Summary

Objective : X Education aims to enhance lead conversion percetage by pointing out and focusing the most promising leads for achieving the sales target. The company's higher management has set a target lead conversion rate of approx 80%.

Outlook:

1. Identify the Hot Lead: Leads are individuals who visit the company's website, fill out inquiry form, follow educational videos
2. Lead Scoring Model: Model will be developed to assign scores to leads based on carious factors e.g. website interactions, form submissions, demographic information etc.
3. Lead Interested: Leads will get interested through the middle stage of the sales with educational content and effective communication to inflate the conversion likelihood.
4. Sales Strategy: Sales team members will engage with hot leads through calls, emails and other communication channels to facilitate conversions.

Steps:

1. Data Gathering: Collect data on potential lead interests.
2. Feature Engineering: Identify relevant features for lead scoring, such as website browsing knack.
3. Model Development: Develop a lead scoring model using Machine Learning algos to predict the conversion probability on the correlated features.
4. Model Evaluation: Validate the model's accuracy using the historic data and adjust accordingly to improve.
5. Implementation: Implement the model within the company's internal system to run the lead scoring and focus on sales.

Expectations:

1. Up Lead Conversion rate: Focusing on higher lead score candidates would eventually help X Education to see the growth in lead conversion %.
2. Optimization of Sales effort: Sales team rather chasing the wild goose could be engaged more efficiently to increase the chances of lead scoring.

Conclusion:

Implementing a lead scoring process tailored to X Education's needs will enable the company to focus on the leads with higher conversion prospect. By using the data-driven approach and targeted efforts, X Education pursue to achieve its goal of 80% lead conversion rates and sustained business step up.