internships. Putting students into some of the most prestigious universities is not the only goal which we have, but we also make sure that students are able to get skilled and make Money right from their first year in the university, part time.

Also when I say make Money right from the first year let me tell you what I mean. We feel that a student should be provided with part time job as well while he is studying so that he can take care of some of his expense himself.

- So Under our Edoofa Program we have launched an EARN WHILE YOU LEARN PROGRAM where after a student goes under 3 months of training with EDOOFA and after that we provide our student with job where he/she can earn $80 to $100 per month.

- That is the aim of this Earn while you learn program did you know a nigerian girl named Idowu Ruth who is studying in INDIA under the EDOOFA PROGRAM has made $1300 in just 8 months with the help of this program

- The jobs provided to you will be Social media marketing, Video editing and posting, Graphic designing, Content writing, Blogging and a few more. We realise that a student needs to focus a lot on this education so these jobs can be done by students from their own university campus everyday.(Helping the student understand Edoofa better)

- There are also other benefits a student gets if at all he is SELECTED FOR THE EDOOFA PROGRAM. All of them are listed below. Go through them and share your views about them with me.
    - Expert career counselling
      The most caring, experienced and empathetic career counsellors help you with direct and actionable advice for career growth.

    - Direct interview with college
      Chat directly with admission officers and faculty to clear your doubts. Transparency is the key to affordability.

    - Free application forms
      Never pay for an application form again. Our partnerships with colleges ensure we help you save precious money. Money saved is money earned.

    - Higher education concierge
      College search, Application form filling, Visa and fee payment assistance, travel guidance, training and internships. Edoofa stays with you throughout.

    o   Statement of purpose and essay

         Our team of experts profiles your academic and extra-curricular strengths and prepares a Statement of Purpose (SOP) worthy of sponsorship

    o   Free job training certificate course

         We train you for the skills required in today's job markets, skills you need to succeed in the internships.

    o   Internship and part time job

         Through our dedicated Training and Placement cell, you get opportunities to work while still in college and earn income through internships.

Also I wanted to share that If at all you get selected under our EDOOFA PROGRAM you will have to enrol into the program. And the enrolment fee is $200. This will enable you to benefit all our services including EARN WHILE YOU LEARN. (Explaining the benefits of the Edoofa Program to the student)
Is everything clear to you ? Do you have any questions you want to ask me ?

- Now I am sending you an ELIGIBILITY FORM. Please fill it and get back to me as soon as you fill the form.

  https://docs.google.com/a/edoofa.com/forms/d/e/1FAIpQLSd7Qi9cDqdLutVg2QVloJyUpY TBQcgIgF7MgIIUzz6JBZvLxw/viewform

- Schedule interview.
  Inform the student about the interview date and time. The interview will be on WhatsApp voice call.

- See this video. Students from AFRICA who are currently in INDIA are sharing their experience of studying under the EDOOFA PROGRAM.
  https://www.youtube.com/watch?v=SpKgG06X9uY

- Did you watch it? So can you share with me what are your views about EDOOFA now? (Checking student's understanding of the Edoofa Program after all the process)

- Go through these links. They will help you in understanding about our EDOOFA PROGRAM better which is very important to pass the interview.
  our website - www.edoofa.com
  our success stories - http://edoofa.com/#success
  and our facebook page :- https://www.facebook.com/edoofa/

  Keep in mind to go through all these links. I don't mean to scare you but There is a 70% rejection rate in interview, so it is my advice that you go through all this content. (Letting the student know that the interview process is not easy, and getting into the $5 Million scholarship fund is a very tough job)

- I have another very good news for you.
- First of all congratulations. You have been selected at our EDOOFA PROGRAM, defeating almost 70% of the applicants. I hope you make the most of the opportunity awarded to you.

- Our Director last week and we had a meeting with vice chancellors of different universities. And everything went as expected, and another good news I have for you is that on 3rd May he is meeting the vice chancellors of different universities again and he will take with him the list of students who have enrolled into our program by 2nd May 2017.
  The students who have their name in that list will have a better chance at a higher amount of scholarship and also will face the minimum competition. (Giving the deadline to the student)

- Hello dear. Your results have been uploaded on our Website
  How to check your results

  Step 1 :- Log in to your profile at our website www.edoofa.com using the email id and password that you used while registereing at our website.
  Step 2 :- Look at the top of your screen. You will see a button named 'DOWNLOAD RESULTS'

Step 3 :- Check your INTERVIEW CODE and with respect to your INTERVIEW CODE check your APPLICATION STATUS

ACCEPTED means You are SELECTED for our EDOOFA PROGRAM.
WAITING means You are in the waiting list and are still NOT SELECTED for our EDOOFA PROGRAM
DECLINE means You are NOT SELECTED for our EDOOFA PROGRAM

As soon as you check your result, message me to know the about THE NEXT STEP.
If you are SELECTED you are just one step away from PURSUING YOUR HIGHER EDUCATION IN YOUR DREAM UNIVERSITY. (Helping the student to see whether the student is selected for the Edoofa program or not)

Chapter-5

Business Metrics and Data Analysis

Data Management and Process Engineering

A large part of our daily job was operations. And a key part of operations is Data Analysis.

There's a market standard and company expectancy benchmark of "1 in 20" lead conversions, which is deemed a success.

Various metrics like "in process" and "total daily conversations" gave the idea of how many leads to assign to each person. So let's say the total "In process" leads are 300. So it can be inferred that there may be around 15 conversions by the end of 2 weeks.

After 4 months of analysis, we observed that in an average on 20 leads, 8 interviews were done out of which 1 was converted. This helped not only track the business growth, but also proved to be an essential performance tracker for manager and other employees alike.

A unique business metric was "dead".   It was a list of all the leads which went inactive due to various reasons. It helped make customized videos, articles and voice notes for them and mass market to them via email campaigns.
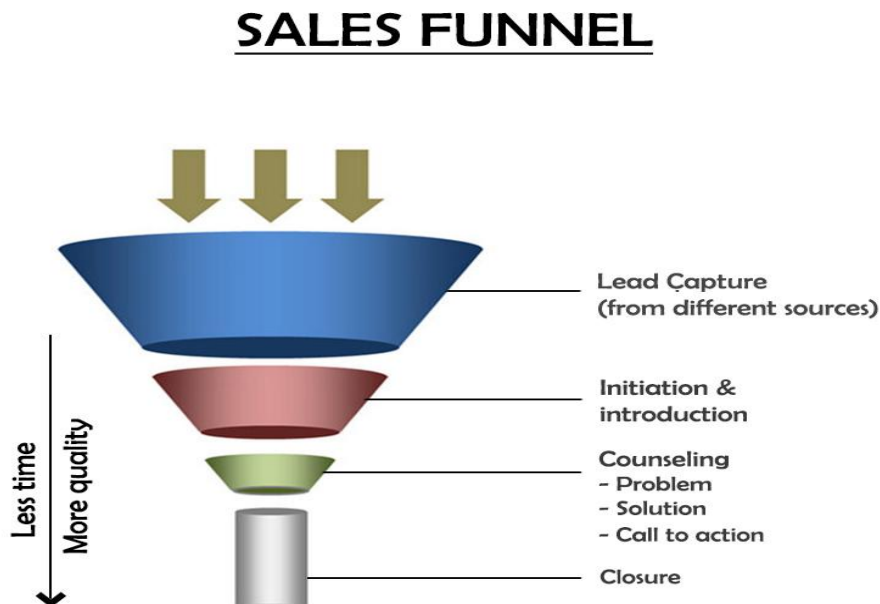

Figure 22. Sales Funnel

Another important business metric was "average counselling time"

The main purpose of this metric was to analyse the speed of the process, it also helped us to know that how slow is our process at present and what were the factors that made it slow. It helped us to improve upon the speed of the process and to look at certain minute details which we can change so as to improve the overall speed of the process.

References

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