

Lead Scoring Case Study – Summary by Mahendrakumar Khiani

The lead scoring case study, utilizing a logistic regression model, aimed to enhance the efficiency of converting potential leads into paying customers for an education company. Despite a high volume of initial leads, particularly from India and notably Mumbai, conversion rates were limited. A significant observation was the presence of a 'Select' option in several columns, indicating indecision or non-selection by potential leads, necessitating a more definitive choice mechanism for crucial categories like customer occupation and specialization to derive actionable insights.

Analysis revealed that leads with higher total visits and more time spent on the platform showed an increased likelihood of conversion, emphasizing the importance of engaging content and user experience. Most leads pursued courses for better career prospects, with a notable interest in Finance Management specialization. Leads with backgrounds in HR, Finance, and Marketing Management showed a higher propensity for conversion, suggesting targeted outreach in these areas could be beneficial.

Furthermore, the study highlighted the significance of customer engagement strategies, such as email and SMS communication. Leads who frequently opened emails or received SMS messages were more likely to convert, indicating the effectiveness of personalized and direct communication channels.

Interestingly, a large segment of the leads were unemployed, suggesting that focusing on this demographic and tailoring marketing strategies to their specific needs and aspirations could potentially increase conversion rates. Overall, the study underscores the need for strategic focus on user engagement, specialization targeting, and tailored communication to improve lead conversion rates in the education sector.