



International
Institute of Information
Technology Bangalore

Lead Score – Case Study

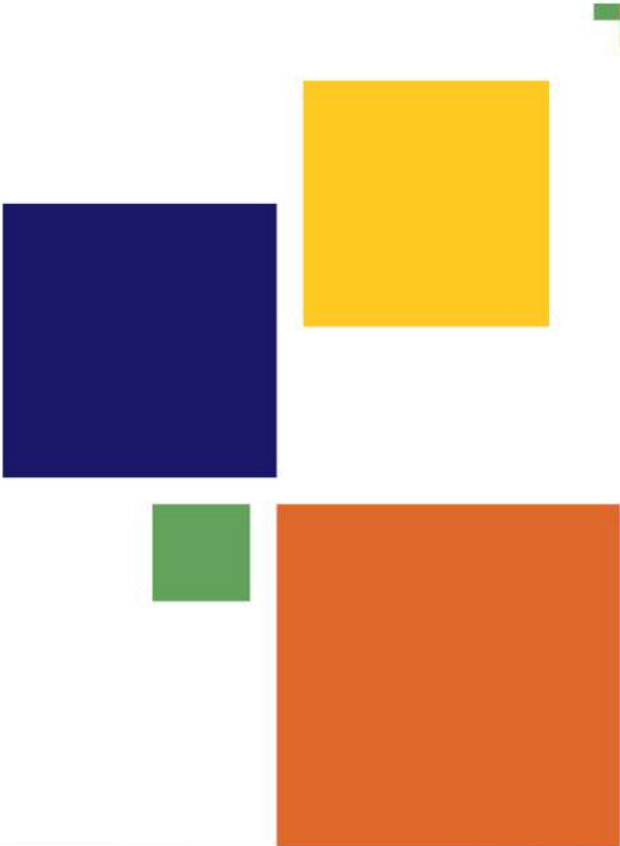
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Siddharth Singhal

Data-Driven Strategies for Enhancing Customer Conversion Rates

Unlocking actionable insights to optimize marketing efforts at
Company X Education





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Agenda

An Overview of Key Topics and Structure of the Presentation

1 Introduction
Overview of the presentation objectives and scope.

2 Exploratory Data Analysis (EDA)
Analysis of data to discover patterns and insights.

3 Train-Test Split & Scaling
Techniques for preparing data for model training.

4 Model Development
Building predictive models using machine learning.

5 Model Evaluation
Assessing model performance and accuracy.

6 Key Factors Influencing Conversion
Identifying critical elements that drive conversion rates.

7 Recommendations
Strategic advice based on analysis results.

8 Conclusion
Summarizing insights and future directions.



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Layouts

Explore variations

Data Cleaning

Exploratory Data Analysis (EDA)

Key Steps in Data Cleaning and Preparation

Null Values Management

Columns with over 45% missing data were removed to enhance quality.

Handling Missing Data

Used 'not provided' to fill gaps and prevent data loss during analysis.

Country Data Treatment

Missing country values filled with 'India', then column was dropped.

Data Preparation Strategies


Outliers were managed, numerical variables addressed, and dummy variables created.



Data Split & Scaling Insights

Train-Test Split & Scaling

Importance of Data Split and Scaling in Model Training



Data Split Ratio

70% allocated for training to build the model, 30% for testing to evaluate its performance.

Scaling Variables

Scaling applied to ensure uniformity in feature ranges for accurate model predictions.

Total Visits Scaling

Adjusting total visits data for consistency in model training and testing phases.

Page Views Per Visit Scaling

Standardizing page views per visit data for better model performance assessment.

Total Time Spent Scaling

Normalizing total time spent on website data to enhance model reliability.



Recursive Feature Elimination (RFE)

Utilized to select the top 15 most relevant features, enhancing model efficiency and interpretability.



Variable Refinement

Manual elimination based on Variance Inflation Factor (VIF) values and p-values to ensure robustness and accuracy.



Model Accuracy Assessment

Achieved a high accuracy rate of 92.78% validated through a confusion matrix, indicating strong predictive power.

Predictive Model Optimization

Model Development

Enhancing Predictive Models through Advanced Techniques



Model Metrics Overview

Model Evaluation

Comparative Analysis of Training and Test Data Performance Metrics

	a	b	c
1	Metric	Training Data (%)	Test Data (%)
2	Accuracy	92.29	92.63
3	Sensitivity	91.7	91.49
4	Specificity	92.66	93.32
5	Precision	88.43	89.19
6	Recall	91.66	91.49

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Conversion Influencers

Key Factors Influencing Conversion

Understanding
Elements that Drive
Customer Engagement

1

Lead Source Insights

Analyzing total visits helps identify top-performing channels.

2

Time on Website

Longer visits indicate higher interest, boosting conversion rates.

3

Lead Origin Tracking

Monitoring lead add forms ensures optimized capture strategies.

4

Traffic Sources

Direct traffic and organic search are vital for reaching new customers.

5

Last Activity Monitoring

Identifying leads with 'Do Not Email' flags helps refine outreach.

Market Strategy

Market Focus Recommendations

Strategies to Enhance Market
Penetration and Sales

Diversify Market Focus

Expand outreach beyond
Mumbai to explore untapped
markets, enhancing customer
base.

Leverage Mumbai Market

Implement special discounts to
stimulate sales and customer
engagement in Mumbai.



Corporate Marketing Insights

Target Corporate Sectors

Tailoring marketing strategies towards corporate clients is key for enhancing conversion rates.

Understand Corporate Needs



Research and analyze the specific needs and preferences of corporate clients to tailor marketing approaches effectively.

Focus on Decision Makers



Direct marketing efforts towards management professionals and decision-makers within corporate structures to increase engagement and conversions.

Offer Customized Solutions



Provide personalized and customizable solutions that address the unique requirements and challenges faced by corporate clients.

Highlight Value Proposition



Clearly communicate the value proposition of products or services to corporate clients, emphasizing benefits that align with their objectives.

Professional Marketing Insights

Engage Working Professionals

Target working professionals to boost conversions and tap into the upskilling potential of unemployed individuals.

Focus Marketing Efforts

- 1 Direct marketing strategies towards working professionals for increased conversion rates.

Leverage Unemployed Segment

- 2 Recognize the 50% conversion potential among unemployed individuals looking to upskill for better job opportunities.



Lead Generation Optimization

Optimize Lead Sources

Improving Lead Generation Strategies for Increased Conversion Rates

Enhance underperforming channels

Focus on optimizing the live chat feature to boost lead generation as it currently generates the least leads. Implement proactive engagement strategies to enhance its effectiveness.



Boost lead conversion from high-conversion websites

Direct more resources and efforts towards driving traffic to the high-conversion Welingak website to capitalize on its potential for lead conversion. Implement targeted marketing campaigns and SEO strategies.



Lead Conversion Strategies

Focus on Key Traffic Channels

Enhance Lead Conversion Rates by Leveraging Specific Channels

Google Leads

Leverage Google Ads and targeted campaigns to capture leads actively searching for related products or services.



Direct Traffic

Focus on enhancing brand visibility and user experience to attract direct visitors who are more likely to convert.



Olark Chat

Utilize real-time customer engagement through Olark chat to address queries and guide leads effectively.



Organic Search

Optimize website content and structure to rank higher on search engines, driving quality traffic and leads organically.



Customer Insights

Analyze Activity Correlations

Understanding Customer Behavior Through Activity Analysis

High Correlation Insight

Identifying strong links between activities can reveal patterns in customer behavior.



Behavior Prediction

Utilizing these correlations can enhance predictions related to customer engagement.



Data-Driven Decisions

Correlations assist in making informed decisions to optimize marketing strategies.



Improved Engagement Tactics

Understanding connections aids in crafting targeted engagement tactics for customers.



Website Engagement Optimization

UTILIZE WEBSITE ENGAGEMENT DATA

Enhance User Experience through
Data Analysis



Lead Generation Strategies

Maximize API and Landing Page Submissions

Leveraging Digital Channels for Enhanced Lead Generation

Increase Lead Volume

Utilizing robust APIs boosts lead generation, tapping into diverse sources.

Enhance Conversion Rates

Effective landing pages optimize user experience, leading to higher conversions.

Track Performance Metrics

Monitor API and landing page metrics for data-driven decision-making.

Streamline User Engagement

APIs allow seamless interactions, improving overall user engagement.

Facilitate Targeted Marketing

Segmenting leads from landing pages aids in crafting personalized marketing strategies.

Lead Form Optimization

Enhance Lead Add Form Utilization

Maximizing Lead Conversion Opportunities

Optimize Form Fields

Streamline the form by removing unnecessary fields to reduce friction and enhance user experience.

Implement Auto-fill Functionality

Enable auto-fill options to expedite form completion, improving user convenience and encouraging submissions.

Utilize A/B Testing

Conduct A/B tests on form layouts and CTAs to identify the most effective design for maximizing conversions.

Leverage Visual Cues

Incorporate visual cues such as arrows or progress bars to guide users through the form, enhancing usability and completion rates.

Marketing Optimization

Conclusion

Summarizing Key Strategies for Marketing Optimization



Leverage Data Analytics

Utilize data insights to inform marketing decisions, enhancing targeting and personalization.



Enhance Customer Engagement

Implement strategies focused on building stronger relationships with customers, increasing loyalty and retention.



Optimize Conversion Rates

Use A/B testing to refine marketing campaigns, ensuring higher conversion rates through data-driven adjustments.



Monitor Performance Metrics

Regularly track key performance indicators to assess the effectiveness of marketing strategies and make necessary adjustments.