Summary

1. This model, constructed using logistic regression, addresses the crucial business challenge of identifying potential successful leads and enhancing lead conversion rates.

2. In the lead generation process, numerous prospects emerge at the top stage, but only a fraction materializes as paying customers at the bottom. Effective nurturing of potential leads in the middle stage involves educational efforts, constant communication, and strategic engagement.

3. To optimize lead conversion, the initial step involves identifying the most promising prospects from the generated leads. Key metrics such as 'TotalVisits,' 'Total Time Spent on Website,' and 'Page Views Per Visit' significantly contribute to the likelihood of lead conversion.

4. Once identified, maintaining a dynamic list of leads enables personalized communication about new courses, services, job opportunities, and future educational offerings. Careful monitoring of each lead facilitates tailored interactions, ensuring that the information provided aligns with the individual interests of the leads.

5. Strategically focusing on converted leads, conducting question-answer sessions, and making targeted inquiries and appointments are integral components of the approach.

6. Emphasizing working professionals, who exhibit higher conversion rates, further enhances the success of the program. This comprehensive plan aims to capture leads as prospects by aligning offerings with individual needs and fostering meaningful engagements throughout the conversion process.

7. Focus on the Lead references and sources, they tend to get a good conversion rate when lead is from a good source like Welingak Website and Olark Chat