

## **Lead Case Study Summary**

- Initially we found that Conversion rate is around 38% which is not good.
- Further we found by categories that most had Conversion rate poor and high number of leads and in significant categories Conversion rate good and low number of leads which particularly hint that efforts are directed to wrong direction.
- It is evident from analysis that more time user spends on website the more changes that user will be successfully converted.
- It also seems like for unemployed Conversion rate looks poor and for working professional lead Conversion rate looks good, that doesn't entirely mean to shift focus on the working one's but to increase more focus on Working professional categories.
- As for the Unemployed users, to increase Conversion rate Company X has to move to more knowledge sharing like offering of some free courses which company x feels fine to share so as to get the experience, this might give the feel about what the platform is about.
- Last but not least, Company X needs to direct focus on important leads than non-important one's.