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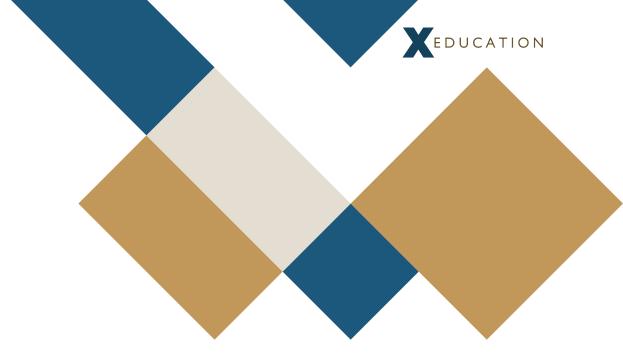
Agenda

01. Problem Overview

Understanding the business problem and gaining relevant domain insights.

02. Approach and framework

Devising methodology and framework to come up with solutions.



03. Data Insights and Trends

Data analysis and interpretation of trends and results.

04. Solution

Coming up with data-backed solutions for solving the business problem

05. Way Forward

Implementation strategy based on the data-backed solutions

Problem Overview

X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

Currently, the lead conversion rate is poor, i.e approximately 30% and we need to come up with a strategy to improve the conversion rate to up to 80%.





E-learning markets in India to grow 10x between 2018-2024

360 INR Billion

E-learning market value to increase 10X between 2018-2024

Pandemic Boost

E-learning platforms have received a major boost amidst the pandemic

Working **Professionals**

Majority of the customers base for online learning are working professionals.

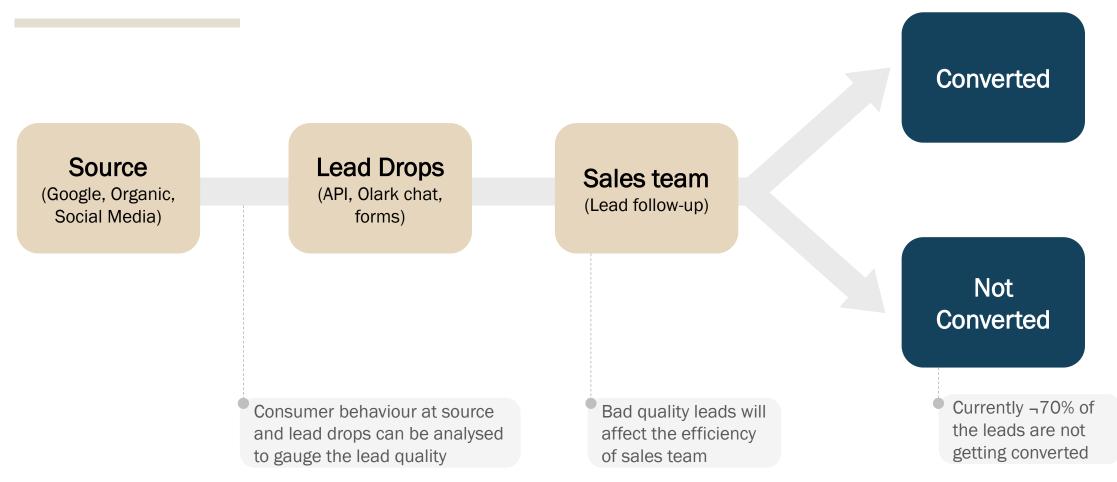
IIT, Harvard, IIM, IIITB, MIT

Major educational institutes are tying up with E-learning platforms in India.

Source: Statista and other industry sources



Lead quality assessment is key to expand consumer base efficiently



Approach and Framework





Lead quality assessment is key to expand consumer base efficiently

Understanding business problem

- Analysing business problem
- Secondary research on the domain
- Establishing objectives and scope for the analysis

Data Analysis

- Understanding the data set
- Identify variables important for the study
- Data cleaning and outlier treatment
- Performing univariate and bivariate/ multivariate analysis to draw insights

Model Building

Building a logistic
regression model to
shortlist the most
instrumental variables in
lead conversion

Way Forward

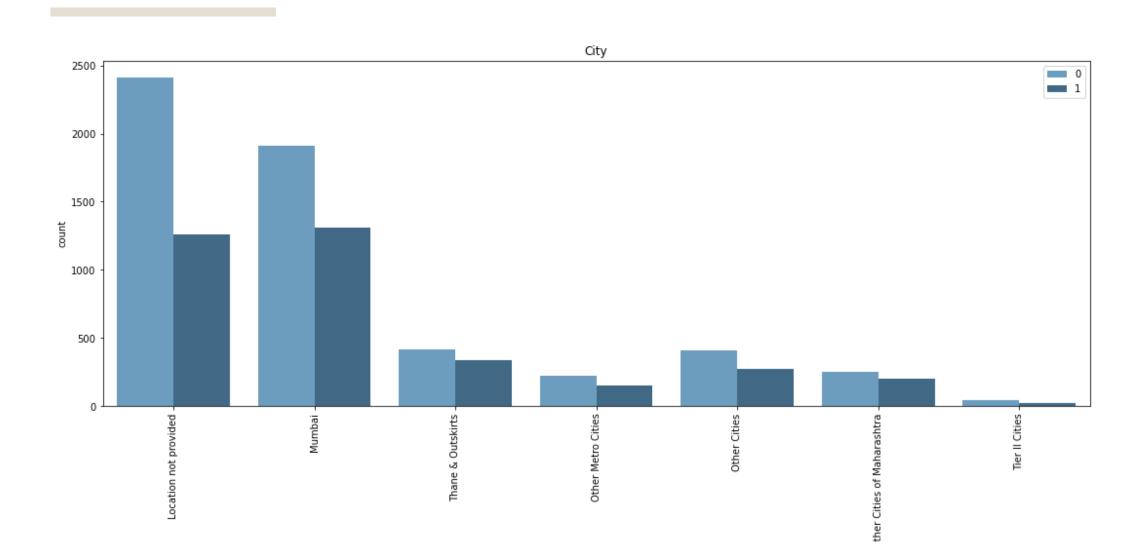
 Drawing inferences trends and insights to give implementable solutions to the company

Data insights and trends



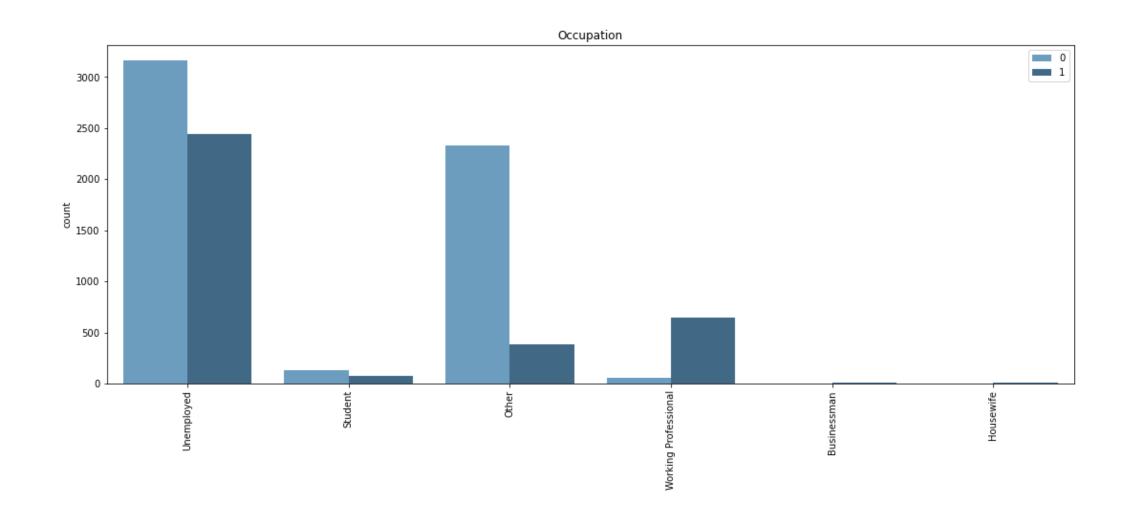


Majority of leads are from Mumbai region



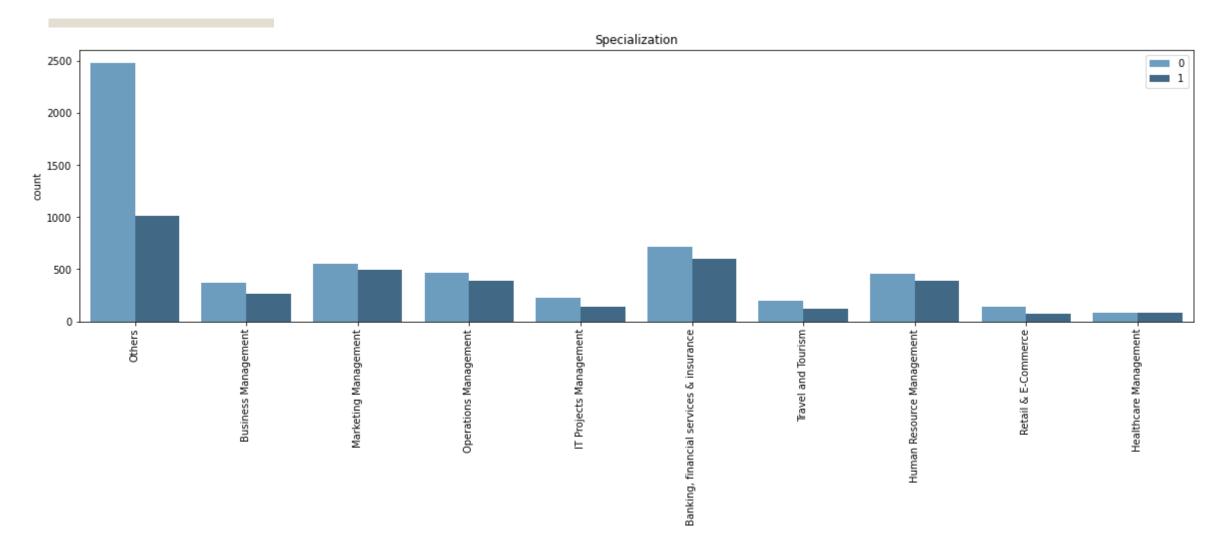


Leads from Working professionals and unemployed customers most likely to convert



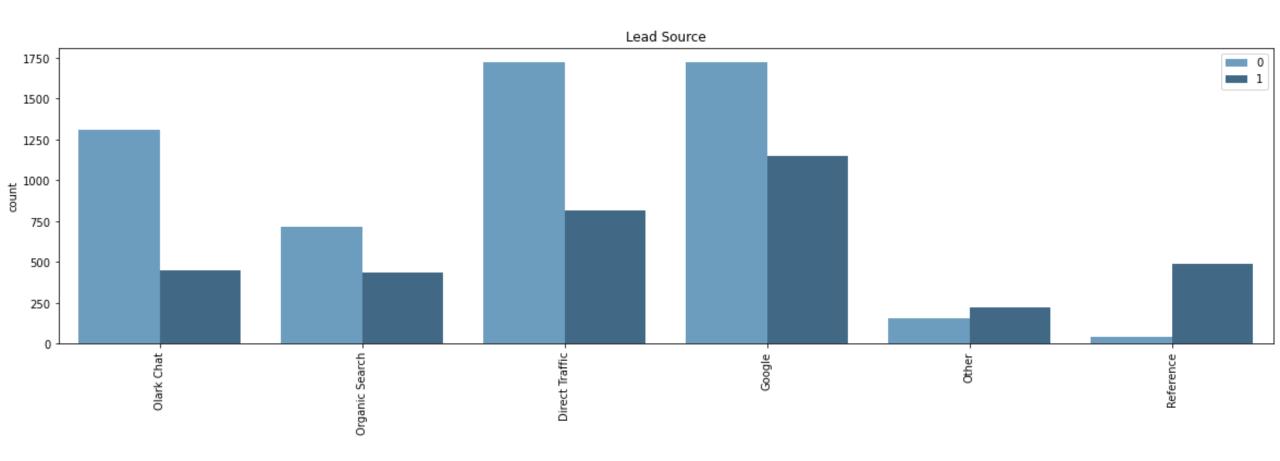


Customers from BFSI, Business Management and HR most likely to convert



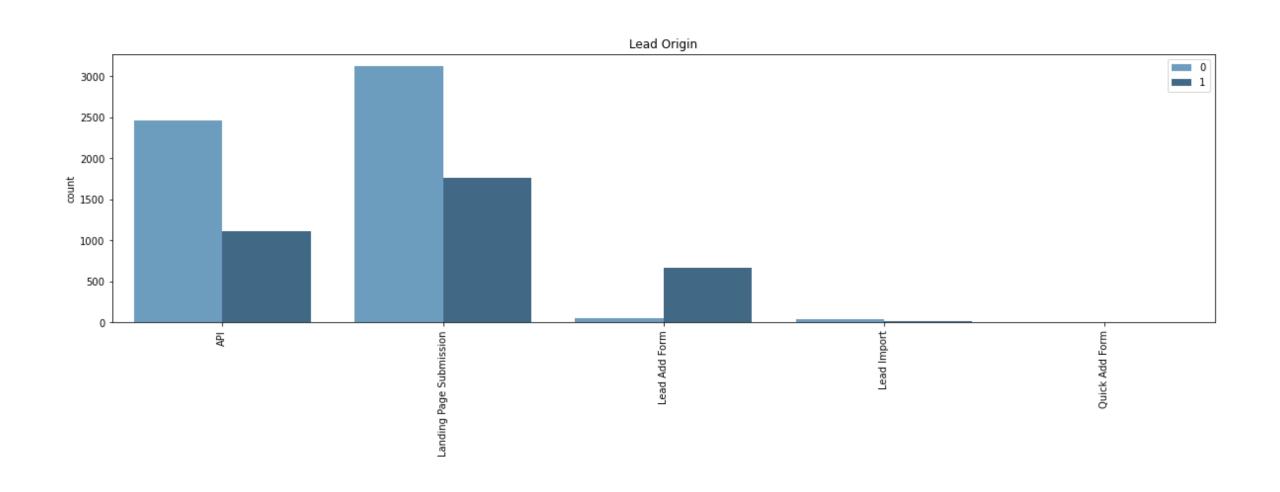


Most of the converted leads are from direct and organic searches, a positive sign for business



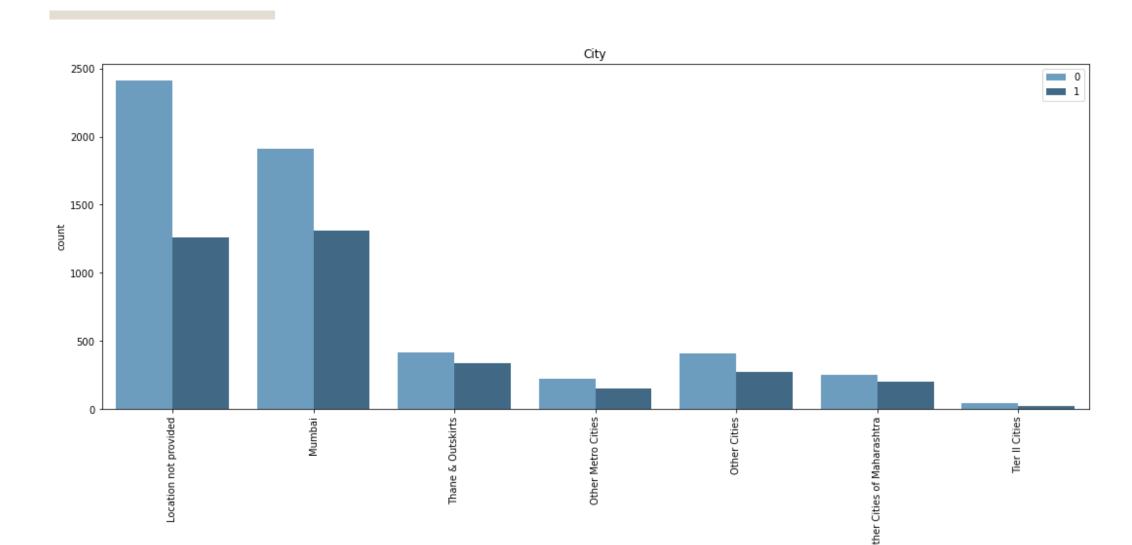


Majority of the converted leads are from landing page submission and add form





Majority of leads are from Mumbai region



Insights from the model





Lead origin and time spent on website are defining factors in lead conversion

INSIGHTS FROM LOGISTIC REGRESSION

Top variables

Lead Origin

Time spent on website

Tags

Top dummy variables

Lead form add

Will revert after reading email

SMS Sent

Solutions





Solutions

Source

(Google, Organic, Social Media)

Lead Drops

(API, Olark chat, forms)

Leads dropped via adding a form should be prioritized.

Leads from people who spent maximum time on the website should be followed up with.

People who are wanting to revert after reading email are likely to be more interested.

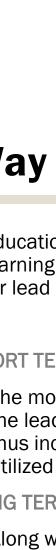
Sales team

(Lead follow-up)

Converted

Phone calls should be made to people who have been shortlisted from the aforementioned process

 Incase of no phone calls,
 focus should be on running email and SMS campaigns





Way Forward

X Education can make most of the bull run the e-learning segment is witnessing by optimizing their lead shortlisting strategy.

SHORT TERM STRATEGY

 The model created will aid them in selecting the leads which are most likely to convert, thus increasing the efficiency and time utilized to convert a lead into customers.

LONG TERM STRATEGY

 Along with this, optimizing the website, adding retention points to retain the customers and running frequent email and SMS campaigns will increase the lead conversion rate.

