



Summary of BUSINESS CASE STUDY

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Summary

So, the main objective of the case study was to give a lead to the sales team so that they can easily convert those who are willing to get enrolled in a specific subject matter. After carefully observing the result, I have come to the conclusion that those who are working professionals are willing to switch their carrier are most likely to get converted. To get the leads, we need to focus on building the UI more engaging of our website because those who have engaged on our website and spent time their, they are more likely to be converted. Not only that, professionals from bigger cities who can see this as an opportunity needed to be more under the spotlight of the sales team.

The percentage of conversion to the most sought-after professions are more likely to be converted.