

Summary – Lead Scoring Case Study

- Most leads are from INDIA with Mumbai having the greatest number of Leads.
- It is a good idea to make one or more of the selection, occupation, specialization sections mandatory to get better understanding of the lead requirement and then customize the offer if possible. It also helps to address the concerns of the lead.
- The higher the number of total visits or the total time spent on platform the higher the chances of enrollment.
- Model suggests that the leads from HR, Finance & marketing management are very likely to enroll.

To conclude:

- Prioritize the leads based on category. Giving low priority to Students, Unemployed may be a good idea.
- Try to talk to the leads and keep following up with them. Try to understand the concerns or the stoppers and arrange for a counselling session.
- Share free courses link and request them to explore to understand the ease of using the platform.