

Summary

This analysis was done by us for X Education to help them select the most promising leads. The data provided to us helped get some basic understanding about the different channels through which leads were obtained, how they interacted with the site and the **current conversion rate ~ 30%**

Our Business Objective was to assign a lead score to each of the leads such that the customers with higher lead score have a higher chance of conversion.

The ballpark of the **Target lead conversion rate ~ 80%**

Conclusions and Recommendations

The variables that matter the most when selecting hot leads are the following:

- The lead origin being the Lead Add Form has a positive influence on the Lead Score
- The lead source being the Welingak Website has a positive influence on the Lead Score
- The lead quality being low in relevance has a positive influence on the Lead Score
- The last activity of the lead being sending a SMS has a positive influence on the Lead Score
- The lead quality being worst has a negative influence on the Lead Score
- The lead opting out of emails has a negative influence on the Lead Score
- The lead origin being the Landing Page Submission has a negative influence on the Lead Score