

Summary Report

We were presented with a business requirement for an education company X, which sells online courses for professionals, wherein they wanted to increase their Lead Conversion Rate. Their current figure sits at 30 percent. The CEO wanted that percentage to increase to around 80. The company wanted this to be accomplished through a Logistic Regression model which would give them a lead score to identify the probability of those leads converting.

Providing a solution to this, we started with understanding their business model, their products, customer base and their presence in the market. Data was collected and analysed. We built a Logistic Regression model as per requirement, which gives a score 1 to leads that have a high probability of converting, while a score of 0 to leads having a low conversion probability. On completing the model building, we evaluated the model based through test data, which we had separated through test train split. Once the model evaluation is done, the model is ready to provide predictions for the leads.

Through the model and analysis, we came across a few observations and conclusions:

- The major conversion for leads is observed in **India** region, talking about the cities, **Mumbai** has the highest conversions.
- In terms of occupation, the ones who are **unemployed** are most likely to opt for the courses. This would help us to focus more on this customer group to provide us a higher overall conversion rate.
- Coming to the category with second highest conversion rate, the **working professionals**, out of these the ones which are working in **management** domain be it **HR, Finance, Operations or Marketing**, they are the most likely to convert. So out of working professionals these should be targeted the most.
- Coming to the medium of contact, the ones who were approached through **SMS** had high conversion rate. Also the ones who opened the emails showed a very high conversion rate.

- Time spent on website also ensured a higher conversion rate
- So, focus should be on making the **e-mail system** more **robust and efficient** so that the email reaches the **target customer's inbox**, and be drafted in a way that the customer opens it and reads it conveniently, getting all the information needed.
- The **website** should also be made more **interesting** and **user friendly** to keep the customer on the website for a **longer time**, which is one of the key factors in higher conversion rate.
- **Direct traffic** and google also provide high conversion, so **external advertising campaigns** should also be worked up on.