LEAD SCORING

INTRODUCTION

- Current Situation: X Education faces challenges in converting leads effectively, resulting in a low lead conversion rate.
- Objective: The primary aim is to enhance the lead conversion process to achieve a higher conversion rate. This involves maximizing the number of leads that ultimately become paying customers.
- Importance: Improving lead conversion is crucial for X Education to boost revenue, increase profitability, and sustain business growth. It will also enhance customer engagement and satisfaction, leading to long-term success in the competitive education industry.
- Approach: By analyzing data, building predictive models, and implementing targeted strategies, we aim to optimize the lead conversion process and drive positive business outcomes.

DATA ANALYSIS

- Approach: We conducted a comprehensive analysis of the dataset provided by X Education to gain insights into the factors influencing lead conversion.
- Key Findings:

Patterns: We identified recurring trends and patterns within the data, including trends in lead sources, customer interactions, and demographic characteristics.

Relationships: We explored relationships between different variables, such as the correlation between lead source and conversion rate, the impact of total time spent on the website on conversion, and the association between specific lead activities and conversion likelihood.

Insights: Through data analysis, we uncovered valuable insights that will inform our strategies for improving lead conversion. These insights will help us understand which factors are most influential in driving conversion and where there may be opportunities for optimization.

MODEL BUILDING

- Approach: We constructed a logistic regression model to predict lead conversion based on various features available in the dataset.
- Model Development: The logistic regression model was chosen due to its simplicity, interpretability, and effectiveness in binary classification tasks like lead conversion prediction.
- Evaluation: We evaluated the performance of the model using standard metrics such as accuracy, precision, recall, F1-score, and ROC-AUC score. This allowed us to assess how well the model predicts lead conversion and identify areas for improvement.
- Insights: The model provides valuable insights into the likelihood of lead conversion based on different characteristics, enabling us to prioritize leads and focus efforts on those with the highest probability of conversion.

LEAD CONVERSION STRATEGIES

- Aggressive Phase: Maximizing Sensitivity
- Objective: Convert as many potential leads as possible.
- Strategy: Lower the threshold for classifying leads as positive.
- Benefits: Capturing all potential customers, higher conversion rates.
- Minimize Calls Phase: Maximizing Specificity
- Objective: Minimize useless phone calls, focus on promising leads.
- Strategy: Raise the threshold for classifying leads as positive.
- Benefits: Optimized resource allocation, greater efficiency.

RECOMMENDATIONS

Focus on Top Categorical Variables: Prioritize leads based on the top categorical variables identified in the model, such as lead source, specialization, and city. Allocate resources and tailor communication strategies accordingly to maximize conversion rates.

Continuous Monitoring and Refinement: Regularly monitor lead conversion performance and refine strategies based on evolving trends and insights. Implement feedback loops to continuously improve the lead conversion process and adapt to changing market conditions.

These recommendations aim to enhance the effectiveness of X Education's lead conversion efforts and drive sustainable business growth.