

X Education- Lead Scoring Case Study

Problem Statement

- X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted.
- To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'
- If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone
- X Education has appointed you to help them select the most promising leads, i.e. the leads that are most likely to convert into paying customers. The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Proposed Solution

STEP – 1: Selection hot leads Selection:-

We have grouped the deals based on the percentage that can be converted, according to the ratio.

STEP – 2: Working on selected leads-

As a result of step 1, we now know which deals we can convert quickly, allowing us to focus on them more effectively.

STEP – 3: Result:-

As from the step 2 , we have worked more efficiently with the deals that can be easily converted. Thus it increased our conversion rate

Recommendations

To increase the overall conversion rate, X Education Company must concentrate on the following important factors:

- Increase user engagement on the website to increase total visits through advertising, etc.
- SHOULD SEND NOTIFICATIONS TO THE END USERS AS THIS AIDS IN HIGHER CONVERSION