

## Summary Report

- There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
- First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.
- Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.
- Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.

## Recommendation

To improve the potential lead conversion rate X-Education will have to mainly focus important features responsible for good conversion rate are :-

- Lead Source\_Welingak Website : As conversion rate is higher for those leads who got to know about course from 'Welingak Website',so company can focus on this website to get more number of potential leads.
- Lead Origin\_Lead Add Form: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it to get more number of leads cause have a higher chances of getting converted.
- What is your current occupation\_Working Professional : The lead whose occupation is 'Working Professional' having higher lead conversion rate ,company should focus on working professionals nad try to get more number of leads.
- Last Activity\_SMS Sent: Lead whose last activity is sms sent can be potential lead for company.
- Total Time Spent on website: Leads spending more time on website can be our potential lead.