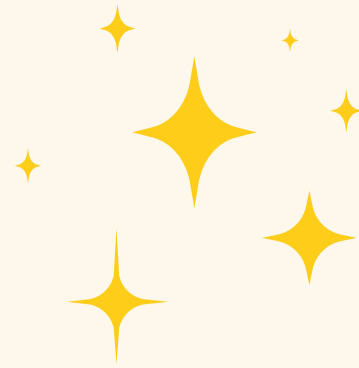


INVEST MORE ON



NEW KNOWLEDGE

X EDUCATION  
LEAD SCORING CASE STUDY

## **Introduction**

An education company named X Education sells online courses to industry professionals. The company markets its courses on several websites and search engines like Google. The company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

Now, X Education wants to select the most promising leads, i.e, leads that are most likely to convert into paying customers. Hence we have been provided with a leads dataset from the past with around 9000 data points.

First we tried to understand the dataset and calculated the conversion rate for the dataset and got it as 38%. Then after that we did data cleaning, removed columns which had only one unique value. Also, did data imputation to categorical and numerical variables. We also identified few columns which had high data imbalance like Country which had almost 90% of the skewed towards India and remaining with other countries.

After data cleaning, EDA was performed on categorical and numerical variables. Then build a logistic regression model with good sensitivity and generated the lead score to identify the Hot Leads for the company.

## **FINDINGS & RECOMMENDATIONS**

- According to the analysis, the following variables contribute most towards the probability of getting a lead converted:
  1. The Total Time Spent on the website – It shows more the time spent on the website, higher is the probability of the lead getting converted into a customer.
  2. What is your Current Occupation - It shows that unemployed people are the larger group of leads but conversion is higher in Professional group which is a smaller group. This can be because of the higher fees for the course which unemployed people cannot afford and also professional people always look for upskilling courses.
  3. Lead Origins - Lead Add Form has the highest Percentage of conversions. API and Landing Page Submission have less conversion rate but has maximum number of leads counts.
- The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" and also working professionals as these are more likely to get converted.
- People who have not mentioned the Specialization or given it as 'Others' seems to be less interested in taking up the course. On other hand people who have a clear idea on Specialization are more interested in the courses.

- From the analysis we can infer that unemployed and students have less conversion rate, so the company can actually focus on strategies to pull in those group by providing courses at any discount rate and offers which could attract them.
- Finally, we also identified the Hot Leads who got lead score above 80. There is a unique lead ID with which the sales team can contact the Hot Leads and there are high chances that they will be converted.
- The sales team can call them or even sent SMS to follow-up with the Hot Leads.
- From the analysis, we could recommend the team to focus more on the Hot Leads who have higher chance of getting converted and this would increase the revenue for the company with more efficient work.
- It is also recommended to analyse the data periodically because there can be variations in particular period of the year as well. For example, students who are getting graduated in an academic might also look for courses which can upskill them and make them industry readiness. Hence in some point they can also be potential Hot Leads.