Executive Summary

Observations –

* **Top Generators:** Google and Direct traffic.
* **High Conversion Rates:** 'Reference' and 'Welingak Website'.
* **API Conversion Rate:** ~31%.
* **Landing Page Submission Conversion Rate:** ~36%.
* **Lead Add Form:** More successful conversions than unsuccessful.
* **Lead Import:** Low count.
* **SMS Sent:** ~63% conversion rate.
* **Email Opened:** Most common last activity.
* **Unemployed Leads:** Generate more leads and have a ~45% conversion rate.
* **Working Professionals:** Higher conversion rate.
* **Management:** Generates the most leads.
* **NA Category:** Also generates a significant number of leads.
* **Maximum Sales –** Achieved through Over the Call Sales and Mail.

Recommendations –

* Conversion of the below is much easier and should be leveraged -
* **Lead Origin\_Lead Add Form** - The leads produced from this source have been found to opt for the course most of the time.
* **What is your current occupation\_Working Professional** - Working Professionals should be targeted for the sale of courses.
* **Last Activity\_SMS Sent** - The leads converted mostly reach out via sms communication chain and are potential leads.
* **Lead Source\_Olark Chat** - Leads sourced from Olark Chat have more conversion potential.
* **Total Time Spent on Website** - Higher the time spent on the website, results in higher conversion of the lead.