Lead Score Case study

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Problem Statement

X Education sells online courses to industry professionals. X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted. To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'. If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone. Business

Objective:

- X education wants to know most promising leads.
- For that they want to build a Model which identifies the hot leads.
- Deployment of the model for the future use.

Univariate and Bivariate Analysis of Data

Conclusions:

- Maximum number of leads are generates from Google and Direct traffic.
- Reference leads and leads through welingak website is having high Rate of Conversion.

If we want to improve overall lead conversion rate, we should be concentrating more on improving lead converion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
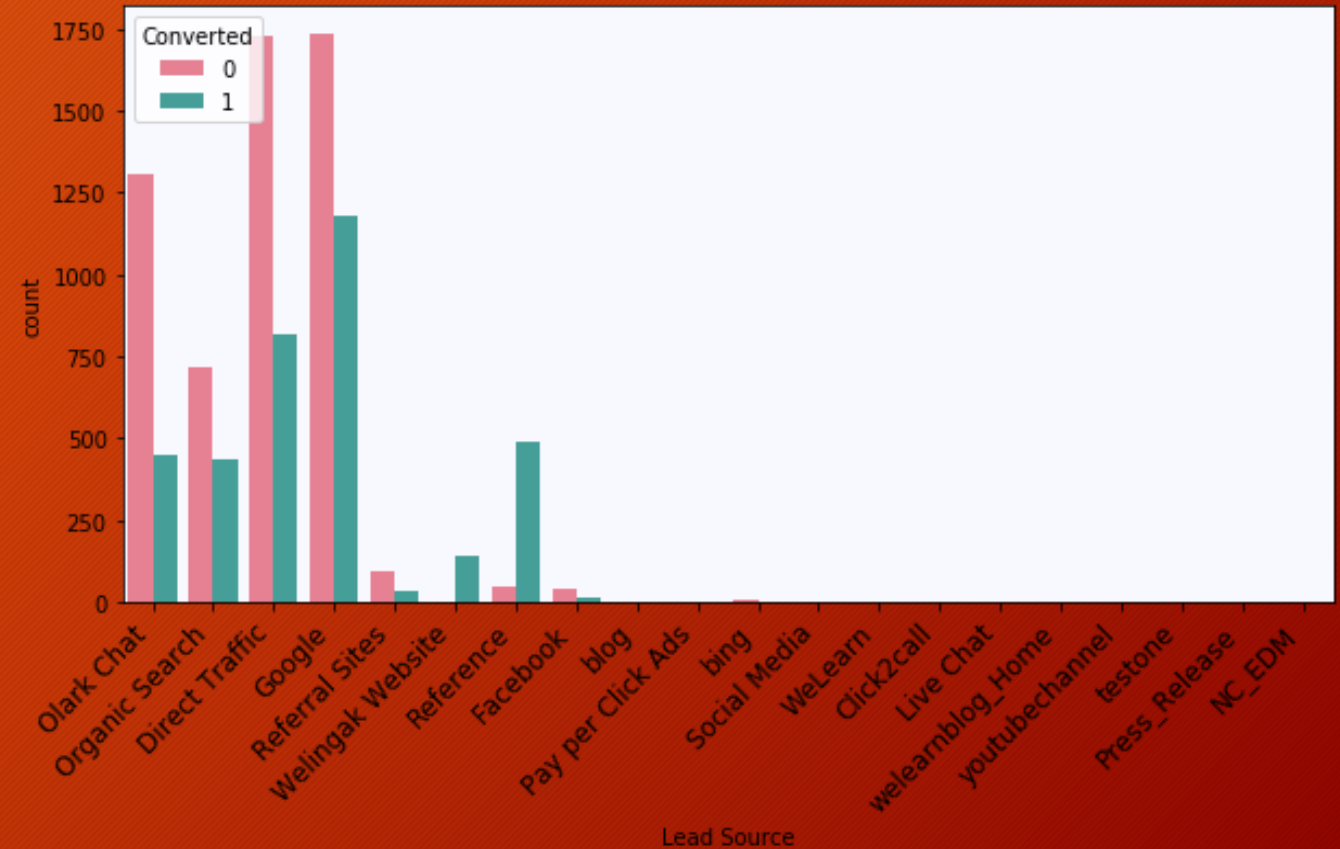
Univariate and Bivariate Analysis of Data

Conclusions:

- Landing Page Submission and API have around 30-35% conversion rate but count of lead generated from them are considerable.
- Lead Add Form has more than 90% conversion rate but count of lead are not very high.
- Lead Import are very less in count.