ExtraaLearn

Potential Customers Prediction

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Agenda

- Project overview
- Data overview
- Exploratory Data Analysis results
- Insights and recommendations

Project Overview

ExtraaLearn is a startup in the EdTech industry that offers programs to students and professionals. With a large number of leads being generated on a regular basis, one of the issues faced by ExtraaLearn is to identify which of the leads are more likely to convert so that they can allocate resources accordingly.

The objectives of this project are:

- Finding the factors driving the lead conversion process
- Building a machine learning model to help identify which leads are more likely to convert to paying customers
- Creating a profile of the leads which are likely to convert

Data Overview

The data contains different attributes of leads and their interaction details with ExtraaLearn. The dataset contains **4,612 leads and 15 variables**.

- **Lead Engagement:** Various interaction points (website visits, media exposure, etc.) are tracked.

- **Lead Conversion:** The target variable (status) indicates whether the lead was converted into a paying customer.

- **Demographics & Occupation:** Age and occupation.

- **Marketing Touchpoints:** Marketing channels like Print Media Type 1, Digital Media, and Referral.

EDA Results

- **Over 65%** of paying customers are **professionals**

- Website is the channel of interaction with the highest conversion rate (**website= 38%,** email=30%, phone=21%)

- **Over 65%** of the paying customers filled out **more than 75% of their profile**

- **68%** of leads who heard about ExtraaLearn through **reference** converted into paying customers

- Approximately **45%** of leads that had their **first interaction through the website** were converted to paying customers

Insights and Recommendations

- Referrals have a conversion rate close to 70%, so the company should **encourage customers and employees to refer friends and family**. A bonus or discount could be offered to incentivize them to refer more people.

- **Professional leads are more likely to convert** than students, so the company should allocate more resources to professionals than students.

Insights and Recommendations

- People who **complete more than 75% of their profile** are more likely to convert to paying customers. The company should prioritize these leads over those who complete a lower percentage.

- Most paying customers had their first interaction through the website, so the company should **prioritize leads who first explore the website** over those who first interact through the mobile app.

Insights and Recommendations

Profile of the leads which are most likely to convert

- Professionals who had their first interaction through the website, filled out more than 75% of their profile, and heard about the company through referrals.