27TH OCTOBER 2025

# MP - Weekly Executive Summary

13th - 19th October 25

VS

20th - 26th October 25

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# Key Metric Comparison

| Metric | 13–19 Oct 2025 | 20–26 Oct 2025 | % Change |
|---|---|---|---|
| Total Sales | £478,457.99 | £312,654.85 | -34.65% |
| Total ACC Sales | £464,325.63 | £302,985.15 | -34.75% |
| Total Service/Fee Sales | £13,844.36 | £9,358.90 | -32.40% |
| Collected Amount | £1,190,824.43 | £1,087,048.68 | -8.71% |
| Overdue Amount | £29,485.58 | £21,253.00 | -27.91% |
| Avg Sale Value | £5,399.14 | £4,267.40 | -20.96% |
| Avg Sales Weekly | £453.06 | £450.58 | -0.55% |
| Duration (Stay) | 1024.86 | 672.43 | -34.39% |
| Total Invoices | 68 | 71 | 4.41% |
| Total Students | 438 | 404 | -7.76% |
| Total Leads | 738 | 652 | -11.65% |
| Check-ins | 56 | 41 | -26.79% |
| Check-outs | 57 | 66 | 15.79% |
| Total Rooms | 1622 | 1622 | 0.00% |

| | |
|---|---|
| Total Sales 25/26 | £22,001,837.89 |
| Total Sales 26/27 | £1,861.43 |
| Total Rooms | 1622 |

| Metrics | 12-18th Oct | 19th - 25th Oct | Change | % Change |
|---|---|---|---|---|
| Full Rooms | 1599 | 1600 | 1 | 0.06% |
| Available Rooms | 19 | 20 | 1 | 5.26% |
| Available Ratio | 1.17% | 1.24% | 0.07% | 5.98% |
| Occupancy Ratio | 98.83% | 98.76% | -0.07% | -0.07% |

*Room metrics are calculated from Sun - Sat per Operations system on MP*

## Key Insights & Recommendations

*Sharp Revenue Decline:*

- The 34%+ drop in total and ACC sales warrants investigation—check if marketing, seasonality, or platform changes affected performance.

*Stable Invoicing but Lower Conversion:*

- Despite slightly more invoices, leads and check-ins dropped—consider reviewing sales funnel effectiveness and lead follow-up process.
-

*Improved Collections:*

- Lower overdue amounts and high occupancy ratio are positives; continue to strengthen follow-up on payments.

*Student Volume Risk:*

- With a 7.76% drop in students and 11.65% drop in leads, proactive engagement strategies are needed to reverse the downtrend.

*Slight Room Availability Increase:*

- Higher available rooms and decreased check-ins could point to reduced demand—explore short-term marketing pushes or targeted offers.

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# Team Sales Performance Comparison

| Team | Invoices (W1) | Sales (W1) | Invoices (W2) | Sales (W2) | Invoice Change | Invoice % Change | Sales Change (£) | Sales % Change |
|---|---|---|---|---|---|---|---|---|
| **London Team** | 34 | £302,556.36 | 28 | £89,347.65 | -6 | -17.65% | -£213,208.71 | -70.47% |
| **Turkey Team** | 8 | £76,422.28 | 15 | £100,825.72 | 7 | 87.50% | +£24,403.44 | 31.94% |
| **China Team** | 16 | £60,533.14 | 20 | £111,619.44 | 4 | 25.00% | +£51,086.30 | 84.34% |
| **Mena Team** | 4 | £34,239.21 | 4 | £5,271.14 | 0 | 0.00% | -£28,968.07 | -84.61% |
| **CRM Team** | 6 | £4,707.00 | 1 | £75.90 | -5 | -83.33% | -£4,631.10 | -98.39% |
| **India Team** | 0 | £0.00 | 3 | £5,515.00 | 3 | N/A | +£5,515.00 | N/A |

## Summary

- London Team saw a sharp decline in both invoices (-17.65%) and sales (-70.47%), indicating a significant drop in performance.
- Turkey Team nearly doubled its invoice count (+87.5%) and boosted sales by 31.94%, showing strong momentum.
- China Team also increased invoices (+25%) and nearly doubled sales (+84.34%), emerging as the top-performing team for the week.
- Mena Team maintained invoice volume but dropped drastically in sales (-84.61%), indicating a lower value per deal.
- CRM Team had a major drop in both invoice count and sales, with sales falling by over 98%.
- India Team, despite no activity the previous week, contributed positively with £5.5K in sales from 3 invoices.

## Recommendations

**London Team**
- Investigate sharp drop in sales (–70%) and invoices (–17.65%).
- Review pipeline and re-engage leads.

**China & Turkey Teams**
- Strong performance: +84% (China), +32% (Turkey).
- Allocate more leads and replicate best practices.

**CRM & MENA Teams**
- CRM sales dropped –98%, MENA –85%.
- Check lead flow, follow-ups, and discounting issues.

**India Team**
- Gained traction from zero to £5.5K sales.
- Support further growth with more leads and clear targets.

**Cross-Team Alignment**
- Share winning strategies from top teams with underperformers.
- Standardise effective scripts and follow-up methods.

**Monitoring**
- Use weekly dashboards to flag big swings early.
- Track conversion rates and deal size across all teams.

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# Top Residences Comparison

| Residence | 13–19 Oct Sales | 20–26 Oct Sales | Change (£) | % Change |
|---|---|---|---|---|
| Paddington Citi View | £183,128.82 | £28,967.43 | -£154,161.39 | -84.18% |
| Drapery Place | £84,786.63 | £66,106.44 | -£18,680.19 | -22.03% |
| King's Cross Residence | £60,126.14 | £18,319.85 | -£41,806.29 | -69.53% |
| Spitalfields Residence | £45,552.26 | £23,393.00 | -£22,159.26 | -48.65% |
| Portobello Residence | £16,967.43 | £0.00 | -£16,967.43 | -100.00% |
| Wick Park | £12,668.00 | £0.00 | -£12,668.00 | -100.00% |
| The Lyra | £12,300.00 | £0.00 | -£12,300.00 | -100.00% |
| Seven Sisters | £9,093.86 | £0.00 | -£9,093.86 | -100.00% |
| Aldgate Residence | £8,713.00 | £20,573.57 | +£11,860.57 | 136.12% |
| iQ Sterling Court | £8,376.57 | - | - | -100.00% |
| Old Street Residence | - | £33,224.28 | - | NEW |
| Islington II | - | £31,644.00 | - | NEW |
| Finsbury House | - | £17,158.72 | - | NEW |
| London Bridge Residence | - | £17,119.43 | - | NEW |
| White City Residence | - | £14,522.00 | - | NEW |

## Key Findings:

**Top Performer (20–26 Oct):**

- Drapery Place led with £66,106.44 in sales, despite a 22% drop from the previous week.

**Significant Sales Drops:**

- Paddington Citi View: Largest decline of -£154,161.39 (-84.18%).
- King's Cross Residence: Fell by -£41,806.29 (-69.53%).
- Multiple residences, including Portobello, Wick Park, and The Lyra, had no sales this week after posting figures last week.

**New Contributors:**

- Old Street Residence, Islington II, Finsbury House, London Bridge Residence, and White City Residence all recorded new sales after no activity the previous week.

**Standout Growth:**

- Aldgate Residence saw the highest growth, increasing sales by +136.12% (£11,860.57).

**Recommendations:**

- Re-engage Previously Active Properties
- Reactivate sales efforts for properties like Paddington Citi View, Portobello, and Wick Park through promotions or outreach.
- Support Underperforming Sites
- Investigate underperformance at King's Cross Residence and Spitalfields Residence; consider offering targeted incentives or reviewing pricing.
- Capitalize on New Performing Sites
- Leverage momentum from new active sites like Old Street Residence and Islington II by increasing lead generation and marketing efforts.
- Diversify Focus
- Reduce over-reliance on any one property (e.g. Paddington) by distributing sales focus more evenly across well-performing and emerging locations.

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# Top Performing Sales Agents

| Agent Name | Rank W1 | Sales W1 (£) | Rank W2 | Sales W2 (£) | £ Change | % Change |
|---|---|---|---|---|---|---|
| Marawan Ayman Abdelaal | 2 | £70,789.14 | 1 | £59,839.72 | −£10,949.42 | -15.46% |
| Taha Demirhan | 3 | £51,683.57 | 2 | £47,365.71 | −£4,317.86 | -8.35% |
| Li Duan | 5 | £36,903.00 | 3 | £42,898.29 | +£5,995.29 | 16.25% |
| Sanbir Singh Sahney | 4 | £38,123.71 | 8 | £12,934.57 | −£25,189.14 | -66.09% |
| Wei Pan | 10 | £13,815.14 | 6 | £32,006.15 | +£18,191.01 | 131.66% |
| Manjot Arora | 7 | £22,319.71 | 7 | £15,620.71 | −£6,699.00 | -30.02% |
| Derin Eryilmaz | 8 | £18,451.14 | 9 | £8,063.86 | −£10,387.28 | -56.31% |
| Michael Zhang 2 | 14 | £3,740.00 | 5 | £36,715.00 | +£32,975.00 | New Entry |
| Ratep Bakeer | 13 | £4,535.14 | 4 | £40,150.00 | +£35,614.86 | New Entry |
| Thakur Sahil Singh | – | – | 10 | £5,515.00 | +£5,515.00 | New Entry |
| Vaishnavi Pawar | 1 | £153,855.09 | 12 | £5,160.00 | −£148,695.09 | -96.65% |
| Khaled Matar | 6 | £34,239.21 | 11 | £5,271.14 | −£28,968.07 | -84.60% |
| Haylie Hsu | 9 | £18,123.14 | 14 | £202.80 | −£17,920.34 | -98.88% |

## Top Performers & Highlights

- Marawan Ayman Abdelaal maintained strong performance, rising from Rank 2 to Rank 1, though sales dipped by -15.46% (£10,949.42).
- Li Duan moved up from Rank 5 to Rank 3, increasing sales by +16.25%, showing consistent upward momentum.
- Wei Pan showed the most impressive improvement in percentage terms, increasing sales by +131.66% and climbing from Rank 10 to Rank 6.

### Notable Improvements

- Michael Zhang 2 entered the top 5 from outside the top 10, increasing sales by £32,975, ranking 5th in W2.
- Ratep Bakeer jumped into the top 5 as well with £40,150 in sales, a strong new entry at Rank 4.

### Declines in Performance

- Vaishnavi Pawar, previously Rank 1, saw a steep decline of -96.65% in sales, falling to Rank 12.
- Sanbir Singh Sahney dropped from Rank 4 to Rank 8, with a significant -66.09% decrease in sales.
- Haylie Hsu and Khaled Matar both dropped out of the top 10 with nearly -100% decline in performance.

# Recent Sales by Country

| Country | Sales (13–19 Oct) | Sales (20–26 Oct) | £ Change | % Change |
|---|---|---|---|---|
| China | £65,000.14 | £85,510.58 | +£20,510.44 | 31.60% |
| Turkey | £57,580.00 | £41,495.43 | -£16,084.57 | -27.90% |
| Italy | £31,859.14 | £14,160.71 | -£17,698.43 | -55.60% |
| India | £24,353.14 | £13,981.00 | -£10,372.14 | -42.60% |
| France | £23,657.28 | £5,800.86 | -£17,856.42 | -75.50% |
| United States | £22,945.57 | £1,180.00 | -£21,765.57 | -94.86% |
| Pakistan | £20,047.57 | £2,970.00 | -£17,077.57 | -85.22% |
| Thailand | £12,668.00 | – | -£12,668.00 | -100.00% |
| Iraq | £108.00 | £20,636.57 | +£20,528.57 | 18,998% |
| Christmas Island | – | £14,620.00 | +£14,620.00 | New Entry |
| Germany | – | £13,004.00 | +£13,004.00 | New Entry |
| Brazil | – | £12,328.71 | +£12,328.71 | New Entry |

## Insight

### Top Performing Markets

- China saw a significant growth of £20,510.44 (+31.60%), maintaining its lead as the highest contributing market.
- Iraq emerged as a new strong market with a substantial £20,636.57, up from virtually no sales the previous week.
- Other new entries such as Christmas Island (£14,620.00), Germany (£13,004.00), and Brazil (£12,328.71) contributed positively and diversified the portfolio.

### Markets in Decline

- Turkey, Italy, and India all experienced double-digit declines, with drops of -27.9%, -55.6%, and -42.6% respectively.
- France, United States, Pakistan, and Thailand had the most dramatic fall-offs, each declining over 75%, with Thailand dropping to zero.

## Recommendations

- Double Down on China: Continue investing resources in China through targeted marketing, strong follow-up, and deeper agent engagement.
- Nurture New Markets: Capitalise on strong entries from Iraq, Christmas Island, Germany, and Brazil by building local partnerships and establishing agent networks.
- Re-Engage Declining Markets:

1. Turkey and India could be revived with strategic promotions or localized campaigns.
2. Investigate reasons behind drop-offs in France, US, and Pakistan—possible operational, geopolitical, or competitive issues.

- Exit or Review Zero-Sale Territories: Countries like Thailand may require evaluation to determine if effort should be reallocated.

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# Cancellation Comparison

| Cancellation Type | 13–19 Oct (£) | % AY | Invoices | 20–26 Oct (£) | % AY | Invoices | £ Change | Notes |
|---|---|---|---|---|---|---|---|---|
| AY 24/25 CancelAfterCheckin_CCI | £1,015,991.27 | 62.40% | 125 | – | – | – | -£1,015,991.27 | Major drop |
| AY 24/25 CancelWithPenalty_CCI | £200,842.54 | 12.30% | 109 | – | – | – | -£200,842.54 | Major drop |
| AY 25/26 CancelWithPenalty_CCI | £93,024.28 | 5.70% | 35 | – | – | – | -£93,024.28 | Discontinued |
| AY 25/26 CancelAfterCheckin_CCI | £114,522.98 | 7.00% | 13 | £0.50 | 0.00% | 1 | -£114,522.48 | Sharp decline |
| AY 25/26 Cancel invoice | £103,650.71 | 6.30% | 12 | £14,850.00 | 14.90% | 1 | -£88,800.71 | Drop in value |
| AY 25/26 CANCEL25/26 | £61,463.62 | 3.80% | 9 | £52,495.43 | 52.70% | 9 | -£8,968.19 | AY % spike |
| AY 25/26 Cancellation Request | £12,408.00 | 0.80% | 1 | £22,998.00 | 23.10% | 1 | +£10,590.00 | Significant increase |
| AY 25/26 CANCELAFTERCHECKIN | £19,202.00 | 1.20% | 4 | £7,745.00 | 7.80% | 1 | -£11,457.00 | Fewer cases |
| AY 24/25 CANCEL 24/25 | – | – | – | £1,475.00 | 1.50% | 2 | +£1,475.00 | New |
| AY 24/25 CANCEL25/26 | – | – | – | £108.00 | 0.10% | 1 | +£108.00 | New |

## Summary

- Between 13–19 Oct and 20–26 Oct, the cancellation landscape shifted significantly:
- Overall value of cancellations dropped sharply, with major categories like AY 24/25 CancelAfterCheckin_CCI and AY 24/25 CancelWithPenalty_CCI seeing complete disappearance.
- AY 25/26 CANCEL25/26 became the dominant cancellation type in Week 2, rising to 52.7% of cancellations.
- Significant decrease in cancellations with penalties suggests either better lead quality or operational changes in cancellation policies.
- General invoice volume and cancellation values decreased, but AY 25/26 Cancellation Requests rose in value, indicating more students are attempting refunds instead of full cancellation.

## Recommendations

- Review AY 25/26 cancellation policy, especially the surge in CANCEL25/26 type—this may be exploited or needs clarification.
- Investigate reasons behind reduced cancellations with penalties—potentially linked to stronger booking commitments or fewer long-term bookings.
- Enhance retention efforts for AY 25/26 bookings to avoid further increase in refund-style cancellations (Cancellation Requests).
- Refine communication strategies to students, especially regarding cancellation consequences and policy awareness.
- Monitor emerging cancellation types (e.g., AY 24/25 CANCEL 24/25) for signs of policy misuse or trends.

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# Sales by Sources/Agencies Comparison

| Source Name | Platform Name | Sales (13–19 Oct) | Sales (20–26 Oct) | £ Change | % Change |
|---|---|---|---|---|---|
| **Google Ads** | *Unselected* | £138,624.55 | £44,492.71 | -£94,131.84 | -67.91% |
| **Booking Platforms** | *Unselected* | £19,212.64 | £38,233.47 | +£19,020.83 | 99.00% |
| **Booking Platforms** | Fireflyhousing | £35,873.00 | £15,008.43 | -£20,864.57 | -58.16% |
| **Booking Platforms** | Amber Healthcare Solutions Pvt Ltd | £27,062.00 | £16,791.00 | -£10,271.00 | -37.95% |
| **Reference** | *Unselected* | £23,490.43 | £13,695.00 | -£9,795.43 | -41.70% |
| **Agency** | *Unselected* | £2,394.00 | – | -£2,394.00 | -100% |
| **Institutions** | Istituto Marangoni School of Fashion | £23,635.12 | – | -£23,635.12 | -100% |
| **Social Media** | XiaohongShu | £13,815.14 | – | -£13,815.14 | -100% |
| **VerbaChat** | *Unselected* | £13,276.57 | £692.15 | -£12,584.42 | -95% |
| **Others** | *Unselected* | – | £5,220.00 | +£5,220.00 | New Entry |
| **Booking Platforms** | Bright Moon Home | – | £15,314.01 | +£15,314.01 | New Entry |
| **Website** | *Unselected* | – | £1,060.80 | +£1,060.80 | New Entry |
| **Agency** | Endless Abroad | – | £12,693.00 | +£12,693.00 | New Entry |
| **Institutions** | Rose of York | – | £2,337.14 | +£2,337.14 | New Entry |

### Overall Sales Decline

- Total Sales dropped from £477,907.99 to £308,956.28, reflecting a 35.34% decrease week-over-week.
- This significant decline is largely driven by reduced performance in major acquisition channels such as Google Ads, Fireflyhousing, and Institutions.

### Underperforming Sources

- Google Ads: Saw a steep drop of £94,131.84 (-67.91%), indicating reduced ROI or a possible budget/campaign change.
- Fireflyhousing: Sales declined by £20,864.57 (-58.16%), suggesting weaker demand or reduced booking conversions.
- Reference and Amber Healthcare both declined by over £9,000, requiring closer attention to partner engagement or lead quality.

**Multiple channels disappeared entirely this week:**

- Istituto Marangoni, XiaohongShu, Unselected Agency, and VerbaChat all reported 0 sales.
- Social Media (XiaohongShu) saw a full drop of £13,815.14 (-100%), which may be attributed to lack of campaigns or lead closures.

**Strong Performers & New Entries**

- Unselected Booking Platforms almost doubled sales (+99%), growing from £19,212.64 to £38,233.47, possibly due to increased demand or better platform performance.

**New Source Channels contributed to over £50K in combined sales:**

- Bright Moon Home: £15,314.01
- Endless Abroad (Agency): £12,693.00
- Others: £5,220.00
- Website: £1,060.80
- Institutions (Rose of York): £2,337.14

# Sales By Agencies/Booking Platforms/Institutions

| Platform Name | Platform Type | Sales (13–19 Oct) | Sales (20–26 Oct) | £ Change | % Change |
|---|---|---|---|---|---|
| **Direct Booking** | Unselected | £224,036.19 | £135,709.70 | -£88,326.49 | -39.41% |
| **Fireflyhousing** | Booking Platform | £37,713.00 | £15,008.43 | -£22,704.57 | -60.21% |
| **Amber Healthcare Solutions Pvt Ltd** | Booking Platform | £27,062.00 | £16,791.00 | -£10,271.00 | -37.95% |
| **UhOuzz** | Booking Platform | £6,960.00 | £15,442.86 | +£8,482.86 | 121.91% |
| **Istituto Marangoni School of Fashion** | Institution | £23,635.12 | – | -£23,635.12 | -100% |
| **XiaohongShu** | Unselected | £13,815.14 | – | -£13,815.14 | -100% |
| **Adres Edu Yurtdisi Egitim** | Agency | £13,966.57 | – | -£13,966.57 | -100% |
| **API Abroad** | Institution | £108,565.68 | – | -£108,565.68 | -100% |
| **Awehome** | Booking Platform | £200.00 | £16,420.00 | +£16,220.00 | 8,110% |
| **Bilimevi Taksim** | Agency | £3,573.00 | – | -£3,573.00 | -100% |
| **Bright Moon Home** | Booking Platform | – | £15,314.01 | +£15,314.01 | New Entry |
| **Funliving** | Booking Platform | £2,591.00 | £4,580.00 | +£1,989.00 | 76.74% |
| **HooliHome** | Booking Platform | – | £16,615.00 | +£16,615.00 | New Entry |
| **University Living** | Booking Platform | £8,526.57 | £27,691.00 | +£19,164.43 | 224.83% |
| **Endless Abroad** | Agency | – | £12,693.00 | +£12,693.00 | New Entry |
| **Rose of York** | Institution | – | £2,337.14 | +£2,337.14 | New Entry |

**Key Insights:**

- Overall Sales Drop: Total platform-driven sales dropped from £478,457.99 to £312,654.85, a decrease of £165,803.14 (-34.67%).
- Direct Booking continues to dominate but fell by £88.3K (-39.4%), suggesting a weakening in direct acquisition performance.
- Top Performers by Growth:
- Awehome soared from £200 to £16,420 (+8,110%).
- UhOuzz more than doubled its sales (+122%).
- University Living saw +225% growth.
- New Contributors: Bright Moon Home, HooliHome, Endless Abroad, Rose of York entered this week with meaningful contributions, indicating diversification in the sales ecosystem.
- Significant Drop-Offs:
- API Abroad, Istituto Marangoni, and XiaohongShu had £0 sales this week after strong performances previously.
- Fireflyhousing and Amber Healthcare saw major drops, down 60.2% and 38%, respectively.

**Recommendations**

**Boost Direct Booking Campaigns:**
- With a major drop, assess traffic sources (e.g., paid ads, SEO, email) and optimize the funnel to prevent further leakage.

**Strengthen High-Growth Partners:**
- Build relationships with UhOuzz, Awehome, and University Living through co-branded promotions or higher commission incentives.

Re-engage Drop-Off Partners:
- Investigate and follow up with API Abroad, Istituto Marangoni, and Adres Edu Yurtdisi Egitim to understand what caused the sales halt.

**Evaluate Booking Platform Shifts:**
- Booking platforms are trending more positive overall. Consider increasing listings or support for new entrants like Bright Moon Home and HooliHome.

**Platform Diversification:**
- While many traditional partners declined, newer platforms helped offset losses. Continue onboarding new agencies and institutions to reduce risk concentration.

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# Lead Source/Daily Collectables/ Overdue Analysis

*Daily Invoice*

| Metric | 13–19 Oct | 20–26 Oct | Change | Trend |
|---|---|---|---|---|
| **Quotes** | 1,041 | 1,068 | 27 | 📈 Slight Increase |
| **Invoices** | 68 | 71 | 3 | 📈 Slight Increase |
| **Quote-to-Invoice %** | 6.53% | 6.65% | +0.12 pp | 📈 Marginal Gain |

*Daily Collectables:*

| Metric | 13–19 Oct 2025 | 20–26 Oct 2025 | Change | % Change |
|---|---|---|---|---|
| **Total Collectables** | £157,065.73 | £384,740.84 | +£227,675.11 | 145% |
| **Peak Collection Day Value** | ~£260,000 | ~£360,000 | +£100,000 | 38% |
| **Collection Trend** | Declining | Improving | – | – |

*Overdue:*

| Academic Year | Week 1 Total (13–17 Oct) | Week 2 Total (20–24 Oct) |
|---|---|---|
| **2024/25 AY** | £3,585,423.43 | £3,585,423.43 |
| **2025/26 AY** | £7,332,697.78 | £7,332,697.78 |

### Dailly Invoice Summary

- Slight Improvement: There is a small increase in quotes and invoices, with the quote-to-invoice conversion rate improving by 0.12 percentage points.
- Stability Observed: The metrics suggest a stable quoting and invoicing process with consistent performance across both weeks.
- Room for Growth: Despite the high volume of quotes, the conversion rate remains low (<7%), indicating opportunity for improving lead nurturing, follow-up, or offer relevance.

### Daily Collectable Summary

Week 1 (13–19 Oct 2025):

- Total Collectable: £157,065.73
- The chart shows a steep decline in daily collectables after October 13, with values dropping significantly mid-week and remaining low.
- Collection performance was relatively weak, with limited recovery by the end of the week.

Week 2 (20–26 Oct 2025):

- Total Collectable: £384,740.84 (▲ +145%)
- A strong start to the week on Oct 20, peaking at over £350k.
- More consistent and higher collections observed across most of the week compared to Week 1.

### Overdue Summary

- Overdue balances remained unchanged week-over-week for both academic years.
- This indicates no payments were received against existing overdue balances.
- The figures are relatively high, particularly for the 2025/26 academic year,

— indicating a potential risk of long-term outstanding debts if not addressed promptly.

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# Recent Sales

| Metric | 13–19 Oct 2025 | 20–26 Oct 2025 | Change | % Change |
|---|---|---|---|---|
| **Signed** | 58 | 57 | -1 | -1.72% |
| **Unsigned** | 10 | 14 | 4 | 40.00% |
| **Paid Deposits** | 40 | 39 | -1 | -2.50% |
| **Unpaid Deposits** | 14 | 12 | -2 | -14.29% |
| **No Deposits** | 14 | 20 | 6 | 42.86% |

**Key Insights:**

- Signed Contracts: Slight decline from 58 to 57, a marginal decrease of -1.72%.
- Unsigned Contracts: Increased from 10 to 14, a 40% rise — suggesting a potential delay or reluctance in finalizing contracts.
- Paid Deposits: Dropped by -2.5%, from 40 to 39 — closely aligned with the reduction in signed contracts.
- Unpaid Deposits: Decreased by -14.29%, which may indicate improved deposit compliance or timing shifts.
- No Deposit Cases: Jumped significantly by 42.86% — from 14 to 20 — a red flag indicating weakened deposit collection during Week 2.

**Recommendations:**

- Investigate the cause of increased unsigned and no-deposit cases — review onboarding, payment reminders, or lead quality.
- Reinforce follow-up processes for unsigned and unpaid deposits to prevent revenue leakage.
- Consider incentives or nudges to convert no-deposit cases into paid ones in the following weeks.




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