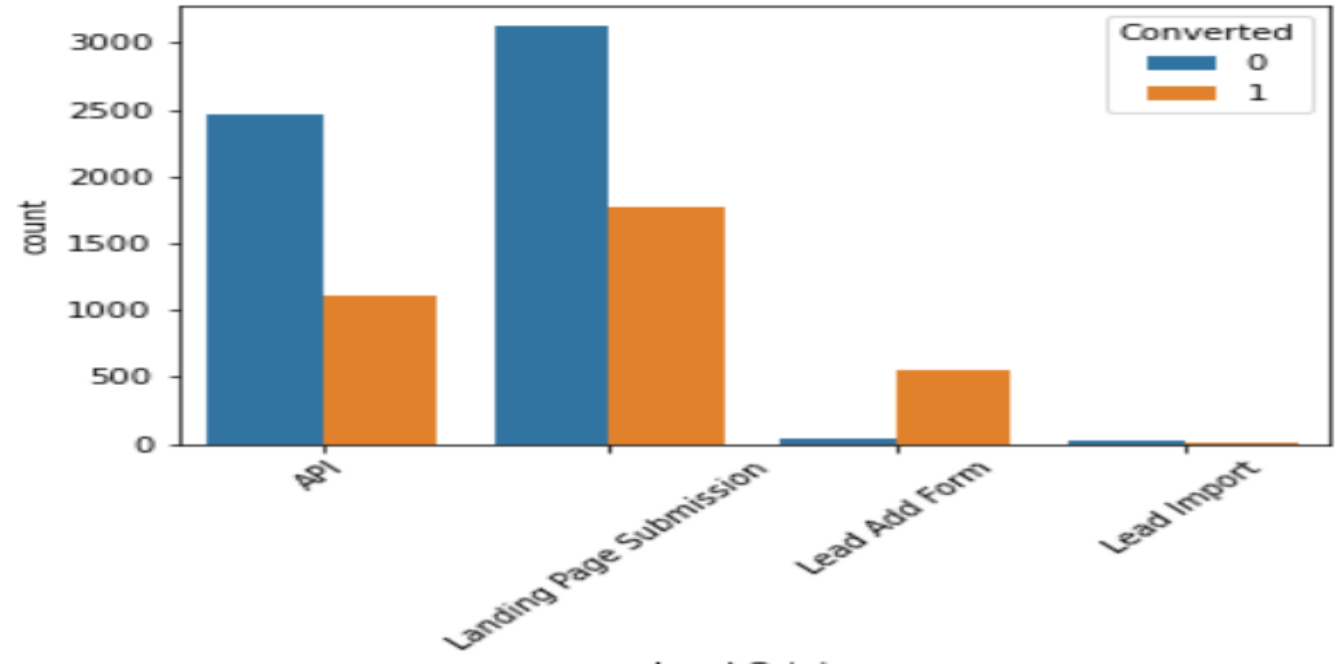


# CASE STUDY LEAD SCORING

By- BIJOY KRISHAN

# LEAD ORIGIN

- The lead has 37.85% conversion rate.
- conversion rate.

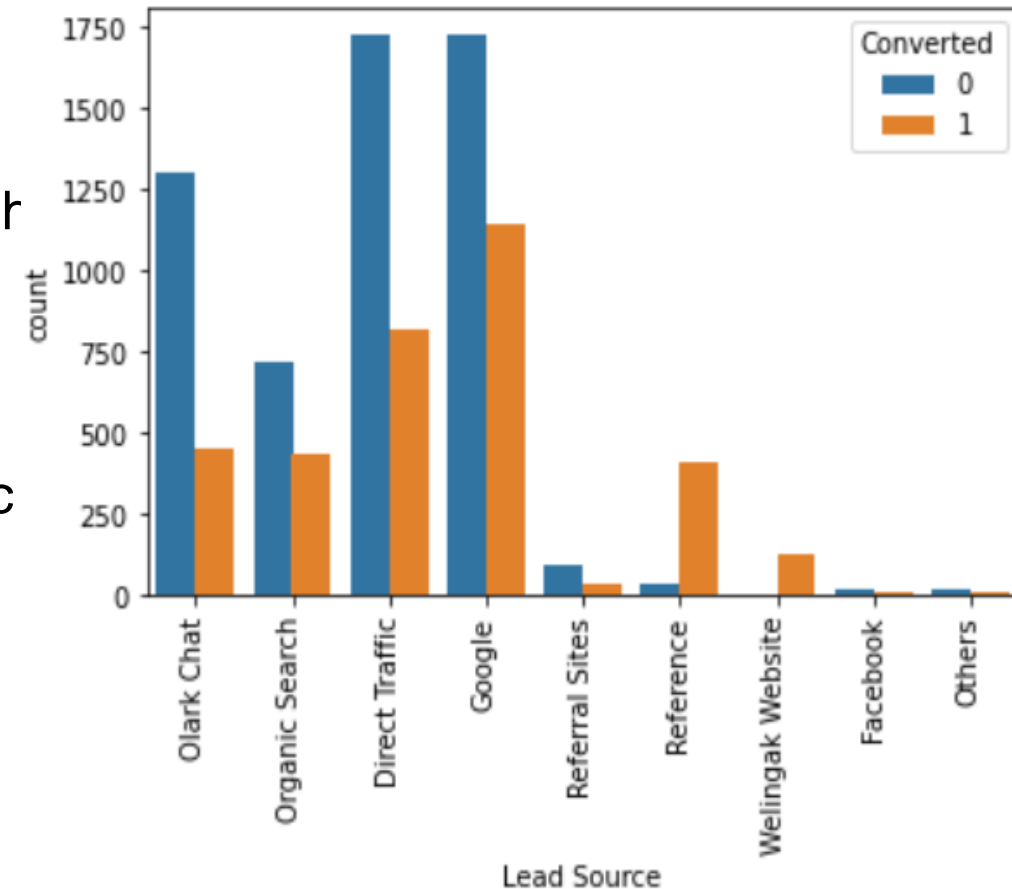


- API and Landing Page Submission have 30-35% conversion rate but count of lead originated from them are considerable.
- Lead Add Form has more than 90% conversion rate but count of lead are not very high. Lead Import are very less in count.
- To improve overall lead conversion rate, we need to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.

# LEAD SOURCE

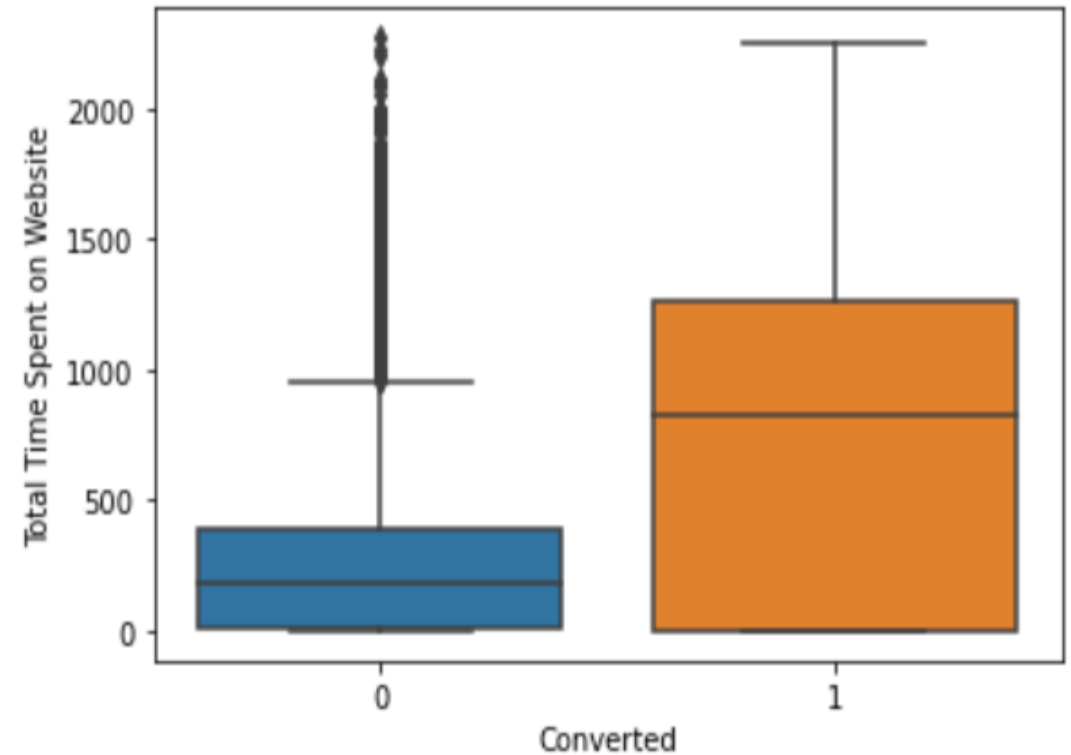
Google and Direct traffic generates maximum number of leads.

- Conversion Rate of reference leads and leads through welingak website is high.
- To improve overall lead conversion rate, focus should be on improving lead conversion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website



# TOTAL TIME SPENT ON WEBSITE

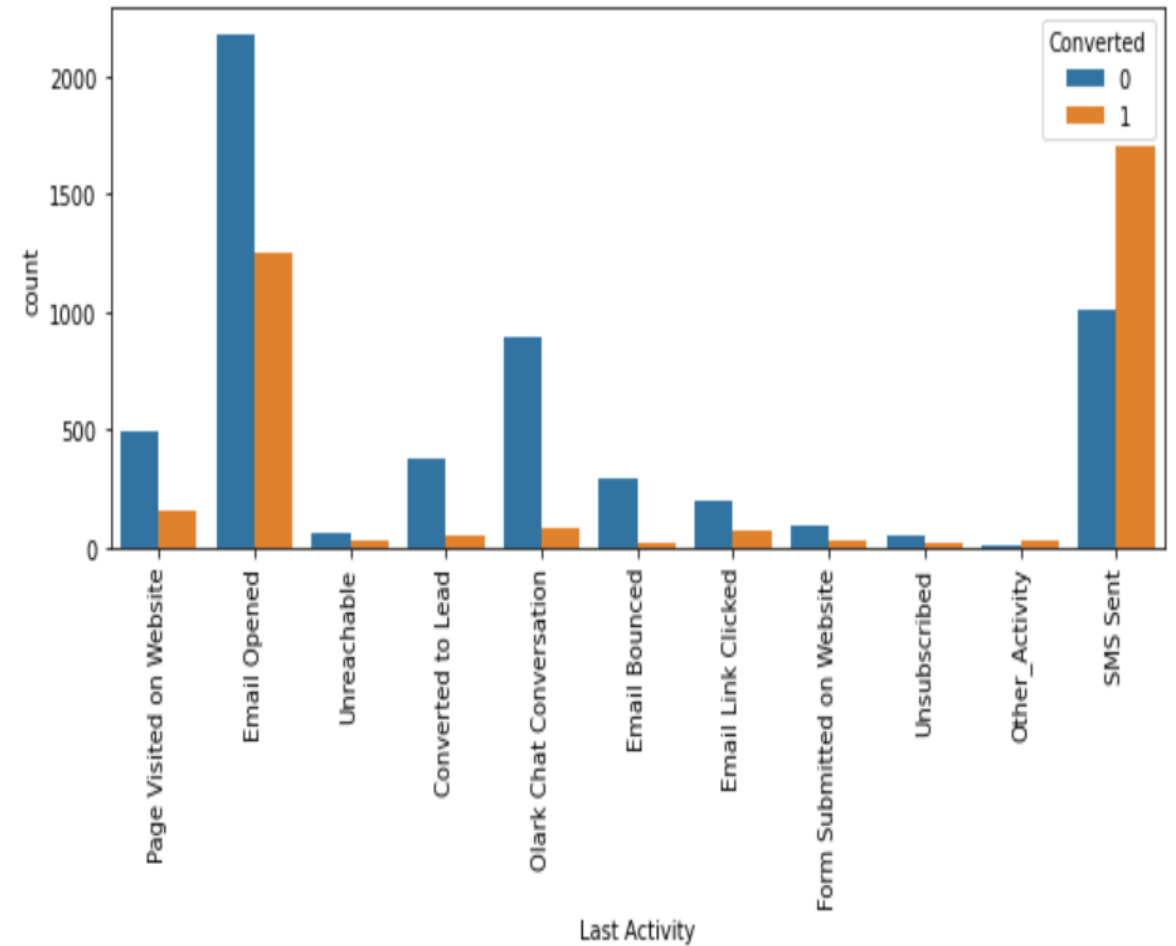
- Leads spending more time on the website are more likely to be converted.
- Website should be made more engaging to make leads spend more time



# LAST ACTIVITY

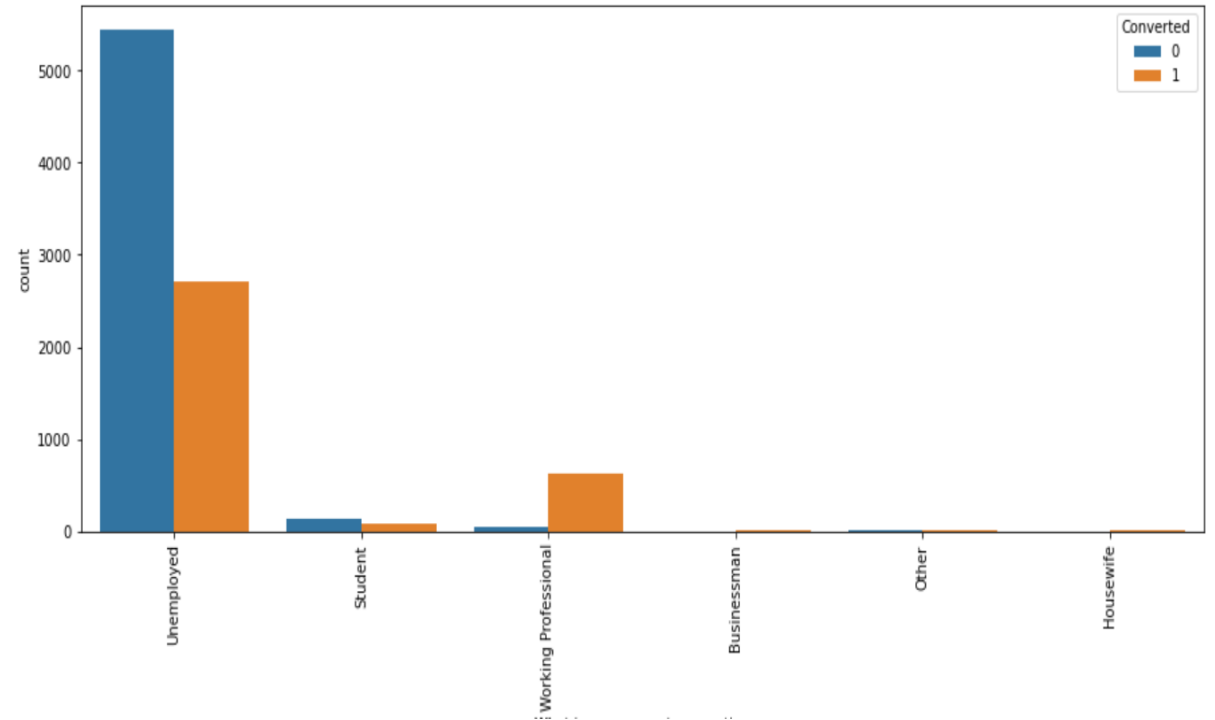
Most of the lead have their Email opened as their last activity.

Conversion rate for leads with last activity as SMS Sent is almost 60%.



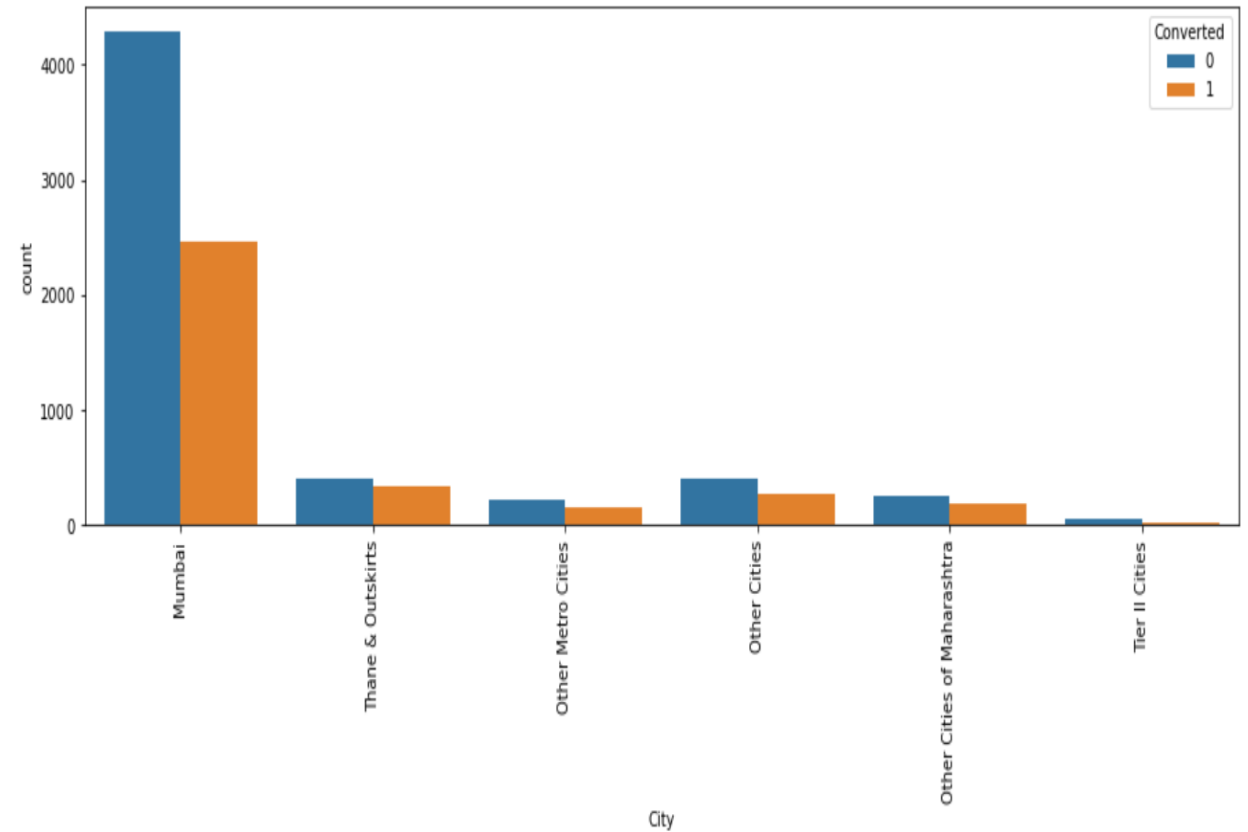
# OCCUPATION

- Working Professionals going for the course have high chances of joining it.
- Unemployed leads are the most in numbers but has around 30-35% conversion rate.



# CITY

- Most leads are from Mumbai with around 50% conversion rate



# TO WHOM SHOULD WE CALLS

- So there are 368 leads which can be contacted and have a high chance of getting converted.
  - The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.



# TO WHOM SHOULD NOT MAKE CALLS

- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.