LEAD SCORE CASE STUDY

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PROBLEM STATEMENT

- X Education wants to identify the most promising lead, that are most likely to convert into paying customers.

- Estimated lead Conversion expected is 80%

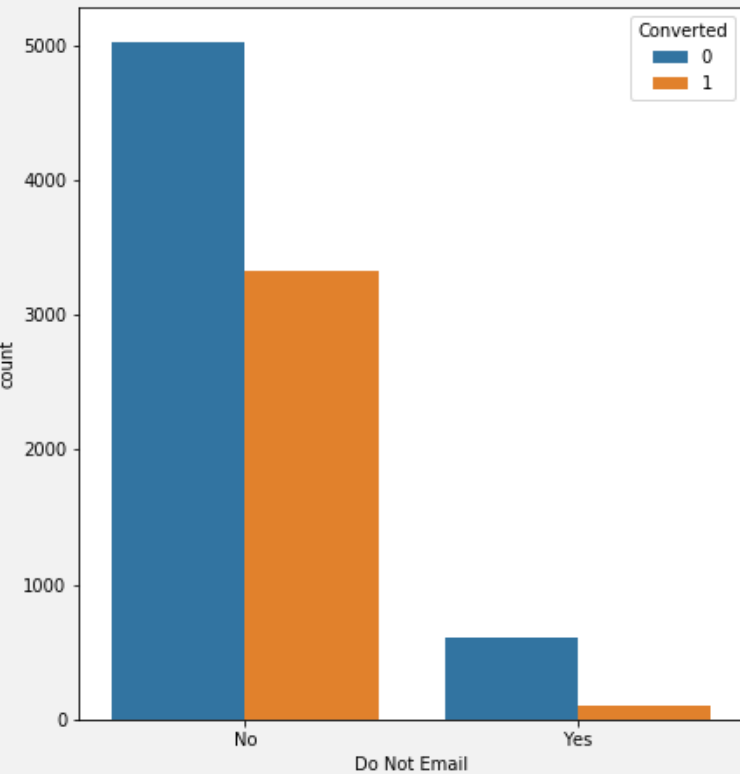# EVALUATION METRICS ON TEST SET

Accuracy: 90.67%   Precision: 89.4%
Sensitivity: 84.32%   Recall: 84.32%
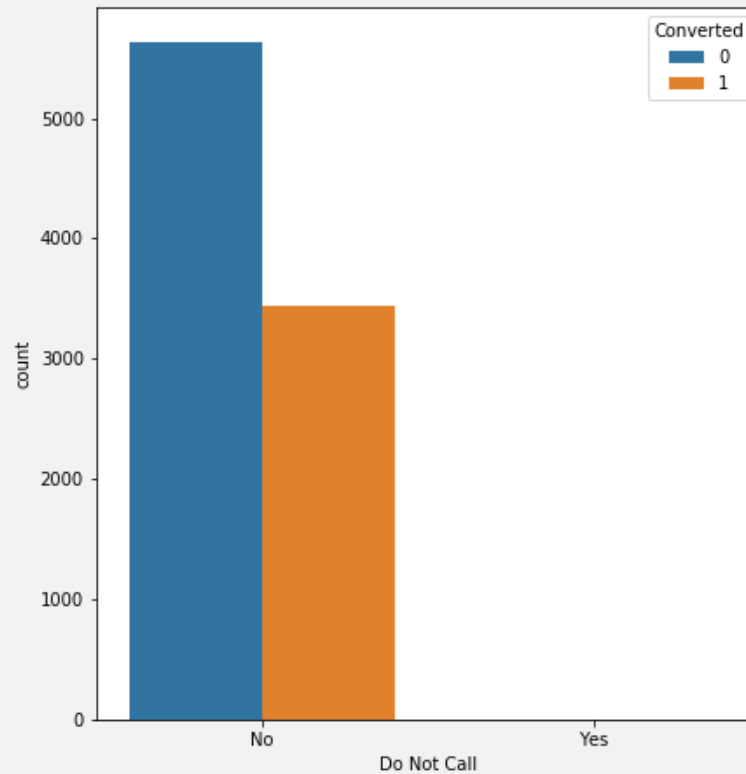Specificity: 94.3%
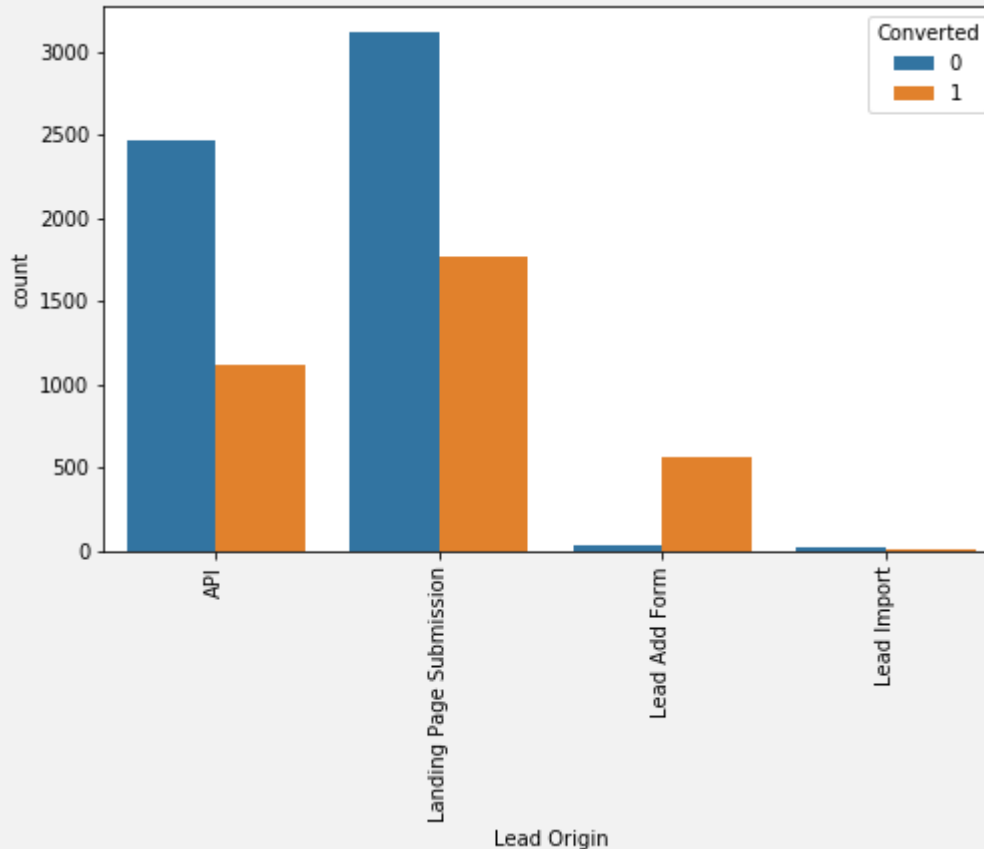
FINDINGS FROM MAJOR COMPONENTS OF HOT LEADS FROM MODEL

- Do Not Email

Inference

- Most Leads Prefer Not to Be Emailed

- Higher Conversion rate is seen where Leads have not been mailed.

- Lead Origin

Inference

- API and Landing Page Submission bring higher number of leads as well as conversion.

- Lead Add Form has a very high conversion rate but count of leads are not very high.

- Lead Import and Quick Add Form get very few leads.

- In order to improve overall lead conversion rate, we have to improve lead converion of API and Landing Page Submission origin and generate more leads from Lead Add Form.

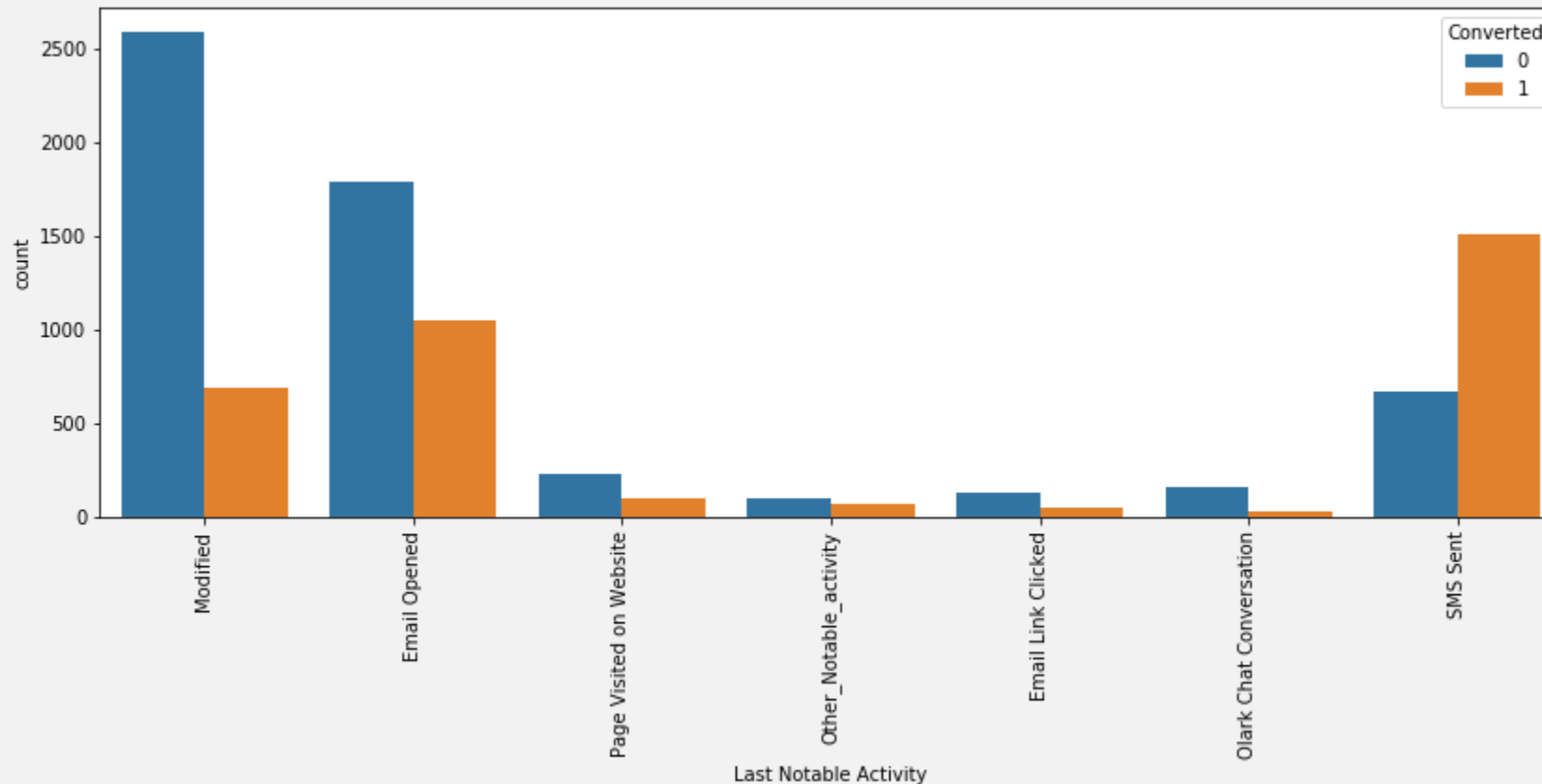# FINDINGS FROM MAJOR COMPONENTS OF HOT LEADS FROM MODEL (CONTD.)

- Tags
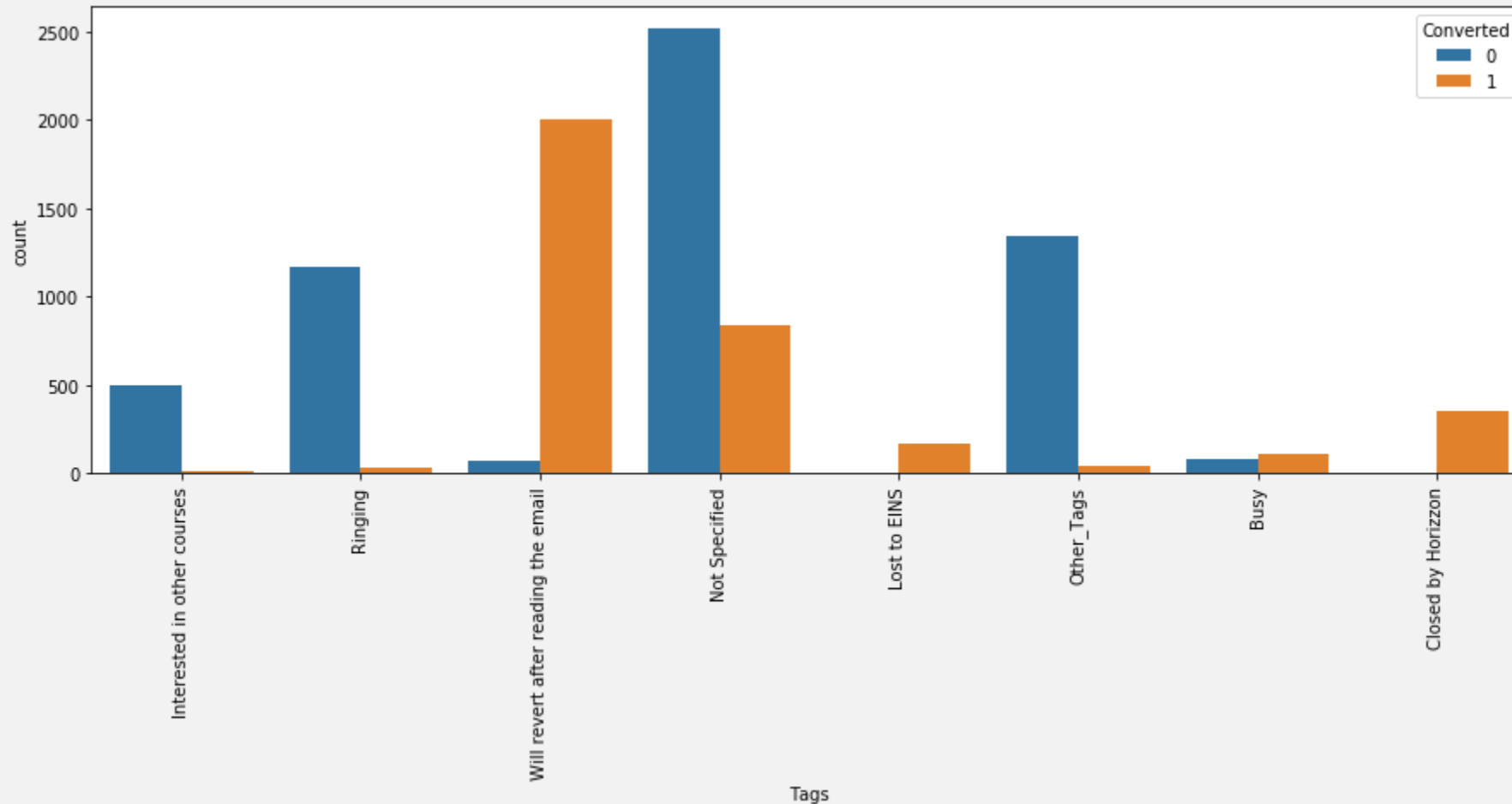
Inferences

- Will Revert after reading email has higher conversion rate

- Lost to EINS and Closed by Horizzon also have Higher Conversion Rate

- Not Specified tags have higher Lead Numbers

FINDINGS FROM MAJOR COMPONENTS OF HOT LEADS FROM MODEL (CONTD.)

- Last Noteable Activity

Inference

- SMS_Sent has highest conversion rate

- Modified and Olark Chat Conversation are contributing towards Leads Conversion

- Lead Source

Inference

- Maximum number of leads are generated by Google and Direct traffic.

- Conversion Rate of reference leads and leads through welingak website is high.

- To improve overall lead conversion rate, focus should be on improving lead converion of olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
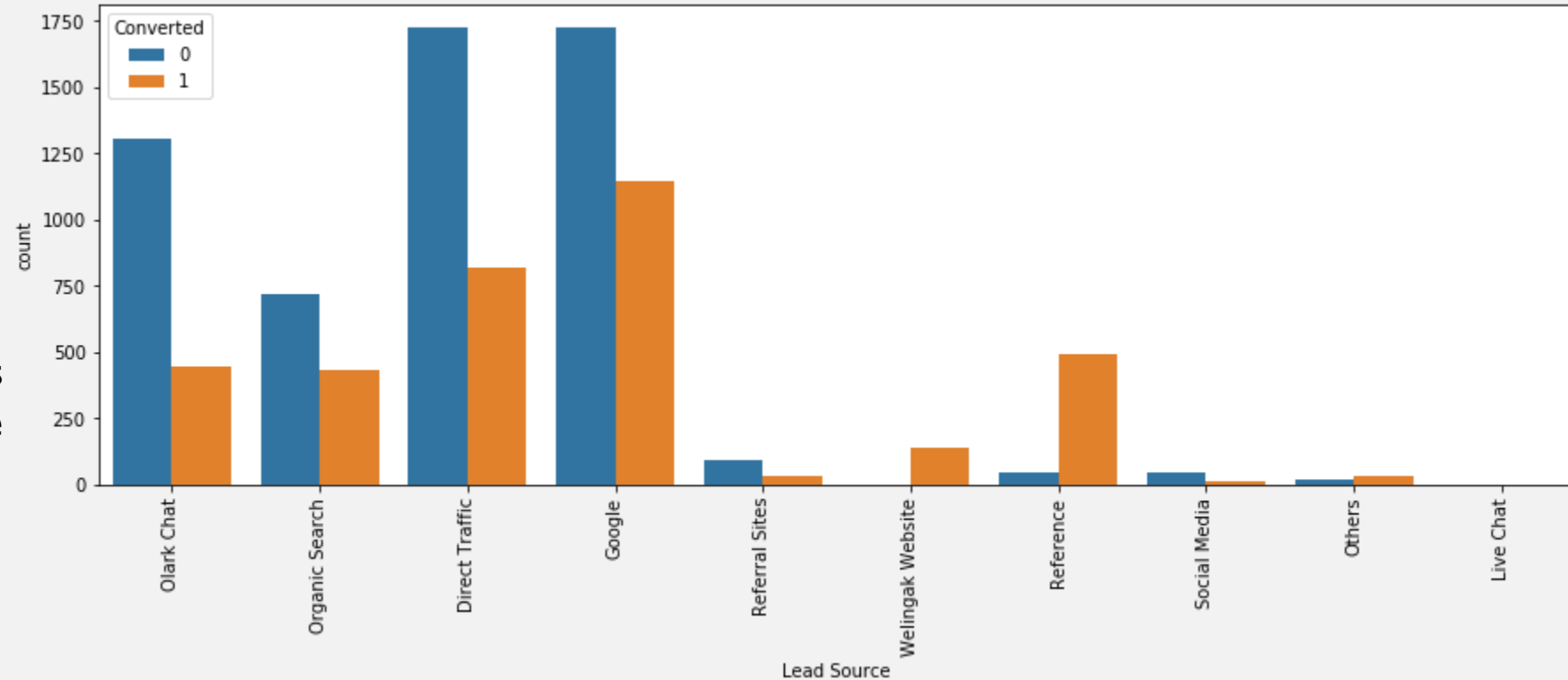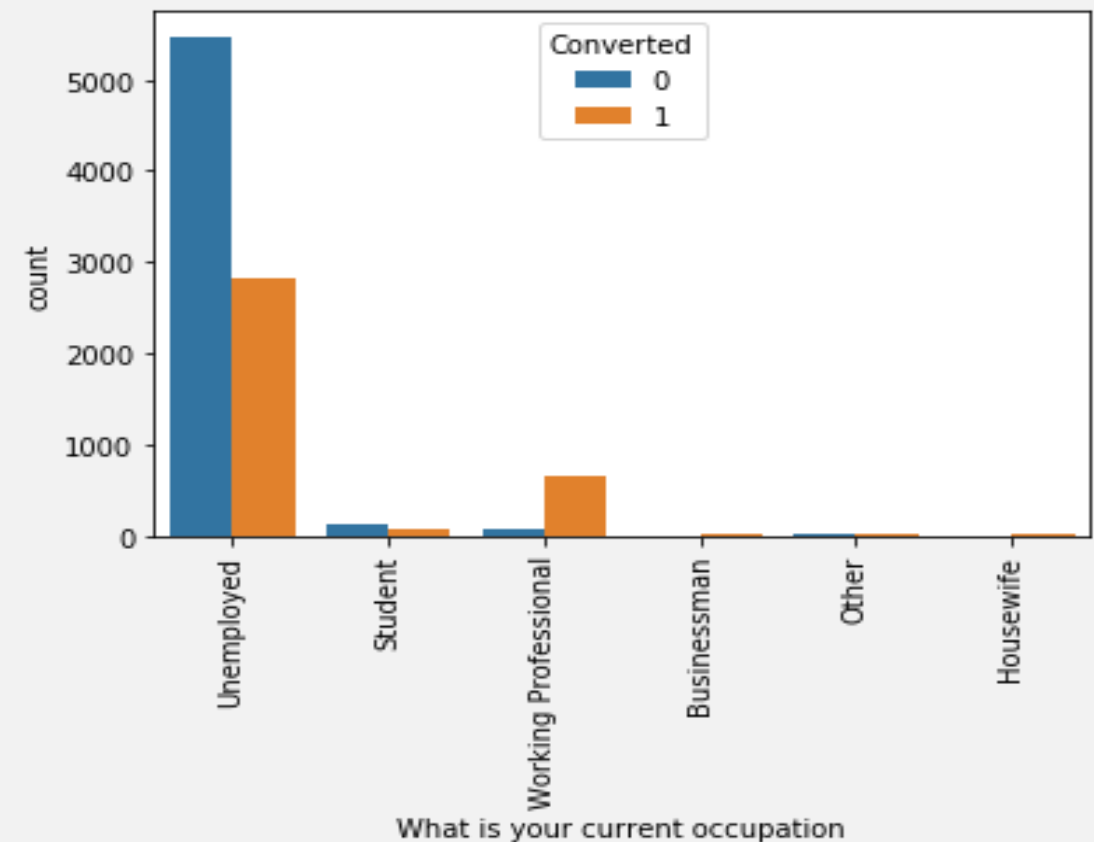
FINDINGS FROM MAJOR COMPONENTS OF HOT LEADS FROM MODEL (CONTD.)

- What is your Current Occupation

  Inference

  - We can see most Leads are Unemployed

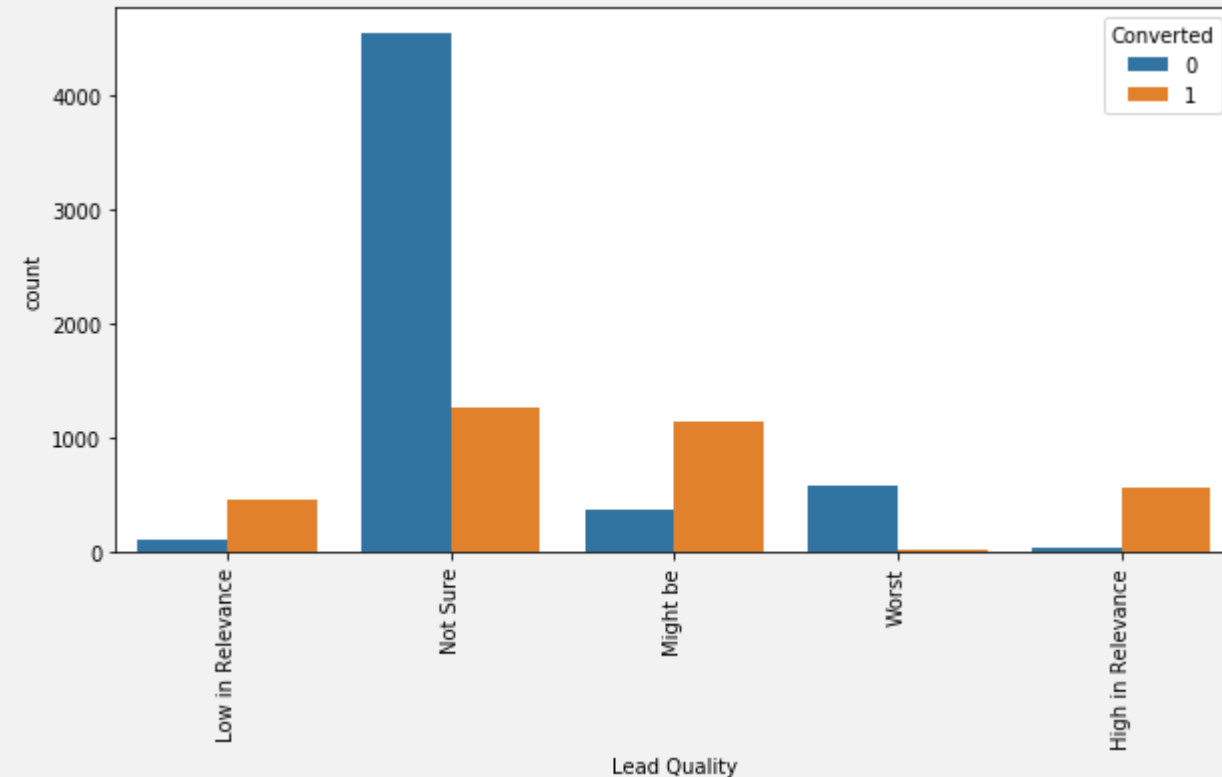 - Also The Conversion Rate of Working professionals is Higher, Seconded by BusinessMan

FINDINGS FROM MAJOR COMPONENTS OF HOT LEADS FROM MODEL (CONTD.)
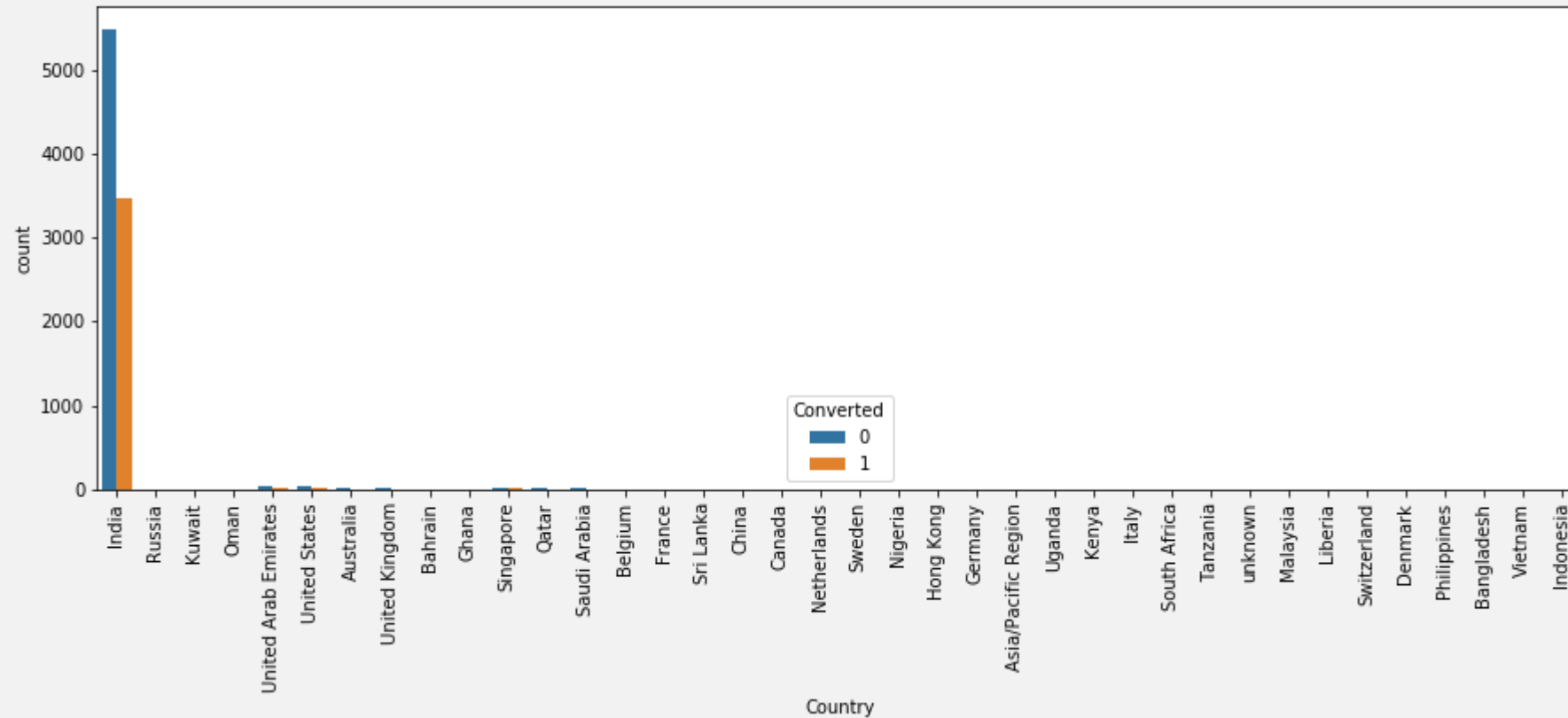
- Lead Quality

Inference

- Most Leads are assessed as Not Sure

- The Conversion Rate of Leads assessed as Low In Relevance, High in Relevance, Might Be have Higher Conversion Rate
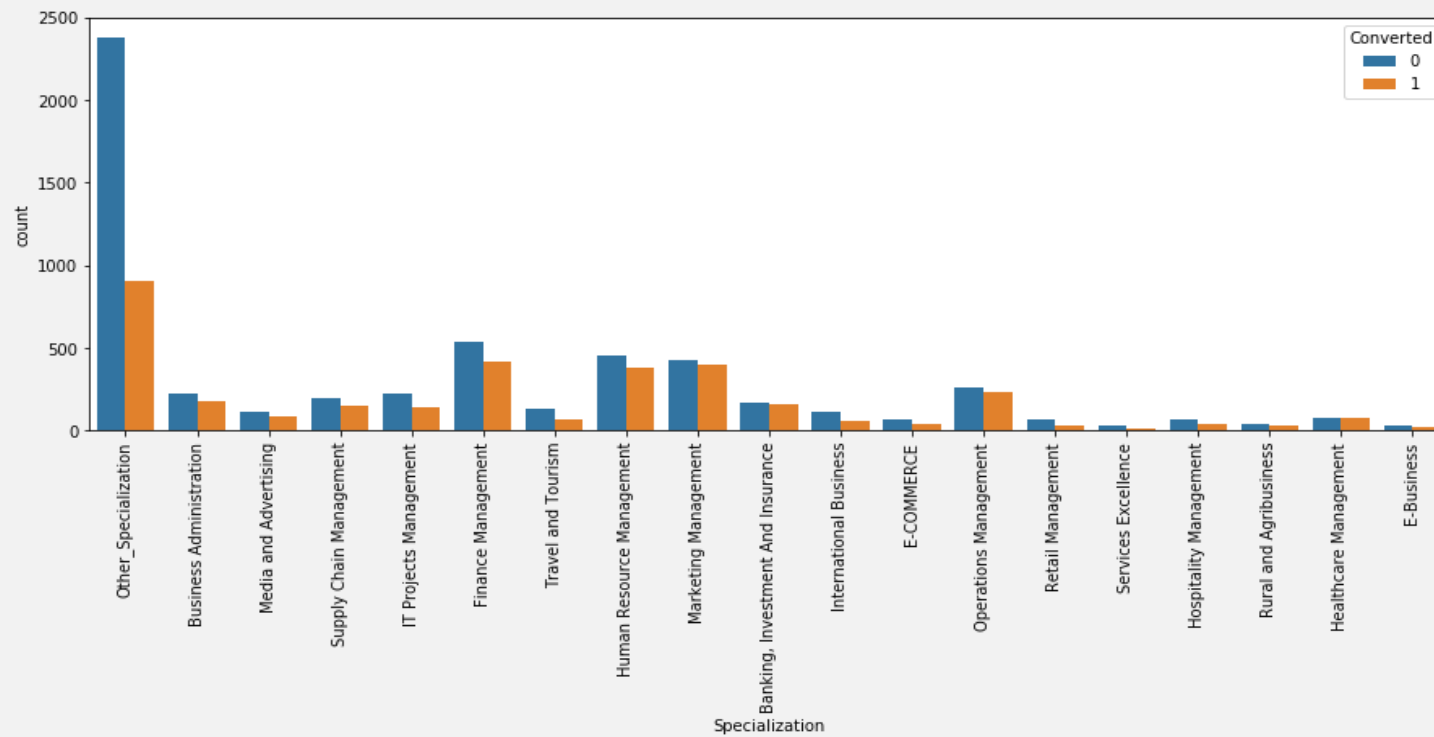
BUSINESS POINT OF VIEW

- Apart from working on the above, we can also try to expand our business in countries other than India.

BUSINESS POINT OF VIEW (CONTD.)

- We can add more courses in our repository or even review and modify existing courses as per industry standards
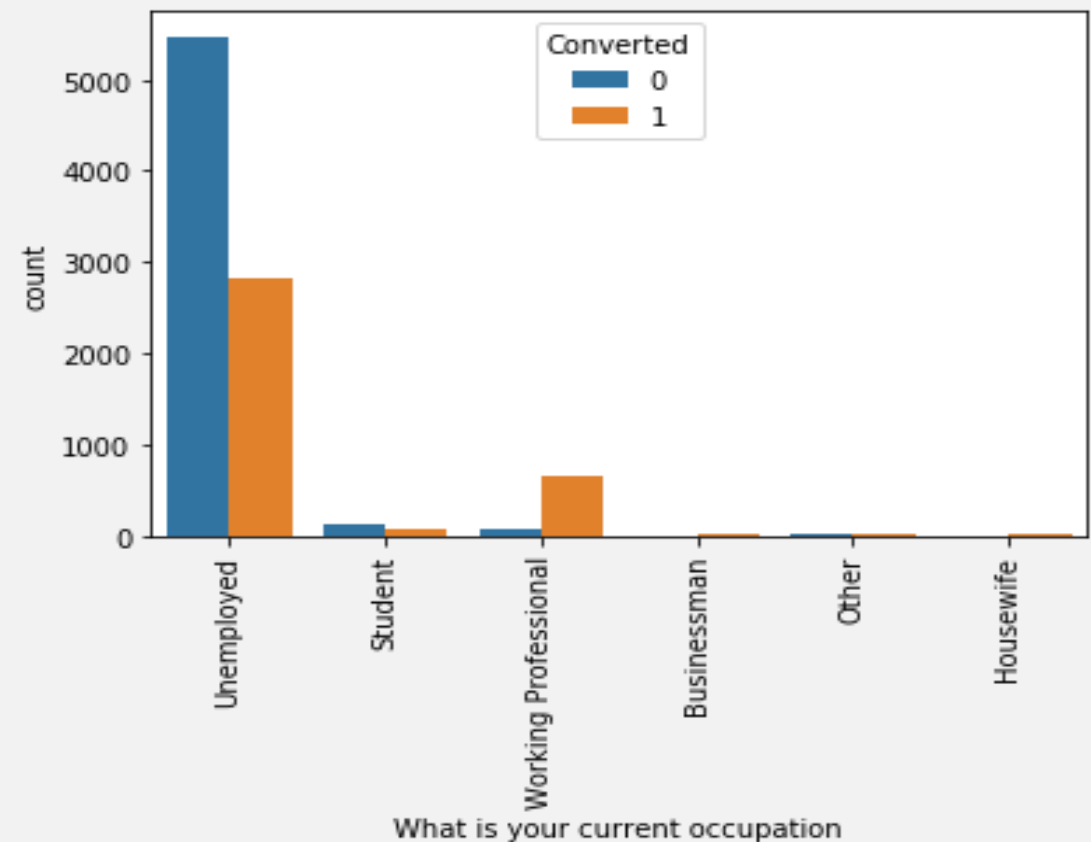
BUSINESS POINT OF VIEW (CONTD.)

- Try to Get Unemployed leads to take our courses

Most of the Leads coming are Unemployed, and only 50% are being converted.

Whereas Housewife and Other Occupation are least

We can work on finding the issue as to why they have not opted or any Fee related issues they face
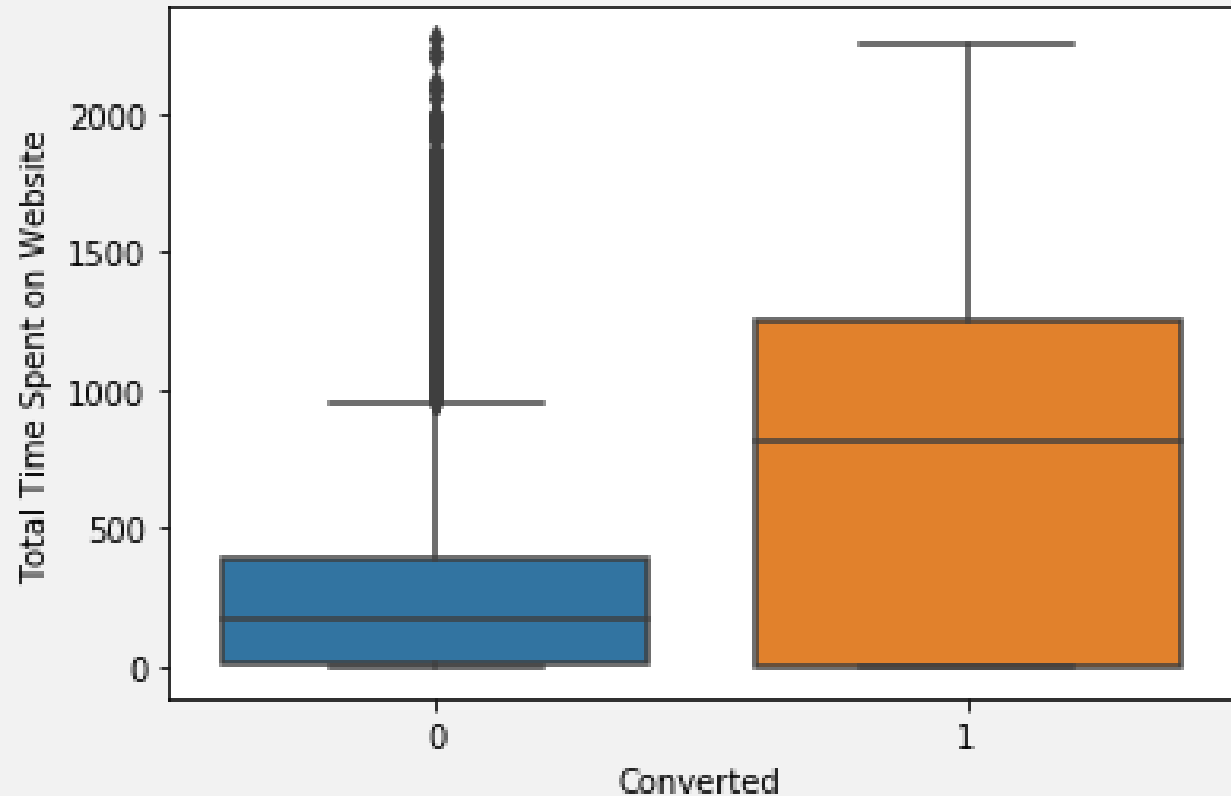
BUSINESS POINT OF VIEW (CONTD.)

- Make Website more appealing

Average Leads converted have spent significant amount of time on our website.

Thus if we make it more informative and appealing to Leads, We could see more converted Leads
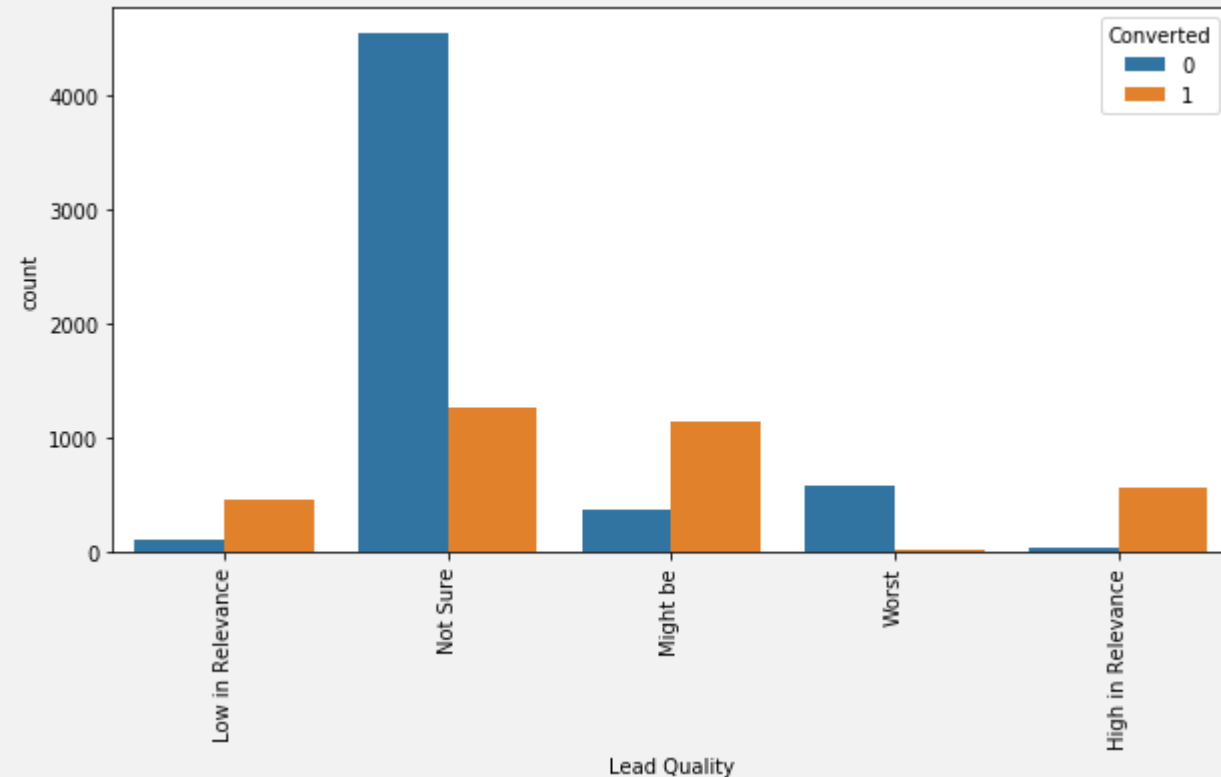
BUSINESS POINT OF VIEW (CONTD.)

- Improving our Lead Quality

From the Graph, we can see most leads are Not Sure If they want to join a certain program.

We can look into getting some feedback so that we could get a proper conclusion or try fitting them in the Higher Relevance Category, to help promote our Courses as per industry requirements

THANK YOU