Customer Lead Prediction

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Problem Statement

The online Edu-Tech platform that generates leads through various sources.

The marketing and sales teams want to optimize their lead conversion rates and improve the efficiency of their lead management process.

The primary goal is to predict whether a lead will be successfully converted into a customer or not.

Tools Used

- Excel
- Power BI
- Google

Approaches

1. Data is imported.
2. Data is cleaned & transformed.
3. Visualization / Exploratory Data Analysis is performed using Power BI.
4. The analysis is done on customer behaviors, preferences, and conversion patterns.
5. Suggestions / insights are made.

EDA Insights

Leads:

- Google has the maximum lead source
- Lading page submissions & API has the maximum lead generation

Conversions:

- Ads in newspaper articles have more conversion rate
- Emails & Calls have a very good conversion rate

Conclusion/Suggestion

- Leads through online search & word of mouth are most likely to convert into paying customers.
- Platform prioritize and allocate resources to calls & email marketing as it has good conversion results.
- Marketing and sales strategies can be tailored to unemployed segment as it has the maximum (85%) of the customers.
- Lead management process be streamlined and made more effective by
  - cutting down the costs on ads with low conversion rate &
  - focusing on the potential leads.

Thank you