

# **LEAD SCORING**

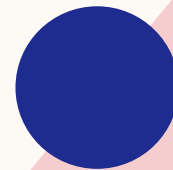
SAURABH  
KHANDELWAL—DSC 57

# **AGENDA**

Introduction

Areas of Focus

Summary



# INTRODUCTION

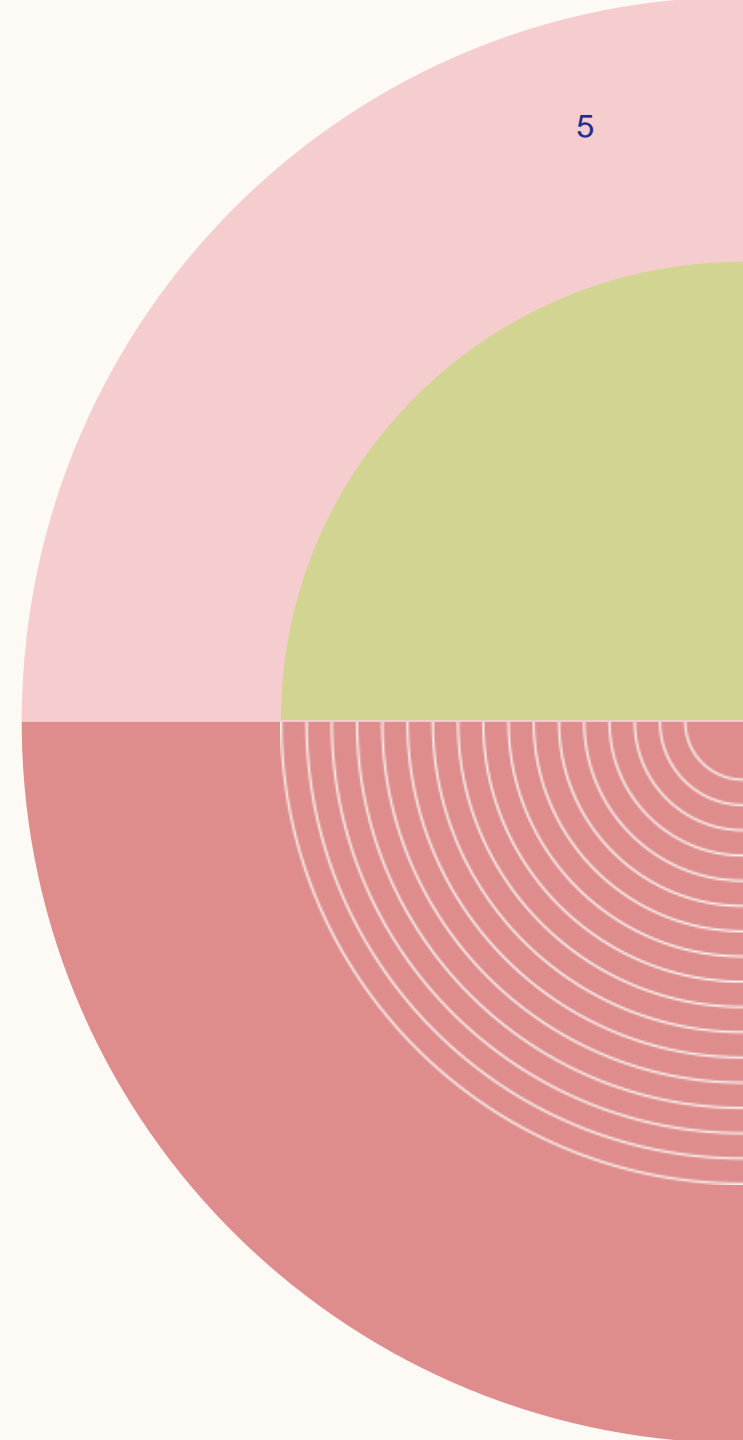
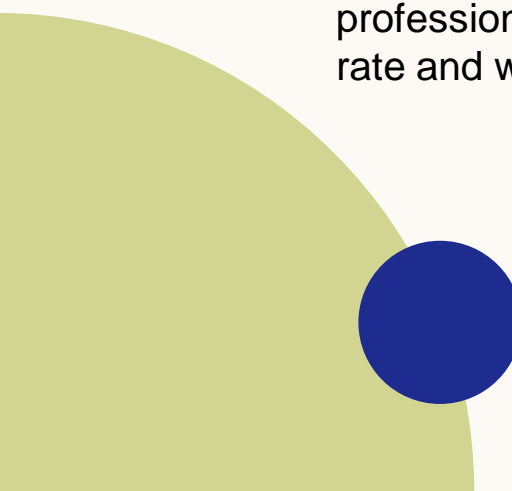
X Education gets a lot of leads, its lead conversion rate is very poor at around 30%. The company requires us to build a model wherein we need to assign a lead score to each of the leads such that the customers with a higher lead score have higher conversion chance. CEO's target for lead conversion rate is around 80%

# AREAS OF FOCUS

- More budget/spend can be done on Website in terms of advertising, etc.
- Incentives/discounts for providing reference that convert to lead, encourage to provide more references.
- Working professionals to be aggressively targeted as they have high conversion rate and will have better financial situation to pay higher fees too.

# SUMMARY

- Focus on features with positive coefficients for targeted marketing strategies. Develop strategies to attract high-quality leads from top-performing lead sources. Engage working professionals with tailored messaging. Optimize communication channels based on lead engagement impact. More budget/spend can be done on Website in terms of advertising, etc. Incentives/discounts for providing reference that convert to lead, encourage providing more references. Working professionals to be aggressively targeted as they have high conversion rate and will have better financial situation to pay higher fees too.



**THANK YOU**