

Problem Statement:

X Education, an online education company specializing in selling courses to industry professionals, is facing a challenge with its lead conversion rate, which currently stands at 30%. Despite generating a substantial number of leads through various channels like website visitors, form submissions, and referrals, the company is determined to enhance its conversion rate to meet the CEO's ambitious target of 80%.

To address this issue, X Education is seeking the development of a lead scoring model. This model will evaluate each lead and assign a score based on the probability of conversion. The primary objective is to identify and prioritize "Hot Leads," representing potential customers with a higher likelihood of converting into paying clients.

By implementing an effective lead scoring system, X Education aims to empower its sales team to focus their efforts on the leads with the greatest potential for conversion. This strategic approach will involve nurturing and engaging with these high-scoring leads, increasing the likelihood of successfully converting them into satisfied customers and ultimately achieving the targeted 80% lead conversion rate.

Objective of Case Study:

Develop a logistic regression model to assign lead scores between 0 and 100, identifying and prioritizing "Hot Leads" with a higher probability of conversion.

There are some more problems presented by the company which your model should be able to adjust to if the company's requirement changes in the future so you will need to handle these as well. These problems are provided in a separate doc file. Please fill it based on the logistic regression model you got in the first step. Also, make sure you include this in your final PPT where you'll make recommendations.

Conclusion:

The logistic regression model analysis yields valuable insights for optimizing lead generation efforts and enhancing conversion rates. Key findings include the importance of features such as 'Lead Origin_Lead Add Form,' 'Current_Occupation_Working Professional,' and 'Total Time Spent on Website,' which exhibit high conversion rates and should be prioritized in lead generation strategies. Targeting working professionals is recommended due to their higher probability of conversion and potentially better financial situations.

Referral leads, particularly those from old customers, show significantly higher conversion rates, suggesting the implementation of incentives such as discounts to encourage more referrals. Increasing the frequency of media usage, like Google ads or email campaigns, is advised to save time and boost conversion rates. Focusing on leads with 'Last Activity' as 'SMS Sent' or 'Email Opened' is recommended.

Analysing customer behaviour, especially for those spending more time on the website, can enhance user experience and increase conversion rates. Tailoring course offerings and marketing campaigns to popular specializations like Marketing Management and HR Management can attract and retain customers in those fields.

The model-derived recommendations include frequent data collection for updated lead information, timely follow-ups within a few hours of lead interest, combining phone calls and emails for effective communication, optimizing media usage frequency, and focusing efforts on hot leads to increase conversion rates while saving time.