

# Business Presentation

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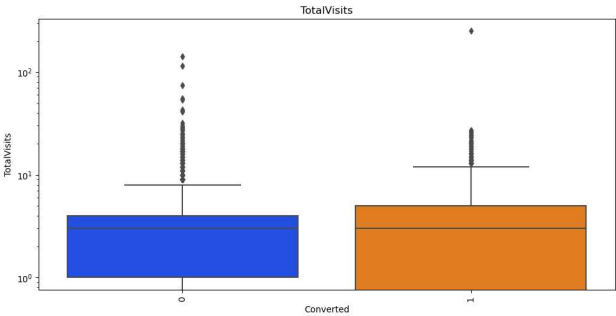
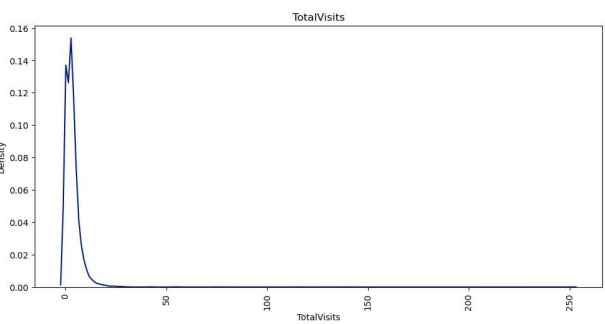
-Shiny Garikimukku

# Business Objective

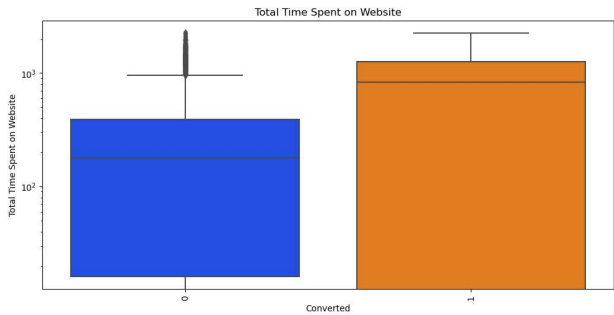
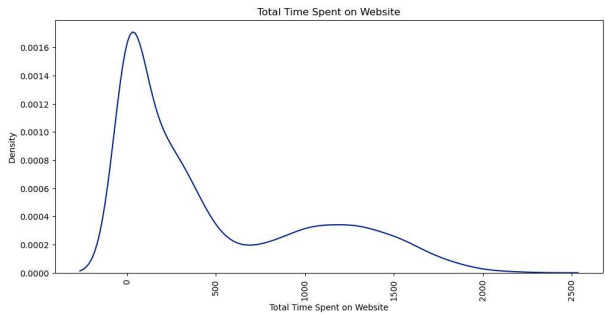


- To help the marketing team of X Education to achieve their target conversion rate of 80 %
- Marketing team has a current conversion rate of 30 %
- Intend to improve the conversion rate by directing the focus of the marketing team to a select number of hot leads extracted from the initial large pool of leads
- The company wants to deploy a Machine learning application to be used by the marketing team
- The marketing team through this ML application will have prior knowledge of prospective hot leads , which in turn would help minimize unsuccessful effort
- The ML tool would help the marketing team to devise their strategy around these hot leads , there by improving their conversion rate
- This would lead to appropriate resource allocation , minimize losses and increased profit to the company

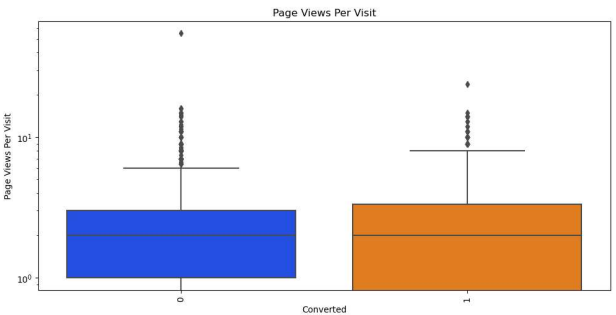
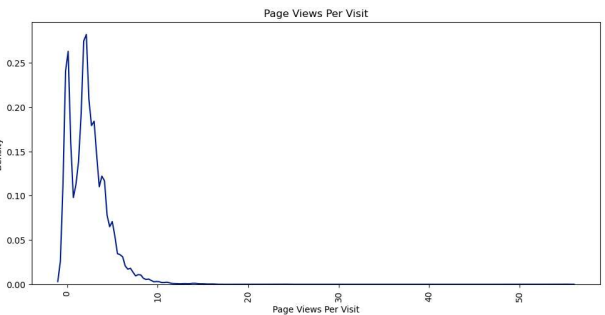
# Business Insights



- For maximum number of leads, total visits to the sites fall between 15 to 20
- Leads who are serious about pursuing a course with X education company visit more frequently

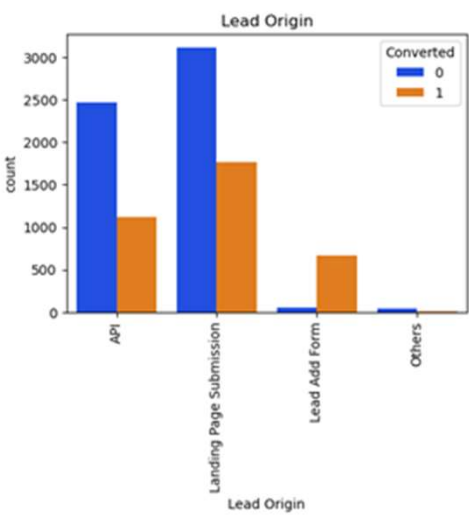


- Most leads spend around 300 seconds looking and browsing through the website
- Time spent browsing the website is significantly more in converted leads

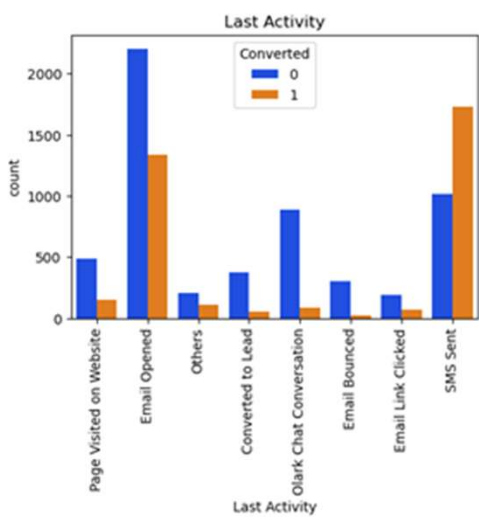


- High number of leads browse around 5 pages of the website when they visit
- It is recommended to refrain from adding more pages to the website , as this would not impact the customer's decision

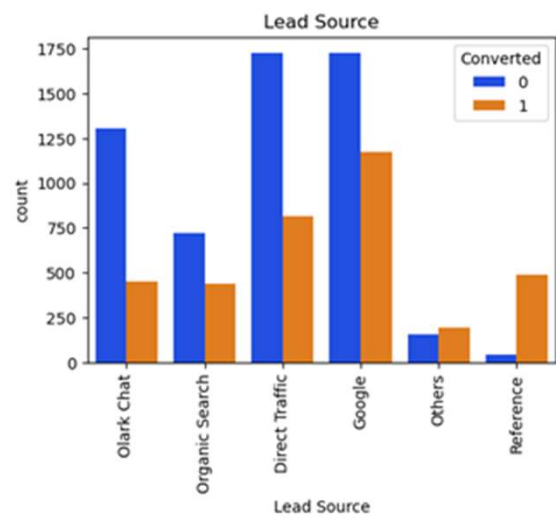
# Business Insights



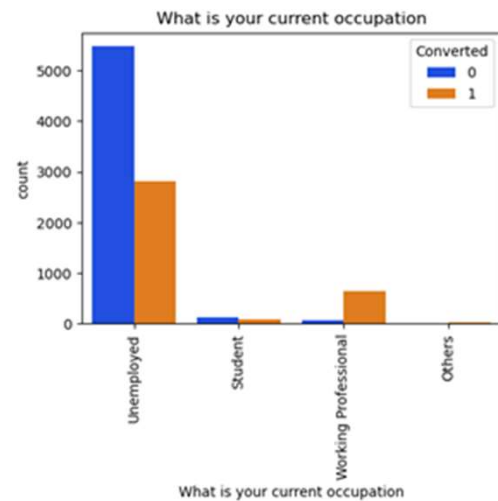
- Leads who fill the online type form have high chance of conversion
- These leads are more serious about pursuing the courses



- SMS seems to be the most effective means of communication
- High number of leads use e-mail as well
- Its better to utilize both means of communication with the customers

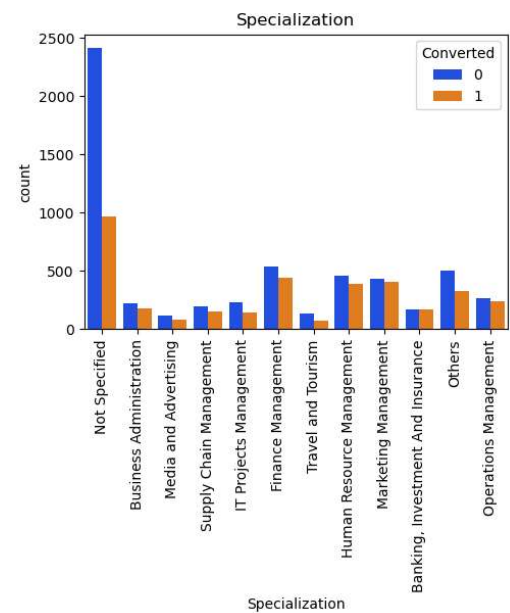


- Leads with reference also have good conversion rate
- Most leads use google to know more about the course information of X education company

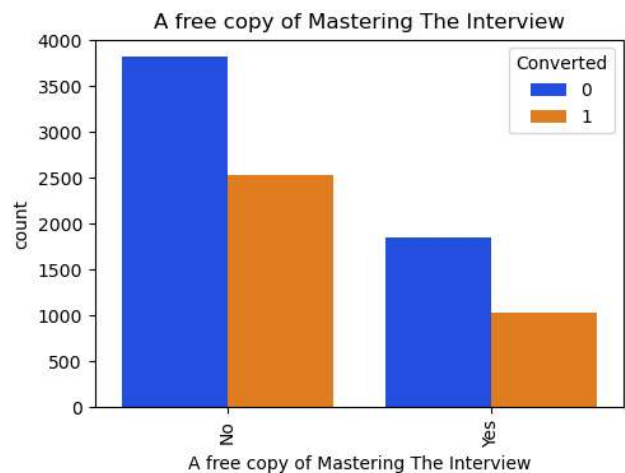


- Working professionals are good leads to pursue
- Unemployed leads also join the courses of X education company in high numbers in hope of better job prospects

# Business Insights



- Chances of not getting converted is high for leads who have not specified any specialization



- Free copy of mastering the interview does not seem impact the customer's decision

# Recommendation to Management

## Positive Pointers

- Target customers who spend more time browsing X Education online portal or website
- Customers who have filled the online type form are good leads
- Working professionals have better conversion rate
- Focus on customers whose last activity is SMS sent or email opened
- Tailor your marketing strategy and maneuver your resources based on different lead score cut offs

## Negative Pointers

- Don't concentrate on customer whose email has bounced
- If source of lead is through referral , may or may not get converted
- Do not pursue customers who have not mentioned the specialization
- Do not call/market all the leads blindly, it is recommended to run the "Hot" Lead ML application first

Thank you