

## **SUMMARY**

X Education receives a lot of leads, but only about 30% of those leads really become customers. The business wants us to create a model in which we score each lead individually so that leads with higher scores have a higher likelihood of converting. The CEO aims to convert leads at a rate of about 80%. Many leads are generated in the first stage (top), but few of them turn into paying clients in the second stage. To increase lead conversion, you must properly nurture the potential leads during the middle stage (e.g., by educating the leads about the product and maintaining ongoing communication). Carefully present career opportunities, information, or courses that best suit the leads' interests. A good strategy for identifying each lead's demands can help you convert leads into customers. Pay attention to leads that have been converted. Engage leads in question-and-answer sessions to gather the pertinent data you require about them. To find out if the leads want to enroll in online courses, make more queries and appointments with them.