

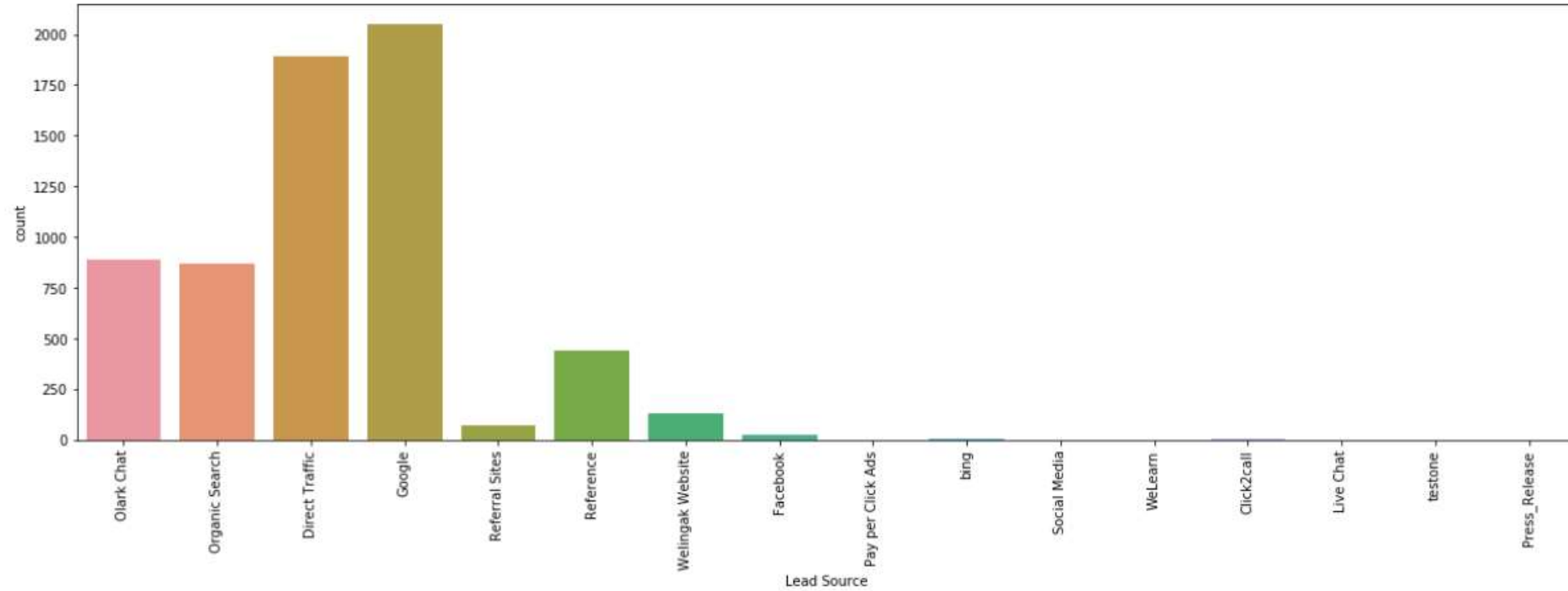


LEAD SCORING

CASE STUDY

Objective

- ❖ To identify the hot leads that are more likely to take an online course from X education company.
- ❖ To identify the factors that could help the sales team to identify the people who are most likely to buy the online course from X education company
- ❖ To identify the leads who are less likely to convert and reduce the burden to the sales team.
- ❖ To understand the areas that X education needs to focus in order to get more people to their website.



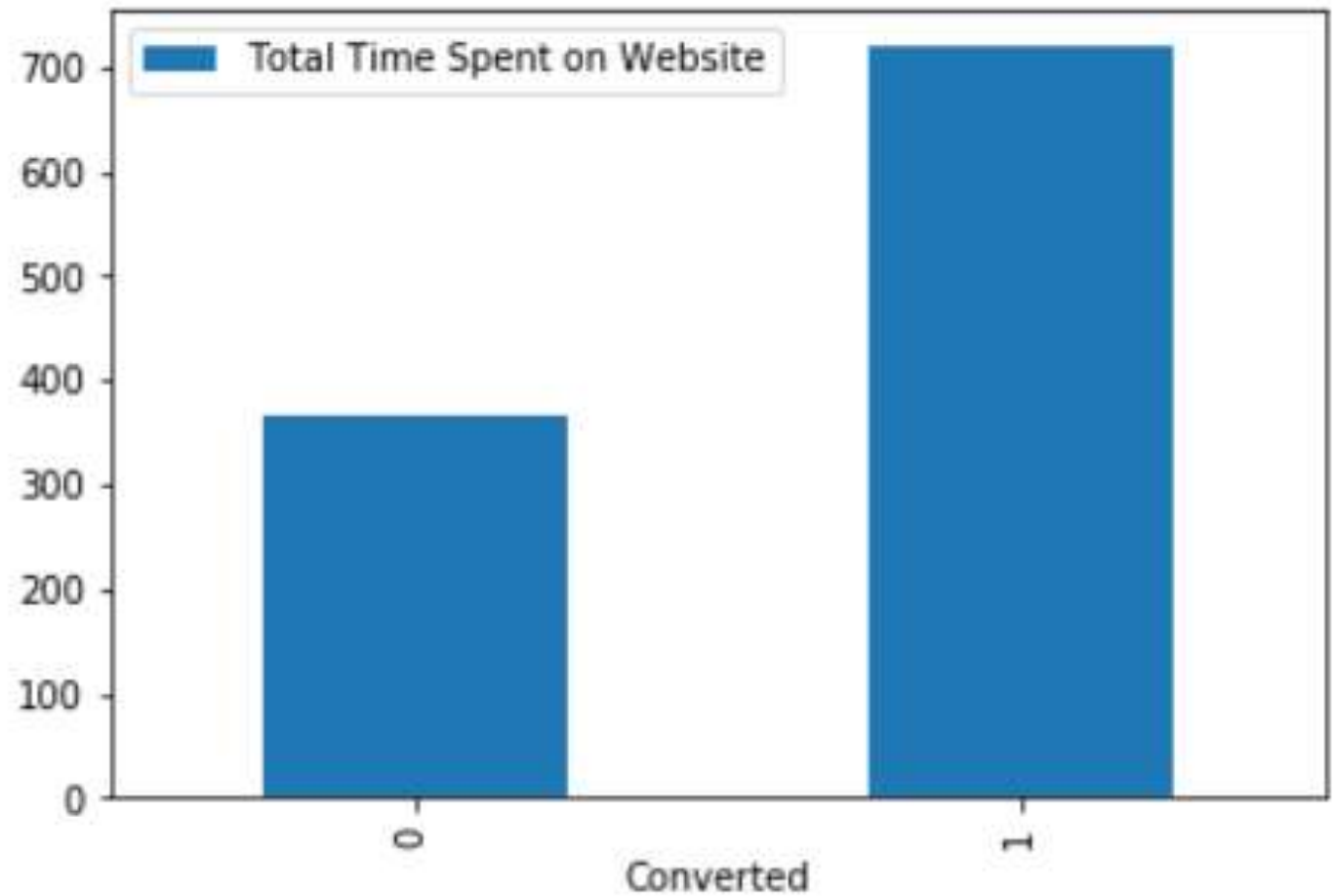
Analysis

- ❖ The majority of the viewers are from Google or those who are hitting the website directly.
- ❖ There is also a good amount of traffic from Olark chat and Organic search.
- ❖ Facebook and other social media is having no effect on the leads traffic.

Analysis

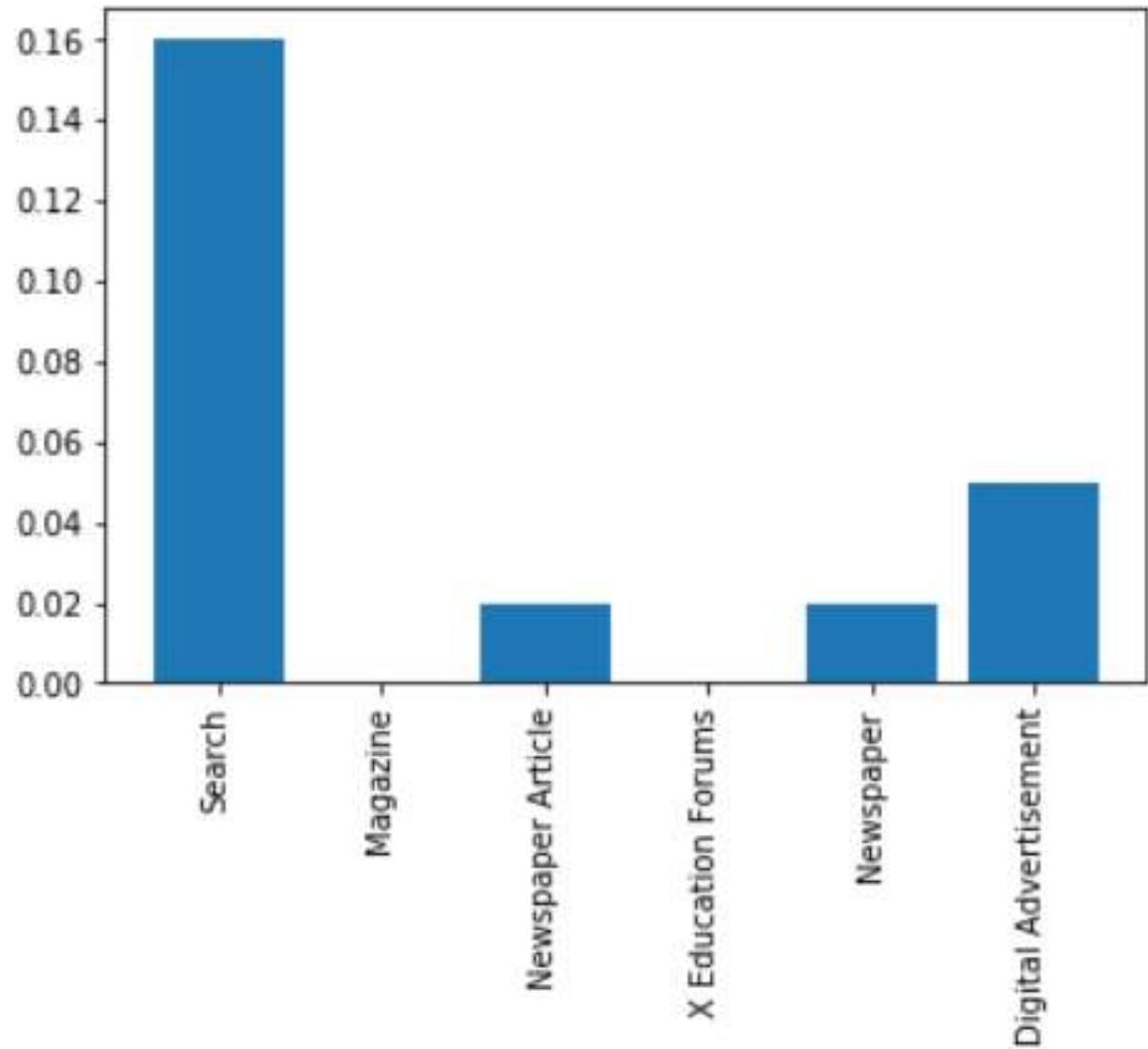
On an average,

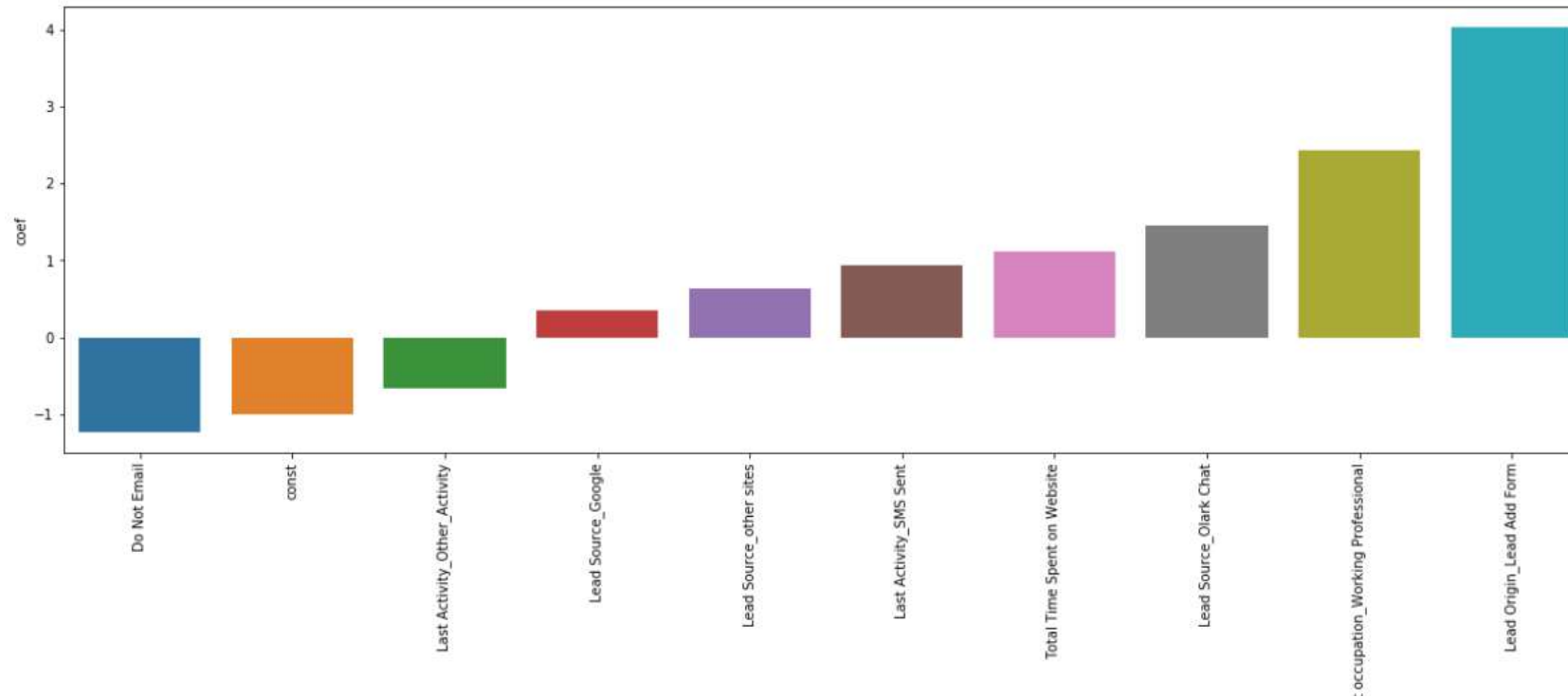
The people who are more likely to buy the course are spending more time in the website.



Analysis

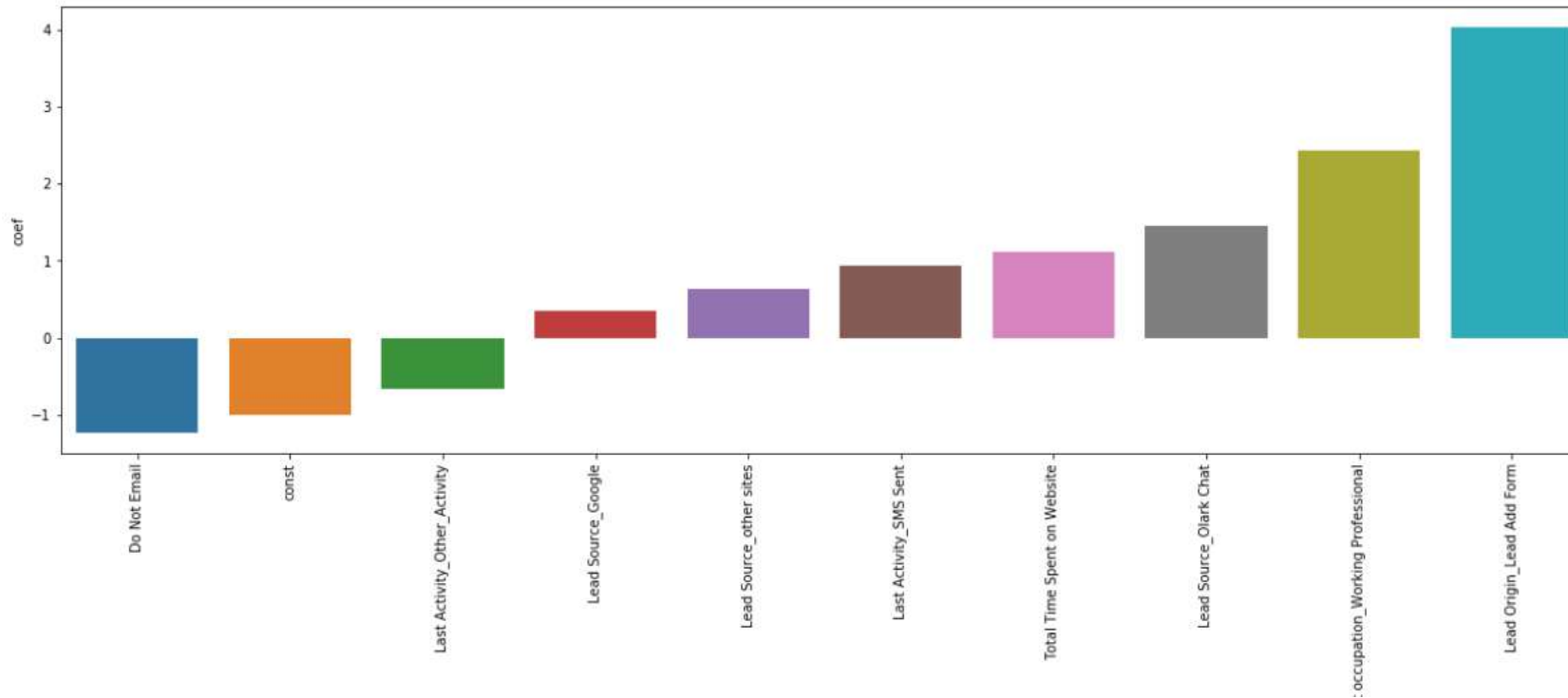
- ❖ Ads while searching are having a little impact on the traffic to the website
- ❖ The Ads are having very little or no effect on the traffic to the “X Education’ website





Model Insights

- ❖ Working Professionals who are visiting the website are most likely to buy the courses in the website
- ❖ People who went through the Olark Chat conversation are more likely to buy the courses
- ❖ Leads who originated from adding form are highly tend to buy the course



Model Insights

- ❖ People who had an SMS conversation were also likely to convert
- ❖ People whose last activity was not an SMS or Email is highly unlikely to convert
- ❖ People who did not want emails are less likely to convert.

Recommendations



Focus on the people who spent more time (around 700 secs) on the website.



If the candidate is a working professional consider him/her to be a potential lead



Focus more on the Olark chats since most of them who had a conversation in Olark chat is highly likely to be converted.



If the candidate doesn't opt for emails, ignore him/her.