13TH OCTOBER 2025

MP - Weekly Executive Summary

29th - 5th October 25

VS

6th - 12th October 25

londonist
DMC

Key Metric Comparison

Metric	29 Sep – 5 Oct	6 – 12 Oct	Change	% Change
Total Sales	£393,258.56	£409,553.58	+£16,295.02	4.14%
Total ACC Sales	£378,720.06	£395,688.98	+£16,968.92	4.48%
Service/Fee Sales	£13,001.00	£12,967.00	-£34.00	-0.26%
Total Sales 25/26	£21,343,764.23	£21,343,764.23	No change	0.00%
Total Sales 26/27	£1,861.43	£1,861.43	No change	0.00%
Collected Amount	£922,915.84	£866,627.53	-£56,288.31	-6.10%
Overdue Amount	£66,903.44	£55,660.43	-£11,243.01	-16.80%
Avg Sales	£5,117.96	£4,300.97	-£816.99	-15.96%
Avg Sales Weekly	£485.51	£447.50	-£38.01	-7.83%
Duration	780.07	884.21	104.14	13.34%
Total Invoices	73	97	24	32.88%
Total Students	365	360	-5	-1.37%
Total Leads	712	622	-90	-12.64%
Check-in	96	64	-32	-33.33%
Check-out	79	71	-8	-10.13%
Total Rooms	1622	1622	No change	0.00%
Full Rooms	1592	1607	15	0.94%
Available Rooms	24	9	-15	-62.50%
Available Ratio	1.51%	0.53%	-0.98%	-64.90%
Occupancy Ratio	98.49%	99.47%	0.98%	1.00%

What Went Well

- Total Sales increased by 4.14%, with ACC Sales also rising by 4.48%, reflecting stronger revenue performance.
- Overdue Amount decreased by 16.8%, indicating improved collections or resolution of outstanding payments.
- Occupancy Ratio slightly improved to 99.47%, with Full Rooms also increasing.
- Invoicing saw a healthy increase of 32.88%, from 73 to 97 invoices.
- Duration increased by 13.35%, possibly due to longer bookings.

Areas of Concern

- Collected Amount fell by 6.10%, despite increased sales. This may point to delays in payment or timing issues.
- Average Sales per Invoice dropped by 15.96%, and Avg Weekly Sales declined by 7.83%, suggesting lower value deals.
- Lead Generation dropped by 12.64%, and Check-ins fell significantly by 33.33%—this could impact future weeks' performance.
- Available Rooms dropped 62.5%, reducing flexibility, although this aligns with the occupancy increase.
- Total Leads and Students slightly decreased, which may impact pipeline health.

Recommendations

- Improve Collection Strategy: Follow up on receivables more rigorously to prevent further drop in collections.
- Boost Lead Generation: The fall in leads and check-ins may hurt future conversions. Reallocate marketing efforts towards higher-performing channels like Google Ads (as seen previously).
- Upsell Opportunities: With average sales falling, consider introducing value-added services or promotions.
- Maintain High Occupancy: With limited availability, it's crucial to manage room allocation carefully and maintain booking velocity.
- Lead Conversion Tracking: Investigate the lead-to-sale funnel to improve efficiency and prevent leads from falling through.

londonist DMC

Team Sales Performance Comparison

Team	Sales (Week 1)	Sales (Week 2)	Change (£)	Change (%)	Invoices (W1 → W2)	Invoice Change (%)
London	£199,353.97	£198,955.51	-£398.46	-0.20%	31 → 43	38.71%
Turkey	£120,367.25	£100,741.99	-£19,625.26	-16.31%	18 → 11	-38.89%
China	£35,787.26	£81,912.14	+£46,124.88	128.91%	14 → 21	50.00%
MENA	£32,912.08	£24,843.94	-£8,068.14	-24.51%	4 → 11	175.00%
CRM	£4,838.00	£2,450.00	-£2,388.00	-49.37%	6 → 10	66.67%
India	£0.00	£650.00	+£650.00	New	0 → 1	New

What Went Well

- China Team showed outstanding growth, increasing sales by +128.91% and invoices by +50%, indicating significantly improved performance or larger contract sizes.
- London Team maintained consistent sales (less than 1% drop) while increasing the number of invoices by almost 39%, suggesting smaller but more numerous bookings.
- India Team made its first sale, a positive step for expansion or reactivation.

What Didn't Go Well

- Turkey Team saw a significant drop in sales (-16.31%) and invoices (-38.89%), highlighting a possible slowdown in market or team performance.
- CRM Team experienced a sharp drop in sales (-49.37%), even though invoice count rose—suggesting smaller sales volume per transaction.
- MENA Team decreased in sales (-24.51%) despite a substantial rise in invoice volume, which may indicate lower-value bookings.

Recommendations:

- Investigate CRM and Turkey Team drop – assess whether lead quality, conversion rates, or pricing strategy need adjustment.
- Recognize and replicate China Team strategy – explore what drove their surge (marketing, partnerships, discounts).
- Monitor MENA's booking size – while invoice count increased, sales value dropped. Consider optimizing packages or upselling.
- Nurture India Team – ensure the momentum continues through proper support and resource allocation.

londonist DMC

Top Residences Comparison

Residence	Week 1 Sales (£)	Week 2 Sales (£)	Change (£)	Change (%)
Paddington Citi View	£124,146.99	£136,702.86	+£12,555.87	10.10%
Drapery Place	£57,871.69	£63,876.28	+£6,004.59	10.40%
King's Cross Residence	£37,337.08	£16,545.00	-£20,792.08	-55.70%
London Bridge	£22,109.56	£0.00	-£22,109.56	-100.00%
Seven Sisters	£21,535.28	£40,316.00	+£18,780.72	87.20%
Spitalfields Residence	£20,636.00	£0.00	-£20,636.00	-100.00%
Lewisham Exchange	£17,033.14	£0.00	-£17,033.14	-100.00%
Aldgate Residence	£14,270.14	£0.00	-£14,270.14	-100.00%
Highbury Residence	£12,746.10	£14,214.29	+£1,468.19	11.50%
Finsbury House	£11,211.30	£28,828.86	+£17,617.56	157.10%
Islington Residence	£0.00	£21,679.99	+£21,679.99	New
Chapter Lewisham	£0.00	£15,258.00	+£15,258.00	New
Islington II	£0.00	£14,642.00	+£14,642.00	New
Station Court	£0.00	£12,972.71	+£12,972.71	New

What Went Well:

- Paddington Citi View maintained its top position with a 10.1% increase in sales, showing strong and consistent performance.
- Seven Sisters and Finsbury House saw significant increases in sales (87.2% and 157.1% respectively).
- New entries like Islington Residence, Chapter Lewisham Residence, Islington II, and Station Court Residence contributed fresh revenue, with no prior week's data.
- Overall sales from many properties improved or remained stable.

Areas of Concern:

- King's Cross Residence saw a major drop in sales (-£20,792.08 / -55.7%), needing a review.
- Residences like London Bridge, Spitalfields, Lewisham Exchange, and Aldgate had zero sales in Week 2 — a complete drop-off.

Recommendations:

- Investigate properties with 100% sales drops to understand whether it's seasonal, operational, or due to listing issues.
- Leverage strong performers like Paddington and Seven Sisters to analyse what's working — pricing, location, team strategy — and replicate across weaker assets.
- Monitor new entries for consistency to see if their Week 2 gains are sustainable.
- Focus marketing or outreach on residences with high potential but recent declines (e.g., King's Cross).

Top Performing Sales Agents

Agent	Rank W1	Sales W1 (£)	Rank W2	Sales W2 (£)	Change (£)	Change (%)
Shabnam Hidayetova	3	£49,046.40	1	£68,740.99	+£19,694.59	40.16%
Manjot Arora	14	£3,431.57	2	£55,698.42	+£52,266.85	1,522.85%
Sanbir Singh Sahney	5	£32,564.71	3	£45,364.71	+£12,800.00	39.31%
Taha Demirhan	1	£117,859.04	4	£38,367.30	−£79,491.74	−67.45%
Michael Zhang 2	–	£0.00	5	£37,021.00	+£37,021.00	New Entry
Marawan A. Abdelaal	2	£71,320.85	6	£32,001.00	−£39,319.85	−55.13%
Li Duan	13	£3,951.12	7	£30,304.71	+£26,353.59	667.07%
Khaled Matar	4	£32,912.08	8	£24,843.94	−£8,068.14	−24.51%
Derin Eryilmaz	6	£22,138.00	9	£23,321.00	+£1,183.00	5.34%
Vaishnavi Pawar	9	£8,788.22	10	£18,578.57	+£9,790.35	111.40%
Haylie Hsu	8	£11,623.86	11	£17,575.94	+£5,952.08	51.20%
Wei Pan	10	£6,840.14	12	£9,200.43	+£2,360.29	34.51%
Shenshen Liu	7	£17,938.00	13	£5,386.00	−£12,552.00	−69.99%

Top Performers (Week 2)

- Shabnam Hidayetova climbed from Rank 3 to Rank 1, increasing sales by £19.7k (+40.16%) — a strong and consistent upward trajectory.
- Manjot Arora made a dramatic entry, jumping from Rank 14 to Rank 2, boosting sales by over £52k, a 1,522% increase — showing outstanding growth.
- Sanbir Singh Sahney maintained consistency, moving from Rank 5 to 3, with a healthy £12.8k (+39.31%) growth.

Declining Performers

- Taha Demirhan, previously #1, dropped to Rank 4 with a decline of £79.5k (-67.45%) — this sharp drop should be reviewed.
- Marawan A. Abdelaal fell from Rank 2 to 6, with a -£39.3k (-55.13%) decrease.
- Shenshen Liu dropped from Rank 7 to 13, losing £12.5k (-69.99%).

Rising Contributors

- Vaishnavi Pawar doubled her sales (+111.4%), showing promising improvement.
- Li Duan rose from Rank 13 to 7, showing +667% growth — potential to be nurtured further.
- Derin Eryilmaz and Haylie Hsu also saw moderate but positive gains.

Recommendations

1. Performance Review for Top Decliners
   - Conduct 1:1s with Taha Demirhan and Marawan A. Abdelaal to identify drop causes — pipeline changes? deals delayed/lost?
   - Analyse whether performance drops are due to internal (engagement) or external (market) reasons.

2. Recognition & Incentives
   - Recognise high-performers like Shabnam, Manjot, and Sanbir publicly — reinforce their momentum.
   - Consider short-term incentives to keep newer top agents engaged.

3. Mentoring & Pairing Strategy
   - Pair rising agents (e.g. Li Duan, Vaishnavi Pawar) with experienced mentors for sustained growth.

4. Skill Development
   - Provide coaching to underperformers like Shenshen, Wei Pan, and Haylie focused on closing skills and objection handling.
   -

5. Monitor Volatility
   - Use rolling averages or multi-week dashboards to spot trends early and minimise reliance on one-hit performance spikes.

londonist DMC

Recent Sales by Country

Country	Sales W1 (£)	Sales W2 (£)	Change (£)	Change (%)
Turkey	£77,812.17	£74,651.57	-£3,160.60	-4.06%
China	£45,408.55	£62,953.28	+£17,544.73	38.64%
India	£65,641.71	£34,593.00	-£31,048.71	-47.30%
United Kingdom	£44,279.14	£0.00	-£44,279.14	-100.00%
Ukraine	£21,357.14	£0.00	-£21,357.14	-100.00%
Vietnam	£18,946.57	£21,679.99	+£2,733.42	14.43%
Nigeria	£18,560.00	£16,668.00	-£1,892.00	-10.19%
France	£18,126.71	£15,096.00	-£3,030.71	-16.71%
Azerbaijan	£0.00	£24,806.57	+£24,806.57	New Entry
Pakistan	£0.00	£19,343.00	+£19,343.00	New Entry

Recommendations

Double Down on China

- ▸ Expand lead generation and partner networks here. Consider reallocating sales efforts or marketing spend.
- Explore New Markets (Azerbaijan & Pakistan)
- ▸ Their strong Week 2 debut shows potential — investigate sales sources and consider localised strategies to nurture further growth.

Investigate India's Drop

- ▸ Was Week 1 boosted by a one-off? Or did something fail in Week 2? Compare campaigns, staff activity, or operational blockers.

Reactivate UK & Ukraine

- ▸ These are significant markets that dropped completely. Review lost leads, staff coverage, or payment/visa-related obstacles.

Protect Stable Performers

- ▸ Countries like Vietnam and Turkey are performing consistently. Keep monitoring and offer support to agents in these regions.

Top Performing Markets

- China saw a significant increase in sales:
- ▸ +£17,544.73 (+38.64%)
- ▸ Now the top-performing country in Week 2.
- ▸ This suggests strong and growing demand — opportunity for further investment.
- Vietnam continued a steady positive trend with +£2,733.42 (+14.43%) increase.
- ▸ May be worth nurturing this market further.
- Azerbaijan and Pakistan emerged as new entries, generating:
- £24,806.57 and £19,343.00 respectively in Week 2.
- ▸ These are high-value new markets that should be further explored and developed.

Underperforming or Declining Markets

- India experienced a sharp drop of -£31,048.71 (–47.30%)
- ▸ Needs urgent investigation — was the Week 1 performance seasonal or was Week 2 underperforming?
- Turkey, although still performing strongly, saw a slight dip of -£3,160.60 (–4.06%).
- ▸ Stable but worth monitoring.
- Nigeria and France saw moderate declines:
- Nigeria: -10.19%
- France: -16.71%
- ▸ These may not be urgent but deserve attention to prevent further slippage.
- UK and Ukraine dropped to £0 in Week 2 (–100%)
- ▸ Indicates a complete loss of engagement. This could be due to external factors or operational lapses — immediate review is recommended.

londonist DMC

Cancellation Comparison

Cancellation Category	Amount W1 (£)	% of Total (W1)	Amount W2 (£)	% of Total (W2)	Change (£)	Change (%)
CANCEL25/26	£106,012.64	79.40%	£40,375.57	51.70%	-£65,637.0	-61.90%
CANCEL AFTER CHECK-IN	£9,599.43	7.20%	£11,043.00	14.10%	+£1,443.57	15.00%
CANCEL WITH PENALTY	£6,200.00	4.60%	£3,798.00	4.90%	-£2,402.00	-38.70%
Cancellation Request	£3,480.00	2.60%	£21,915.00	28.10%	+£18,435.0	529.70%
CANCEL 24/25	£4,104.00	3.10%	£216.00	0.30%	-£3,888.00	-94.70%
CANCEL 24/25-25/26 Split	–	–	£520.00	0.70%	+£520.00	New entry

Recommendations

1.**Investigate Reasons Behind Cancellation Requests**
- Engage directly with clients making cancellation requests to understand concerns. Consider pre-arrival surveys or feedback.

2.Enhance Pre-Arrival Communication
- Proactively communicate accommodation details, check-in instructions, and local amenities to reduce post-check-in dissatisfaction.

3.Reinforce Penalty Awareness
- Ensure customers are well-informed of cancellation penalties upfront. This can deter impulsive cancellations.

4.**Monitor CRM Follow-Ups**
- Ensure that all leads are properly followed up. A rise in cancellations might indicate gaps in lead nurturing or expectations not being met.

5.**Track Trends by Segment (Team/Market)**
- Link cancellations to sales agent or country of origin to identify if specific teams or markets are experiencing higher drop-off.

Key Insights

Total Cancellation Value Dropped:
- Total cancellations dropped from ~£129,396 in W1 to ~£77,867 in W2 (↓ 39.8%). This indicates better retention in W2.

Significant Drop in "CANCEL25/26":
- This category alone saw a 61.9% reduction. The drop from 7 invoices to 5 suggests improved commitment or better vetting during booking.

Spike in "Cancellation Requests":
- From £3.5K to £21.9K (+529.7%)—this could signal a rising trend of clients asking for cancellations before finalisation, indicating uncertainty or dissatisfaction.

Increase in Post-Check-In Cancellations:
- A 15% increase (to £11,043) indicates that some customers are checking in but leaving early. This could hint at unmet expectations or dissatisfaction on arrival.

CANCEL WITH PENALTY fell:
- Despite a drop, the presence of penalties remains important for discouraging late cancellations.

AY 24/25 cancellations nearly eliminated:
- These fell dramatically (↓94.7%), likely because this academic year is winding down or fully booked.

londonist DMC

Sales by Sources/Agencies Comparison

Source Name	Platform Name	Invoices W1	Sales W1 (£)	Invoices W2	Sales W2 (£)	Change (£)	Change (%)
Google Ads	Unselected	12	£80,954.28	20	£99,860.00	+£18,905.72	23.35%
Booking Platforms	Amber Healthcare Solutions Pvt Ltd	6	£53,542.86	5	£28,997.86	-£24,545.00	-45.86%
Booking Platforms	Unselected	3	£8,048.57	12	£5,304.08	-£2,744.49	-34.11%
Booking Platforms	Fireflyhousing	3	£5,651.26	8	£28,887.42	+£23,236.16	411.16%
Booking Platforms	Uhouzz	5	£8,019.29	1	£4,124.29	-£3,894.99	-48.57%
Booking Platforms	University Living	–	–	6	£27,017.28	+£27,017.28	New Entry
Reference	Unselected	4	£44,542.57	7	£54,046.85	+£9,504.28	21.34%
Website	Unselected	6	£28,549.86	3	£12,495.71	-£16,054.15	-56.23%
Institutions	Bayswater College Limited	4	£8,788.22	–	–	-£8,788.22	-100.00%
Institutions	Unselected	3	£19,335.71	2	£12,108.00	-£7,227.71	-37.37%
Others	Unselected	–	–	4	£5,713.80	+£5,713.80	New Entry
Agency	Unselected	–	–	3	£235.00	+£235.00	New Entry
VerbaCall	Unselected	3	£3,402.42	–	–	-£3,402.42	-100.00%

Key Observations:

Total Sales Increase:
- Sales rose from £387,440.56 (Week 1) to £409,203.58 (Week 2), indicating a +5.6% growth in revenue week-over-week.

Top Performing Sources:
- Google Ads remained the top performer, growing by nearly £19,000, with an increase in invoice volume from 12 to 20.
- Reference sources saw a noticeable boost in sales from £44,542.57 to £54,046.85, indicating a strong conversion from word-of-mouth or referrals.
- Fireflyhousing, a booking platform, tripled its invoice volume and grew from £5.6k to £28.8k in revenue — a major growth contributor.

New or Growing Platforms:
- University Living (not present in Week 1's top list) generated £27,017.28 in Week 2.
- Others and Agency channels also emerged, albeit with lower volumes, indicating platform diversification.

Declining Sources:
- The Website channel dropped from £28,549.86 to £12,495.71, a 56% decline. This may suggest a drop in organic or direct traffic.
- Amber Healthcare Solutions Pvt Ltd, while still performing well, saw a drop from £53,542.86 to £28,997.86, a 46% decrease in revenue.

Institutions also saw a drop from £19,335.71 to £12,108.00, suggesting a shift in how bookings are made (possibly moving from B2B to more B2C or self-service).

Recommendations:

Double Down on Paid Acquisition:
- Continue investing in Google Ads as it's delivering the strongest returns.
- Explore additional optimisations (geo-targeting, ad copy refresh) to sustain momentum.

Leverage Referrals:
- Given the strong performance of the Reference source, consider formalising a referral or ambassador program.

Re-Energise Website Traffic:
- The decline in Website sales suggests a potential issue with traffic or conversion. Run diagnostics on landing page performance, CTAs, and traffic sources.

Engage with High-Growth Booking Platforms:
- Platforms like Fireflyhousing and University Living are clearly gaining traction. Strengthen partnerships and possibly negotiate better placements or visibility.

Monitor Declining Channels:
- Keep a close eye on Amber Healthcare Solutions and Institutions. Understand if the drop is temporary or part of a trend and act accordingly.

Sales By Agencies/Booking Platforms/Institutions

Platform Name	Platform Type	Invoices W1	Sales W1 (£)	Invoices W2	Sales W2 (£)	Change (£)	Change (%)
Direct Booking	Unselected	44	£232,749.35	62	£245,804.16	+£13,054.81	5.61%
Amber Healthcare Solutions	Booking Platform	6	£53,542.86	5	£28,997.86	-£24,545.00	-45.86%
UhOuzz	Booking Platform	5	£8,019.29	1	£4,124.29	-£3,895.00	-48.56%
Bayswater College Limited	Institution	4	£8,788.22	0	£0.00	-£8,788.22	-100.00%
Fireflyhousing	Booking Platform	3	£5,651.26	9	£31,265.42	+£25,614.16	453.37%
XiaohongShu	Unselected	2	£3,948.00	0	£0.00	-£3,948.00	-100.00%
ATEC - Yurtdisi Egitim	Agency	1	£1,718.10	0	£0.00	-£1,718.10	-100.00%
Bright Moon Home	Booking Platform	1	£1,690.00	0	£0.00	-£1,690.00	-100.00%
Endless Abroad	Agency	1	£470.00	0	£0.00	-£470.00	-100.00%
EQUAL PARTNERS	Agency	1	£16,978.50	0	£0.00	-£16,978.50	-100.00%
University Living	Booking Platform	0	£0.00	6	£27,017.28	+£27,017.28	**New Entry**
Awehome	Booking Platform	0	£0.00	2	£14,250.00	+£14,250.00	**New Entry**
ALFareq Agency KSA	Agency	0	£0.00	1	£6,420.00	+£6,420.00	**New Entry**
6APT.com	Booking Platform	0	£0.00	1	£5,354.00	+£5,354.00	**New Entry**
Student.com	Booking Platform	0	£0.00	1	£12,150.00	+£12,150.00	**New Entry**
Karya International	Agency	0	£0.00	1	£15,258.00	+£15,258.00	**New Entry**

Key Insights:

1. **Direct Booking Performance**
   - Remains the top contributor across both weeks.
   - Increased from £232,749.35 (44 invoices) to £245,804.16 (62 invoices) — a +5.6% growth in revenue and +40.9% in invoice volume.
   - Direct bookings accounted for ~59% of total sales in Week 2, showing strong customer preference for self-service.
2. **Platform & Agency Movers**

Strong Performers in Week 2:

   - Fireflyhousing: Explosive growth from £5,651.26 to £31,265.42 — +453.37%, 9 invoices in Week 2.
   - University Living: A new entry, contributing £27,017.28 in just one week.
   - Student.com: Another new platform, generating £12,150.00 from a single invoice.
   - Karya International (Agency) and Awehome (Platform) also entered with strong single-ticket sales (£15,258.00 and £14,250.00 respectively).

3.**Declining/Discontinued Sources:**
   - Amber Healthcare dropped significantly (-45.86%) despite being previously strong.
   - UhOuzz, XiaohongShu, EQUAL PARTNERS, and Bayswater College Limited dropped to £0 — all had invoices and sales in Week 1.

Recommendations:

1. **Scale High-Performing Platforms**
   - Invest in Fireflyhousing, University Living, and Student.com with dedicated partnership efforts, exclusive offers, or faster fulfilment workflows.
   - These platforms show strong performance either through volume or high ticket size and can be a sustainable revenue source.
2. **Revive or Audit Underperformers**
   - Conduct performance reviews for platforms like Amber Healthcare, UhOuzz, and EQUAL PARTNERS:
   - Understand reasons behind the drop (process issues, pricing, delays, platform visibility).
   - Re-engage with partners or consider reallocating resources if ROI is low.
3. Improve Conversion from Direct Bookings
   - Since direct booking is dominant:
   - Enhance website UX, speed, and payment experience.
   - Add more incentives for direct bookings (e.g., discount codes, loyalty perks).
   - Segment visitors and target them with personalised follow-ups.
4. **Support New Entrants with Momentum**
   - Platforms like Awehome, ALFareq Agency, and 6APT.com are showing early promise.
   - Provide account management support.
   - Monitor closely for upsell/cross-sell opportunities.
5. **Remove or Reassess Dormant Partners**
   - Cut ties or pause collaboration with partners who have shown 0 activity in W2, unless a clear revival strategy exists.

londonist DMC

Lead Source/Daily Collectables/ Overdue Analysis

Lead Source :

Lead Source	Week 1	Week 2	Change	% Change
Google Ads	239	194	-45	▼18.8%
Booking Platforms	53	70	17	▲32.1%
Social Media Ads	10 (TR)	25 (Global + TR)	15	▲150%
Website	4	9	5	▲125%
Verba Platforms	16	27	11	▲68.8%
Organic / Direct	2	7	5	▲250%
Agency & Reference	6	11	5	▲83.3%

Daily Collectables:

Metric	Week 1	Week 2	Change	% Change
Total Collectables	£101,287.92	£178,017.11	+£76,729.19	75.80%

Overdue:

Week	24/25 AY Overdue (Total)	25/26 AY Overdue (Total)	Combined Total
29 Sep – 5 Oct	£7,096,312.64	£4,475,773.77	£11,572,086.41
6 Oct – 12 Oct	£3,583,156.14	£9,092,384.01	£12,675,540.15
Change (£)	-£3,513,156.50	+£4,616,610.24	+£1,103,453.74
% Change	-49.50%	103.10%	9.50%

Lead Source Insight:

- Google Ads remains the top lead generator, but saw an 18.8% drop in leads — suggesting potential issues with targeting, budget, or ad fatigue. This is worth reviewing to maintain volume.
- Booking Platforms improved by 32.1%, reflecting stronger engagement or possibly better alignment with customer intent. This channel is becoming more reliable for quality leads.
- Social Media Ads saw a 150% increase, mainly driven by new Global campaigns in Week 2. This indicates strong potential for further expansion beyond Turkey-specific ads.
- Verba Platforms (Messenger, Chat, Call) grew by 68.8%, showing users are increasingly engaging with instant communication tools. This suggests customers prefer real-time, interactive support.
- Website leads more than doubled (+125%), which might be due to improved site traffic, SEO, or CTAs. Leveraging this further with A/B testing and optimized landing pages could boost this further.
- Organic/Direct traffic leads grew by 250%, pointing to stronger brand recognition or improved word-of-mouth. This is a healthy sign of growing trust and awareness.
- Agency and Reference-based leads also grew by 83.3%, indicating increased cooperation with partners and positive referral behaviour.

Daily Collectable Insight:

- Week 1: Peaks early (Sep 29), declining toward the weekend.
- Week 2: More consistent collection, peaking midweek (Oct 8–10) and maintaining better performance.

Overdue Insight:

- 24/25 Academic Year (AY) Overdues dropped significantly (-49.5%) in the second week, indicating strong collection efforts or resolution of aging balances.
- 25/26 AY Overdues more than doubled (+103.1%), with a sharp increase observed particularly on 9th and 10th October, likely due to large invoicing or delayed payments.
- Total overdue amount across both AYs increased by 9.5% week-on-week, primarily driven by the 25/26 AY surge.

londonist DMC

Recent Sales

Metric	Week 1 (29 Sep – 5 Oct)	Week 2 (6 – 12 Oct)	Change	% Change
Signed Bookings	59	74	15	25.42%
Unsigned Bookings	14	23	9	64.29%
Paid Deposits	47	49	2	4.26%
Unpaid Deposits	4	12	8	200.00%
No Deposits	22	36	14	63.64%

Key Insights

- Signed Bookings increased by 25.4%, which is a strong positive signal indicating higher conversion and deal closures in Week 2.
- Unsigned Bookings also rose sharply by 64.3%, suggesting more prospects are showing interest but not yet committing—indicating a need to improve follow-up or trust signals.
- Paid Deposits only saw a modest increase of 4.3%, not proportionate to the growth in signed bookings, which may highlight delays in payment or new payment friction.
- Unpaid Deposits tripled (+200%), pointing to either operational delays or clients facing difficulties in making payments.
- No Deposit Cases grew by 63.6%, indicating a large number of deals signed without financial commitment—this could pose cash flow risks if not followed up promptly.

Recommendations

1.Follow-up Process: Strengthen follow-up mechanisms for unsigned bookings to increase conversion.

2.Deposit Enforcement: Introduce soft deadlines or incentives to encourage quicker deposits.

3.Payment Experience: Investigate whether technical, communication, or financial barriers are causing unpaid deposits to spike.

4.Risk Flagging: Flag and monitor "no deposit" deals to ensure they don’t fall through and impact revenue later.

5.CRM Automation: Use automation tools to remind users about deposit deadlines or next steps.

londonist DMC

Overall Performance Summary

Sales & Invoicing

- Sales increased from £393,258.56 to £409,553.58 (+4.1%).
- Invoices rose by 32.9% (from 73 to 97).
- Quote-to-Invoice rate improved from 7.7% → 10.06%, showing better conversion efficiency.

Cancellations

- Cancelled value dropped 41.5% (£134.9K → £78.9K).
- Week 2 cancellations were 19.3% of total sales, down from 34.3%—a strong improvement.

Collectables

- Total collectables rose 75.8% to £178,017.11, reflecting stronger sales momentum.

Lead Sources

- Google Ads still led in volume but dropped by 19.2%.
- Booking Platforms (+32%) and Social Media Ads (+271%) showed strong lead growth.
- Suggest shifting budget to high-growth channels.

Top Platforms

- Direct Booking remained the top performer with £245,804.16 in Week 2 (+5.6%).
- Fireflyhousing grew significantly (+453%).
- Amber Healthcare & Uhouzz declined sharply and need review.

Key Recommendations:

1.Prioritise deposit follow-up to reduce unpaid/no-deposit bookings.

2.Expand spend on Booking Platforms and Social Media Ads, which are showing higher lead efficiency.

3.Continue nurturing high-performing channels like Direct Booking and Fireflyhousing.

4.Maintain cancellation vigilance, especially around last-minute drop-offs.

londonist DMC



londonist
DMC