

LEAD SCORE CASE STUDY

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MANEM

PROBLEM STATEMENT

- The company X Education sells online course to industry professionals.
- The company markets its courses on several websites and search engines like google and many more.
- X Education gets a lot of leads but the conversion rate is poor which is around 30%.
- Potential leads need to be identified which are also known as 'Hot Leads'.

ASSUMPTIONS

- In Categorical columns 'Select' option is there which means that customer did not select any option. So, it can be treated as NULL

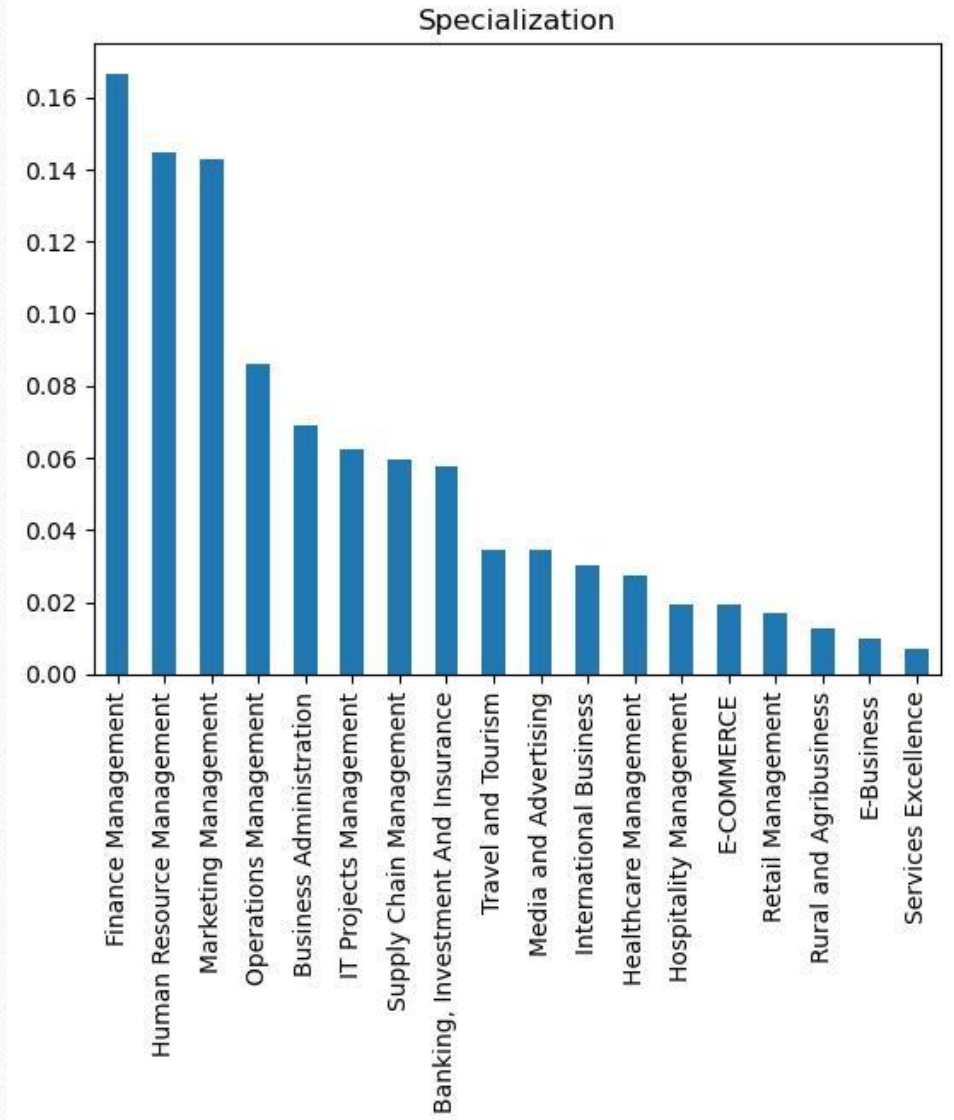
APPROACH

- The variables which have missing values more than 40% have been dropped.
- Since the majority of the values in city are of 'Mumbai', the missing values can be imputed to 'Mumbai'.
- In Specialization column 37% missing values are there. The reason might be that specialization is not available for the customers to choose, so it can be replace it by 'others'.
- Since most of the missing values in 'Country' are India so the missing values can be imputed with 'India'.

UNIVARIANT ANALYSIS

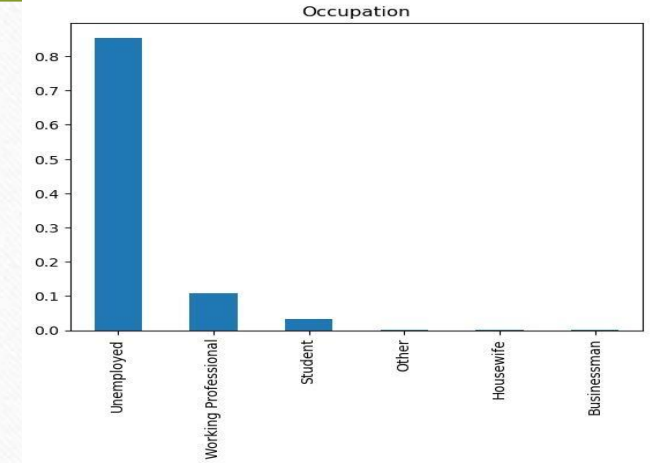
Specialization

- Majority of the leads belong to the finance ,Hr and Marketing management.
- Very few belong to E business and Service Industry.



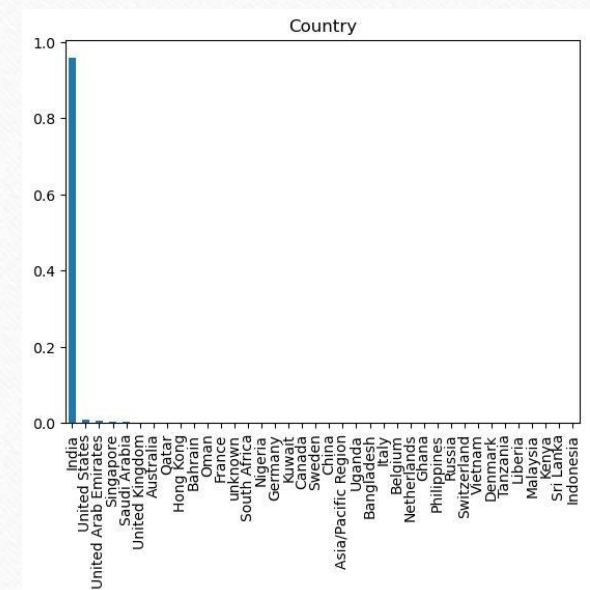
Occupation

- Majority of the leads are unemployed and some are working professional.



Country

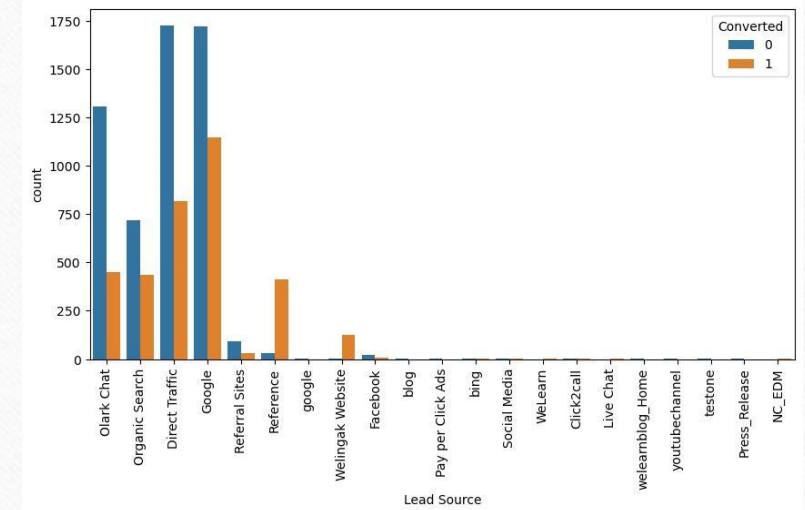
- Majority of the leads belong to India.



Bivariate Analysis

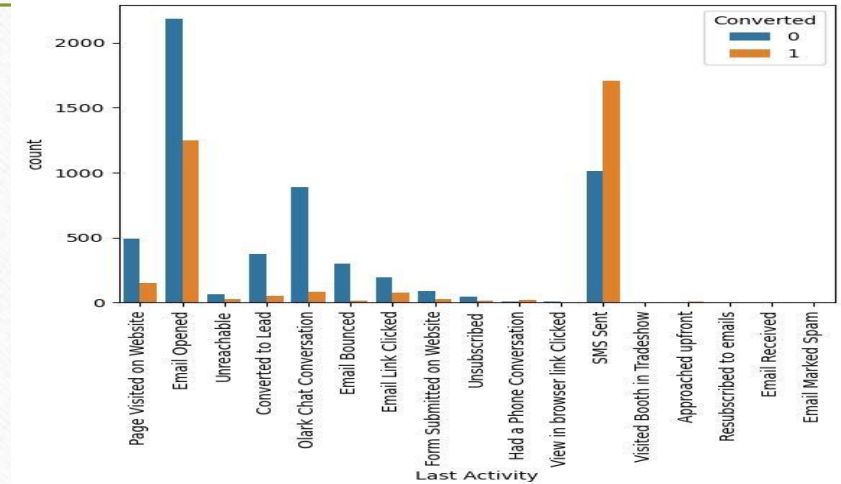
Converted v/s Lead Source

- Majority of the leads which are being converted are being sourced from goggle and direct traffic.
- The majority of the leads that do not convert belong to Olark chat , goggle and direct traffic.



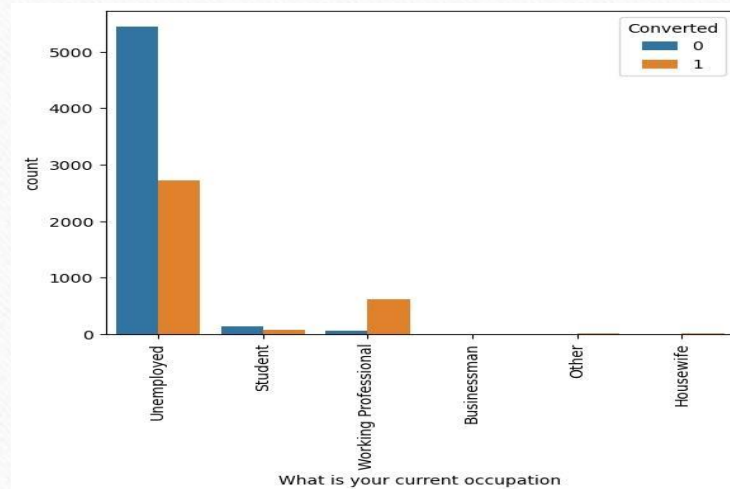
Converted v/s Last Activity

- Majority of the leads which have been converted have either received SMS or have opened the email sent by the organisation..
- Olark Chat Conversation have very less conversion rate.



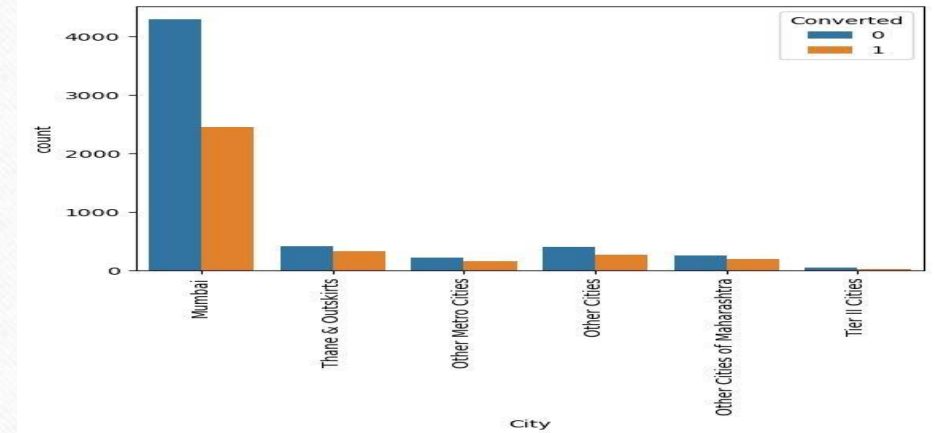
Converted v/s Occupation

- Majority of the people who convert are unemployed, followed by working professionals.
- There are very few students which have converted and chosen the course.



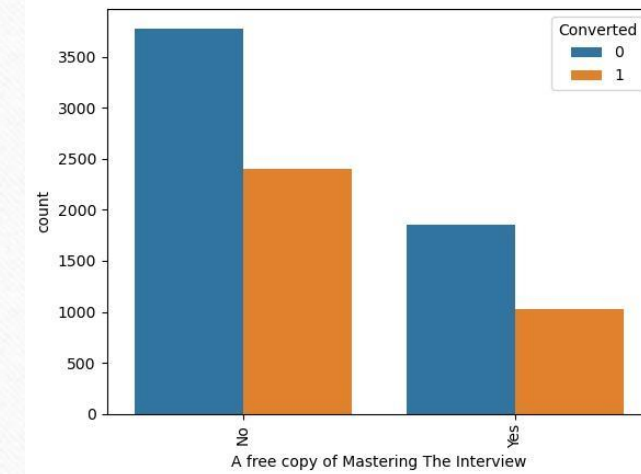
City v/s Converted

- Majority of the people who have converted belong from Mumbai and few belong from Thane and outskirts.



Converted v/s A free copy of mastering The Interview

- Majority of the leads who have not opted for this have a high conversion rate as compared to the ones which have opted for it.



RECOMMENDATION

- The company should focus more on the leads which have been source through goggle, Direct traffic and Olak Chat.
- The leads must be communicated through E-Mails, SMS and via Call rather than Oak Chat Conversation.
- Modifications are required in the 'Free copy of mastering the Interview' as majority of the leads who have opted for this donot buy the course.
- Working professional and unemployed leads must be given more focus as they have high chances of conversion.

Thank you