**ABSTRACT**

**TITLE:**  **LEAD CONVERSION IN DIGITAL MARKETING USING DATA ANALYTICS**

Prediction of lead conversion of the training organization data of different marketing e-channels in Digital Marketing using Data analytics.

In view of the Digital revolution growing trends in Digital marketing all the organizations moving in to do their advertisements on e-channels for getting customers lead data. This scenario also increased in India in view of the government pushing for regulation like swatch Bharat and other programs where not encouraging companies to advertise on traditional channels like poster on walls and public places. To advertise there are some guidelines and it has to be done through billboards, which is increasing cost for the companies. Because of this change and also the generation change the companies are moving towards Digital Marketing and depending on more e-channels for advertising. The examples of e-channels are Google, Sulekha and Justdial ext. and these are more economical compare to other. The challenge is these e-channels provide the lead data in different levels where some are prospects and some or non prospects. The companies have to spend considerable time to convert the leads and they have to invest on time to data analysis to find which lead is providing good prospects so that they can invest more of advertisement on that channel.

Here is the case one midsized new training institution on niche technologies is moving towards Digital marketing to get leads and also to increase the brand. The company is invested in traditional channels and also e-channels like Google, Sulekha and Justdial. The leads comes from Just dial is more enquires, from Sulekha more of prospects and Google more of direct callers. The company is doing the regular data analysis to find which is the good e-channels to increase investment to get more leads in future. Being a niche technology company the organization is applying Predictive data analytics on the lead conversion to see what are the factors playing the role of lead conversion and which channels it is happening. There are two challenges one lead conversion and analysis on the leads from which channel getting more prospective leads.

The project problem statement is to find lead conversion form the e-channel data by applying predictive data analytics in Digital Marketing. Applying the model to find predict equation/rule for the conversion so that the marketing department will keep less effort on conversion of the lead. The data consists from the all channels for the past six months where basic information of the lead, channel, age, qualification, course requirement and distance from the institute is give. We will be applying Data analysis and deriving the new fields and apply the model to get the output. From the output of the model we will be deriving business rule/equation to check prediction for conversion.