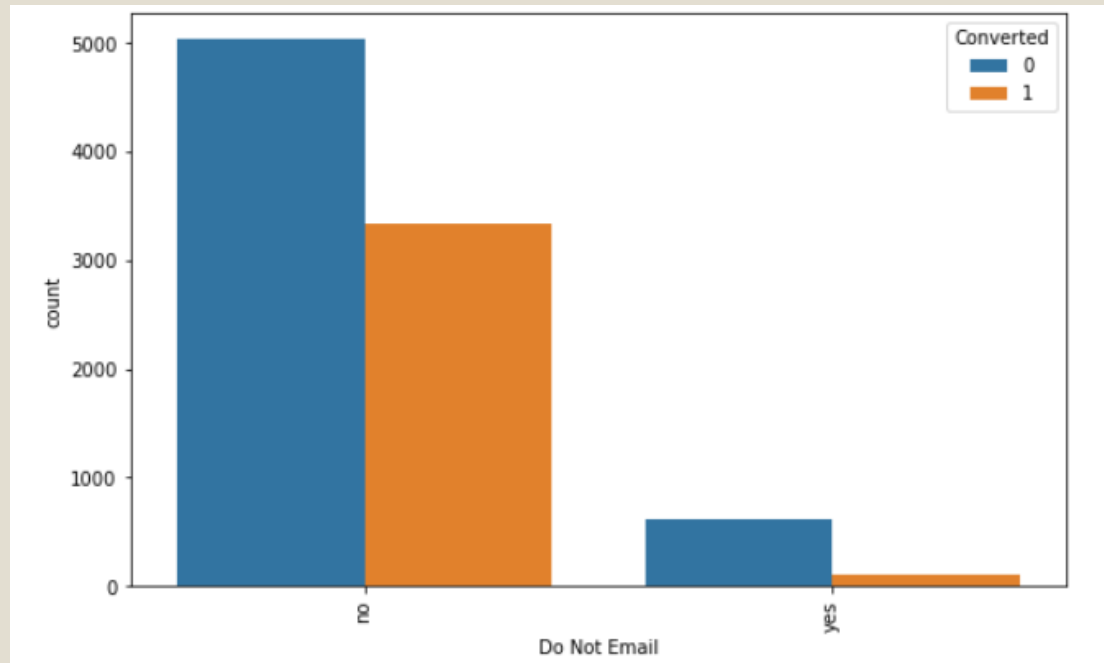




LEAD SCORING CASE STUDY

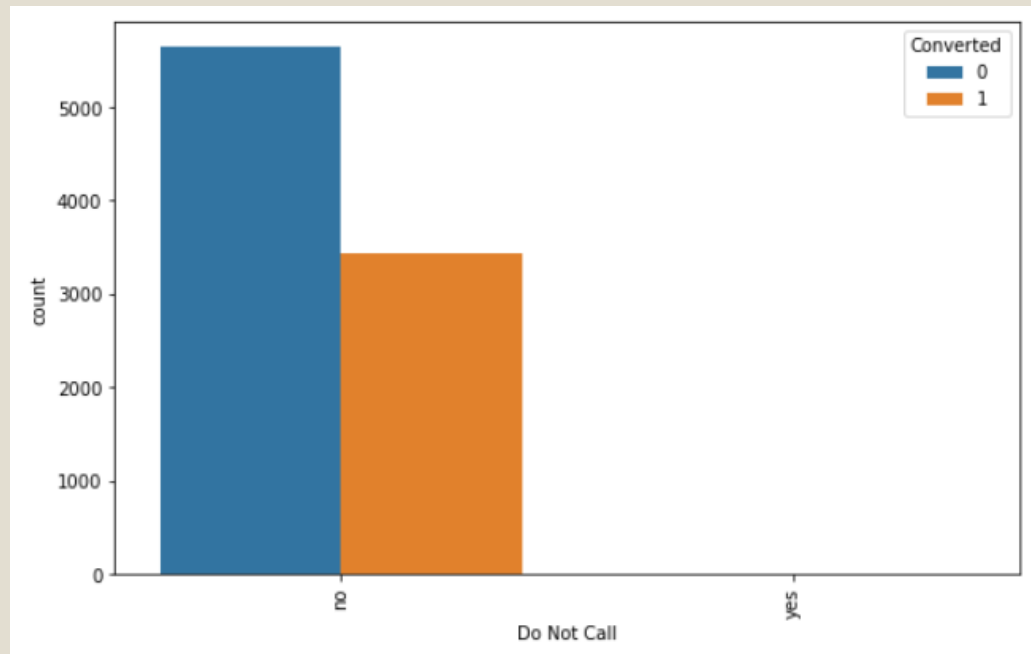
From the data we got the following plots:

Do Not Email



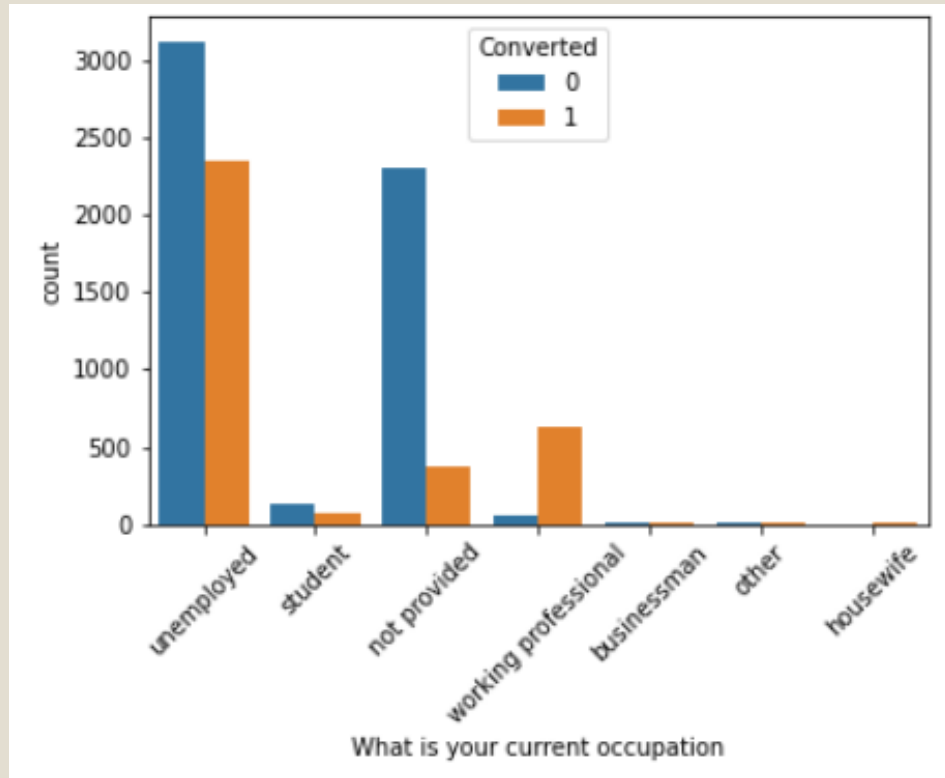
- The conversion rate for people who have selected No in 'Do not email' is higher.
- Therefore the company should focus on reaching out to people who are willing to receive emails.

Do Not Call



- The conversion rate for people who have selected No in 'Do not email' is higher.
- Therefore the company should focus on reaching out to people who are willing to receive calls.

- Occupation



- The conversion is higher for:

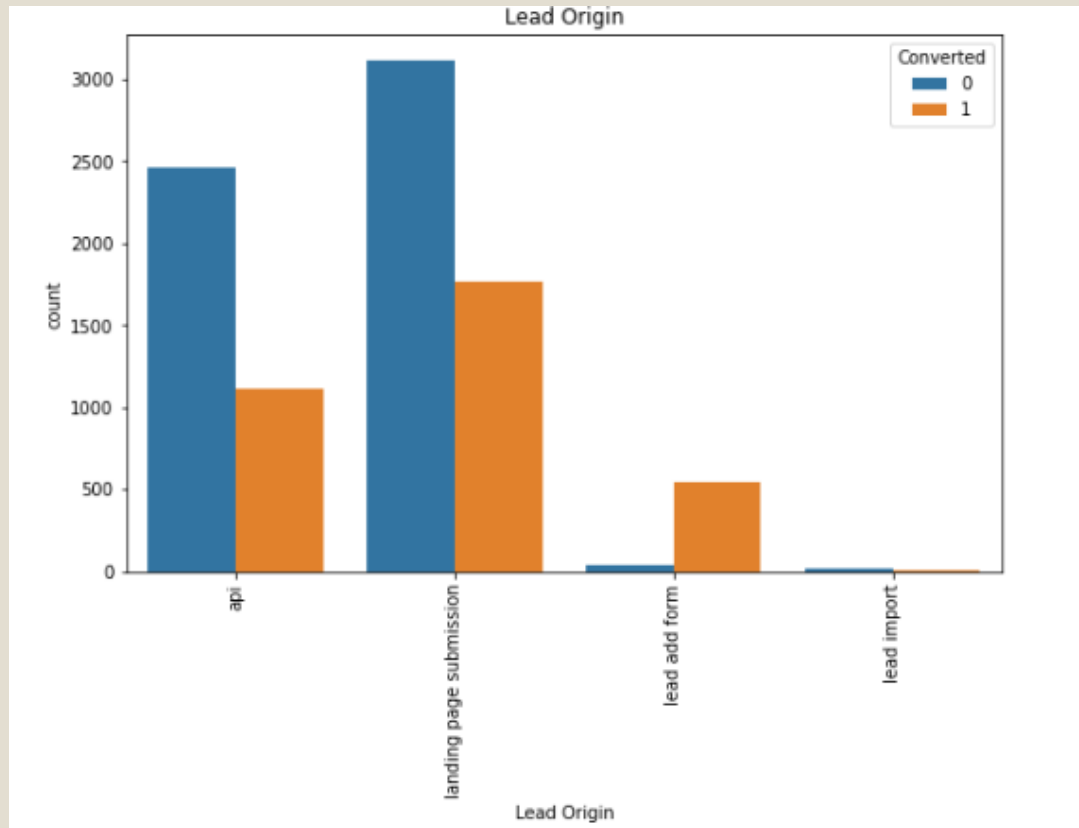
- Unemployed people
- Working professionals

This makes sense as unemployed people will be trying to learn new skills in order to get a job.

Where as working professionals, will try to expertise themselves for career growth.

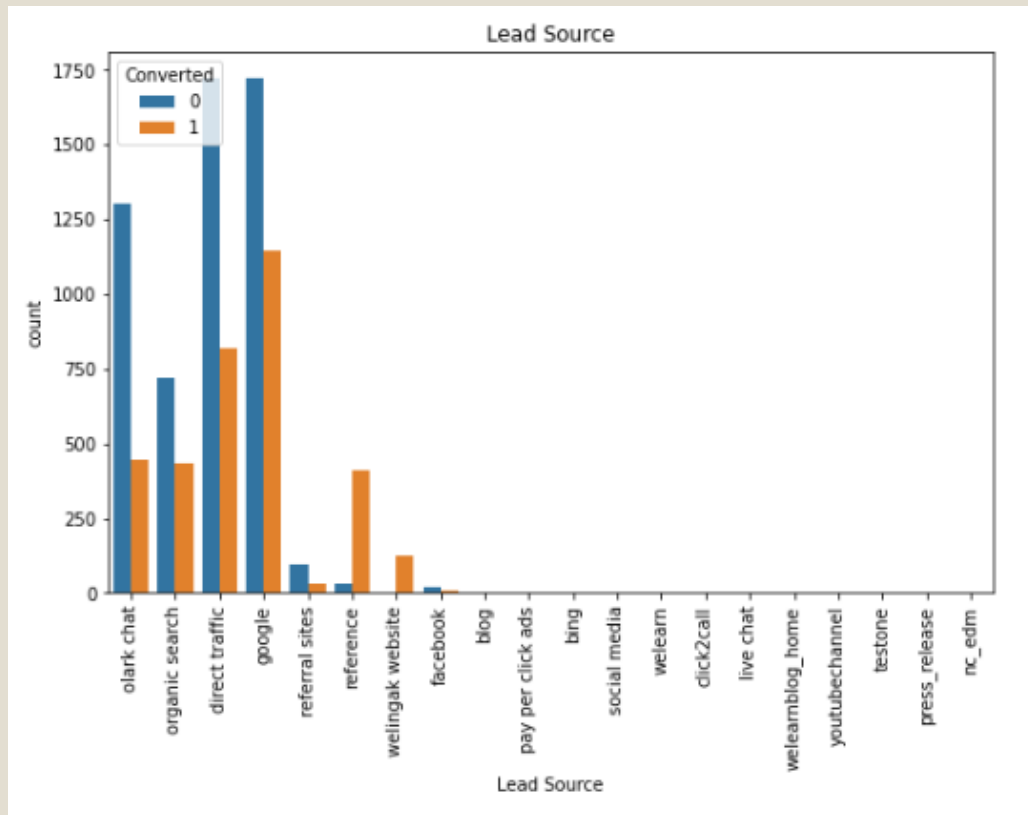
- If the company wants to try out other domains here, then student category can be a good option.

- Lead Origin



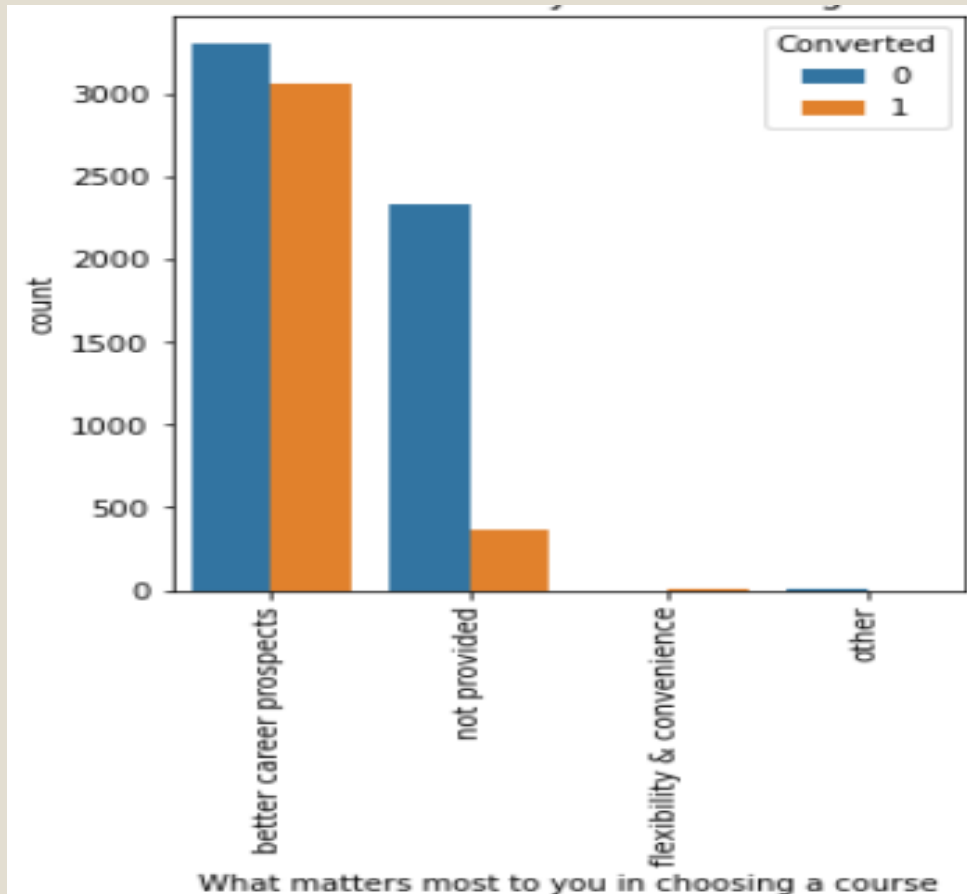
- The leads gained from 'Landing Page Submission', 'Lead Add Form' and 'API' have good conversion rate.
- Therefore business should focus on getting in touch with leads that have been acquired from these three streams.

- Lead Source



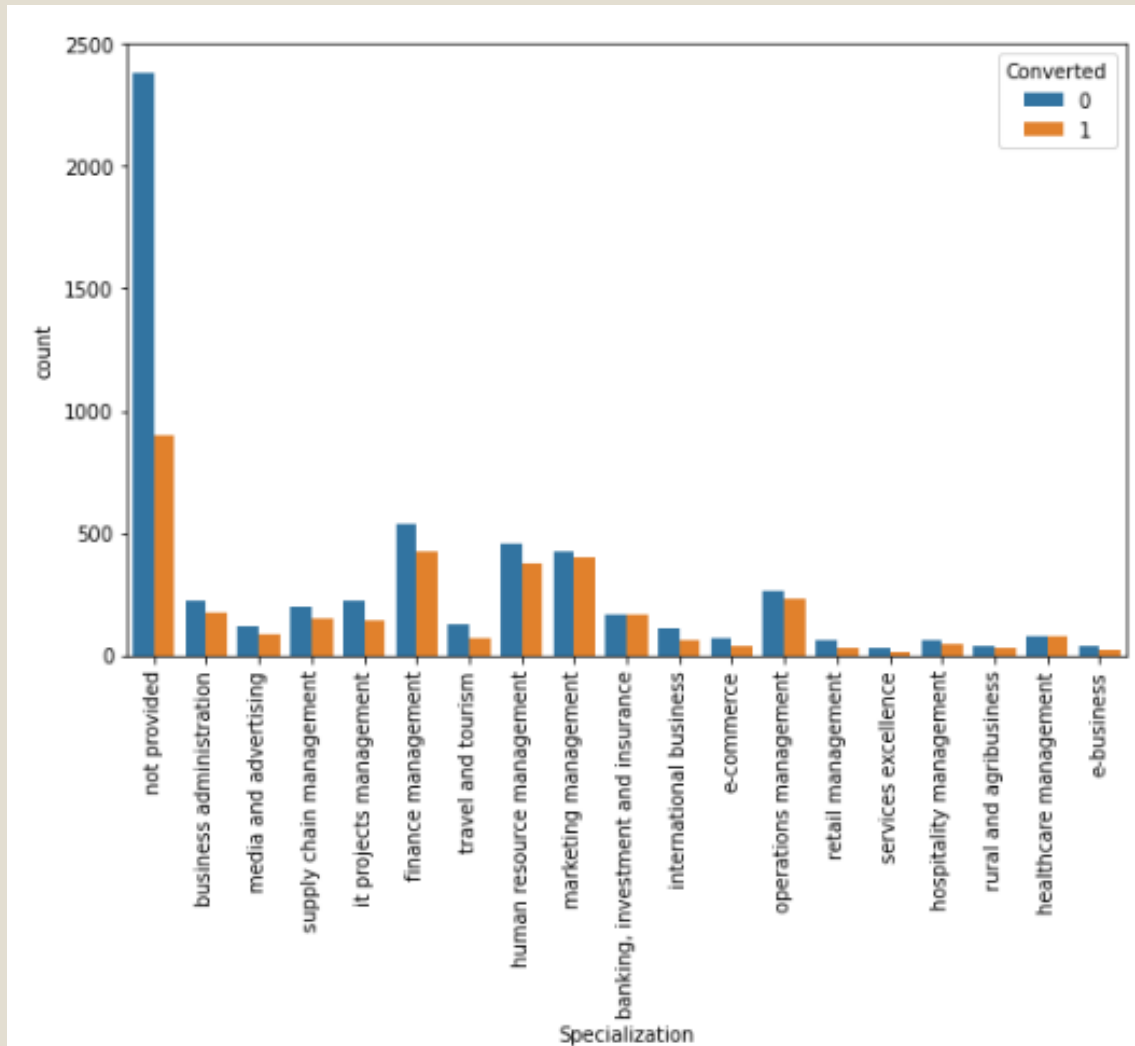
- The conversion rate for leads that source out of 'Olark Chat', 'Organic Search', 'Direct Traffic', 'Google' and 'reference' is high.
- This makes sense as people who are genuinely interested in knowing about the courses and getting enrolled will be more here. Therefore the business should focus on getting in touch with leads that are obtained from these sources.
- Apart from this the company can also focus on giving out incentives to people already pursuing some course with them, who give referral to others. This way the company will get more leads and traffic.

- What matters most to you in choosing a course:



- People who chose to have 'better career prospects' have more conversion lead.
- Therefore company should focus more on people who are looking for better career opportunities, as they are more likely to get converted.

- Specialization



- We can that there isn't much of significance in terms of Specialization.
- However the 'not provided' section has the highest conversion rate. The reason could be that these people are either unemployed or are students, which do not hold any working background.
- We can also see that the management courses have the highest conversion rate. The company should focus on improving and bringing out more courses in these domain.

Some more points:

Apart from the previously mentioned points, the company should consider the following points too:

- The company should do some advertisement on social media platforms and run campaigns on facebook, Instagram, linkedin in order to get traffic on their websites.
- They should also offer encourage their current students on providing referrals to their friends and family members in exchange of some incentives.
- The company can also give placement assistance to the students enrolled in their course. This will attract the unemployed crowd more.
- The company should add more courses from different market domains to attract all type of crowd.