Optimizing Lead Conversion at X Education: A Data-Driven Approach

X Education faces a low lead conversion rate despite a significant number of leads.

Proposed Solution: Data-Driven Lead Scoring
Leverage Data: Utilize historical lead data to identify key factors influencing conversion.
Build a Predictive Model: Train a machine learning model to predict the likelihood of a lead converting.
Implement a Lead Scoring System: Assign scores to leads based on their predicted probability of conversion.
Prioritize Outreach: Focus on high-scoring leads to maximize conversion efforts.

Model Selection and Training

Model Selection:

Consider algorithms like Logistic Regression, Random Forest, XGBoost, or Neural Networks.

Evaluate models based on metrics like accuracy, precision, recall, and F1-score.

Model Training:

Split data into training and testing sets.

Train the selected model on the training data.

Fine-tune hyperparameters for optimal performance.

Lead Scoring and Prioritization
Assign Scores: Assign a score to each lead based on the model's predicted probability of conversion.
Prioritize Leads: Prioritize leads with higher scores for focused outreach.
Dynamic Scoring: Re-evaluate lead scores periodically to account for changing behavior.