

Lead Scoring Case Study



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Objective of Business strategy

1.Objective

- Education company X looking to sell online courses to industry professionals. They want to optimize call per conversion ratio to achieve maximum output.

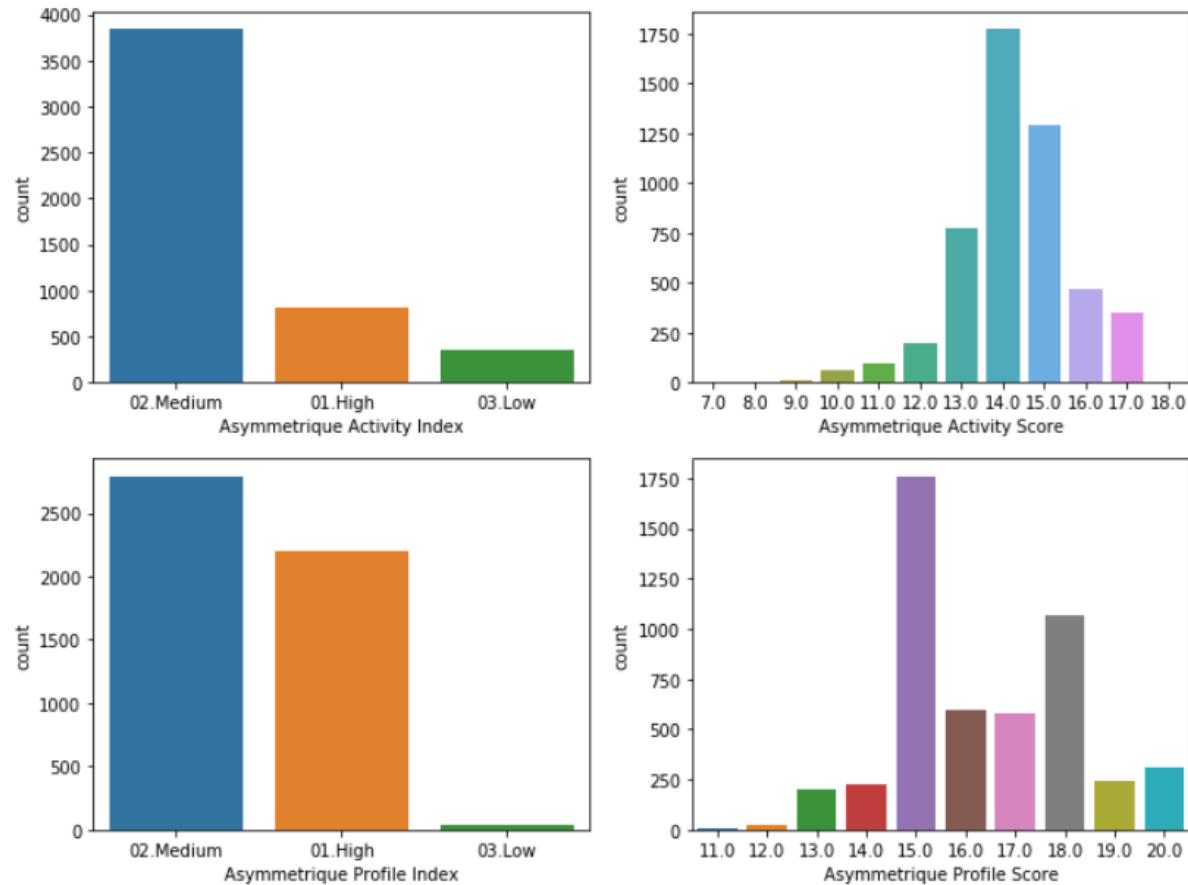
2.Strategy

- Build a model that will predict correctly if customer can really be converted through various data science strategies.

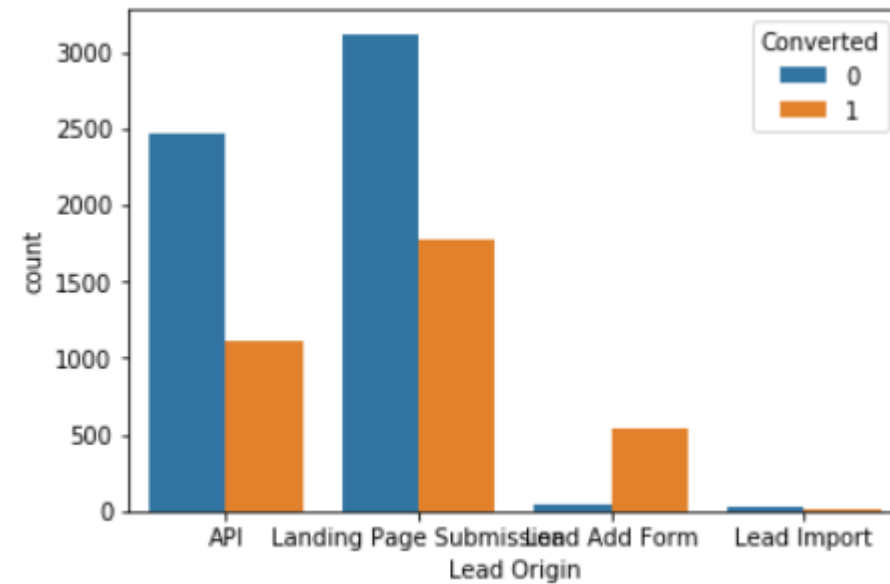
3. Analysis

- We need to clean data before building model to remove any inconsistency but model can be built.

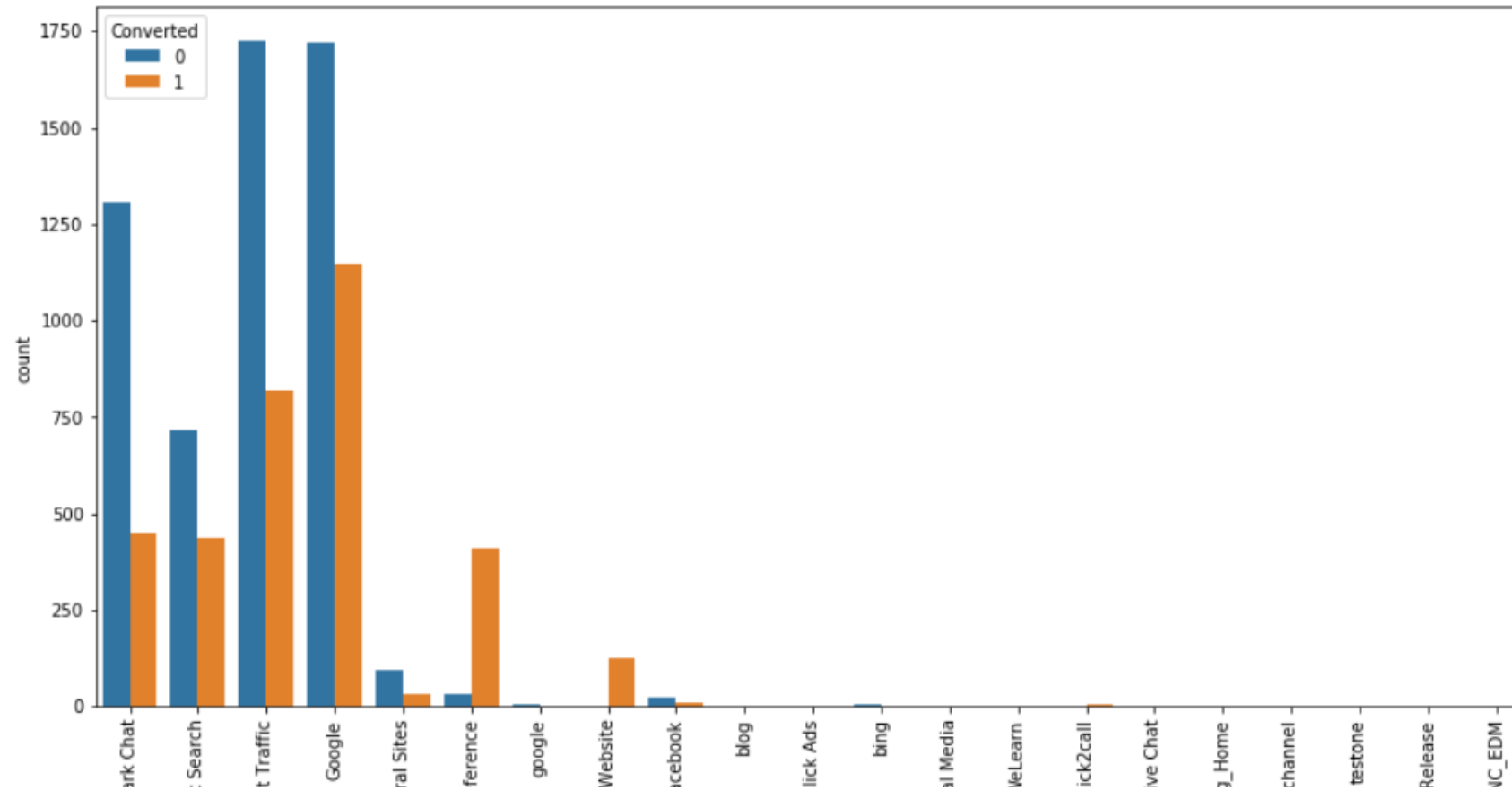
Subplots of Activity index, score and Profile index , score



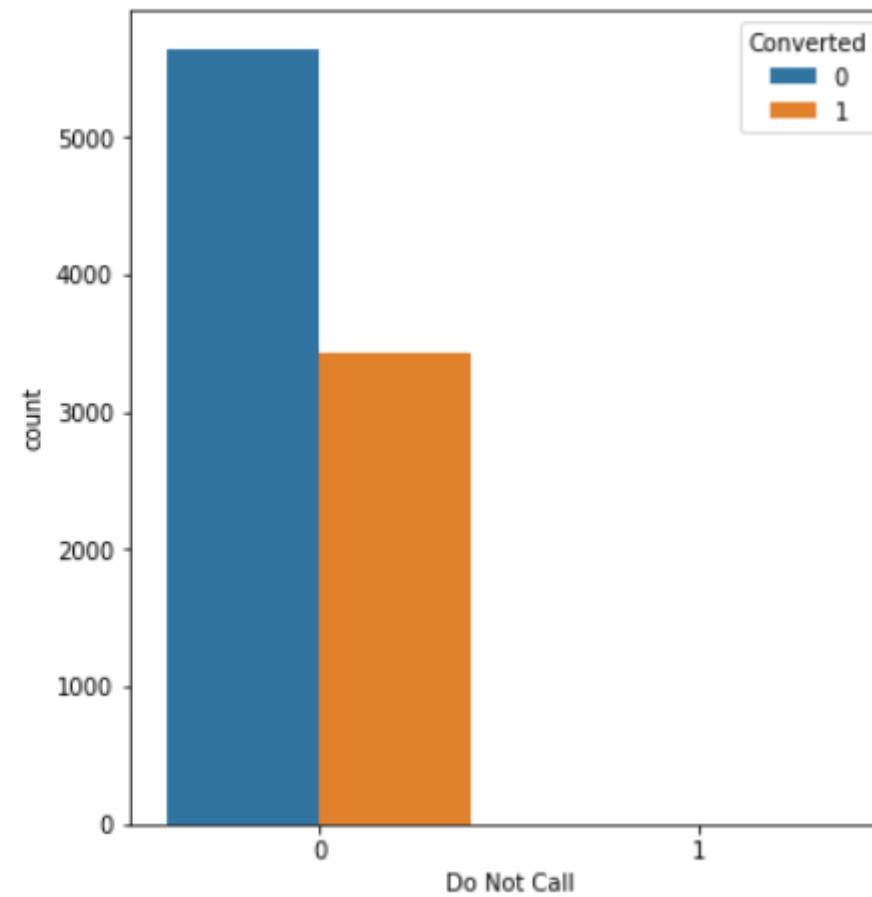
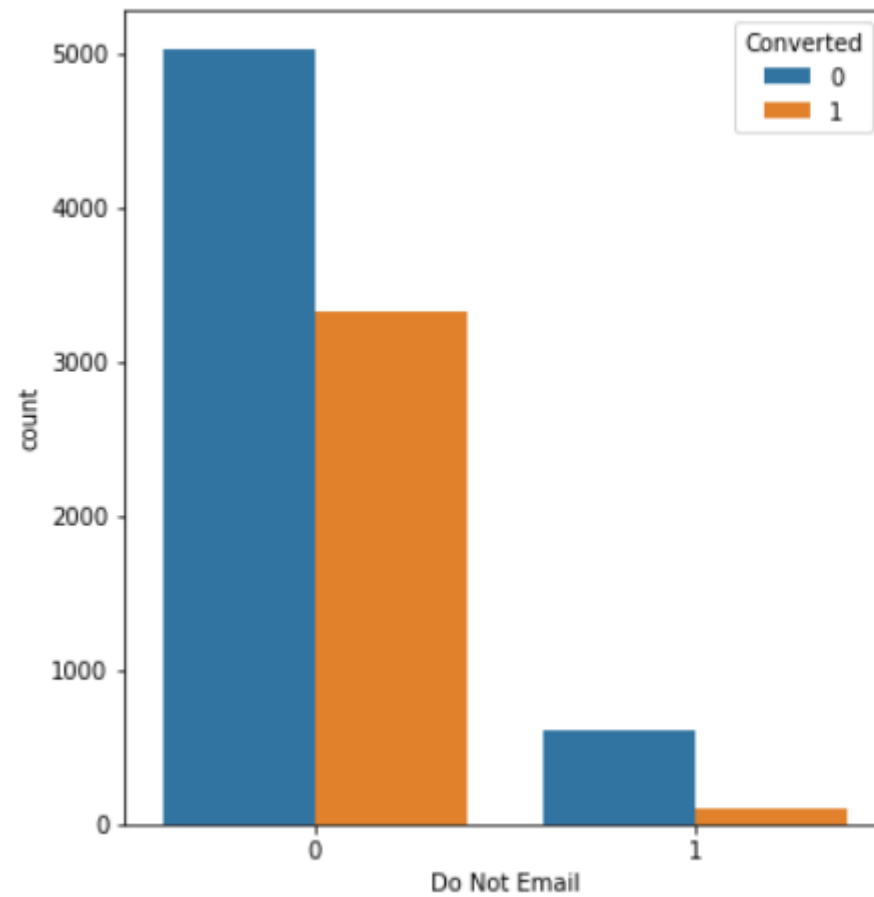
Count plot for lead origin



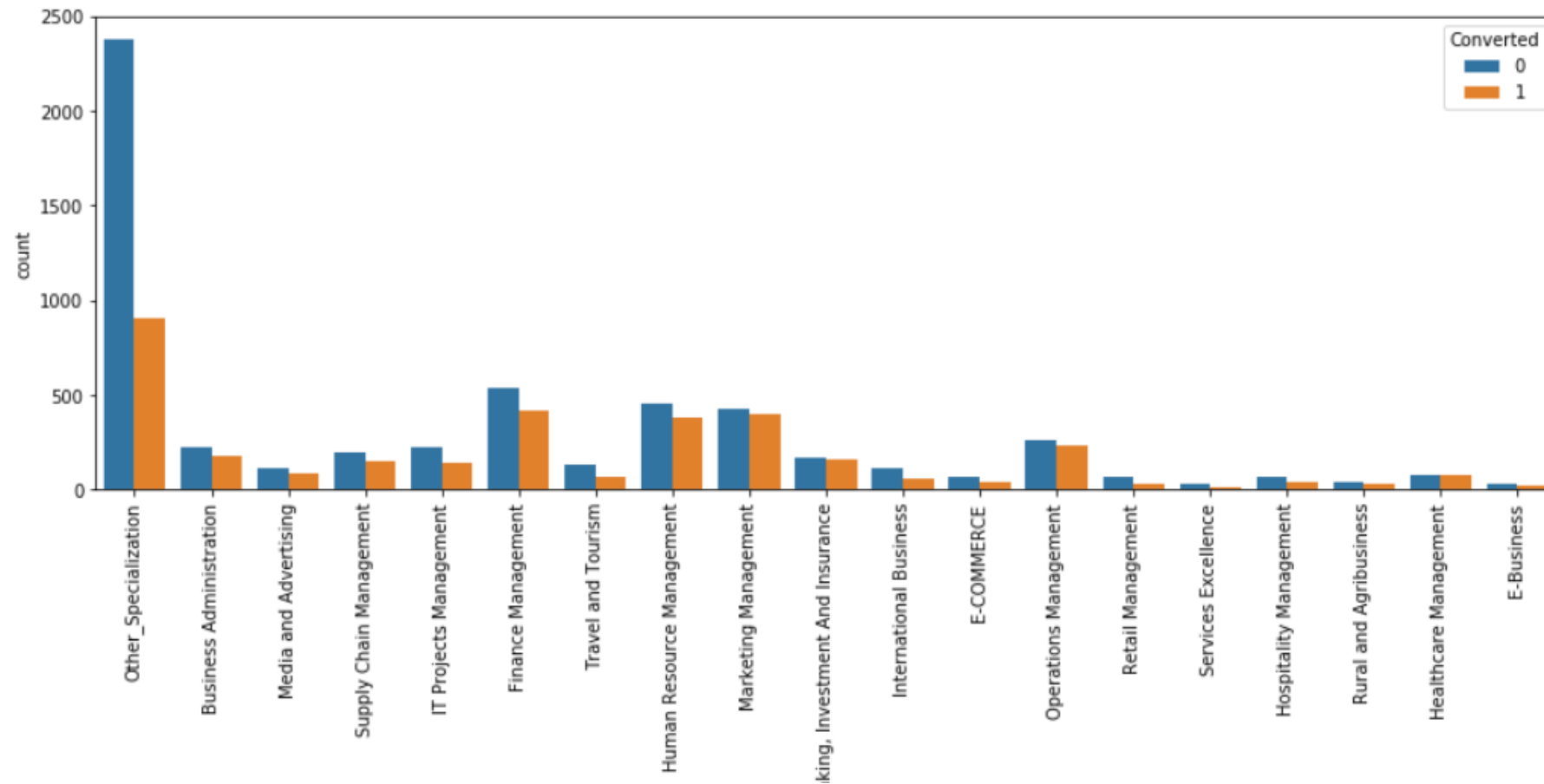
Lead Score for different units



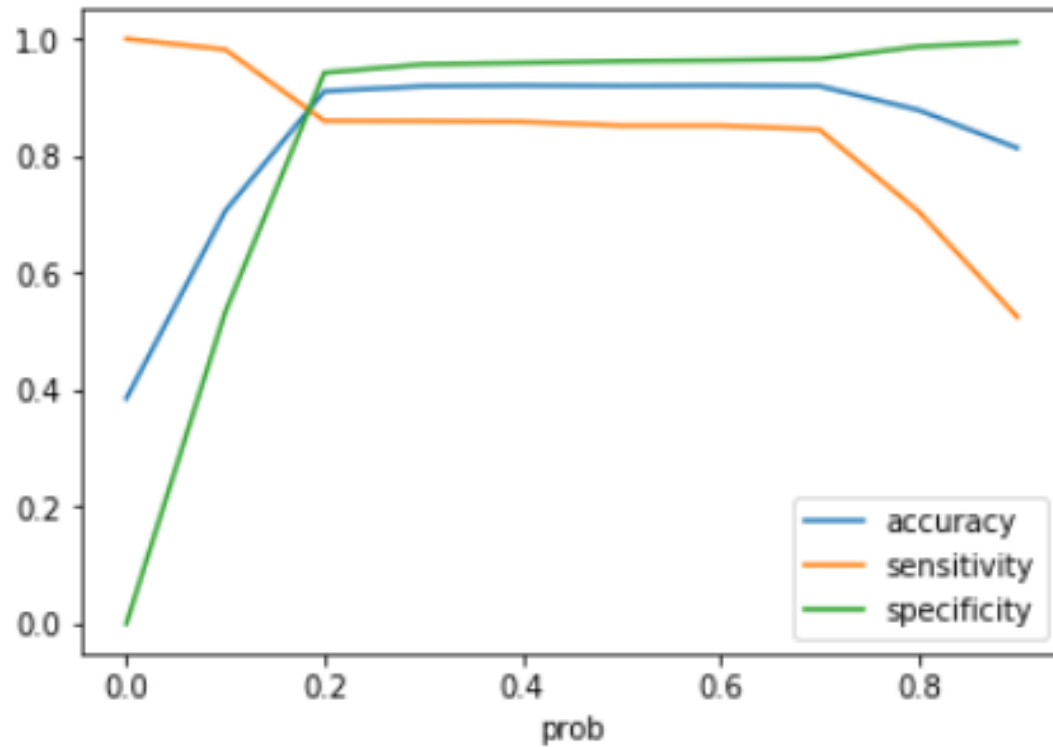
Plot for DO Not Email and Do Not Call



Plot for Specialization



Cut-off Point Estimation



0.2 cutoff should be considered

Most important features:

- Do not email
- Lead origin
- Lead source
- What is your current Occupation
- Tags

Results:

- We have created a model with 90% accuracy and this matrix can be further used by sales team for targeting potential customers
- This will help in reducing cost as a smaller number of employees will be required for call as we will be targeting customers with high potential.
- Per call cost will decrease.