6TH OCTOBER 2025

MP - Weekly Executive Summary

22nd - 28th September 25
vs
29th - 5th October 25

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Key Metric Comparison

Metric	22–28 Sep 2025	29 Sep–5 Oct 2025	% Change
Total Sales	£450,921.33	£411,353.14	↓ -8.76%
ACC Sales	£436,528.93	£396,023.64	↓ -9.27%
Service/Fee Sales	£13,793.60	£13,693.00	↓ -0.73%
Collected Amount	£1,228,805.75	£886,380.52	↓ -27.85%
Overdue Amount	£44,170.78	£50,933.63	↑ +15.30%
Avg Sales	£4,547.18	£5,210.84	↑ +14.59%
Avg Sales Weekly	£457.10	£488.44	↑ +6.86%
Duration	955	810.79	↓ -15.11%
Total Invoices	98	75	↓ -23.47%
Total Students	427	365	↓ -14.53%
Total Leads	836	712	↓ -14.79%
Check-In	176	96	↓ -45.45%
Check-Out	122	78	↓ -36.07%
Full Rooms	1,546	1,594	↑ +3.10%
Available Rooms	66	24	↓ -63.64%
Available Ratio	4.11%	1.50%	↓ -63.51%
Occupancy Ratio	95.89%	98.50%	↑ +2.72%

Executive Summary – Week-on-Week Comparison

Sales Performance:

- Total sales decreased by 8.76%, and ACC sales declined by 9.27%, indicating a general slowdown in booking activity. Service/fee sales were relatively stable with only a minor drop of 0.73%.

Revenue Collection:

- The collected amount dropped by 27.85%, showing a significant dip in payment follow-through. Meanwhile, the overdue amount increased by 15.3%, highlighting rising payment delays.

Average Sales:

- Despite lower total sales, the average sales per transaction rose by 14.59%, and the weekly average improved by 6.86%, suggesting higher-value bookings or fewer but larger transactions.

Customer Activity:

- Invoices fell by 23.47%, reflecting fewer successful bookings.
- Student engagement dropped by 14.53%.
- Leads decreased by 14.79%, possibly due to lower marketing traction or seasonal behaviour.

Operational Movement:

- Check-ins dropped by 45.45%, and check-outs fell by 36.07%, indicating a slowdown in turnover activity for the week.
- Duration decreased by 15.11%, reflecting possibly shorter stays.

Room Utilisation:

- Full rooms increased by 3.1%, contributing to a higher occupancy rate of 98.5% (up from 95.89%).
- Available rooms fell by 63.64%, aligning with better room filling, but availability is now critically low.
- The available ratio decreased by 63.51%, indicating tightening inventory.

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Team Sales Performance Comparison

Team	Sales (22–28 Sep)	Sales (29 Sep–5 Oct)	% Change in Sales	Invoices (Prev)	Invoices (Curr)	% Change in Invoices	Duration (Prev)	Duration (Curr)	% Change in Duration
London	£217,136.95	£211,778.98	-2.47%	40	32	-20.00%	471.71	404.86	-14.17%
Turkey	£109,598.16	£120,565.25	10.01%	17	18	5.88%	218.71	268.43	22.73%
China	£90,109.42	£35,787.26	-60.28%	23	14	-39.13%	201.14	72	-64.20%
MENA	£33,103.20	£38,383.65	15.95%	8	5	-37.50%	63.43	85.86	35.36%
CRM	£973.60	£4,838.00	396.92%	10	6	-40.00%	0	8	+100.00% (from 0)

Executive Summary: Sales by Teams

- **London Team** maintained its leading position in sales with a slight -2.47% drop in revenue, accompanied by a 20% decline in invoice volume and 14.17% drop in duration, suggesting a decrease in conversion efficiency.
- **Turkey Team** showed a positive trend, with a 10.01% increase in sales and 5.88% increase in invoices, indicating stable or growing demand and solid conversion. Duration also increased by 22.73%, showing more extended stays.
- **China Team** experienced a sharp 60.28% drop in sales and 39.13% decrease in invoices, along with a 64.20% reduction in duration, suggesting major loss in booking volume or quality.
- **MENA Team** increased revenue by 15.95%, even with 37.5% fewer invoices, suggesting a higher average value per booking. Duration rose by 35.36%, indicating a shift to longer bookings.
- **CRM Team** saw the most dramatic improvement in percentage terms, with a +396.92% increase in sales, though from a low base. However, their performance is still the lowest in absolute figures. Duration jumped from 0 to 8, showing improvement in engagement.

Recommendations:

- **London Team:** Investigate the reason behind the invoice and duration drop despite strong revenue—consider re-engagement campaigns or optimising lead follow-ups.
- **China Team:** Immediate action required—analyse loss drivers (e.g., market trends, team performance, pricing) and revise sales strategy.
- **Turkey Team:** Continue leveraging what's working—possibly increase resources or budget to sustain the growth.
- **MENA Team:** Consider scaling high-value or long-duration booking strategies to capitalise on the positive trend.
- **CRM Team:** Continue the upward trajectory—ensure the team is supported with training and technology to convert even more leads.

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Top Residences Comparison

Property	Sales (22–28 Sep)	Sales (29 Sep–5 Oct)	% Change
Paddington Citi View	£142,619.86	£135,135.56	-5.20%
Drapery Place	£50,005.14	£58,391.69	16.80%
London Bridge	£35,119.57	£28,349.57	-19.20%
Lewisham Exchange	£31,915.14	£17,033.14	-46.60%
Aldgate Residence	£27,365.80	£14,270.14	-47.90%
King’s Cross	£25,452.52	£37,337.08	46.70%
Finsbury House	£21,367.55	£11,113.30	-48.00%
Seven Sisters	£16,216.90	£21,535.28	32.80%
White City Residence	£15,296.00	N/A	N/A
South Bank Residence	£33,991.71	N/A	N/A
Spitalfields Residence	N/A	£20,834.00	N/A
Highbury Residence	N/A	£12,746.10	N/A

Key Insights

- Top Performer: Paddington Citi View maintained the highest total sales across both weeks, although with a slight 5.2% drop.
- Biggest Growth: King’s Cross Residence saw a strong 46.7% sales growth week-over-week.
- Major Drops: Aldgate and Finsbury saw sharp declines in sales of nearly 48%.
- New Additions: Spitalfields and Highbury Residences appeared only in the second week.
- Dropouts: White City and South Bank Residences were only present in the first week.

Recommendations

- Focus on Growth Areas: Boost marketing and support for King's Cross and Seven Sisters, both showing strong upward momentum.
- Investigate Declines: Conduct a review of operations at Aldgate, Lewisham, and Finsbury House to understand sharp sales drops.
- Room Inventory Check: Validate the absence of properties (e.g., South Bank, White City) in week 2—temporary closures or booking issues?
- Strengthen Consistency: Paddington Citi View remains a strong performer; ensure this is maintained with continued support and promotions.

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Top Performing Sales Agents

Week 1 Rank	Name	Sales (22–28 Sep)	Week 2 Rank	Sales (29 Sep–5 Oct)	Change (£)	Change (%)
1	Taha Demirhan	£101,753.33	1	£124,099.05	+£22,345.72	21.96%
2	Ratep Bakeer	£60,059.00	—	—	-£60,059.00	-100.00%
3	Michael Zhang	£49,522.00	12	£5,790.00	-£43,732.00	-88.33%
4	Shabnam Hidayetova	£40,003.16	3	£49,244.40	+£9,241.24	23.10%
5	Derin Eryilmaz	£35,703.00	6	£22,246.00	-£13,457.00	-37.68%
6	Khaled Matar	£33,103.20	4	£38,383.65	+£5,280.45	15.95%
7	Sanbir Singh Sahney	£31,154.07	5	£33,084.71	+£1,930.64	6.20%
8	Haylie Hsu	£28,467.37	8	£11,663.86	-£16,803.51	-59.02%
9	Li Duan	£18,988.20	14	£3,951.12	-£15,037.08	-79.17%
10	Wei Pan	£12,411.54	11	£6,840.14	-£5,571.40	-44.88%
11	Vaishnavi Pawar	£11,540.90	10	£8,788.22	-£2,752.68	-23.85%
12	Marawan Ayman Abdelaal	£9,532.00	2	£71,320.85	+£61,788.85	648.36%
13	Manjot Arora	£8,518.28	9	£8,948.57	+£430.29	5.05%
14	Shenshen Liu	£8,176.05	7	£17,938.00	+£9,761.95	119.39%

Performance Insights – Weekly Agent Comparison

Top Performer:
Taha Demirhan retained the #1 spot, growing by 22%, demonstrating consistent high performance and effective conversion.

Biggest Climber:
Marawan Ayman Abdelaal leapt from #12 to #2, increasing sales by over 648% – a standout gain indicating either strong deal closures or a high-value booking week.

New Momentum:
Shenshen Liu jumped from #14 to #7, more than doubling sales (+119%), showing improved pipeline conversion or re-engagement.

Consistent Growth:
Shabnam Hidayetova, Khaled Matar, and Sanbir Singh Sahney all rose in rank and sales — signalling stable performance with week-on-week improvements.

Sharp Declines:
Ratep Bakeer and Michael Zhang saw severe drops — Bakeer dropped out entirely (from #2), and Zhang fell from #3 to #12, both needing attention.
Haylie Hsu and Derin Eryilmaz dropped by 59% and 38% respectively, suggesting reduced activity or lost deals.

Stable Midfield:
Agents like Manjot Arora and Vaishnavi Pawar maintained a mid-tier presence with modest fluctuations, indicating consistent if not standout performance.

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Recent Sales by Country

Country	Sales (22–28 Sep)	Sales (29 Sep–5 Oct)	Change (£)	Change (%)
China	£97,573.89	£46,603.55	-£50,970.34	-52.24%
Turkey	£86,452.01	£83,481.74	-£2,970.27	-3.44%
France	£64,836.43	£9,718.14	-£55,118.29	-85.01%
India	£37,836.00	£65,641.71	+£27,805.71	73.49%
Ukraine	£19,602.28	£21,357.14	+£1,754.86	8.95%
Spain	£18,348.00	£2,530.15	-£15,817.85	-86.21%
Saudi Arabia	£15,200.00	£10,198.00	-£5,002.00	-32.91%
United States	£11,787.00	—	New Entry	New Entry
United Kingdom	£2,947.37	£44,279.14	+£41,331.77	1402.33%
Nigeria	—	£19,080.00	New Entry	New Entry
Vietnam	—	£18,946.57	New Entry	New Entry
Algeria	£3,464.23	£14,106.00	+£10,641.77	307.19%

Insight:

Countries with Major Declines:

China: -52.24%
- Once the top performer, now significantly reduced. This could be due to seasonality, reduced marketing, or competitor actions.

France: -85.01%
- A steep decline suggests a complete drop-off in engagement or closures. Investigate local team performance or lead pipeline quality.

Spain, Saudi Arabia, USA: All showing -100% drop or no activity.
- Indicates either complete disengagement, lead exhaustion, or operational issues (team absence, pricing misalignment, etc.).

Countries with Strong Growth:

United Kingdom: +1402%
- Huge spike in Week 2 sales likely driven by a campaign or specific property/team activity (e.g., London-based sales agents).

India: +73.49%
- Strong growth trajectory suggests increasing demand — could benefit from added sales efforts.

Algeria: +307.19%
- Unexpected but significant. Consider further nurturing and localisation strategies here.

New Market Entries:
- Vietnam, Nigeria, and Algeria emerged as new revenue sources.
- These may have low sales now but show potential for future targeting.

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Cancellation Comparison

1. Total Cancelled Amount (Summary)

Period	Total Cancelled Amount	% of AY 25/26 Cancellations	Key Observation
22–28 September 2025	**£555,996.04**	**83.80%**	Very high reliance on AY 25/26 cancellations.
29 Sept – 5 October 2025	**£155,082.78**	**68.40%**	Significant drop in value, more distributed types.

2. Breakdown by Cancellation Type (AY)

Cancellation Type	22–28 Sep 2025	29 Sep – 5 Oct 2025	Change (£)	Change (%)
AY 25/26 Cancel	£465,759.58 (83.8%)	£106,012.64 (68.4%)	-£359,746.94	-77.20%
AY 25/26 Cancel 25/26	£47,421.01 (8.5%)	£0	-£47,421.01	-100%
AY 25/26 After Check-in	£22,605 (4.1%)	£9,599.43 (6.2%)	-£13,005.57	-57.50%
AY 24/25 Cancel	£9,962.45 (1.8%)	£4,104 (2.6%)	-£5,858.45	-58.80%
AY 25/26 Cancel With Penalty	£0	£8,020 (5.2%)	+£8,020	New
AY 25/26 Cancellation Request	£0	£21,135 (13.6%)	+£21,135	New
AY 24/25 Cancel 25/26 (Combo)	£0	£3,210.71 (2.1%)	+£3,210.71	New
2 AY in One Invoice Cancel	£4,248 (0.8%)	£0	-£4,248	-100%

Key Insights:

- Sharp decline in total cancellations: from £556K to £155K (a drop of 72.1%).
- AY 25/26 Cancellations dominate both periods but dropped significantly by over £359K.
- New cancellation types emerged in the second period:
- Cancellation Requests, Penalty Cancellations, and Combined AY Cancellations.
- AY 25/26 After Check-in cancellations remained notable but also decreased.
- Diversification of cancellation reasons in the second week may indicate tightened policy controls or better payment enforcement.

Recommendations:

- Review AY 25/26 Policies: The majority of cancellations still stem from this AY. Investigate refund/cancellation terms and payment structures.
- Monitor Emerging Cancellation Types: New types such as “With Penalty” or “Cancellation Request” suggest operational shifts or customer response patterns.
- Strengthen Pre-Check-in Checks: To reduce high-value cancellations post-check-in.
- Automate Alerts: Introduce automated alerts for high-value cancellations or repeat patterns.
- Educate Clients: Offer clear communication on cancellation terms at booking point to reduce disputes.

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Sales by Sources/Agencies Comparison

Source Name	Sales (22–28 Sep)	Sales (29 Sep–5 Oct)	Change (£)	Change (%)
Google Ads	£107,862.40	£87,099.28	-£20,763.12	-19.26%
Booking Platforms (Amber)	£38,713.43	£53,542.86	+£14,829.43	38.30%
Booking Platforms (Uhouzz)	£22,941.86	£8,019.29	-£14,922.57	-65.06%
Booking Platforms (Unselected)	£3,935.64	£9,090.57	+£5,154.93	131.06%
Website	£19,317.94	£28,589.86	+£9,271.92	48.00%
Reference	£4,488.14	£44,542.57	+£40,054.43	892.76%
Institutions	£0.00	£28,623.93	+£28,623.93	New Entry
VerbaCall	£0.00	£9,642.43	+£9,642.43	New Entry
Social Media (XiaohongShu)	£0.00	£3,948.00	+£3,948.00	New Entry

Key Insights:

Top Performers:

- Reference-based sales skyrocketed by +892.76%, contributing significantly more than the previous week. This suggests word-of-mouth or referral campaigns are highly effective.
- Amber Healthcare Booking Platform showed a +38.30% increase, confirming its continued reliability as a strong booking source.
- Website sales grew by +48.00%, indicating improved direct conversion or SEO/SEM results.

Significant Declines:

- Uhouzz dropped significantly (-65.06%), which may indicate listing issues, lower traffic, or pricing mismatches.
- Google Ads also declined by -19.26%, still remaining a top source but showing signs of reduced ROI.

New Channels:

- Institutions, VerbaCall, and XiaohongShu (Social Media) all entered as new contributing sources. These channels should be monitored for sustainability and scaled if they maintain positive ROI.

Recommendations:

Scale high-growth channels:

- Invest more in Referral programs, Amber Healthcare, and Website optimisation given their sharp week-over-week growth.

Audit underperformers:

- Investigate the reason behind Google Ads and Uhouzz drop-off — whether due to targeting, spend inefficiency, or external competition.

Test and expand new entries:

- Trial campaigns with XiaohongShu and Institutional partnerships, since they've shown promising first-week results.
- Optimise unselected booking platforms:
- A 131% growth from "unselected" entries under booking platforms hints at opportunity — categorizing and enhancing these listings can provide clarity and focus.

Sales By Agencies/Booking Platforms/Institutions

Platform Type	Sales (22–28 Sep)	Sales (29 Sep–5 Oct)	Change (£)	Change (%)
Direct Booking	£178,904.17	£246,414.36	+£67,510.19	37.74%
Booking Platform	£128,423.54	£33,967.41	−£94,456.16	−52.38%
Institution	£5,441.88	£8,788.22	+£3,346.34	61.49%
Agency	£431.80	£19,166.60	+£18,734.80	4338.77%
Total	£313,201.39	£308,336.59	−£4,864.80	−1.55%

Recommendations:

Strengthen Direct Booking Channels:
- Leverage the positive momentum by investing in marketing, UX improvements, and incentives for direct bookings.

Re-evaluate Booking Platforms:
- Investigate the sharp decline—identify if issues lie in customer experience, pricing, or platform visibility. Consider prioritising high-performing platforms like Amber Healthcare Solutions Pvt Ltd.

Expand Institutional Collaborations:
- The growth in institutional sales suggests potential. Strengthen current relationships and explore new partnerships in education and training sectors.

Capitalise on Agency Growth:
- Formalise partnerships with high-performing agencies and provide training or resources to ensure quality leads continue.

Key Findings:

Direct Booking
- Sales increased significantly by £67,510.19 (+37.74%).
- This indicates a growing trend of customers booking directly, which is beneficial due to lower third-party costs.

Booking Platforms
- Sales dropped by £94,456.16 (−52.38%).
- Suggests a reduced reliance or engagement with third-party booking services.
- Could be due to platform inefficiencies, changes in partnerships, or customer preference shifts.

Institutions
- Sales improved by £3,346.34 (+61.49%).
- A small but meaningful jump, possibly driven by strategic institutional partnerships (e.g. Bayswater College).

Agencies
- Explosive growth from £431.80 to £19,166.60 (+4338.77%).
- This is likely due to onboarding of new agencies like EQUAL PARTNERS and Endless Abroad, which contributed new client flows.

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Lead Source/Daily Collectables/Overdue Analysis

Metric	22–28 Sep	29 Sep–5 Oct	Change	Change (%)
Quotes	1,218	948	-270	-22.17%
Invoices	98	75	-23	-23.47%
Quote-Invoice Rate (%)	8.05%	7.91%	-0.14%	-1.74%
Daily Collectable (£)	£222,212.19	£242,406.04	+£20,193.85	9.09%

Date	Week	24/25 AY Overdue (£)	25/26 AY Overdue (£)
Sep 22, 2025	22–26 Sep	£813,331.84	£1,016,059.41
Sep 23, 2025	22–26 Sep	£815,015.16	£941,458.61
Sep 24, 2025	22–26 Sep	£811,891.17	£864,353.24
Sep 25, 2025	22–26 Sep	£811,877.55	£819,842.42
Sep 26, 2025	22–26 Sep	£816,192.84	£693,449.11
Sep 29, 2025	29 Sep–3 Oct	£3,853,179.76	£1,009,702.94
Sep 30, 2025	29 Sep–3 Oct	£812,051.56	£923,232.69
Oct 1, 2025	29 Sep–3 Oct	£812,051.56	£898,330.85
Oct 2, 2025	29 Sep–3 Oct	£807,006.63	£857,622.27
Oct 3, 2025	29 Sep–3 Oct	£812,023.13	£786,885.02

Insights:

- Both quotes and invoices saw a notable drop week-over-week (over 22% decrease).
- However, the daily collectable value increased by 9.09%, indicating higher value per sale or more efficient collections.
- The quote-to-invoice conversion rate remained stable with only a minor dip (1.74%).

Executive Summary: Overdue Analysis (22 Sep – 3 Oct)

24/25 Academic Year:

- The average daily overdue for the week of 22–26 September was approximately £813,662.
- In the following week (29 Sep–3 Oct), the average rose dramatically to £1,419,263, driven primarily by a significant spike on 29th September (£3.85 million).
- This represents a +74.43% increase in average overdues week-on-week.
- Excluding 29th September, the rest of the week remained consistent with the previous week's pattern (~£812k per day).

25/26 Academic Year:

- The average overdue for 22–26 September was £867,033, which increased slightly to £895,155 in the week of 29 Sep–3 Oct.
- This marks a modest +3.24% increase in week-on-week overdues.
- Growth was relatively stable, with small increases between 30th September and 2nd October.

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Recent Sales

Metric	22–28 Sep	29 Sep–5 Oct	Change	Change (%)
No. of Signed	73	61	-12	-16.44%
No. of Unsigned	25	14	-11	-44.00%
No. of Paid Deposit	67	47	-20	-29.85%
No. of Unpaid Deposit	4	7	3	75.00%
No. of No Deposit	27	21	-6	-22.22%

Key Observations:

- Overall Decline: Most key performance indicators experienced a drop in the second week.
- Signed agreements fell by 16.44%.
- Paid deposits dropped by 29.85%.
- Unsigned and No Deposit figures also declined, indicating fewer total leads converting.
- Increase in Unpaid Deposits: A 75% increase suggests issues in deposit collection that may need addressing.

Recommendations

- Follow-Up Automation: Implement reminders or emails for users with unpaid deposits to complete payment
- Improve Deposit Incentives: Consider offering time-limited perks or discounts for quicker conversions.
- Sales Funnel Audit: Identify drop-off points between signing and deposit.
- Re-Engage Cold Leads: Target unsigned leads and those with no deposits via remarketing or calls.

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Overall Performance Summary

What Went Well

Direct Bookings Increased Significantly
- +£67.5K increase (£178,904.17 → £246,414.36), confirming strength in direct sales.

- Still the top-performing channel in both weeks.

Amber Healthcare Solutions Pvt Ltd Growth
- Sales doubled from £38,713.43 → £53,542.86, showing strong partner engagement.

Improved Lead Efficiency
- While total quotes dropped (1218 → 948), the quote-to-invoice rate stayed stable (~8%), indicating consistency in lead conversion.

Daily Collectables Improved
- Total collectables increased from £222,212.19 → £242,406.04, suggesting healthier short-term cash flow.

Cancellations Reduced in Volume
- Total cancellation value dropped from ~£552K to ~£155K, and high-value cancellations reduced, indicating better retention or fewer high-risk bookings.

What Didn't Go Well

Overall Sales Dropped
- £450,921.33 → £411,353.14 (▲ -8.8%) despite strong direct bookings.
- Booking platforms underperformed—Fireflyhousing and Uhouszz both dropped.

Lead Quality Declined from Platforms
- Google Ads and Booking Platforms still dominate, but Booking Platform leads dropped sharply (~75 to ~50 leads).
- Lead source diversity narrowed; fewer leads came from institutions and agents.

Signed Sales Fell
- 73 → 61 signed contracts (-16.4%)
- Deposit Paid dropped by 20 (from 67 → 47), impacting forward revenue.

Overdue Balances Spiked
- On 29th Sep, 24/25 AY overdue jumped to £3.85M, potentially a result of aged invoices being counted or deferrals.
- Despite stabilising later in the week, this spike is concerning.

Recommendations & Tips

1.**Lead & Conversion Strategy**

- Reassess lead quality from platforms—Google Ads is doing well, but Booking Platform leads and conversions are falling.
- Consider reallocating ad spend to the highest-converting channels or explore retargeting campaigns to improve deposit conversion rates.

2. **Payment Follow-Up**

- Overdue spike on 29th Sep should trigger an internal review—review client segments or billing cycles to identify root causes.
- Set up automated reminders or assign account managers to overdue accounts above a certain value.

3. **Cancellations & Retention**

- Cancellations decreased—this is great. Focus on why clients stayed (communication, service improvements?) and replicate it.
- Monitor new cancellation reasons introduced in Week 2 (e.g. with penalty, after check-in) and work to mitigate them with better onboarding or clearer terms.

4. **Sales Execution**

- The drop in signed contracts and deposits suggests hesitation—consider a limited-time offer or incentives to close faster in the coming week.
- Ensure teams follow up on unsigned deals—there's a 1-week lag in conversion that can be improved with tighter CRM discipline.



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