

## Summary for Lead Case study:

There are many leads generated in the beginning (top), but only a small number of them turn into paying clients in the latter stages. For a greater lead conversion rate in the middle stage, you must properly nurture the potential leads (e.g., teaching the leads about the product, ongoing communication, etc.). Sort the top prospects from the leads you have created first. Total visits, total time spent on the website, and page views per visit are the three factors that most influence the likelihood that a lead will be converted. To tell them of new programmes, services, career opportunities, and upcoming higher education, you must also keep a list of leads on hand. Watch each lead carefully so you can adjust

## Conclusion:

From model, we can conclude following points:

- The customer/leads who fills the form are the potential leads.
- We must majorly focus on working professionals.
- We must majorly focus on leads whose last activity is SMS sent or Email opened.
- It's always good to focus on customers, who have spent significant time on our website.
- It's better to focus least on customers to whom they sent mail is bounced back.
- If the lead source is referral, he/she may not be the potential lead.
- If the lead didn't fill specialization, he/she may not know what to study and are not right people to target. So, it's better to focus less on such cases.

## Recommendations:

- It's good to collect data often and run the model and get updated with the potential leads. There is a belief that the best time to call your potential leads is within few hours after the lead shows interest in the courses.
- Along with phone calls, it's good to mail the leads also to keep them reminding as email is as powerful as cold calling.
- Reducing the number of call attempts to 2-4 and increasing the frequency of usage of other media like advertisements in Google, or via emails to keep in touch with the lead will save a lot of time.
- Focusing on Hot Leads will increase the chances of obtaining more value to the business as the numbers of people we contact are less but the conversion rate is high.