X Education

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Problem Statement

- Select the most promising leads, i.e. the leads that are most likely to convert into paying customers.

- Assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

- The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Analysis

- Upon analyzing the data and the variables provided, we could see some of the variables were major factors in relation to the leads joining the course.

- These variables are the ones we need to focus more on.

- The variables are in the subsequent slides.

- Lead Score –
As we can see, the leads coming from some references are most likely to enroll, followed by the leads coming from search engines or directly.
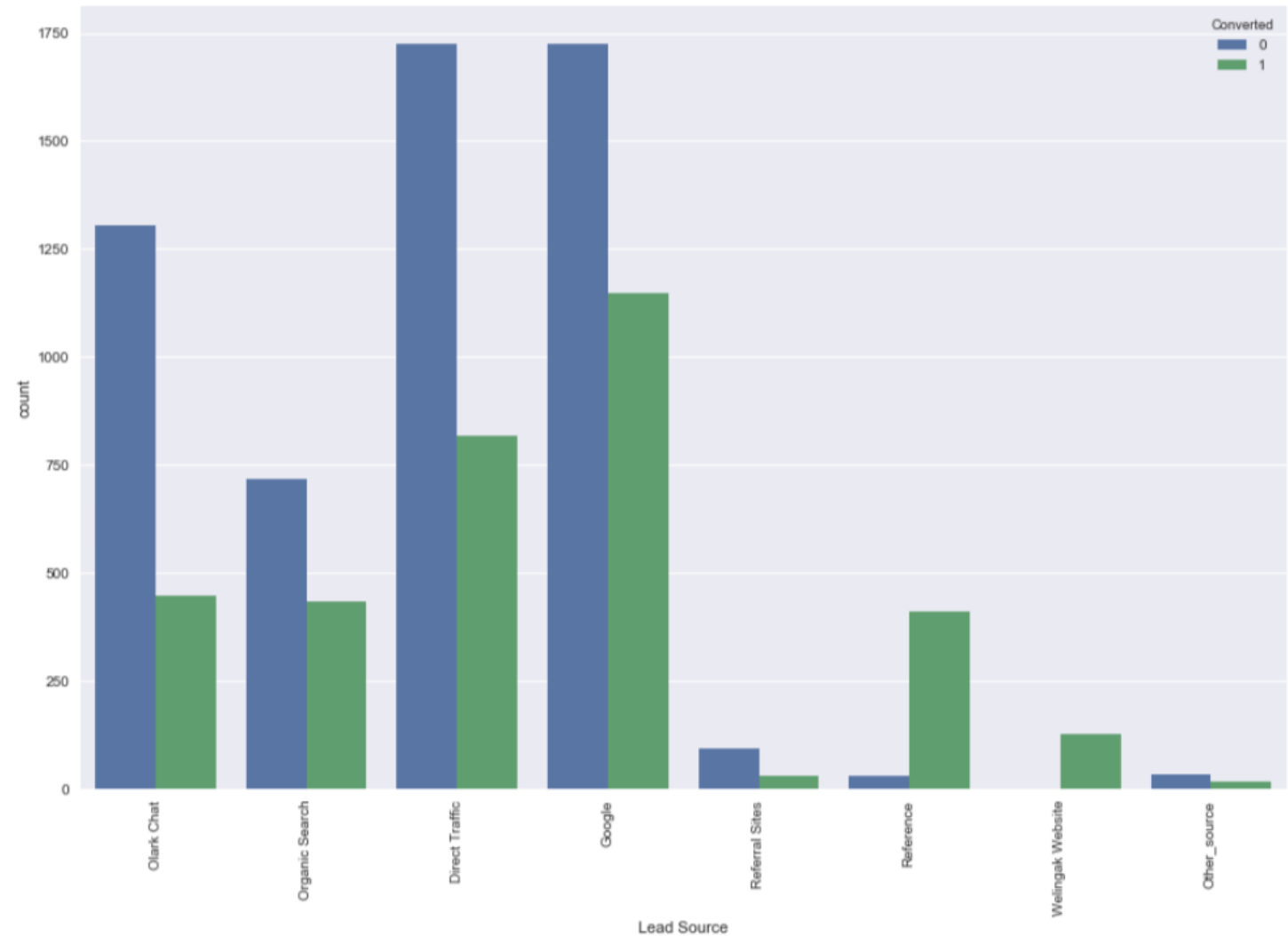
- Total Time Spent on the website –
As we can see, leads spending more time on the website are also more likely to enroll.

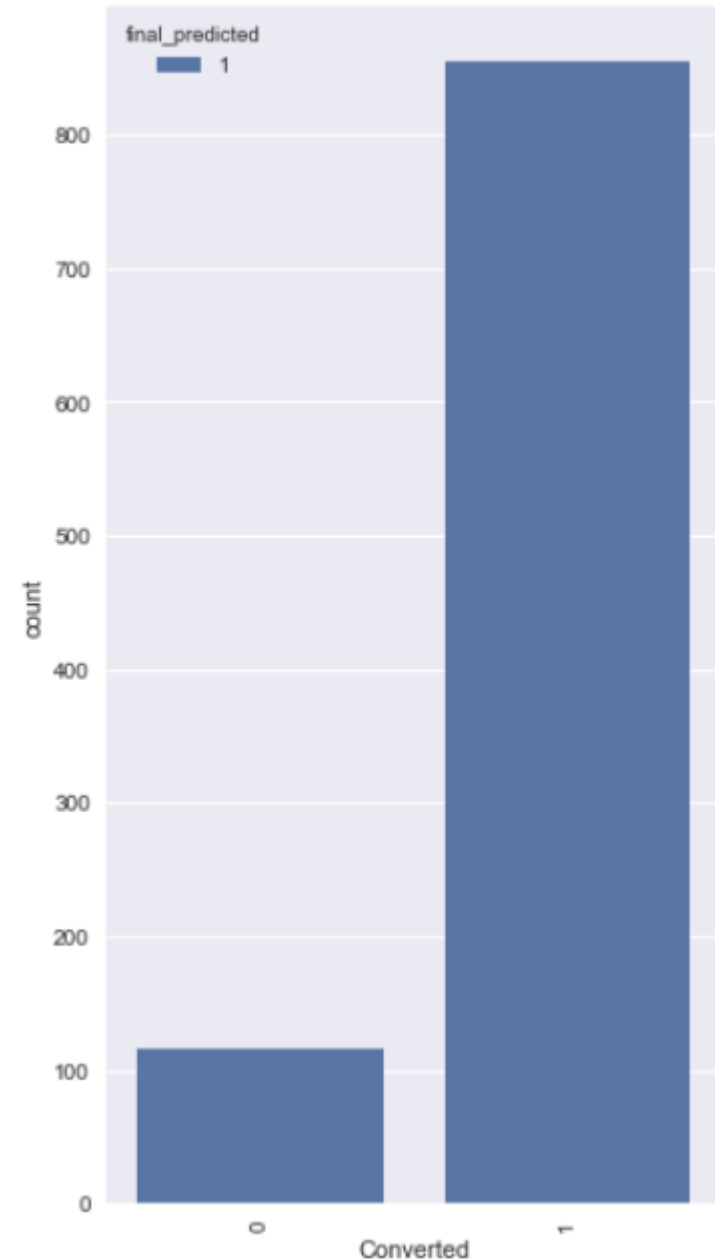- Making the website more appealing can help us attract more customers.
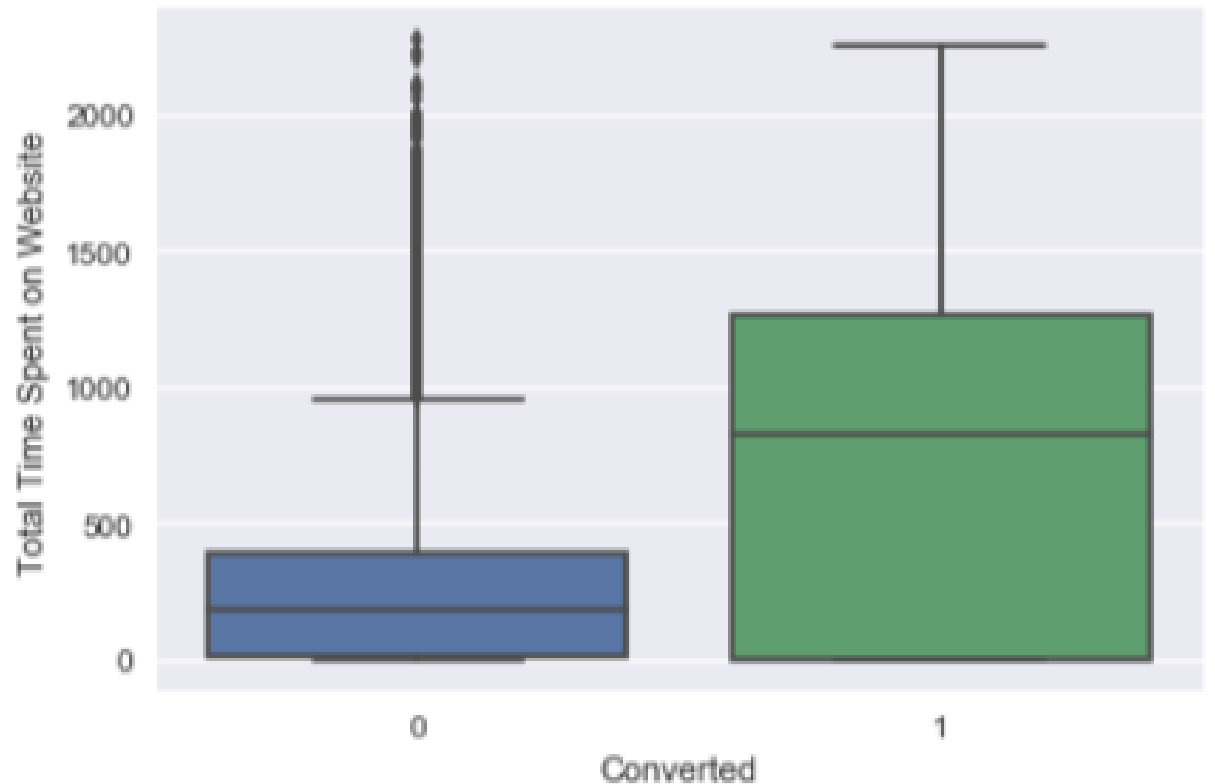
• Current Occupation –
Here we see maximum lead
convert ratio is for working
professionals, we need to find
a way to get those 5000 odd
unemployed to join our
course taking the green bar
higher.
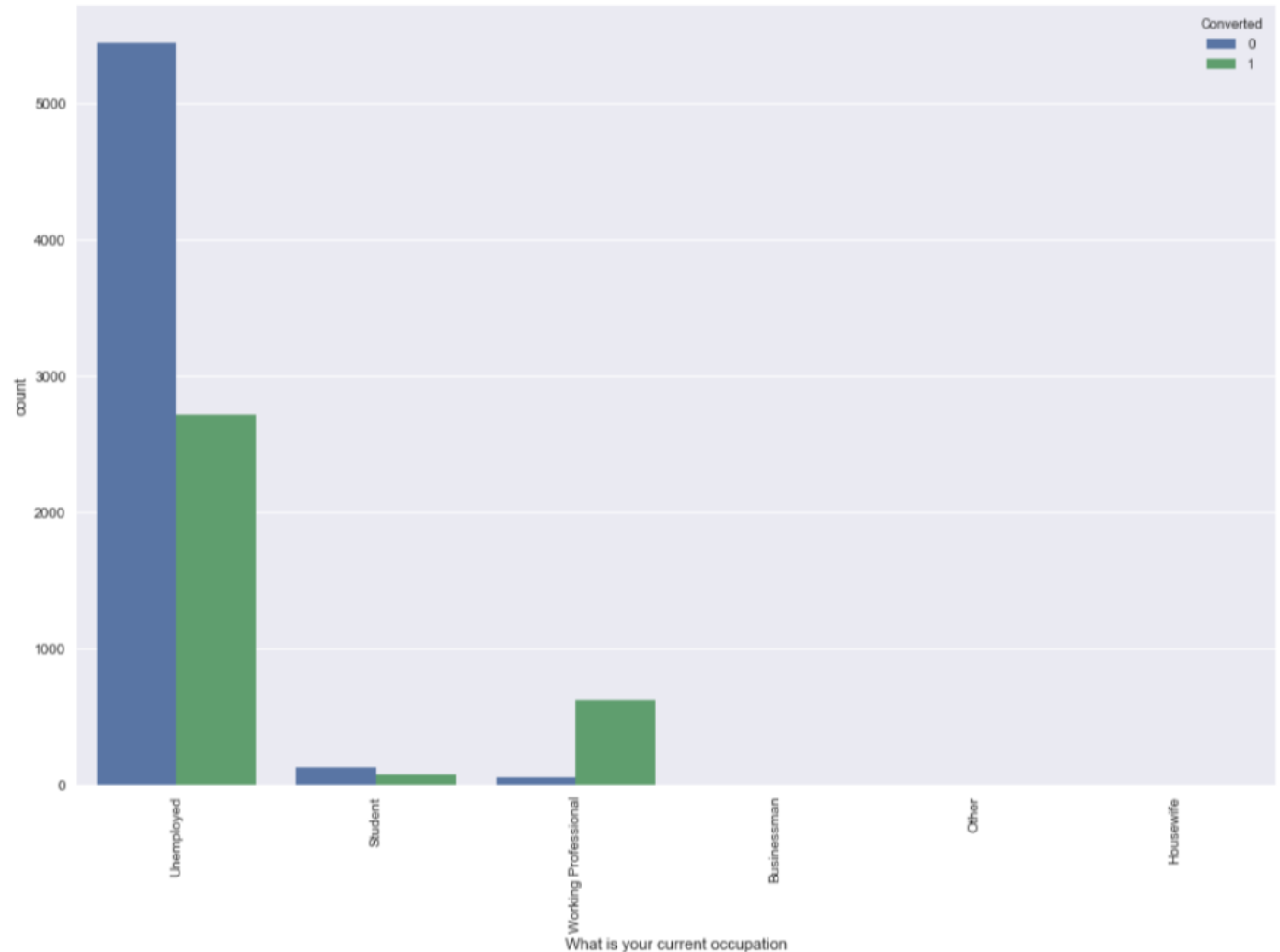
Model to assign lead scores

- Based on these and as well as other factors contributing in every way for the leads to successfully pay for our course with the data available.

- We have created a model to analyze the variables and help identify which leads need more attention and are possible converts.

- Our model assigns a lead score to every lead which is nothing but the probability for possible on-boarding.

- We boast of having a successful lead conversion rate of 88%.
- As we can see from the chart, out of the predicted customers from the given leads, we could see more than 80% successfully paying for the course.
- So more resources could be utilized to nurture these predicted leads and made into paying customers.

THE END
THANK YOU