

Report

The problem statement's shows that our aim to increase the conversion rate of X education from 30 to 80%. This will involve reducing the unnecessary calls that will lead to decline of conversion rate and increase the calls with higher chances. Our observations show that most of our potential customers are from Mumbai and are unemployed. Almost everyone does not prefer to be called or followed up.

The main reason for low conversion rate could be that we are reaching out to the unemployed people, although these are the people with that are in majority in our database, these aren't the people that are driving our sales. Same goes for the people who do the landing page submission and come to the page from API calls, i.e. things like ads. Although high in number, they aren't the sales drivers.

People that are driving our sales are the people who have an intent and requirement for the product. These are people who have filled the lead add forms and are employed. Though these people are less in numbers, we can focus our resources to sell to these people over the people who have a low chance of being sold to. The conversion of them would require a higher overhead cost.

Looking at the above points, we could say that, for an aggressive sales strategy, we can follow up on the customer that the model scores between 30 and 100. This takes into account the above-mentioned attributes.

For a conservative strategy, a lead score of 50-100 is a good score.

Both the above numbers take into account sensitivity, accuracy and specificity. In case of the aggressive strategy, we have higher sensitivity and slightly low specificity. And in case of the conservative strategy, the specificity is higher and sensitivity is lower. But one thing to keep in mind is that, in both the cases, we have kept accuracy in the 80% ball park, as this is what was required by the business. What that means is that, if the model is followed to the T, it has an 80% chance of getting the customer of our choice.

Other observations are, our database mostly consists of Indian customers from Mumbai. The second country is the US, but India leads by an enormous margin. A free copy of mastering the interview is accepted by most of the potential customers. No one pays with a cheque; this is probably because an increase in digitization.

Let's talk a little about spam. If you look at columns like updates on the supply chain content or any updates at all, these will mostly be treated like spam, this can be seen as almost no potential customer opts for the other option.

No marketing has lead to an increase in leads, things like from newspaper articles, search, they are all no, but this doesn't match with lead sources, this could be because lead source is automated and other fields were asked to be answered.