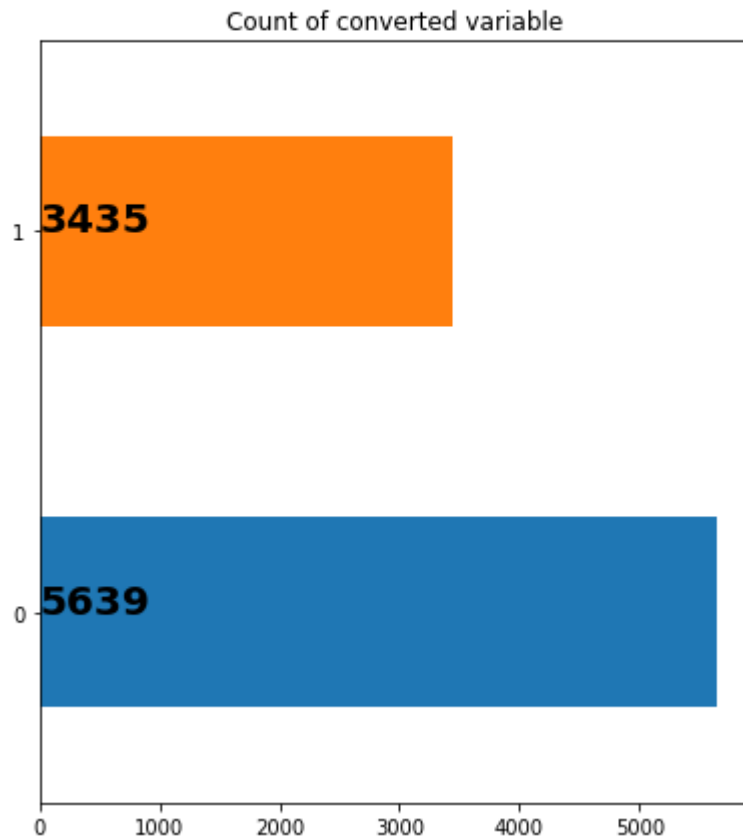


X EDUCATION

TO SUCCESSFULLY IDENTIFY HOT LEADS(POTENTIAL LEADS) BASED ON LEAD SCORE

PROBLEM STATEMENT

Conversion rate from leads to paying customer: 38.0 %
Non conversion rate: 62.0 %
The ratio is 2.0

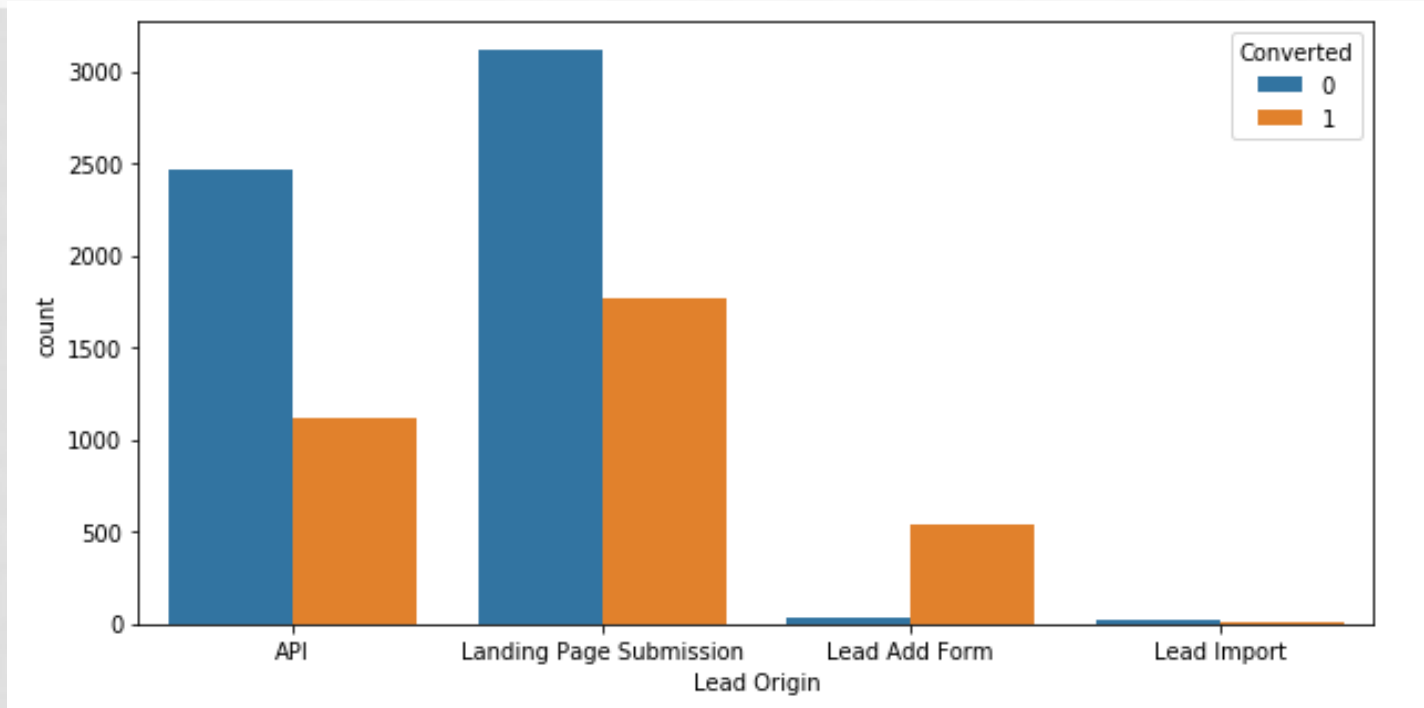


- Now, the overall lead conversion rate is 38%, which is very poor for the company.
- To make this process more efficient, the company needs to identify the most potential leads, also known as 'Hot Leads'.
- If the company successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.
- This can be achieved by assigning a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

ANALYSIS APPROACH TO CREATE LEAD SCORE

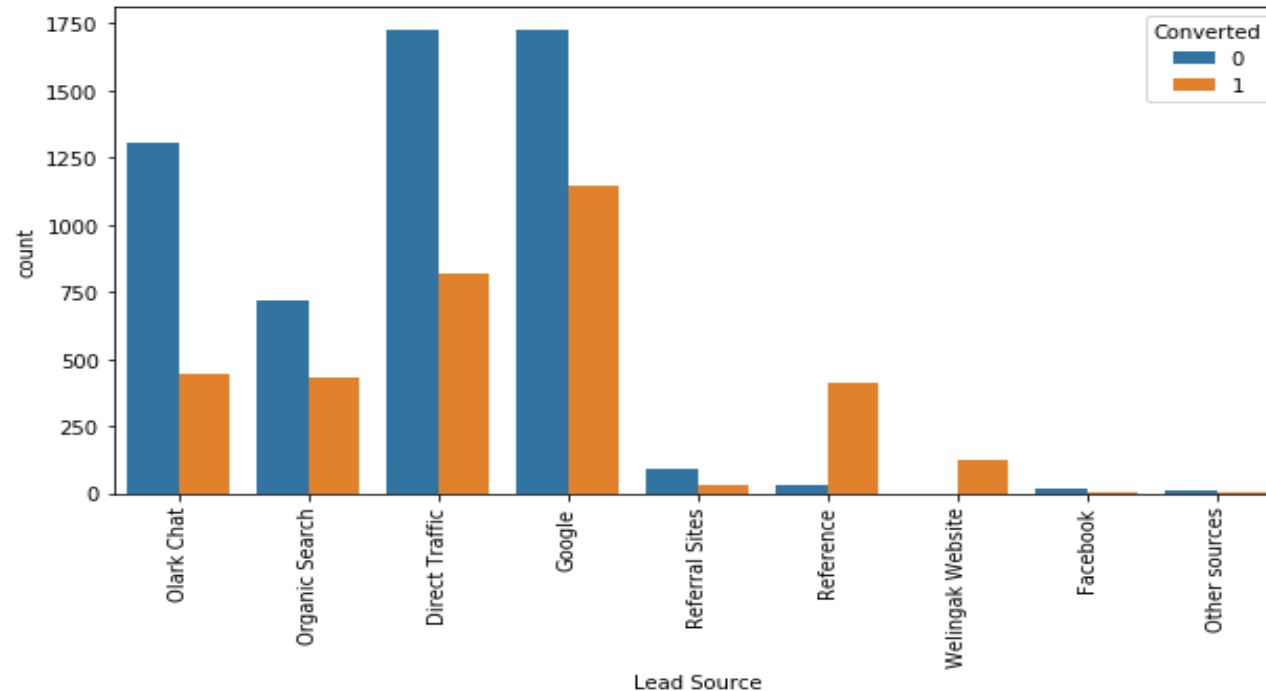
- *we need to find out the most relevant variables by analysing each variable, which will be used to predicting the lead scores for each leads.*
- *So, We can select these relevant marketing channels by using historical "Converted" data.*
- *Hence, the company can identify the potential leads and the sales team start making calls, writing emails, etc.*

ANALYSIS OF LEAD ORIGIN CHANNEL



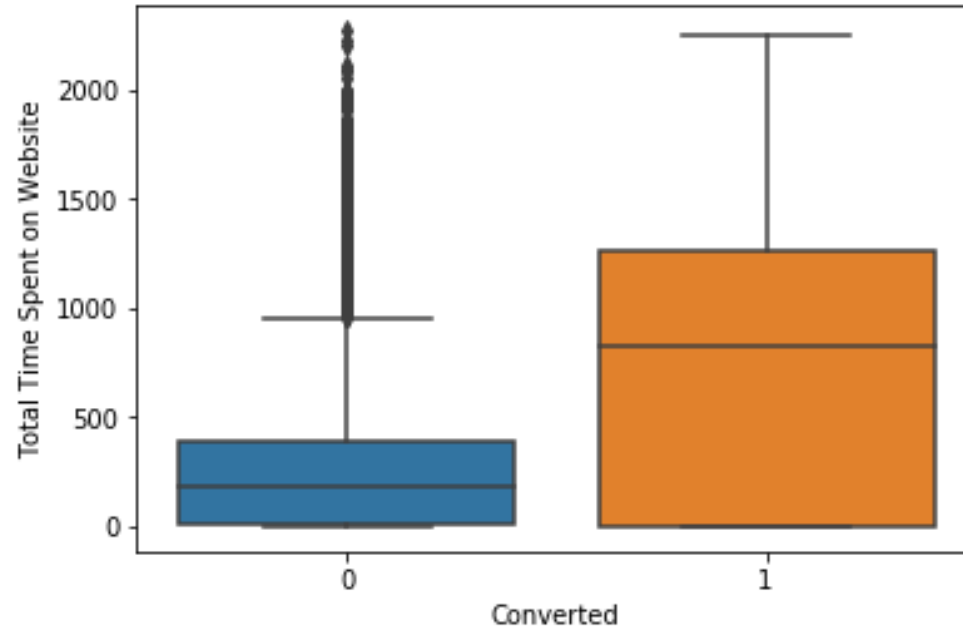
- ❖ From above plot, API, Landing Page Submission and Lead Add Form are having impact on conversion rate.
- ❖ Even though, API and Landing Page Submission are having less 'Converted' rate, but the amount of lead is being generated can be considered.
- ❖ In case of Lead Add Form, we can clearly see the amount of 'Converted' is less but the converted rate is more. For 'Lead Import', the converted rate is very low.
- ❖ So, to improve overall lead conversion rate, the company needs to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.

ANALYSIS OF LEAD SOURCE



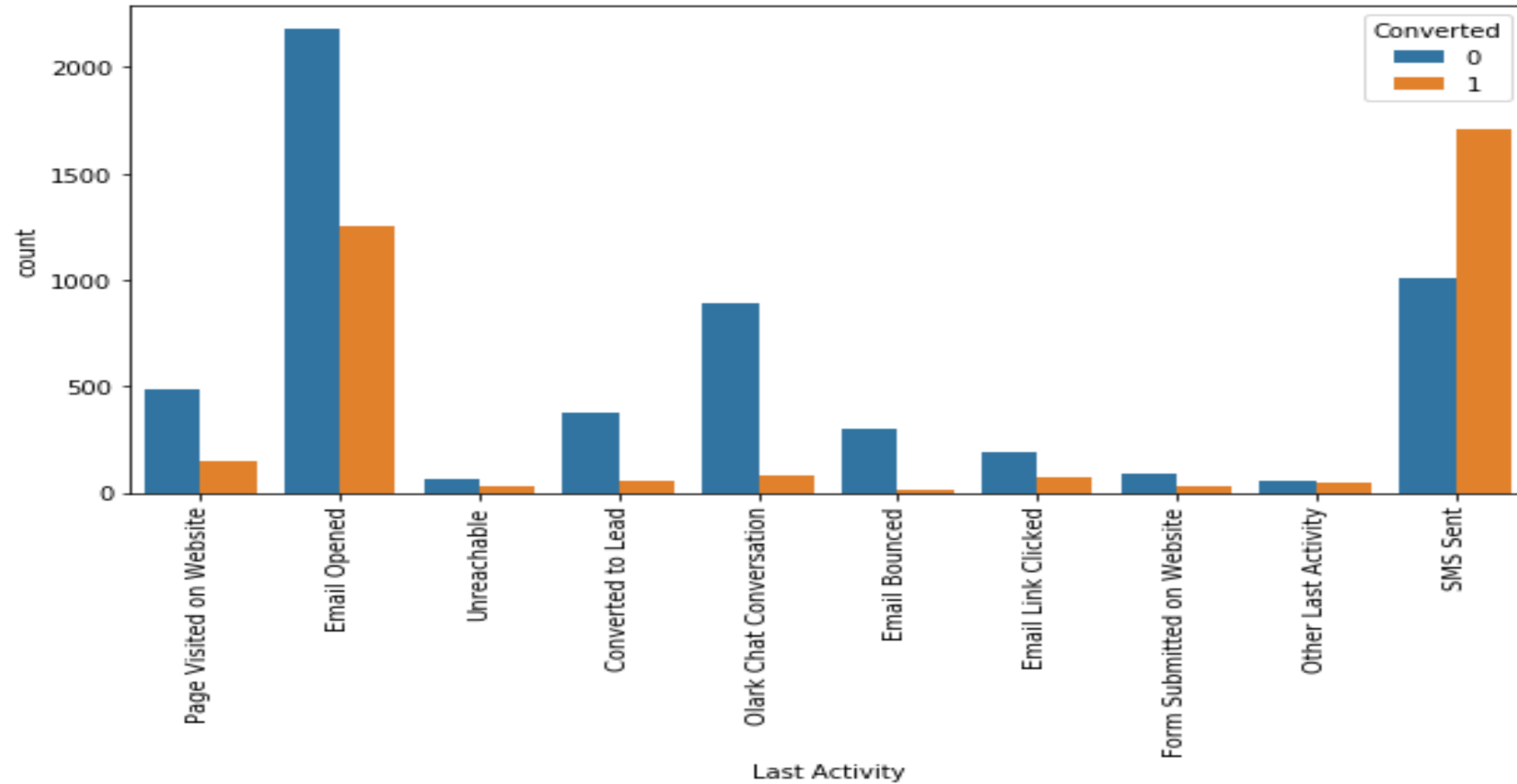
- ❖ Here, we can see Direct Traffic and Google can be helpful to increase conversion rate.
- ❖ The conversion rate in case of reference and welingak website is high.
- ❖ So, to improve overall lead conversion rate, the company needs to focus on increasing lead conversion rate of olark chat, organic search, direct traffic, and google. More Leads are generated from reference and welingak website.

ANALYSIS OF TOTAL TIME SPENT ON WEBSITE



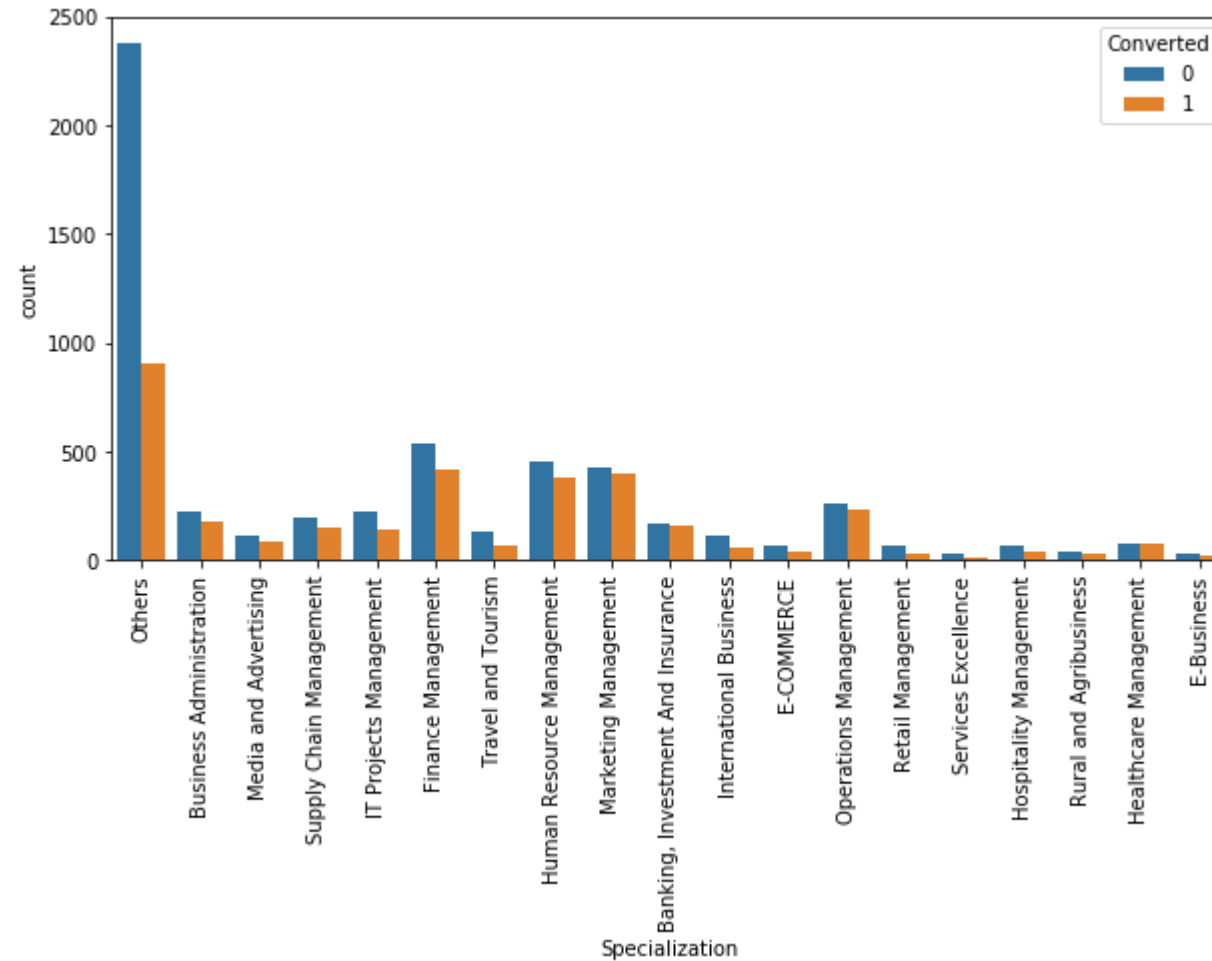
- ❖ Here, we can see leads, who spends more time on the website their conversion rate is more.
- ❖ Website is an important criteria for improving conversion score.

ANALYSIS OF LAST ACTIVITY



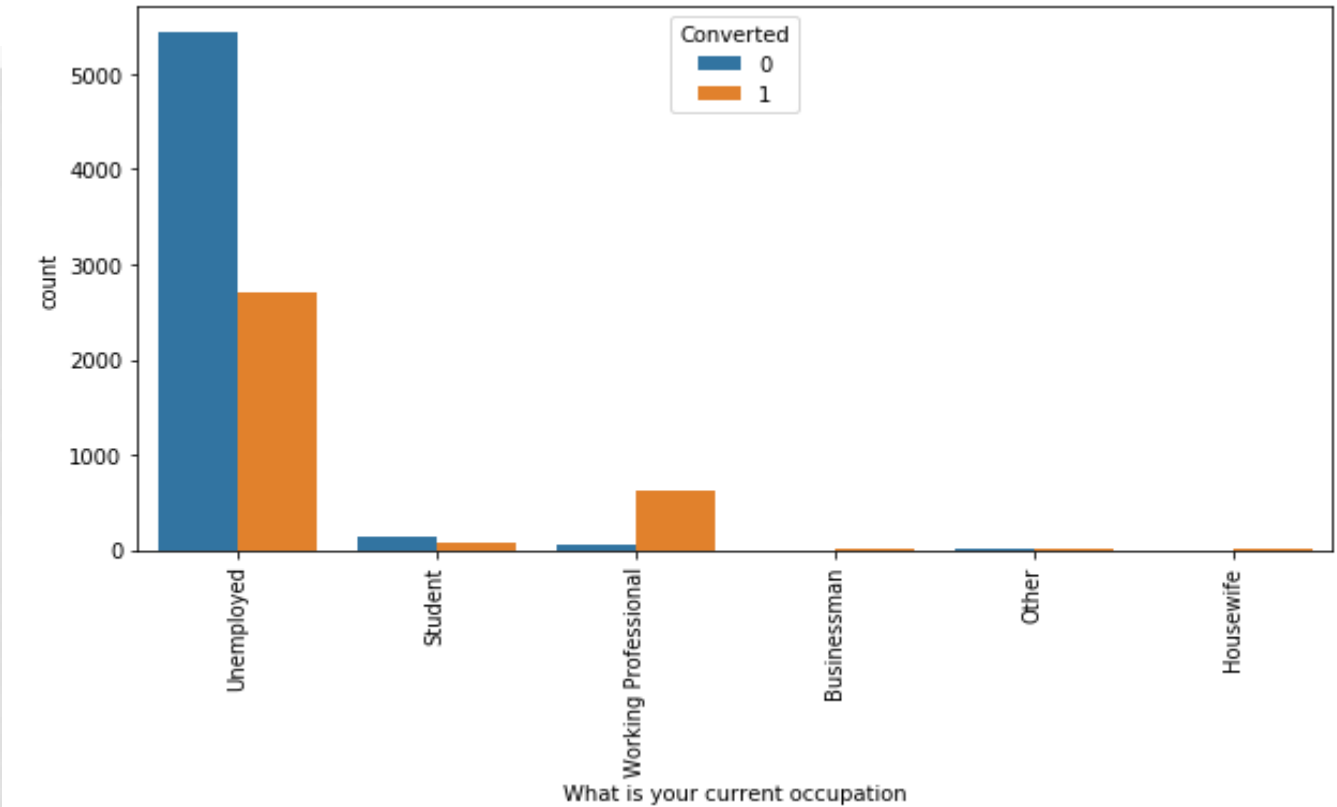
- ❖ Here, we can see most of the leads are engaged in Email and SMS.
- ❖ The conversion rate is more in case of activity SMS sent.

ANALYSIS OF SPECIALIZATION



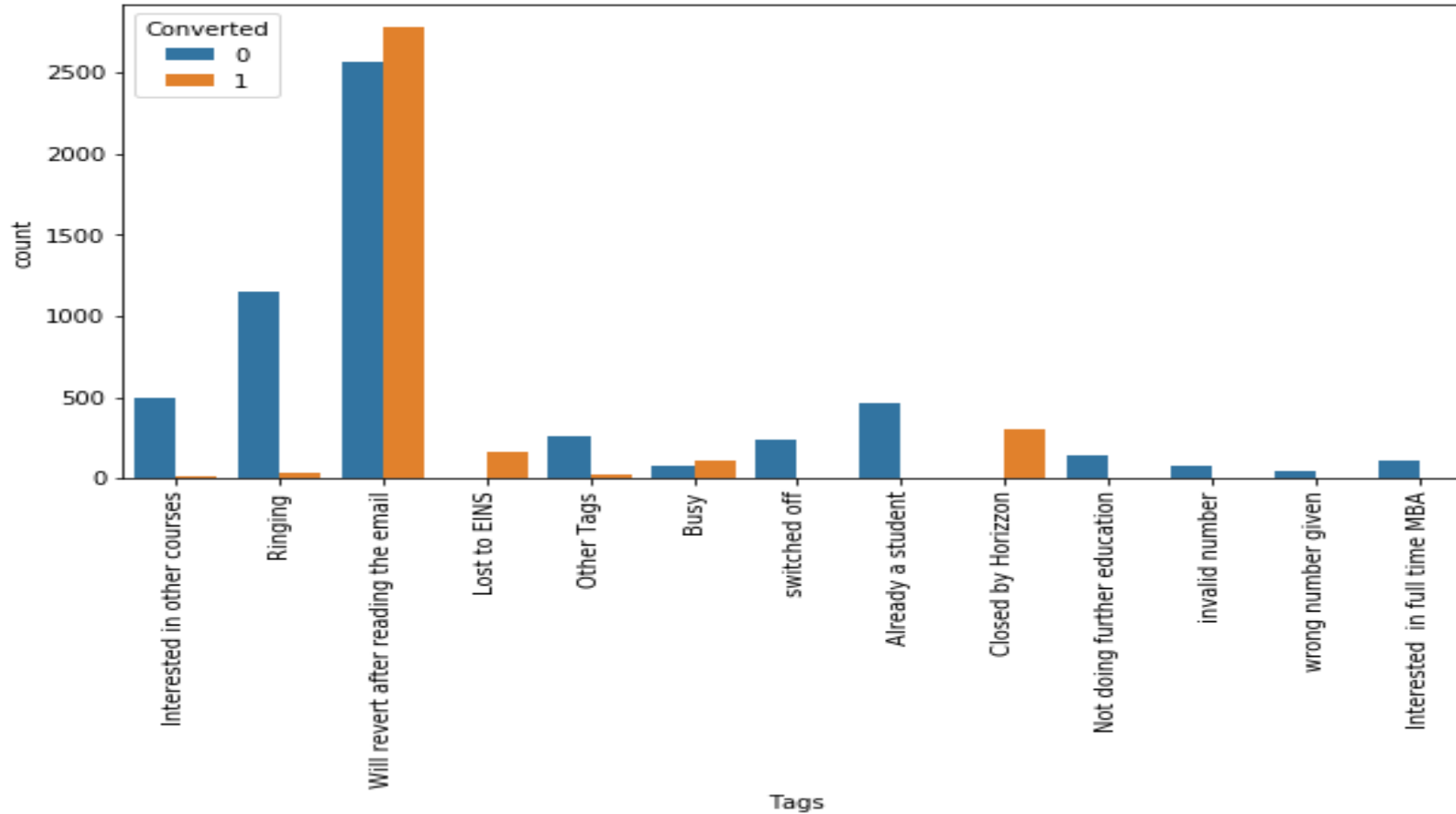
❖ From the above plots, the company should give more importance to other specialization..

ANALYSIS OF CURRENT OCCUPATION



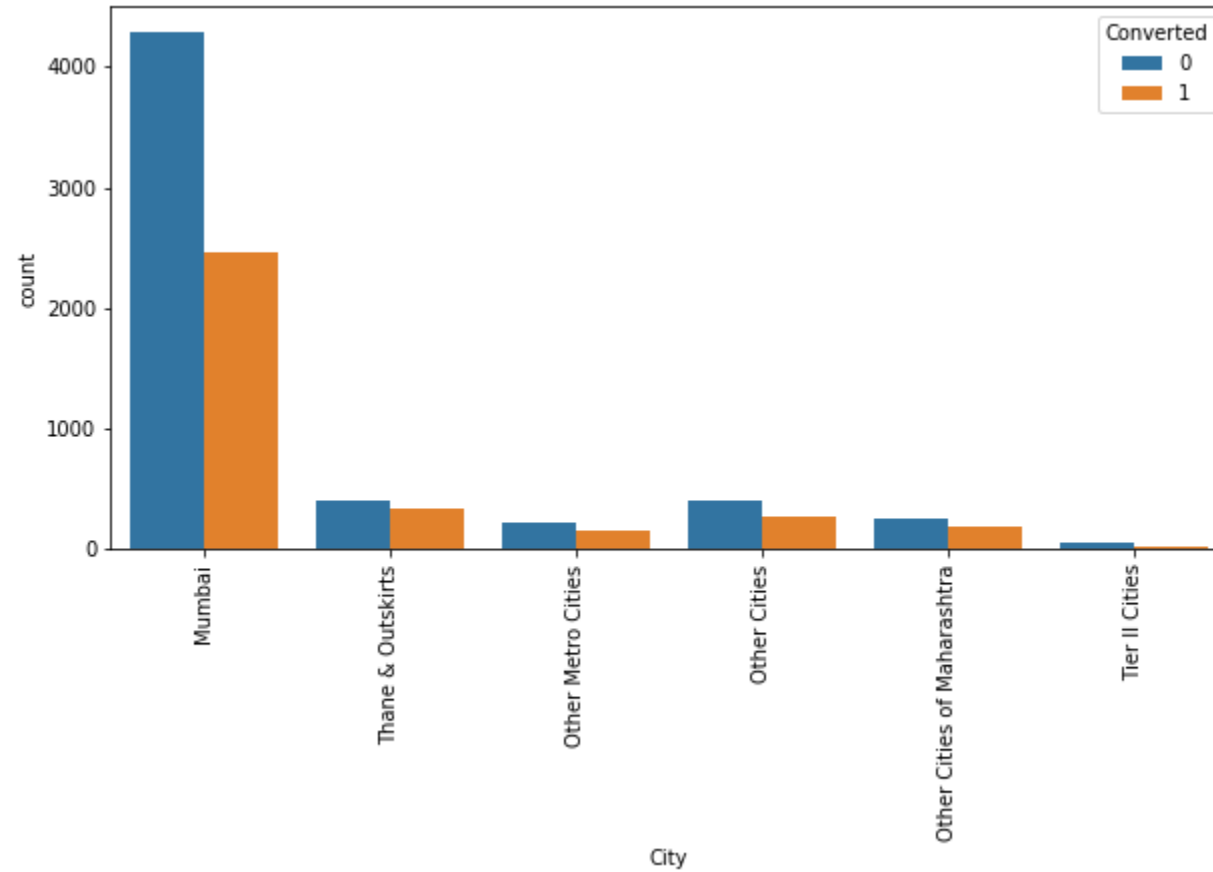
- ❖ Working Professional are more likely to join the courses. So, our focus should be more on them.
- ❖ For Unemployed leads, the conversion rate is less but the number of joiners are more.

ANALYSIS OF TAGS



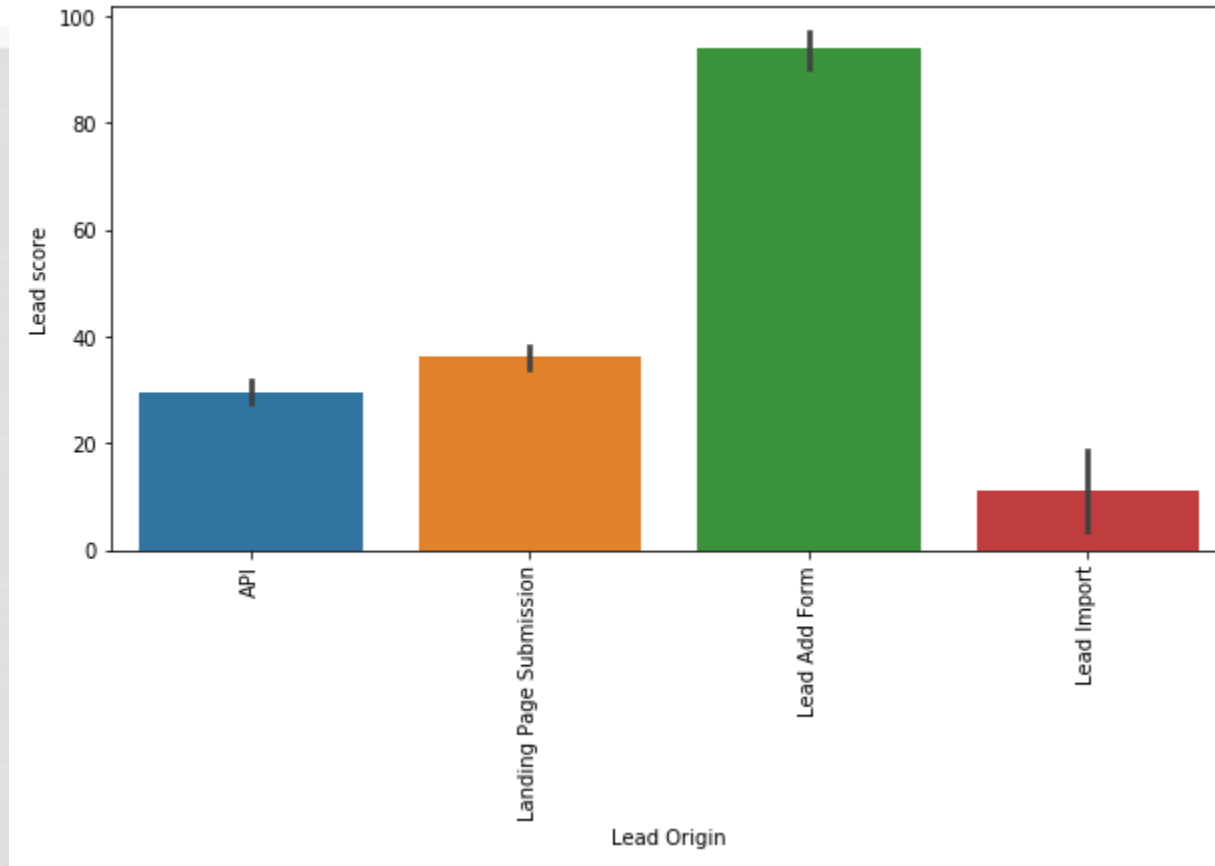
❖ The conversion ratio is more for them, who all are coming under the tag will revert after reading by email.

ANALYSIS OF CITY



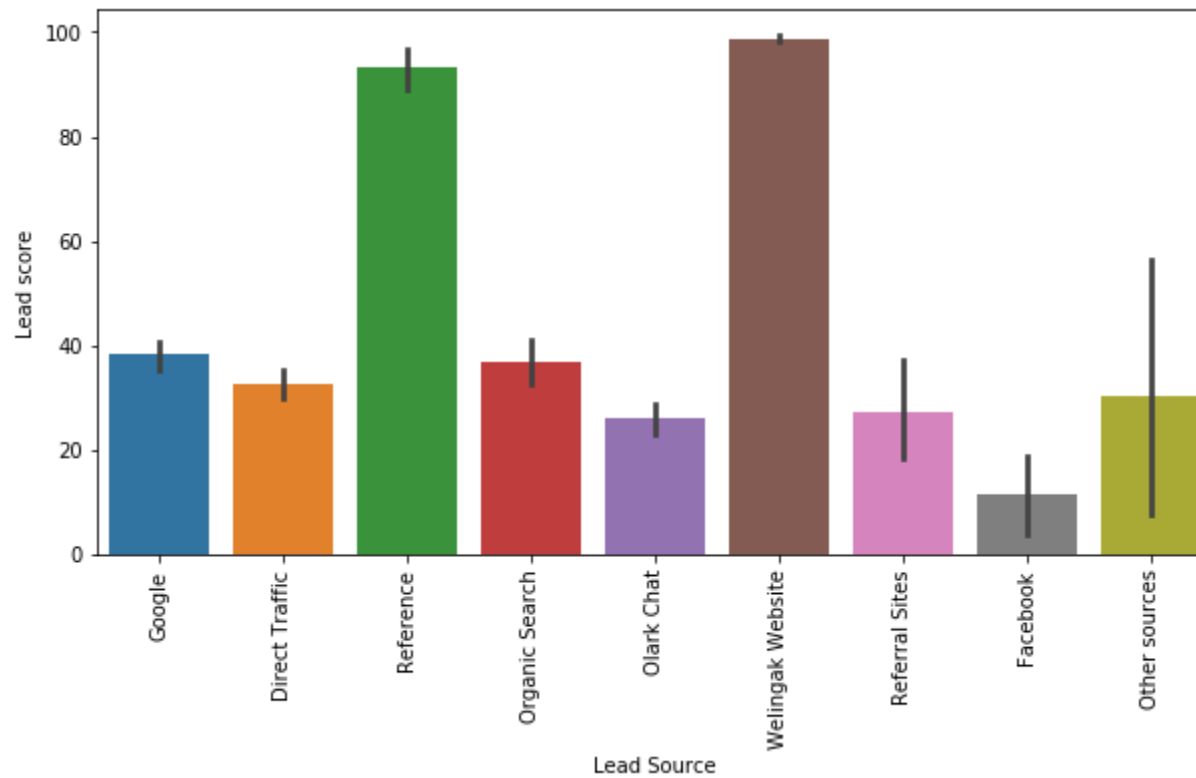
❖ Most of the leads are from Mumbai.

LEAD SCORE VS LEAD ORIGIN



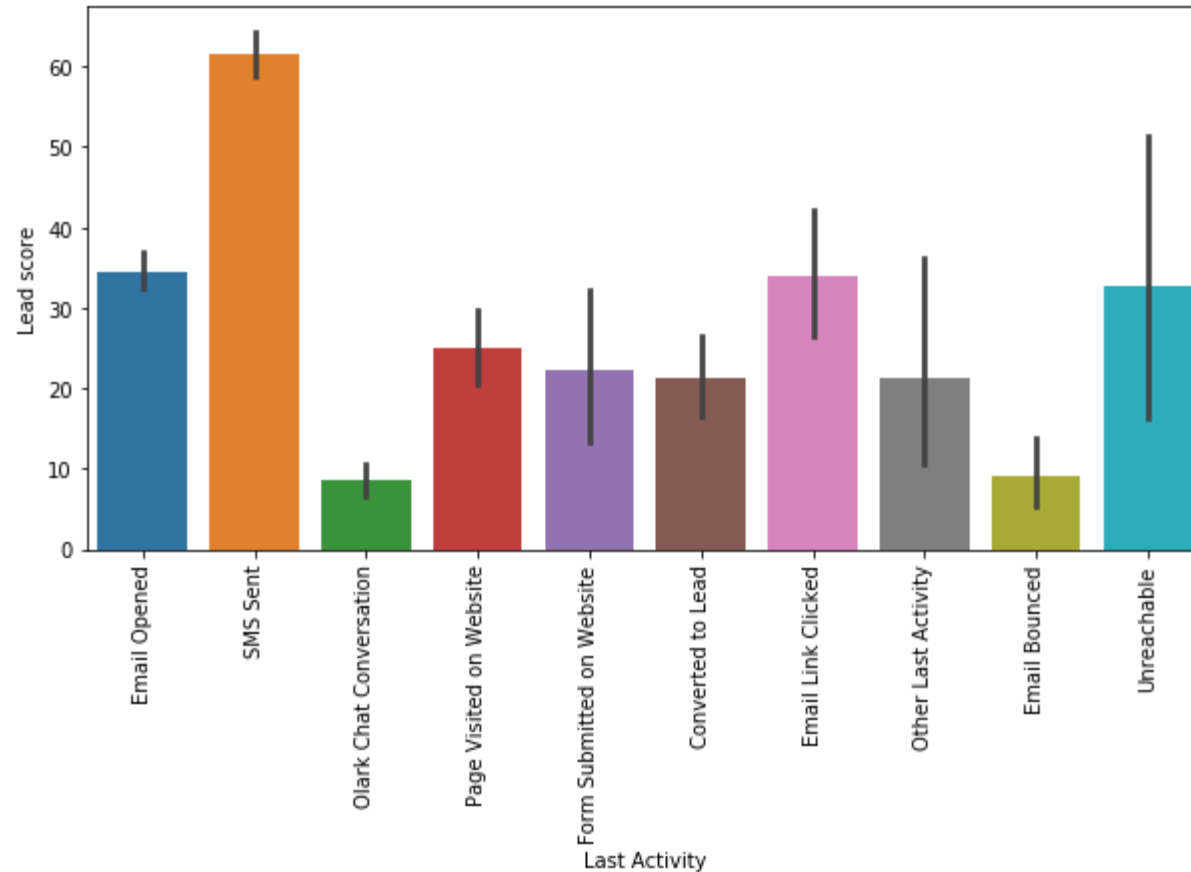
❖ After calculating Lead score, we can see leads, who are added by lead add form.

LEAD SCORE VS LEAD SOURCE



❖ Welingak and reference are the main source for leads.

LEAD SCORE VS LAST ACTIVITY



- ❖ As per lead score, the last activity is done by leads are sending SMS, Email. So, These would be the notable way to communicate the leads.

CONCLUSION

- ❖ The lead scores are assigned to each lead and it will help X Education to identify the potential leads, called as 'Hot leads'. So that, the company can successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.
- ❖ The potential leads can be decided on the basis of lead scores now.
- ❖ If the lead score is higher i.e. greater than 80, then the lead is hot and is most likely to convert.
- ❖ If the lead score is low i.e. let's say less than 50, then lead is low and will mostly not get converted.

RECOMMENDATIONS

❖ ***X Education can focus on below criteria of the leads to identify the more potential leads.***

- Lead Origin : API, Landing Page Submission and Lead Add
- Lead Source : Direct Traffic, Google, reference and welingak website
- Do Not Email
- Do Not Call
- TotalVisits
- Total Time Spent on Website
- Page Views Per Visit
- Last Activity : Email and SMS
- Specialization
- What is your current occupation : Unemployed & Working Professional
- Tags
- Lead Quality
- City : Mumbai

THANK YOU

- Subhajit Nayak

