Executive Summary for Lead Score

Problem Statement

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

Now, although X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted. To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'. If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

Objective :

- To help the company **in selecting the** most potential leads, also known as **'Hot Leads'** whose lead **conversion rate is around 80%.**
- **To build a model wherein a lead score is assigned** 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.
- Help the sales team to divert their focus on potential leads & avoid them from making useless phone calls.

Insights:

- Lead Origin: Approximately 53.5% of all leads originated from "Landing Page Submission" with a lead conversion rate (LCR) of 36%. The "API" identified approximately 39.6% of customers with a lead conversion rate (LCR) of 31%
- Current Occupation:About 90% of customers are unemployed, with a lead conversion rate (LCR) of 33%. Conversely, Working Professionals constitute only 7.5% of total customers but have an almost 92% lead conversion rate (LCR)
- Do Not Email: 92.1% of people have opted not to receive emails about the course, yet the lead conversion rate (LCR) is around 40%.
- Lead Source:The highest lead conversion rate (LCR) is from Google data

Recommendation:

SHOULD MAKE A CALL

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.

- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.

SHOULD NOT MAKE A CALL

- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.