Lead Scoring
Case Study

Executive Summary

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Recommendations to X Education:

1. There are 761 leads who can be contacted and have high chance of getting converted as potential lead.
2. The company should make calls to the leads associate to the tags ["Closed by Horizzon", "Lost to EINS", "Will revert after reading the email"] as these are more likely to get converted.
3. The company should make calls to the leads coming from the lead sources ["Welingak Websites"] as these are more likely to get converted.
4. The company should make calls to the leads who spent ["more time on the websites"] as these are more likely to get converted.
5. The company should make calls to the leads whose last activity was ["SMS Sent", "Email Opened"] as they are more likely to get converted.
6. The company should not make calls to the leads whose lead origin is ["Landing Page Submission"] as they are not likely to get converted.
7. The company should make calls to the leads associate to the tags ["Interested in other courses", "Other_Tags", "Ringing"] as these are not likely to get converted.