

Executive Summary

Introduction

The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead.

Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

Problem Statement

- Lead conversion is low for X Education.
- Company wants to identify “Hot Leads” to increase the conversion.
- Initial lead generation is good but in the funnelling stage there are many leads which is not converted at the bottom.
- Create a model so that customer with high lead score have a higher conversion chance and vice versa.

Important Factors that influence the leads

Business needs to focus on these variables to ensure how the customer will behave in terms of lead conversion.

Factors which indicate that a lead could be potential convert are:

- 1) *More the visit to website better the chances of conversion*
- 2) *During the visits how many pages was visited, how much time was spent on the website.*
- 3) *Check from where the lead is originating if it is from “lead add form” there is a high chance of conversion.*
- 4) *If the lead sources are “Welingak Website and Olark Chat” again this is a positive indicator for the conversion of the leads.*

Factors negatively impact

- 1) *Business should not focus much on categories such as students and unemployed as there is a high possibility that the lead might turn cold. Potential reason for that could be investment required for joining the course.*

Conclusion:

Based on the data provide we created model which can predict with 79% odd accuracy whether the lead could be potential convert or not (which will be indicated by score of 0 = potential does not convert, 1- potential convert). Hence focus should be on the candidates with score 1.

Calling is more effective mode of communication then email hence during the middle phase business should talk to customer and make them aware about the products, request them to visit the site and see different options so that their curiosity will increase.

Finally, this model's accuracy, sensitivity and precision should be checked timely so that that the model is relevant and produce desired result.