

Lead Conversion Augmentation Strategy

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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

**IIT, Harvard,
IIM, IITB, MIT**

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

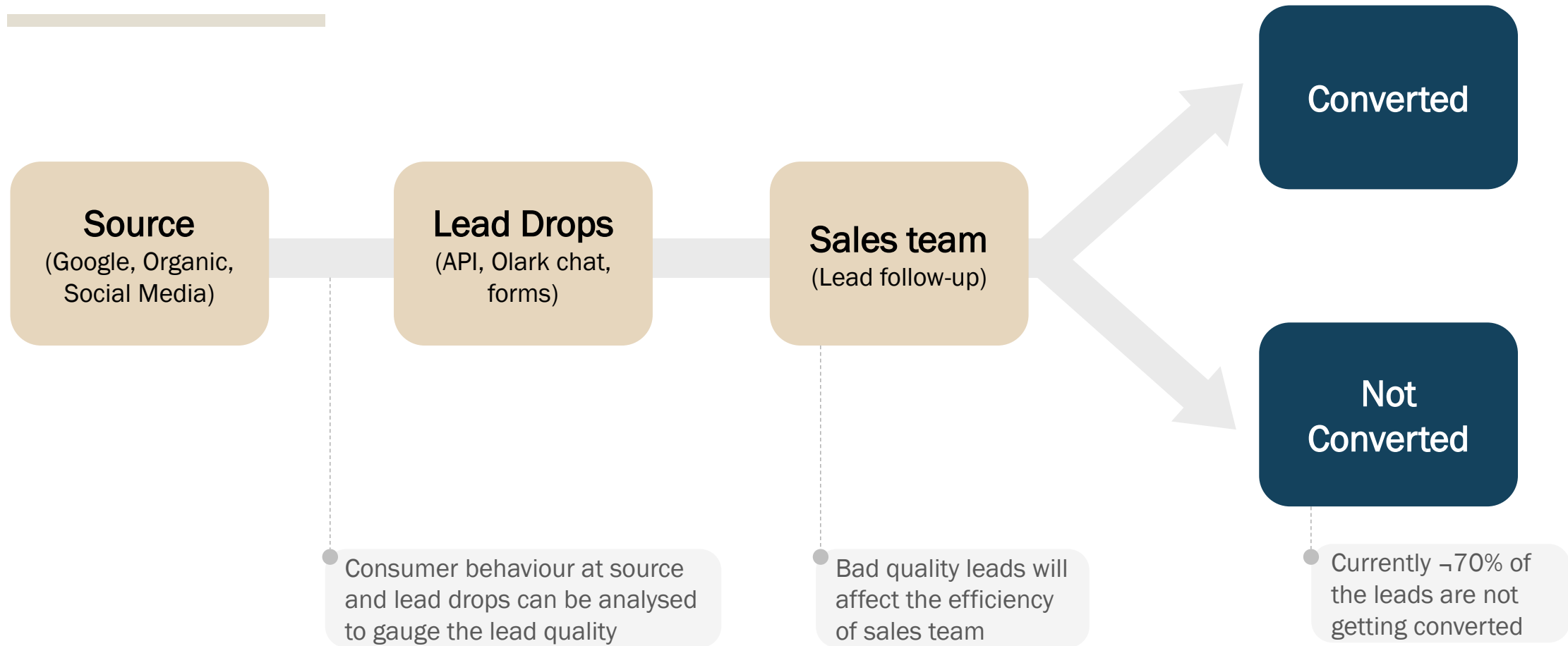
Pandemic Boost

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

Working Professionals

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

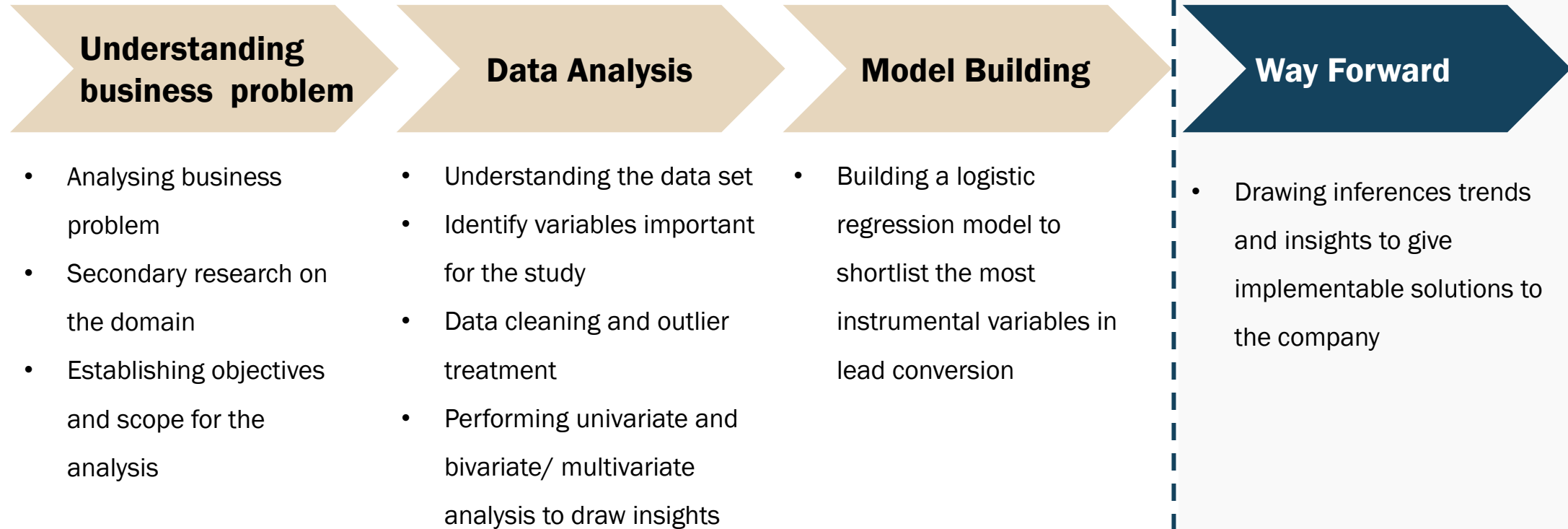
Lead quality assessment is key to expand consumer base efficiently



Approach and Framework



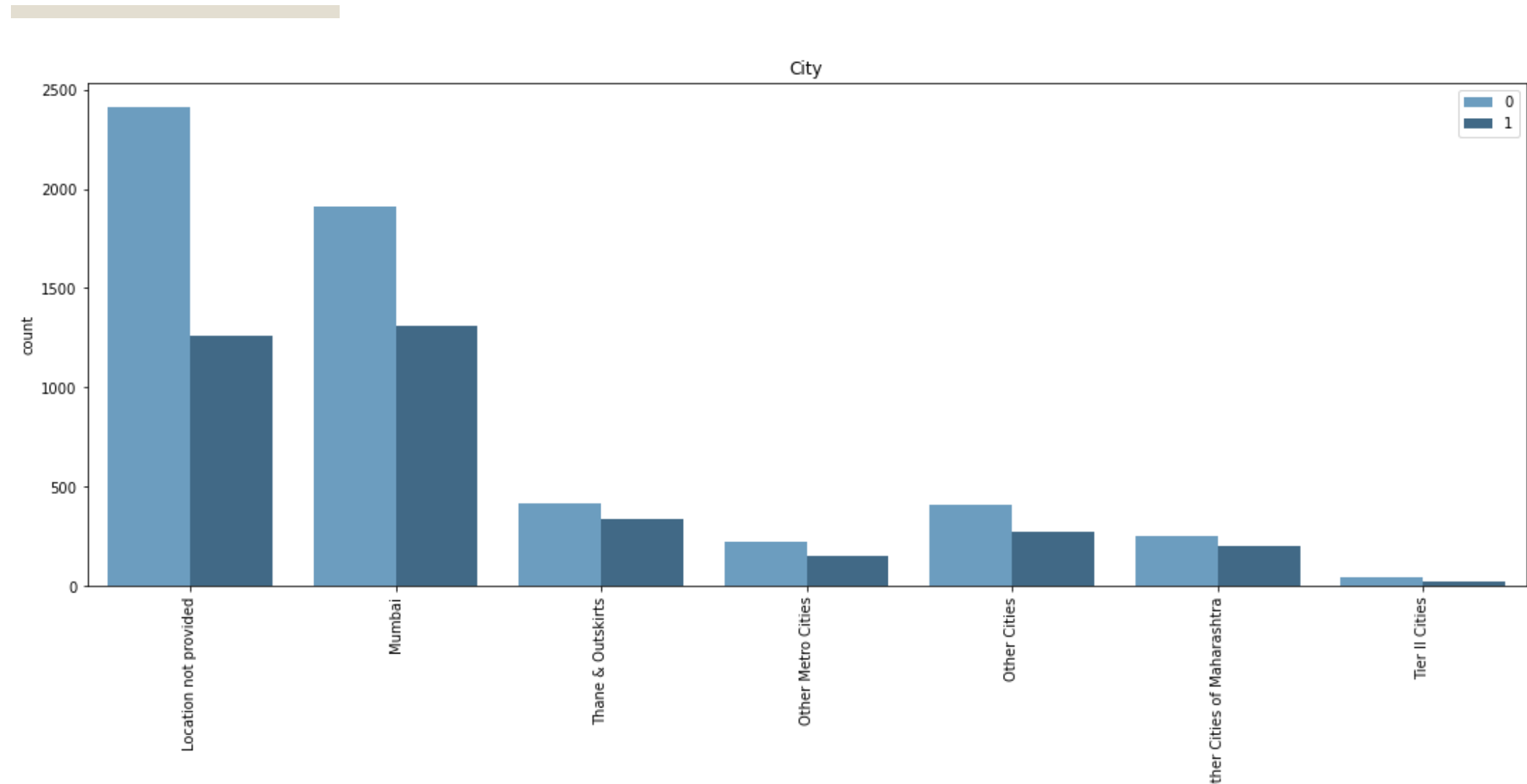
Lead quality assessment is key to expand consumer base efficiently



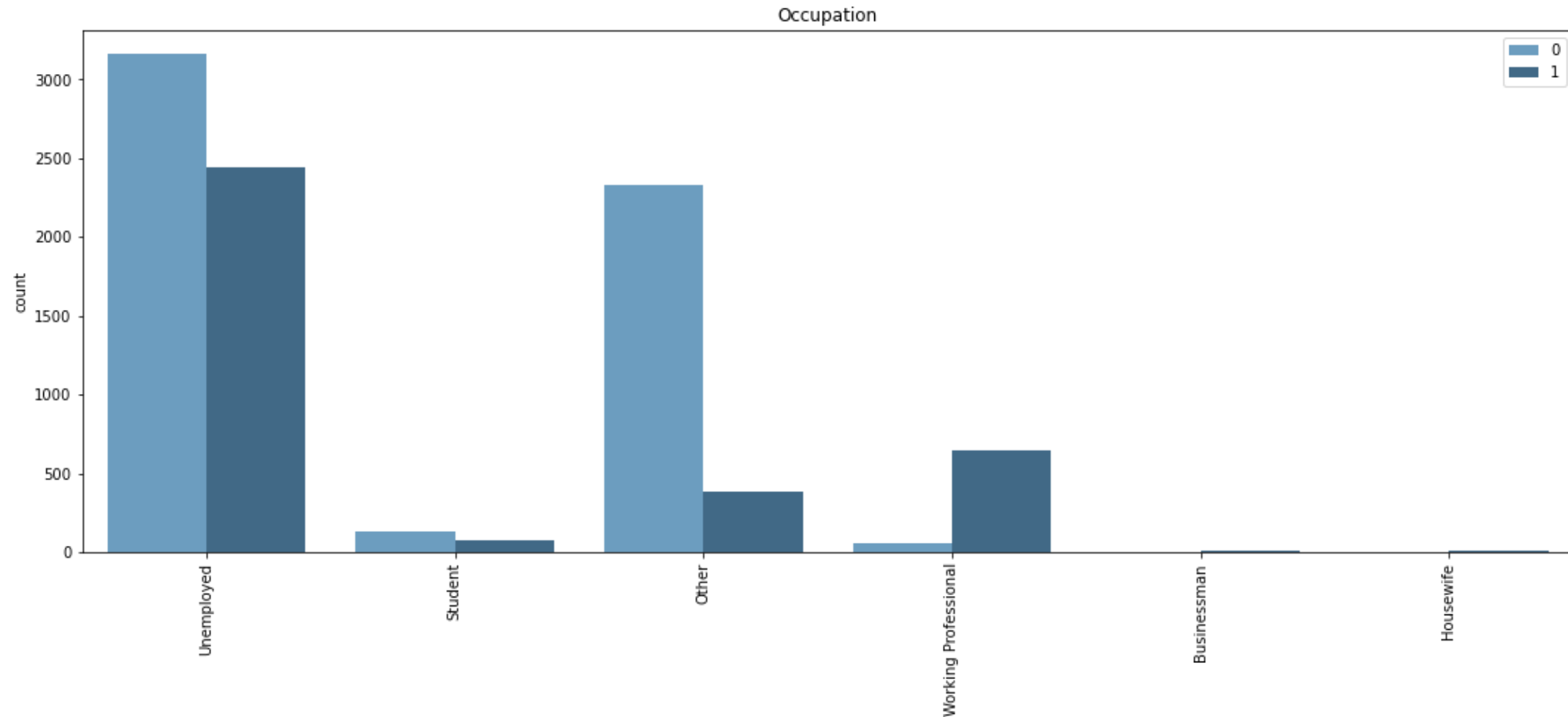
Data insights and trends



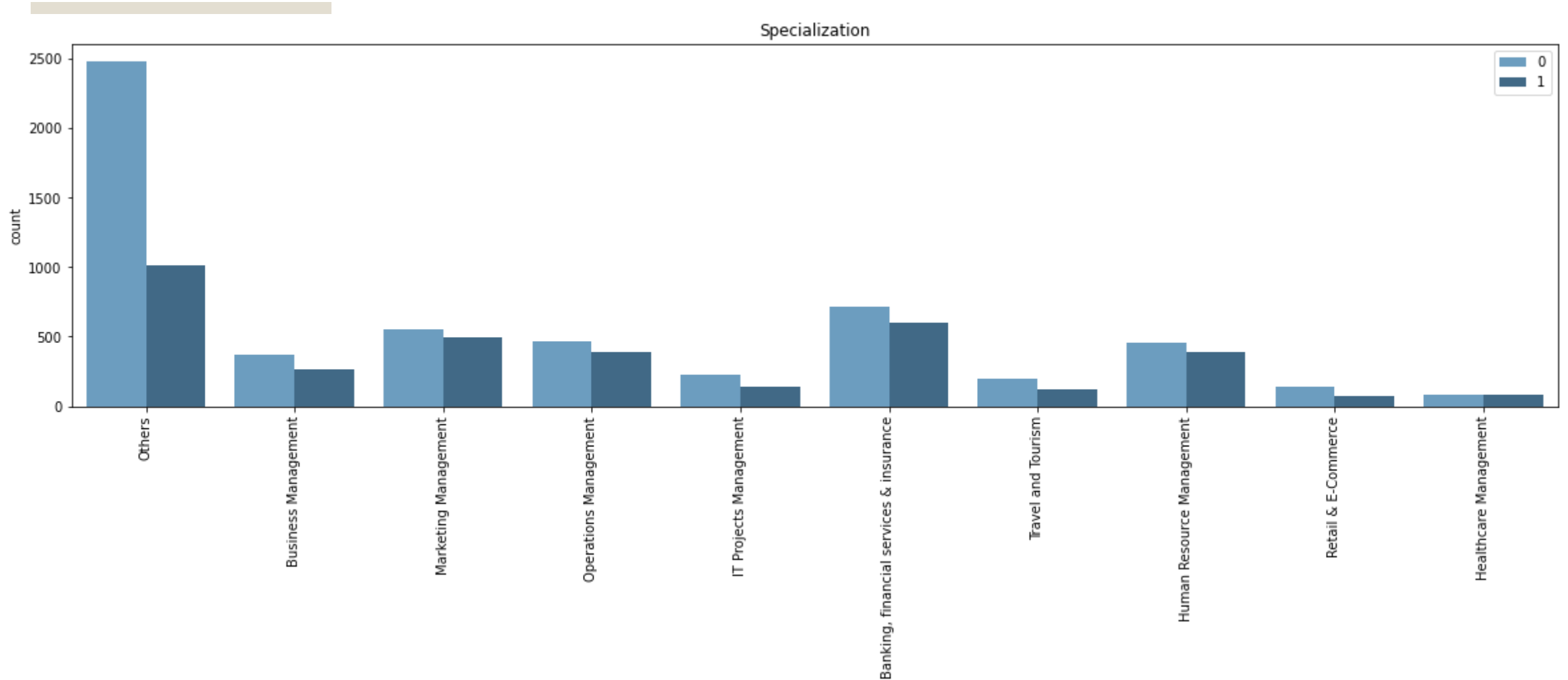
Majority of leads are from Mumbai region



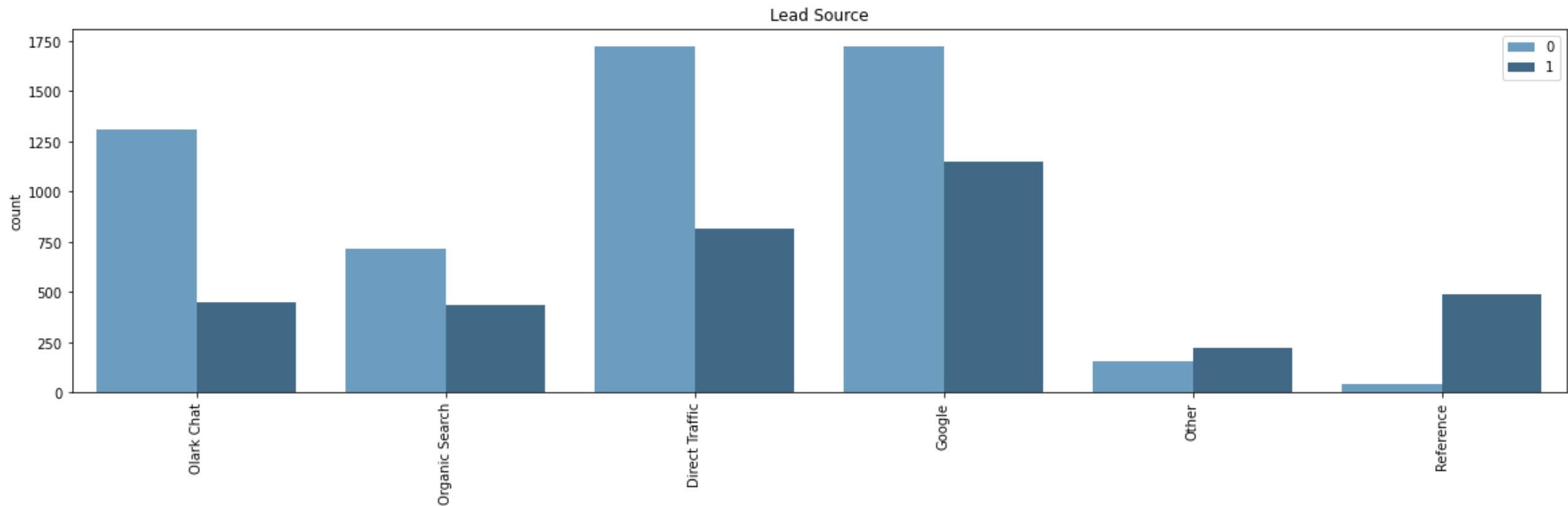
Leads from Working professionals and unemployed customers most likely to convert



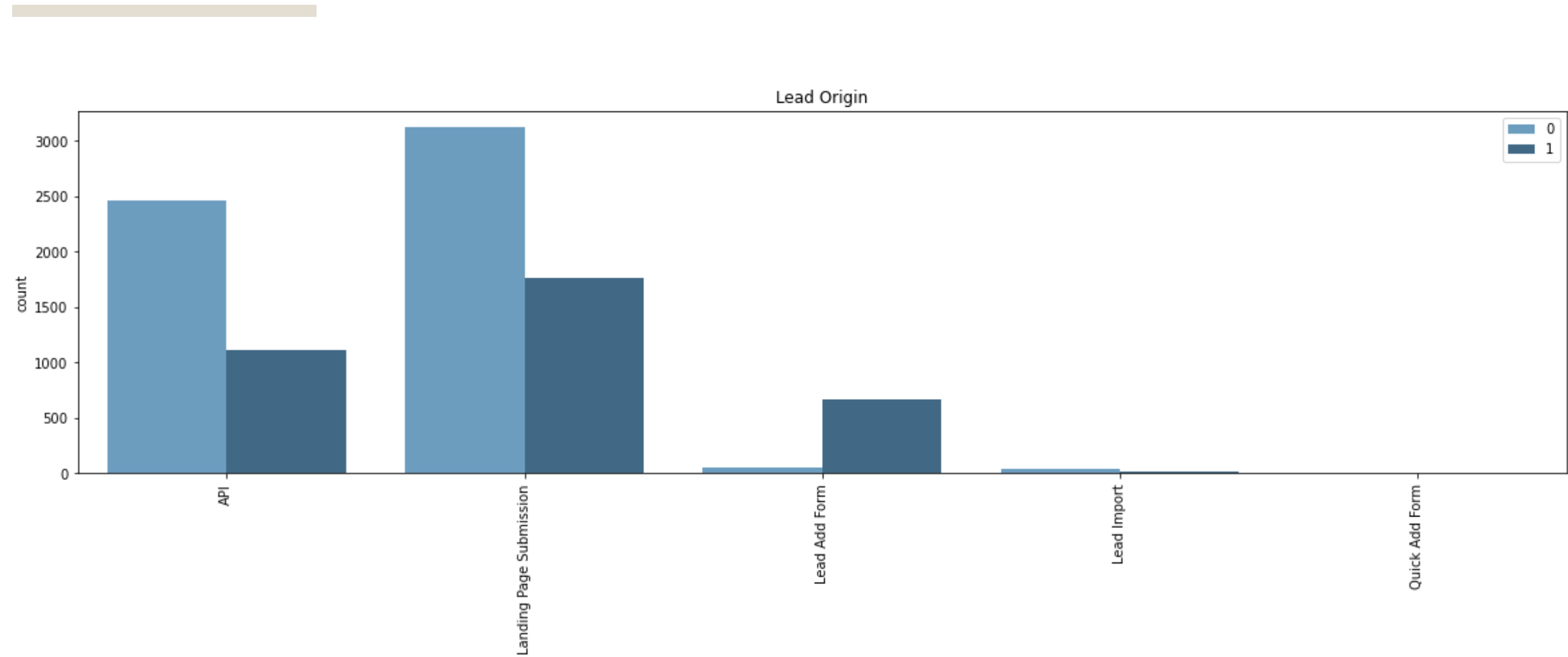
Customers from BFSI, Business Management and HR most likely to convert



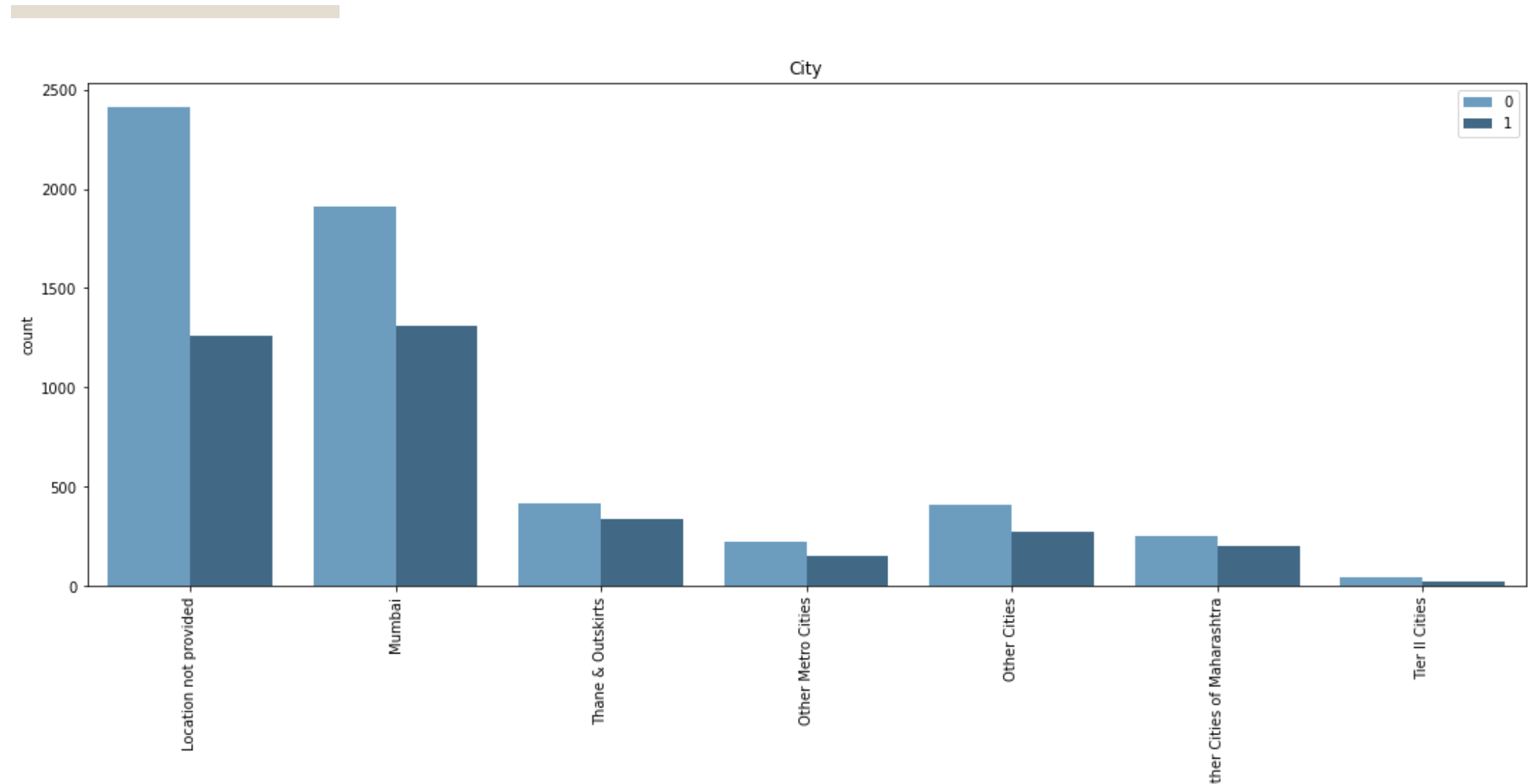
Most of the converted leads are from direct and organic searches, a positive sign for business



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

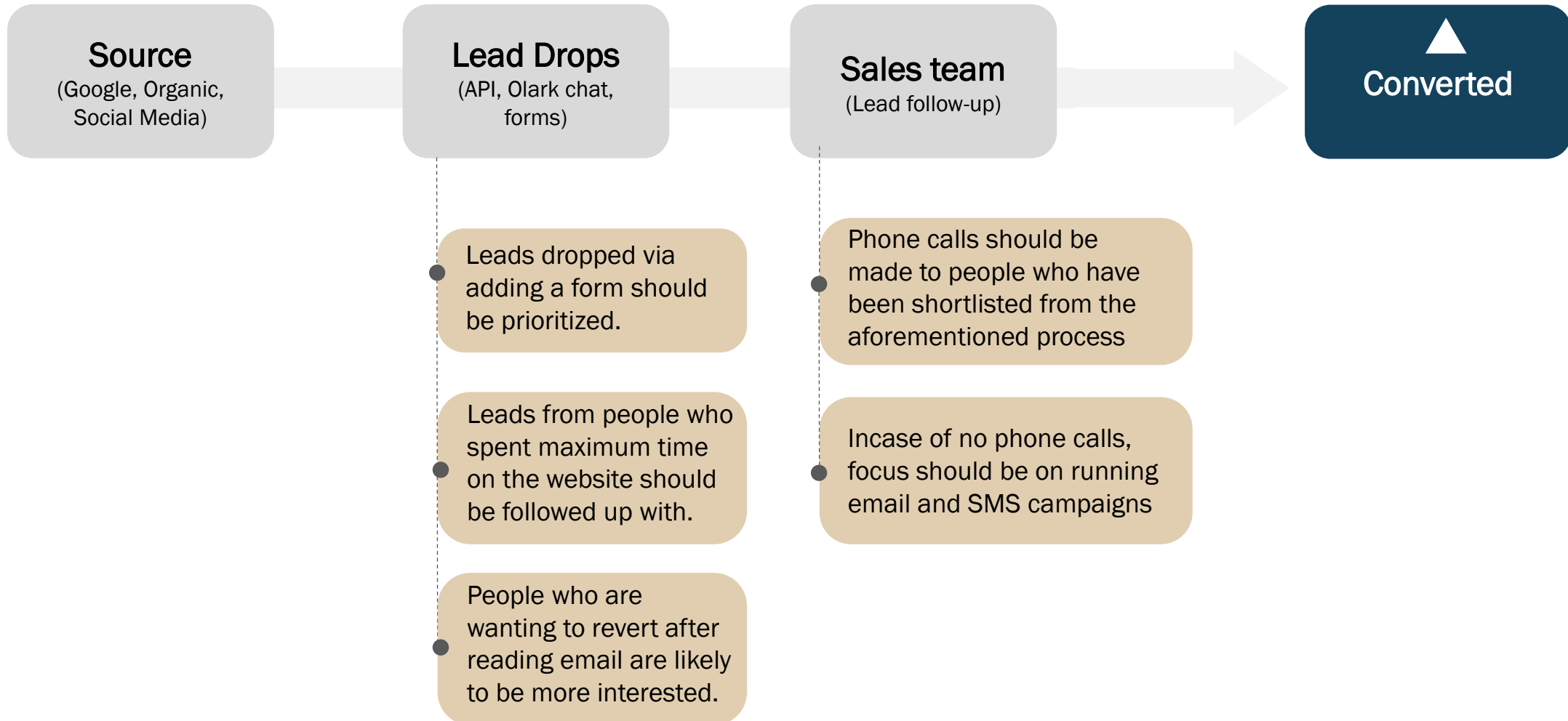
Will revert after
reading email

SMS Sent

Solutions



Solutions



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.