

Introduction:

An education company named “X Education” sells online courses to industry professionals. The company gets its leads through past referrals or websites and search engines. 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%. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Approach:

- We have used logistic regression to build the model by using “Converted” as the target variable and the remaining variables as the independent variables.
- We have used the WOE approach to encode categorical variables.
- The model performance was judged using metrics such as sensitivity, recall, precision.

Findings:

Following variables contribute the most towards the probability of a lead getting converted:

- **Total Time Spent on Website:** The candidates who spend more time on the website show higher rate of conversion
- **Current occupation:** The candidates who are working professionals show higher rate of conversion whereas those whose occupation is NA (Not Available) show lower rate of conversion
- **Do Not Email:** The candidates who opt to receive emails about the course show higher rate of conversion whereas those who opt not to receive emails show lower rate of conversion
- **Last Activity:** The candidates whose last activity is “SMS Sent” show higher rate of conversion whereas those whose last activity is “Email Bounced” show lower rate of conversion
- **Lead Source:** The candidates whose lead source is “Reference” show higher rate of conversion whereas those whose lead source is “Olark Chat” show lower rate of conversion

- **Page Views Per Visit:** The candidates who view more website pages per visit show slightly higher rate of conversion
- **Last Notable Activity:** The candidates whose Last Notable Activity is “SMS Sent” show higher rate of conversion whereas those whose Last Notable Activity is “Modified” show lower rate of conversion
- **Total Visits:** The candidates who visit the website more often show slightly higher rate of conversion
- **Specialization:** The candidates whose Specialization is “Banking, Investment and Insurance” show higher rate of conversion whereas those whose Last Notable Activity is “Modified” show lower rate of conversion

Recommendations:

We recommend the sales team to focus on candidates who:

- Are more engaged on the website (spend more time, visit more often, visit more pages per visit)
- Are working professionals
- Opt to receive emails about the course
- Have their last activity as “SMS Sent”
- Came through a reference

The ideal approach would be to start calling prospects with the highest conversion probability first and go down that list as far as required.