

## **SUMMARY**

This analysis is done for X education and to find ways to get more industry professional to join their courses. The basic data provided to us gave us the information about how the potential customers visit the site and how much time they spend on it and how they reached and the conversion rate of the site. The purpose of this case study is to improve or optimize the lead scoring mechanism based on their behaviors, demographics, buying tendency etc. by explicitly and implicitly implementing the lead scoring model with proper lead point system. The main agenda is that we are building these logistic regression model to allocate a lead score between 100 of each of the leads to target the potential leads which can be used by the company. If we observe that there is a higher score in the lead then it is most important or likely to convert them but if we observe the lead has the lowest score which means that it will probably not get converted. Also there are some more problems in which the model presented by the company should be able to modify or alter if the requirements of the company changes in the future. Here we observe that there are lots of leads generated in the initial stage but coming to payout of the customers we see that there

are only few of them. In order to get a higher lead conversion we need to bring up the leads potential well. The leads which we have generated should sort out the best prospects. We must keep a list of leads handy so that we can inform them and provide more information about new courses, job offers and further higher studies. Before providing and sending the information we must initially monitor the leads carefully. We should carefully provide the information on the courses, services, job trainings or offers according to the interest of the leads that suits them the best. To capture the leads as the prospects, we must also implement the planning of the proper charts which satisfies the needs of the leads in a long way. To determine the intention of the leads for joining the course we must provide them further enquires and give them the most appointments for enquires that they need. We performed the EDA analysis in these case study from which we come to know that there are some people who are spending more than average time on the website hence ,they are called promising leads so targeting and approaching them would be helpful for us in generating the conversions. We should observe that websites are more engaging so that leads spent more time on it. But there are many

chances that if the lead is already a student then they will take up different courses which are designed for working professionals. Now a days, we observe that there are students and unemployed who are looking for the course which would help them in landing or getting a job and pay them well as of high. There are some target leads that spend most of the time on the website and the students can also be approached but there will be chances less for conversion as the course is industry based. It can also be an advantage to them as it will motivate them to make sure understand the industry readlines by the time they are completing their education. From these we conclude that we should not focus on students who are still studying as they won't be willing or able to enroll so early. Interns would be leads who would be more competitive or a bit aggressive for the course. Keeping all these in mind we should be able to give the confidence to the company in making good calls based on these model.