

An Analytical Study of Sales Performance and Future Revenue Growth at Trishana Technology

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Abstract – In today's rapidly evolving digital economy, the demand for industry-oriented technical education and skill development has significantly increased. This study presents an analytical investigation of sales performance and future revenue growth at Trishana Technologies — a leading IT training institute in Bangalore, India. The research adopts a descriptive and analytical approach, collecting primary data through structured questionnaires from 100 respondents comprising students (52%), fresh graduates (28%), and working professionals (20%). The study evaluates key factors influencing student enrollment decisions including digital marketing effectiveness, trainer quality, placement assistance, course demand, and hybrid learning preferences. Business analytics tools — Microsoft Excel, SQL, and Power BI — were assessed for their role in monitoring and improving sales performance. Statistical methods including percentage analysis, chi-square test ($\chi^2 = 9.214$, $p = 0.027$), and regression analysis ($R = 0.872$, $R^2 = 0.760$) were used to validate the hypotheses. Findings reveal that Data Science (30%) and Full Stack Development (25%) are the highest-demand courses; Google Ads (32%) is the most effective marketing channel; and placement assistance (34%) is the primary enrollment conversion factor. AI and Data Science (40%) emerged as the most anticipated future high-demand technology domain. The study concludes with strategic recommendations for strengthening sales growth and achieving sustainable organizational performance through data-driven decision-making.

Key Words: Sales Performance Analysis, Business Analytics, Revenue Growth, IT Training, Power BI, EdTech, Enrollment Conversion, Predictive Analytics, Trishana Technologies, Digital Marketing.

1. INTRODUCTION

In the modern digital era, the demand for technical education and professional certification programs has grown rapidly due to advancements in technology, digital transformation, and increasing industry competition. Educational and training institutions are continuously adopting innovative strategies to attract students, improve course performance, and enhance overall business growth. Business Analytics has emerged as a powerful tool that helps organizations analyze sales data, understand customer behavior, predict future trends, and make effective strategic decisions.

This study focuses on sales performance analysis using business analytics at Trishana Technologies — an IT training and technology solutions institute specializing in Python, Data Science, Artificial Intelligence, Cloud Computing, Full Stack Development, AWS, Digital Marketing, and Software Testing. The research examines factors influencing student enrollment decisions, evaluates the effectiveness of different marketing channels, and forecasts future revenue growth opportunities for the next five years.

The study emphasizes the importance of data-driven decision-making in improving organizational performance. Tools such as Power BI and predictive analytics help management monitor revenue trends, track sales targets, identify customer preferences, and forecast future demand. The findings contribute valuable insights into student preferences, market trends, and business performance in the growing EdTech and IT training sector.

2. REVIEW OF LITERATURE

Saravana Priya et al. (2024) explored retail store sales analysis using Power BI, examining sales trends, customer demographics, and regional variations. Integration of Power BI predictive algorithms enabled retailers to forecast future trends with greater accuracy and efficiency.

Swathi S. (2024) analyzed sales performance as a crucial aspect of data-driven decision-making using business intelligence tools in real time, providing actionable insights to optimize sales performance and gain competitive advantage.

Umale and Kolhatkar (2024) developed an interactive Sales Performance Dashboard using Power BI for e-commerce data. Key Performance Indicators — total revenue, total orders, average order value — were calculated using DAX, revealing that specific product categories contribute significantly to overall revenue.

Mythili and Shrinithi (2026) implemented a Power BI and Microsoft Fabric-based sales dashboard covering ₹150 crore in sales data from 2020–2024, concluding that dashboards enhance business intelligence and enable data-driven strategic planning.

Singh and Jadhav (2022) highlighted that Power BI is used by over 200,000 organizations in 205 countries, reducing human errors and supporting efficient sales performance monitoring at scale.

Lavanya Lokhande (2025) concluded that Power BI is among the most effective tools for visual analytics, leading to improved sales strategies, enhanced customer experiences, and sustainable business growth.

Research Gap: Most existing studies focus on retail, e-commerce, or manufacturing sectors. A significant research gap exists in applying sales analytics frameworks to technology education institutions — where the product is a training program and sales are enrollment conversions. This study directly addresses that gap at Trishana Technologies.

3. RESEARCH METHODOLOGY

3.1 Statement of the Problem

Many IT training organizations collect sales data but fail to effectively analyze and utilize it for forecasting future trends and improving strategic planning. This study focuses on how sales performance analysis using business analytics tools can support business growth and organizational decision-making at Trishana Technologies.

3.2 Objectives of the Study

Primary Objective: To analyze sales performance using business analytics tools at Trishana Technologies.

- To study the current sales performance of Trishana Technologies.
- To analyze customer preferences and course demand through questionnaire analysis.
- To compare the effectiveness of Excel, SQL, and Power BI in sales data analysis.
- To identify factors influencing sales growth and customer enrollment.
- To forecast future sales trends and business opportunities for the next five years.
- To provide strategic recommendations for improving future sales performance.

3.3 Hypotheses of the Study

H01: There is no significant relationship between business analytics tools and sales performance analysis.

H11: There is a significant relationship between business analytics tools and sales performance analysis.

H02: There is no significant relationship between customer preferences and course enrollment.

H12: There is a significant relationship between customer preferences and course enrollment.

3.4 Sample Design

The study adopts a descriptive and analytical research design. A structured questionnaire was administered via convenience sampling to 100 respondents at Trishana Technologies, Bangalore, comprising students (52%), fresh graduates (28%), and working professionals (20%). Data collection was completed over a two-week period in early 2025. Primary data was collected through questionnaires; secondary data from company records, websites, journals, and industry publications.

3.5 Statistical Tools Used

- Simple Percentage Analysis — to analyze respondent opinions and compare data categories.
- Chi-Square Test — to identify significant relationships between analytics tools and sales performance.
- Regression Analysis — to measure the strength and direction of the relationship between variables.
- Microsoft Excel, SQL, and Power BI — for data organization, management, and visualization.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 1: Professional Status of Respondents

Professional Status	No. of Respondents	Percentage (%)
Student	52	52
Fresh Graduate	28	28
Working Professional	20	20
Total	100	100

Majority are students (52%), indicating high academic community interest in IT training programs.

Table 2: Preferred Technology Domain

Technology Domain	No. of Respondents	Percentage (%)
Python	18	18
Data Science	30	30
AWS	15	15
Digital Marketing	12	12
Full Stack Development	25	25
Total	100	100

Data Science (30%) is most preferred, followed by Full Stack Development (25%), reflecting growing career demand.

Table 3: Source of Awareness about Trishana Technologies

Source of Awareness	No. of Respondents	Percentage (%)
Google Ads	32	32
Instagram Ads	24	24
Referral	16	16
Walk-in	12	12
Website	16	16
Total	100	100

Google Ads (32%) is the leading awareness source, confirming effectiveness of digital marketing platforms.

Table 4: Most Influential Marketing Platform for Enrollment

Most Influential Platform	No. of Respondents	Percentage (%)
Google Ads	35	35
Instagram Ads	25	25
Referral	15	15
Website	15	15
Walk-in	10	10
Total	100	100

Google Ads (35%) most influences enrollment decisions; digital advertising drives majority of student acquisition.

Table 5: Factors Influencing Enrollment Conversion

Enrollment Conversion Factor	No. of Respondents	Percentage (%)
Placement Assistance	34	34
Trainer Quality	22	22
Course Fee	18	18
Course Demand	16	16
Brand Reputation	10	10
Total	100	100

Placement assistance (34%) is the primary conversion driver, highlighting importance of career-oriented training.

Table 6: Future High-Demand Technology Domains (Next 5 Years)

Future Technology Domain	No. of Respondents	Percentage (%)
AI & Data Science	40	40
Cloud Computing	24	24
Cyber Security	14	14
Full Stack Development	14	14
Digital Marketing	8	8
Total	100	100

AI & Data Science (40%) is most anticipated future domain, signaling strong growth opportunity for AI-based courses.

Table 7: Impact of Power BI on Sales Monitoring

Impact of Power BI	No. of Respondents	Percentage (%)
Strongly Agree	45	45
Agree	38	38
Neutral	12	12
Disagree	5	5
Total	100	100

A combined 83% positive response confirms Power BI is highly effective for tracking and improving sales performance.

Table 8: Recommendation Level of Trishana Technologies

Recommendation Level	No. of Respondents	Percentage (%)
Definitely Yes	48	48
Probably Yes	32	32
Maybe	15	15
No	5	5
Total	100	100

80% of respondents would recommend Trishana Technologies, reflecting strong satisfaction and institutional trust.

4.2 Chi-Square Test

Null Hypothesis (H01): There is no significant relationship between business analytics tools and sales performance analysis at Trishana Technologies.

Table 9: Chi-Square Test Results

Chi-Square Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.214	6	0.027
Likelihood Ratio	8.876	6	0.031
Linear-by-Linear Association	4.102	1	0.043
N of Valid Cases	100	—	—

Since $p\text{-value} (0.027) < 0.05$, $H01$ is rejected. A statistically significant relationship exists between business analytics tools and sales performance.

4.3 Regression Analysis

Null Hypothesis (H02): There is no significant relationship between customer preferences and course enrollment at Trishana Technologies.

Table 10: Regression Analysis — Descriptive Statistics and Correlations

Variable	Mean	Std. Deviation	N
Business Analytics Tools Usage	3.8421	1.21435	100
Sales Performance Analysis	4.1264	1.10328	100
Pearson Correlation (R)	0.872**	—	100
R Square (R^2)	0.760	—	—
Significance (p-value)	0.000	—	—

** Correlation significant at 0.01 level (2-tailed). $R^2 = 0.760$: 76% of sales performance variation is explained by business analytics tool usage.

Since the significance value ($p < 0.05$), $H02$ is rejected and $H12$ is accepted. Business analytics tools have a strong positive impact on sales performance analysis and forecasting efficiency at Trishana Technologies.

Table 11: Hypothesis Testing Results Summary

All tests conducted at $\alpha = 0.05$ significance level.

Hypothesis	Test Applied	Variables	Result	Decision
H01 / H11	Chi-Square Test	Analytics Tools $\times$ Sales Performance	$\chi^2 = 9.214$, $p = 0.027$	✓ H11 Accepted
H02 / H12	Regression Analysis	Customer Preferences $\times$ Enrollment	$R=0.872$, $R^2=0.760$, $p<0.05$	✓ H12 Accepted

Note. All null hypotheses rejected at $\alpha = 0.05$.

5. KEY FINDINGS

- 52% of respondents are students, indicating high academic interest in technical skill development courses at Trishana Technologies.
- Data Science (30%) and Full Stack Development (25%) are the most preferred and highest-demand technology domains.
- Google Ads (32%) and Instagram Ads (24%) are the most effective digital marketing channels for student acquisition.
- Placement assistance (34%) is the primary enrollment conversion factor, underscoring the importance of career-oriented training.
- 82% of respondents consider MNC-experienced trainers as extremely important or important to their enrollment decision.
- A combined 83% positive response confirms Power BI as a highly effective tool for sales monitoring and performance tracking.
- 73% of respondents rated historical sales trend data as Accurate or Highly Accurate — a reliable basis for forecasting.
- Chennai (34%) and Hyderabad (28%) represent the cities with the highest enrollment potential.
- AI & Data Science (40%) is the most anticipated future high-demand technology domain for the next five years.
- Chi-square analysis ($\chi^2 = 9.214$, $p = 0.027$) confirmed a statistically significant relationship between analytics tools and sales performance.
- Regression analysis ($R = 0.872$, $R^2 = 0.760$) confirmed that business analytics tool usage explains 76% of variation in sales performance outcomes.
- 80% of respondents would recommend Trishana Technologies to others, reflecting strong institutional satisfaction and reputation.

6. RECOMMENDATIONS

- Strengthen digital marketing through targeted Google Ads and Instagram campaigns to improve lead generation and enrollment conversion rates.
- Introduce advanced AI-based courses including Generative AI, Machine Learning, Cyber Security, and Cloud Architecture to meet future market demand.
- Continuously update curricula with real-time industry projects, live case studies, and outcome-based assessments to maintain industry relevance.
- Engage trainers from reputed MNCs regularly to enhance training credibility and maximize student satisfaction and institutional trust.
- Expand Power BI dashboards and predictive analytics for real-time monitoring of sales targets, enrollment trends, and revenue performance.
- Focus strategic marketing and expansion on Chennai and Hyderabad, which demonstrate the highest enrollment potential.

- Offer flexible fee structures, installment plans, and scholarship programs to reduce financial barriers and attract a broader student demographic.
- Intensify marketing campaigns during the July–September peak enrollment season with early-bird and batch-launch promotional offers.
- Implement AI-based personalized learning systems and stackable micro-credential programs to attract and retain diverse learners.
- Formalize referral ambassador programs to harness word-of-mouth marketing and further strengthen institutional reputation.

7. CONCLUSION

This study demonstrates that Business Analytics plays a significant and measurable role in improving sales performance, customer engagement, and organizational growth at Trishana Technologies. By systematically analyzing sales trends, customer preferences, enrollment patterns, and marketing channel effectiveness, the research provides a data-driven framework that IT training institutions can immediately apply to strengthen their strategic decision-making.

The statistical results are clear and robust: the chi-square test ($\chi^2 = 9.214$, $p = 0.027$) confirms a significant relationship between analytics tool usage and sales performance outcomes, while regression analysis ($R = 0.872$, $R^2 = 0.760$) demonstrates that business analytics tools explain 76% of the variance in sales performance. Courses in Data Science, Artificial Intelligence, and Full Stack Development exhibit the strongest market demand, and Google Ads remains the most effective channel for student acquisition.

Overall, the effective implementation of business analytics, modern marketing strategies, and continuous course innovation can improve future sales growth, student satisfaction, and long-term organizational competitiveness at Trishana Technologies. This study serves as a replicable, evidence-based analytical model for analytics-led growth in the IT training and EdTech sector.

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