Summary Report

X Education faces a notable challenge in converting a high volume of leads into paying customers. Analysis using a logistic regression model has shown that while many leads are generated, especially from Mumbai, only a few make it through to conversion. The model identifies crucial factors influencing conversion rates, including 'Tags_Closed by Horizzon','Tags_Lost to EINS' and 'Tags_Will revert after reading the email'. Additionally, Total time spent on website and Lead Source_Welingak Website significantly impact the likelihood of conversion. Working professionals are also more likely to convert compared to other groups.

Several issues have been identified from the data, including incomplete information in some columns marked as 'Select,' which impairs data quality. To improve accuracy, mandatory fields like 'Customer Occupation' and 'Specialization' should be implemented. The data reveals that leads with more website visits and greater engagement have higher conversion potential. Most leads are specialized in Finance, HR, and Marketing specializations, highlighting these areas as key targets for conversion strategies.

To enhance lead conversion, X Education should focus on nurturing leads through consistent and targeted communication. This involves educating potential leads about the product, maintaining regular contact, and tailoring information to their interests. A comprehensive list of leads should be maintained to update them on new courses, services, and job offers. Organizing question-answer sessions can provide deeper insights into leads' intentions. Improved engagement through targeted emails and SMS campaigns is essential, as these methods have proven effective in increasing conversion rates. By applying these data-driven insights, X Education can optimize its approach and achieve better conversion outcomes.