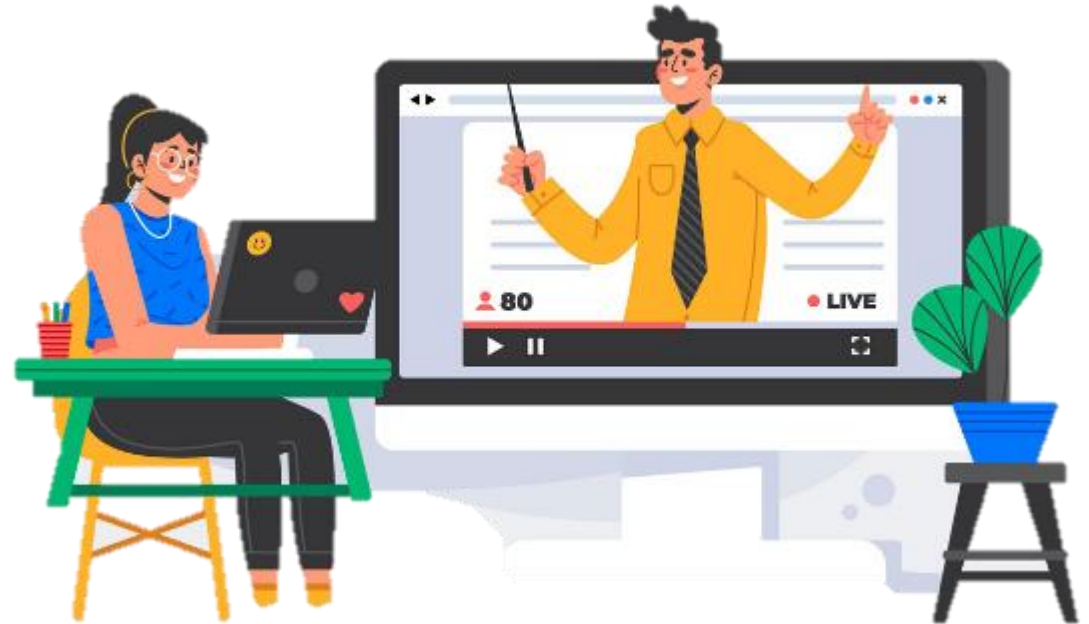


# X Education Case Study

Ferdaous Erraklaouy

# PROBLEM STATEMENT

- X Education provides online courses to industry professionals.
- The company generates numerous leads but has a low conversion rate; only about 30 out of 100 leads convert daily.
- To improve efficiency, X Education aims to identify 'Hot Leads', which are leads with the highest potential for conversion.
- Focusing on these 'Hot Leads' should increase the conversion rate, as the sales team can prioritize their communication efforts on these more promising prospects.



# METHODOLOGY

1

## **Data Cleaning**

Address and eliminate duplicate data.

Manage NA and missing values and remove columns that have many missing values and are irrelevant to the analysis.

Perform imputation for necessary values.

Identify and address outliers in the data.

2

## **Exploratory Data Analysis (EDA)**

Univariate Data Analysis: Analyze the frequency and distribution of individual variables.

Bivariate Data Analysis: Explore relationships between variables, including correlation coefficients and patterns.

Feature Scaling & Encoding: Apply scaling to features and convert categorical data into dummy variables or encoded formats.

3

## **Model Building & Validation of the Model**

Classification Technique: Use logistic regression to build and make predictions with the model.

Model Validation: Verify the model's accuracy and reliability.

Model Presentation: Display and explain the model's findings.

Conclusions & Recommendations: Summarize insights and suggest actionable steps based on the analysis.

# CONCLUSIONS & RECOMMENDATIONS

- **Focus on Tags\_Closed by Horizzon, Tags\_Lost to EINS, and Tags\_Will revert after reading the email** as they are the Top 3 Contributing Variables: The variables that significantly influence lead conversion.
- **Strategy with Interns:** During the internship period, focus on high-potential leads, use targeted communication strategies, and real-time monitoring to enhance lead conversion aggressively.
- **Strategy When Targets are Met Early:** Minimize unnecessary phone calls by refining lead scoring, increasing digital communication, and using automation for initial engagements to maintain efficiency without overextending resources.
- **Continuous Optimization:** Employ real-time data monitoring and CRM tools to adapt strategies effectively and ensure optimal lead management and conversion.

