•OPTIMIZING LEAD CONVERSION STRATEGIES

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OBJECTIVE & CHALLENGES

•**Objective**: Increase lead conversion rates and optimize marketing strategies.

•**Challenge**: Identify key factors influencing lead conversion and develop actionable insights.

ANALYSIS APPROACH

- **Data Collection**: fro, a CSV file 'Leads.csv'

- **Exploratory Data Analysis (EDA)**: Conducted thorough analysis to uncover insights.

- **Model Building**: Developed predictive models(Logistic Regression) to forecast lead conversion probabilities.

- **Business Impact Assessment**: Evaluated the implications of insights on marketing strategies

EDA

- I conducted thorough data cleaning, removing columns with over `15%` null values to maintain data integrity.

- Missing values in numeric(int,float) data were filled with median values, preserving numerical trends, while Object type data was imputed with mode values to retain predominant characteristics.

- These steps ensured a high-quality dataset, enabling more reliable insights for informed decision-making.

KEY FINDINGS

How many people are able to convert and how many people are not able to convert out from total lead?

Out of 9240 customers only 38.54% are converted to Leads
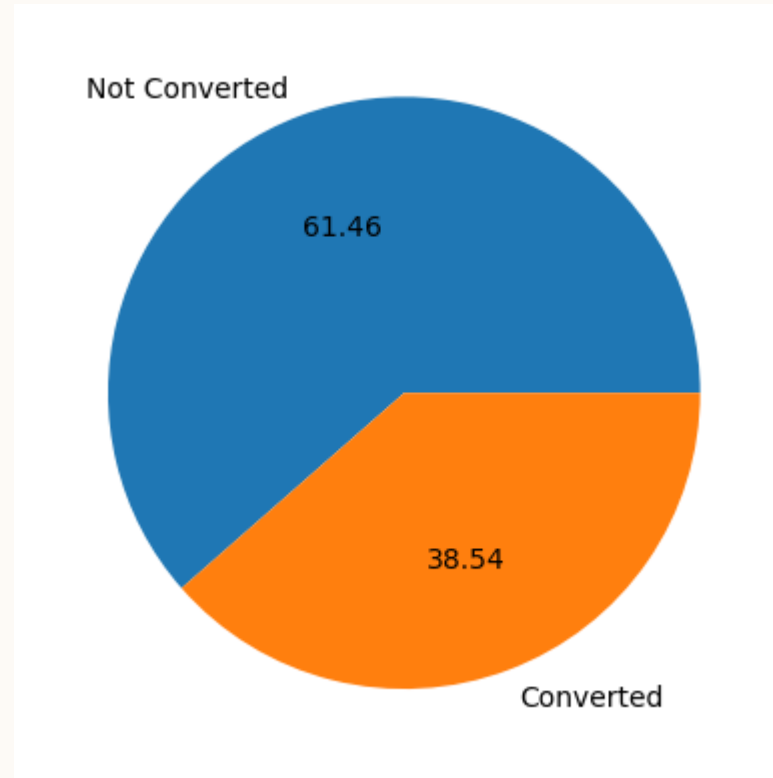
LEAD SOURCE

•**Optimize Landing Pages**: Clear value, engaging content, strong CTAs.
•**Google Ads**: Targeted keywords, compelling ad copy, A/B testing.
•**SEO**: High-quality content, on-page optimization, backlinks.
•**Retargeting**: Personalized ads via Google Display Network.
•**Analytics**: Track behavior, set and measure conversion goals.
•**Testimonials**: Showcase reviews and social proof.
•**Promotions**: Limited-time offers, bundled packages.
•**Email Marketing**: Lead nurturing and content drip campaigns.
By implementing these strategies, you can effectively convert more visitors into customers for your course.
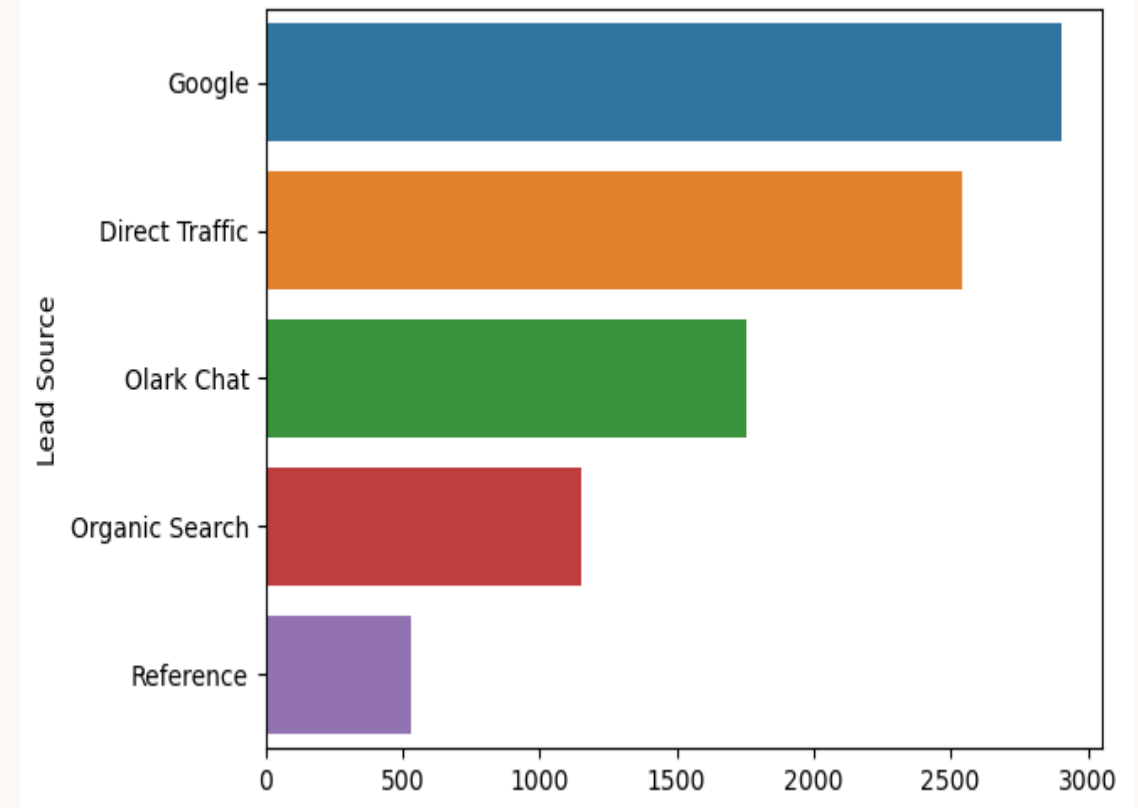
Google is the most important Lead source

-In "Landing Page Submission" we are getting Highest Lead Conversion around 1750

-followed by API

Optimize and maintain landing page efficiency: Keep testing and improving based on user behavior and feedback.

Leverage API for automation and integration: Ensure smooth data flow and integration with other marketing tools to enhance lead management and conversion rates.

By focusing on these two methods and continuously refining them, you can maximize your lead conversion rates effectively.

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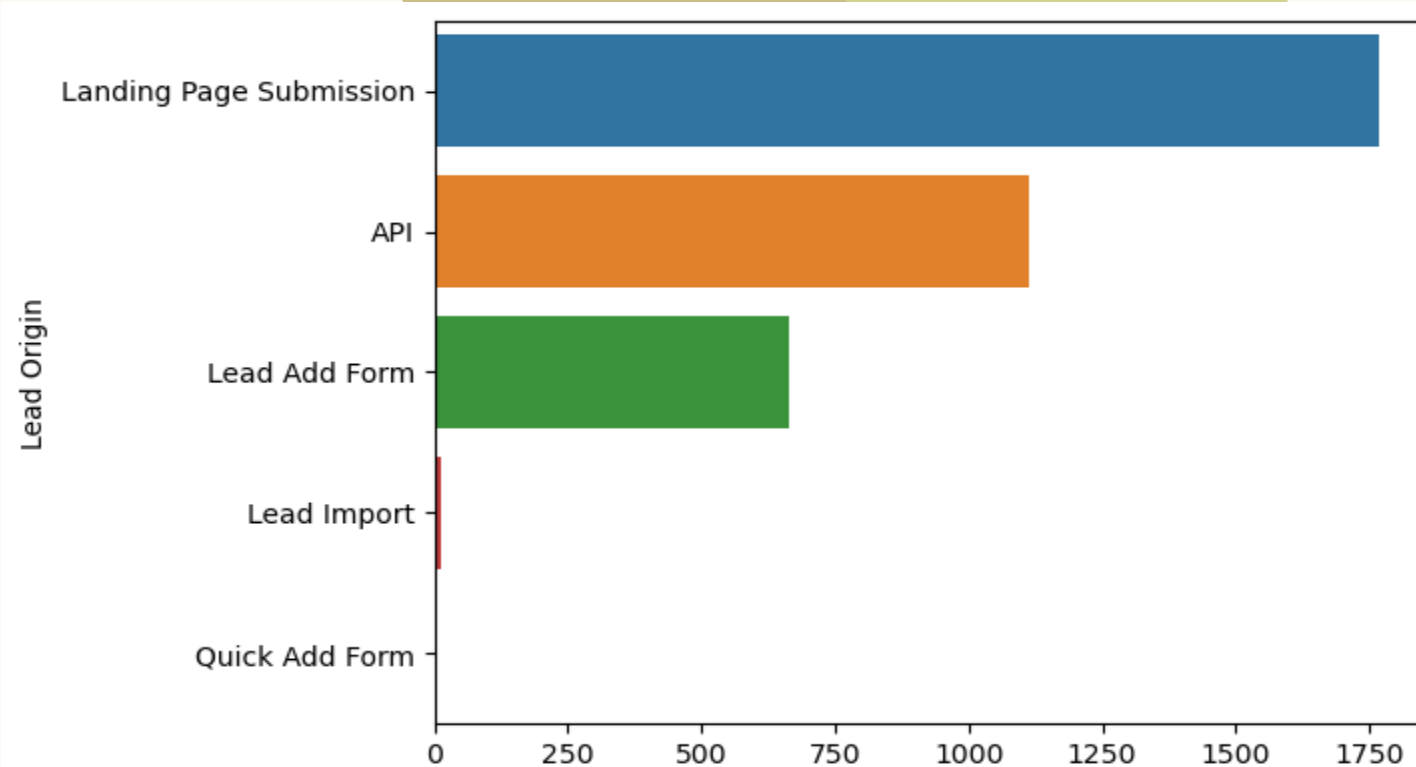
-Calls and Emails performed well in converting customers

-Conversion rates via Calls and Emails are approx. same 38.5%

-But its clear that more people choose to be Called rather than Emails

•**Balance Your Approach**: Utilize both calls and emails effectively, but lean towards calls for initial contact due to customer preference.
•**Continuous Improvement**: Monitor performance and adjust strategies based on ongoing data analysis to maintain high conversion rates.

By focusing on these strategies, you can maximize the potential of both calls and emails in converting leads into customers.
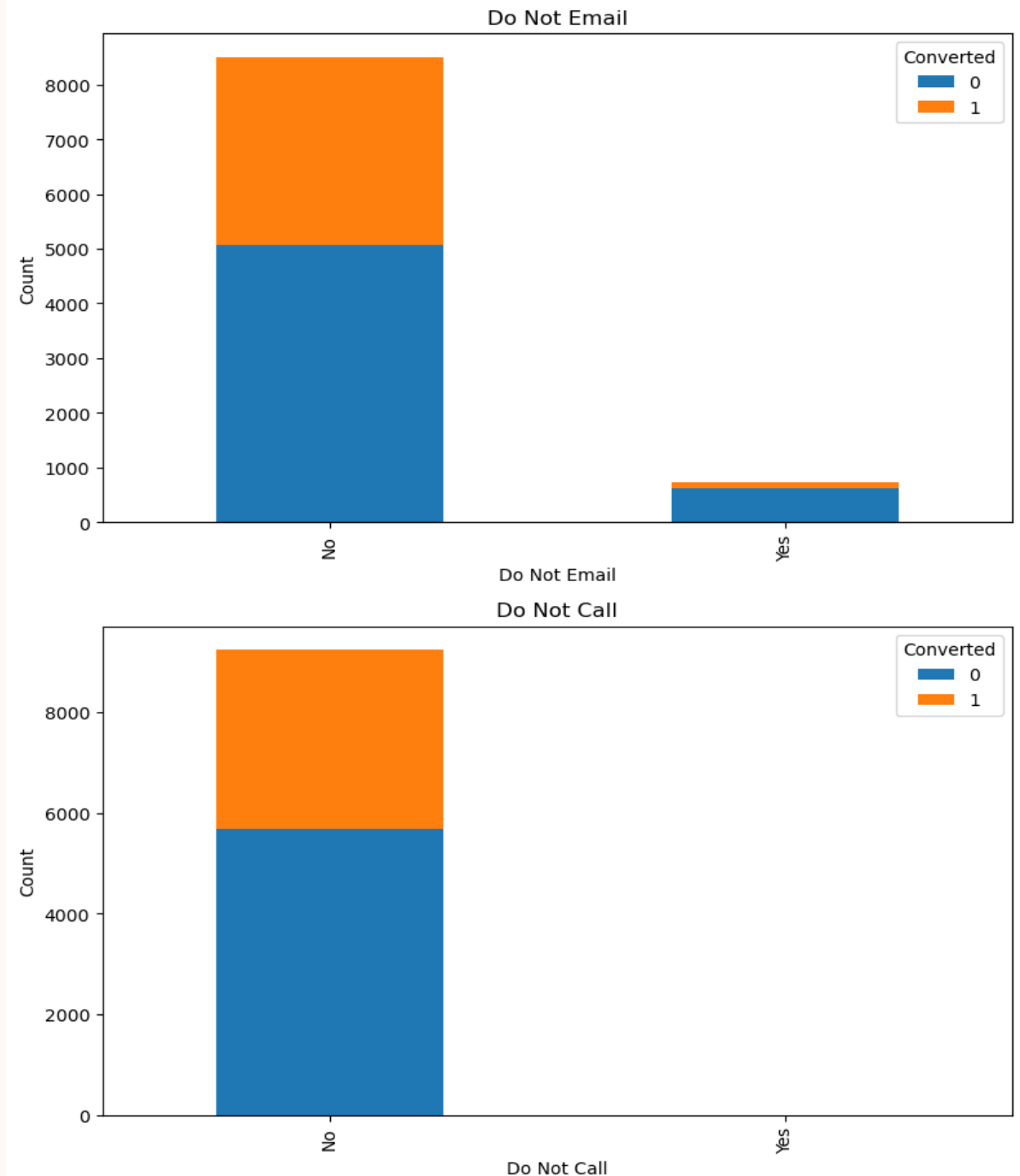
- **High Conversion Without Visits**: Leverage direct lead generation methods.
- **Maximize Repeat Visit Conversions**: Enhance content and remarketing strategies to encourage multiple visits.
- **Data-Driven Approach**: Continuously analyze lead sources and user behavior to refine strategies and improve conversion rates.

The Conversion pf Customers by ,How many times they visited our Website is Surprising .

TotalVisits	Conversion
0	916
1	60
2	537
3	586
4	448
5	316

Conversion Rate by Total Visits
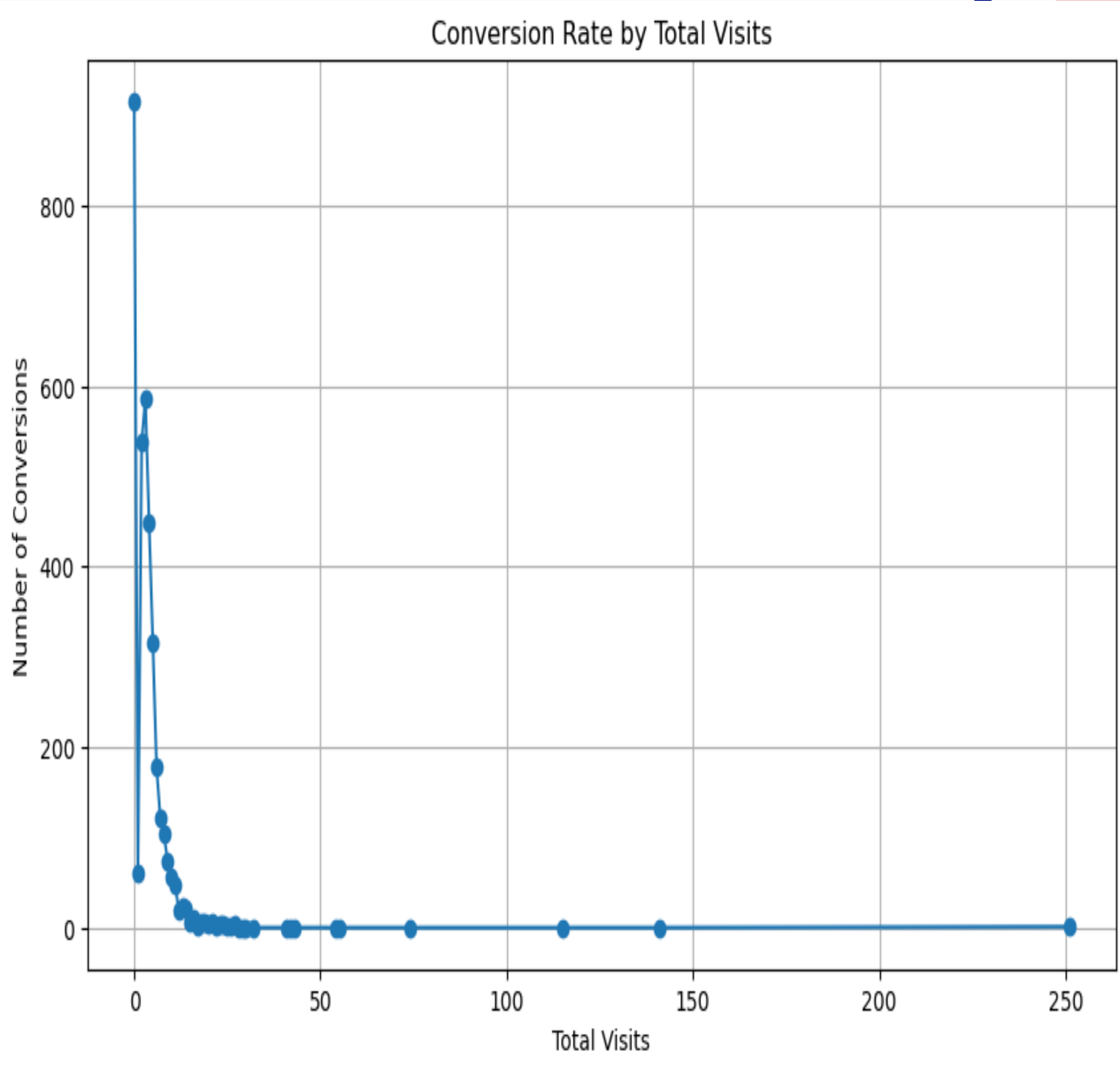
AVG TIME SPENT ON WEBSITE

Mean time spent on website for converted visitors:
738.5467565290649

Mean time spent on website for non-converted visitors:
330.4044726184187

1. **Enhance Content Quality**:
    1. **In-Depth Content**: Create comprehensive and valuable content that engages visitors.
    2. **Interactive Elements**: Use videos, quizzes, and interactive infographics to retain visitor attention.

Last Activity vs. Conversion
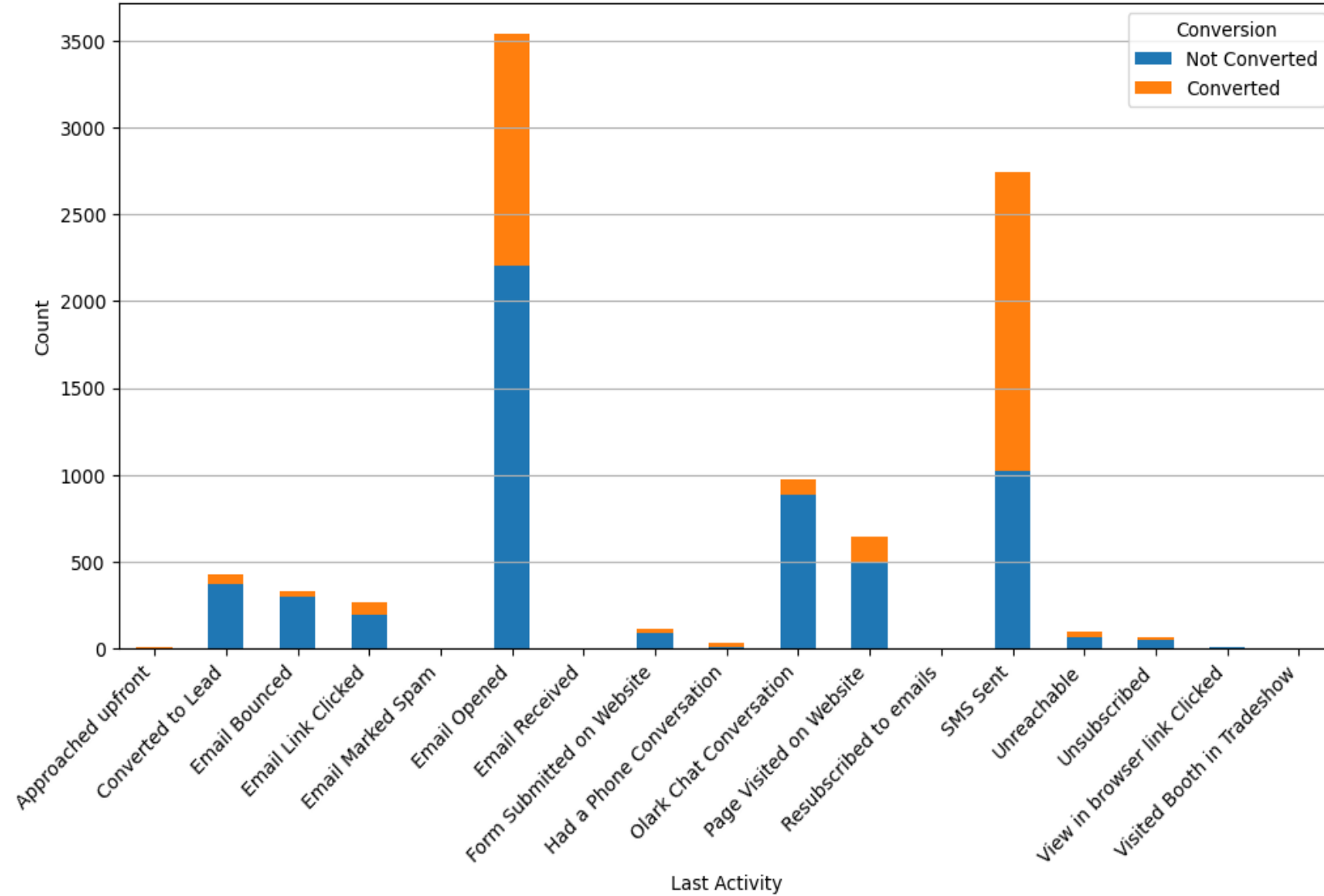
Based on Last Activity Performed the Customers who had opened Emails have converted the most

followed by SMS sent

Analyze the behaviour of Customers and send SMS and Emails according to it to get more leads

RECOMMENDATIONS AND MORE UPDATES

- -Recommendations doesn't have any impact on conversion .

- -we should provide offers to encourage both the people who recommend and customers to buy the course

- As only 7 customers came in through recommendations

- Also have to check why customers don't want any updates on course as all people selected 'No' for it.

NEXT STEPS

1. **Implement Recommendations** :
   - Target customers who spend significant time on the website.
   - Increase visibility on digital advertisements and forums.

2. **Monitor Performance** :
   - Track key metrics and model accuracy on new data.

3. **Iterate for Improvement** :
   - Establish a feedback loop and conduct A/B testing to refine strategies.

By following these steps, we aim to boost lead conversion and enhance business performance continuously.

THANK YOU

Thank you for the opportunity to present these insights and collaborate on optimizing our marketing strategies. I look forward to working together to enhance our lead conversion and drive business growth.

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