

SUMMARY

- Lead scoring case study has been done according to the
- business requirements of the company.
- The customers are looking for better career prospects, most of them having a specialization in Finance Management. Leads from HR, Finance & marketing management specializations have high probability to convert.
- Making improvement in customer engagement through email & calls will help to convert leads. As the leads which are opening email have high probability to convert, same as Sending SMS will also benefit.
- Optimize communication channels based on lead engagement impact.
- More budget/spend can be done on Welingak 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 a high conversion rate and will have better financial situation to pay higher fees too.