Lead Scoring Case Study

Group Member -

Saket Shekhar

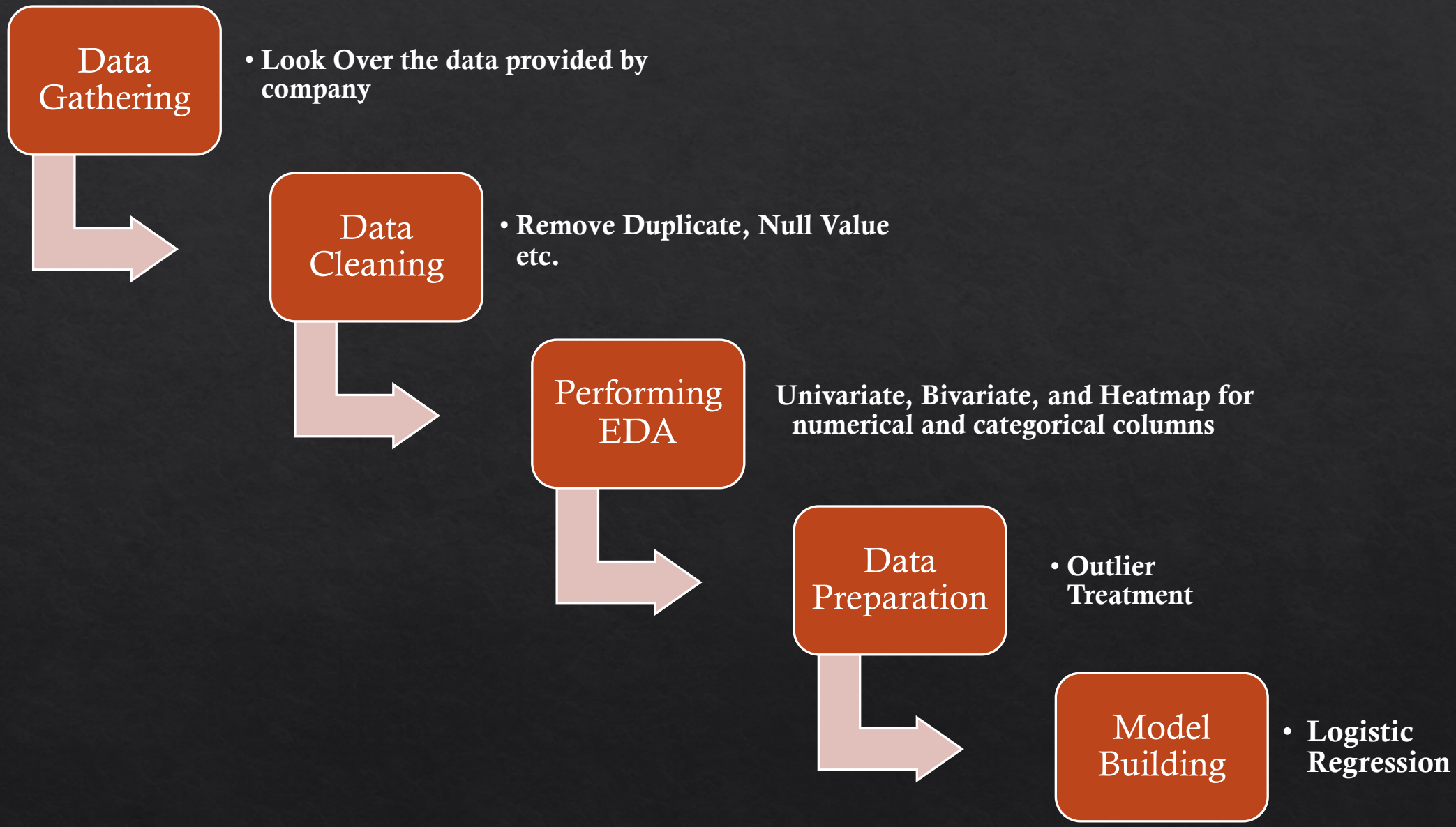
Abhay Choubey

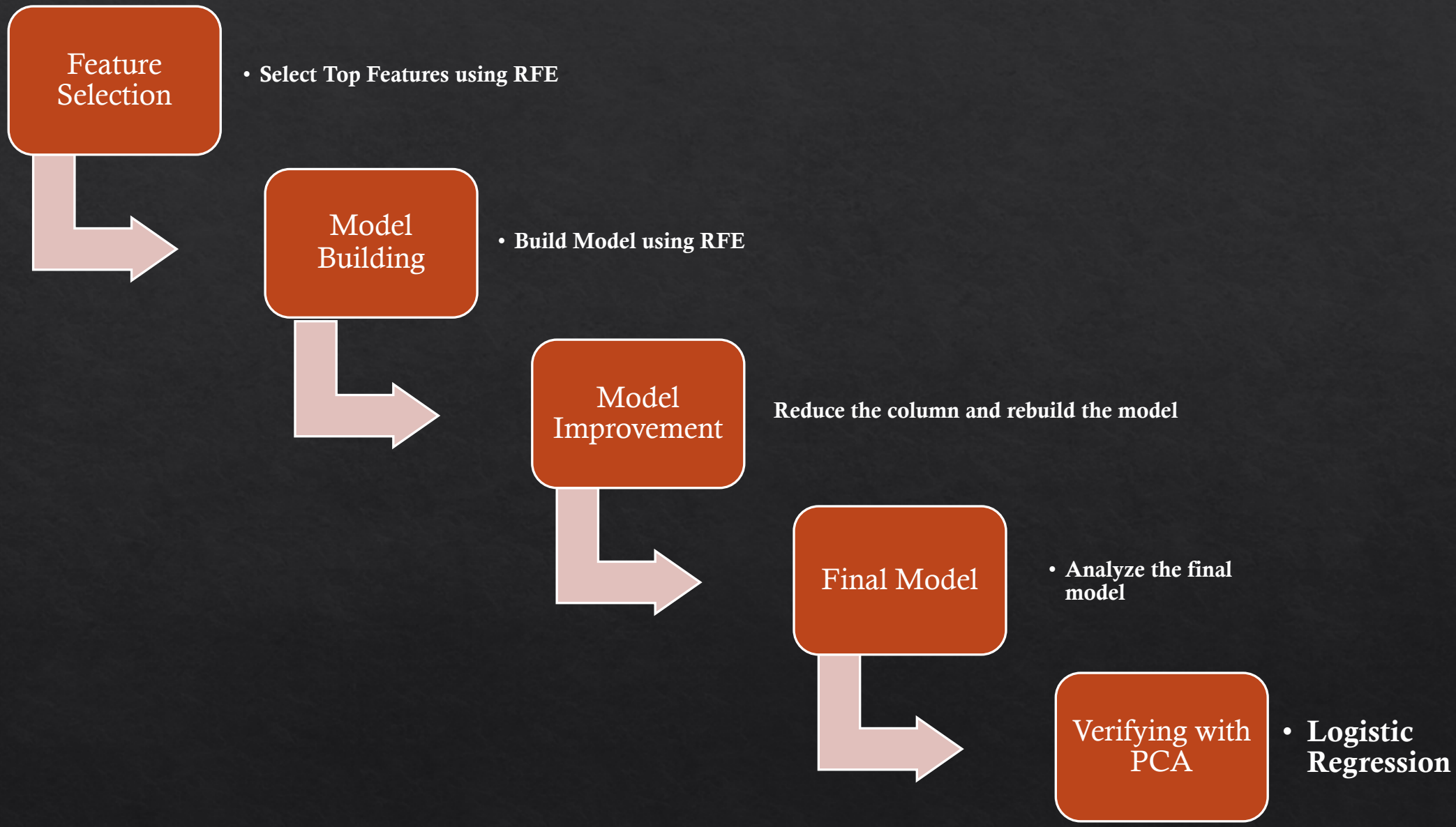
Solution

The main part of the solution is to accurately figure out the hot leads

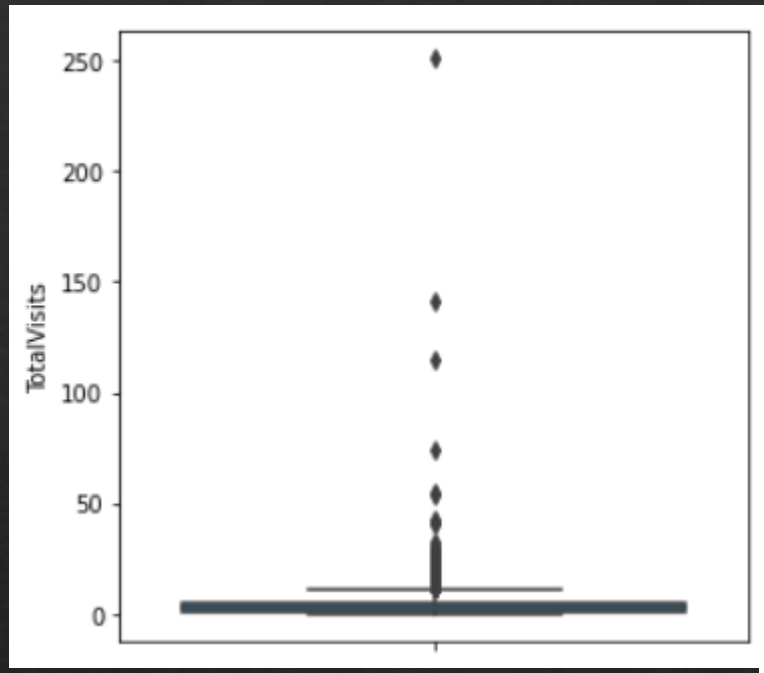
The more accurately we figure out the hot leads, the probability of getting a conversion ratio is high.

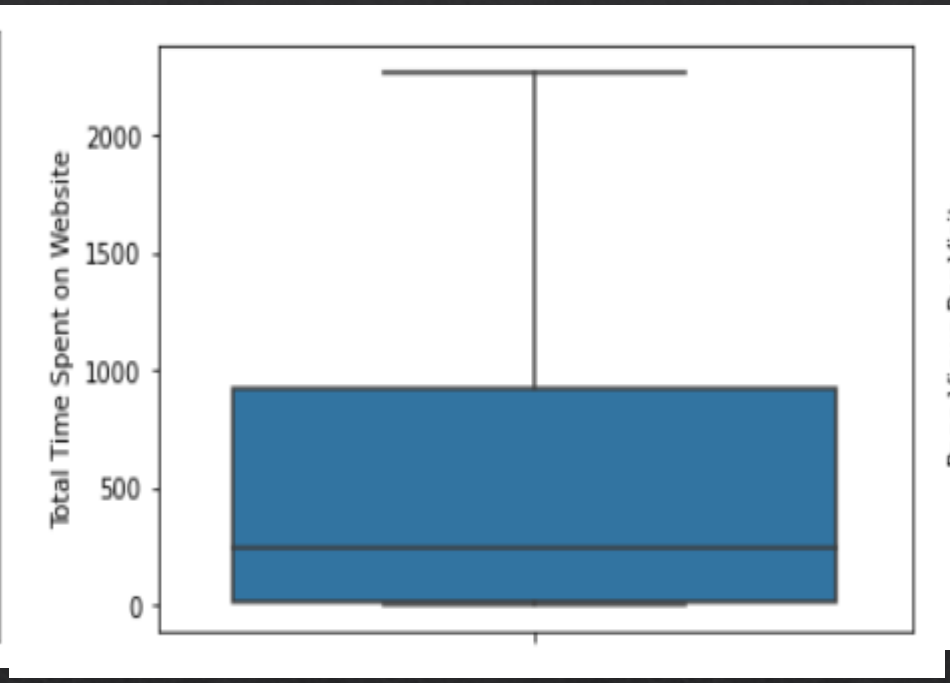
Process Implementation

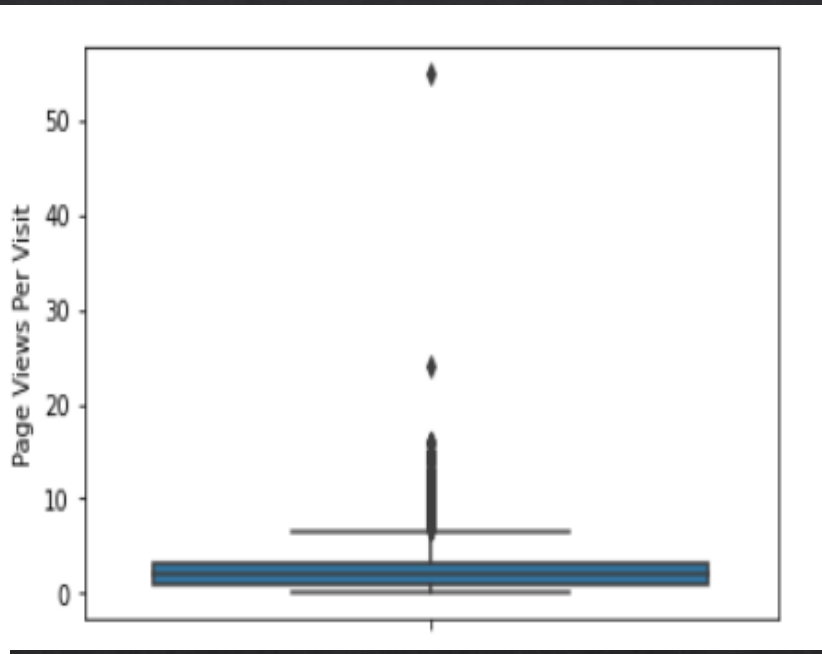

Data Gathering
• Look Over the data provided by company
Data Cleaning
• Remove Duplicate, Null Value etc.
Performing EDA
Univariate, Bivariate, and Heatmap for numerical and categorical columns
Data Preparation
• Outlier Treatment
Model Building
• Logistic Regression


Feature Selection
• Select Top Features using RFE
Model Building
• Build Model using RFE
Model Improvement
Reduce the column and rebuild the model
Final Model
• Analyze the final model
Verifying with PCA
• Logistic Regression

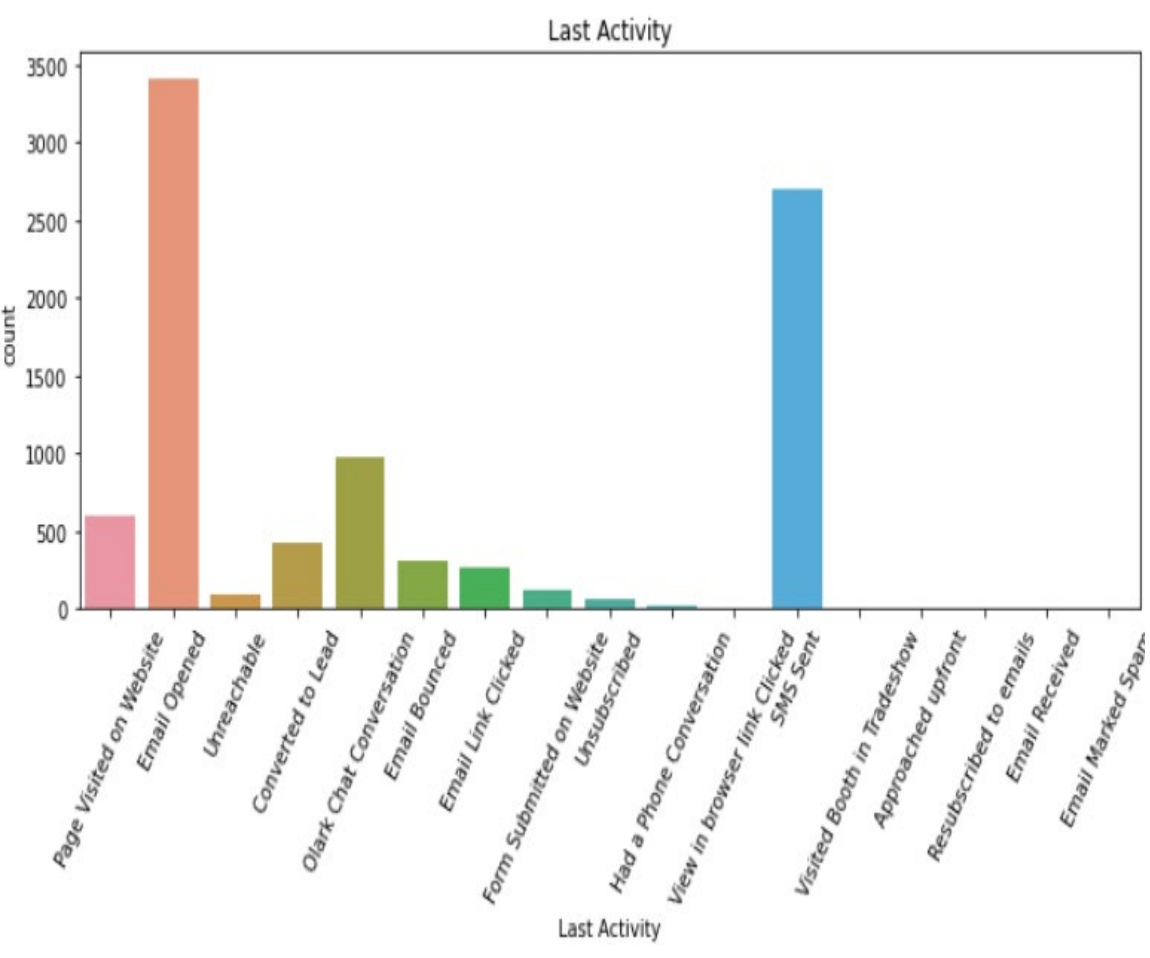
Plots Visualization

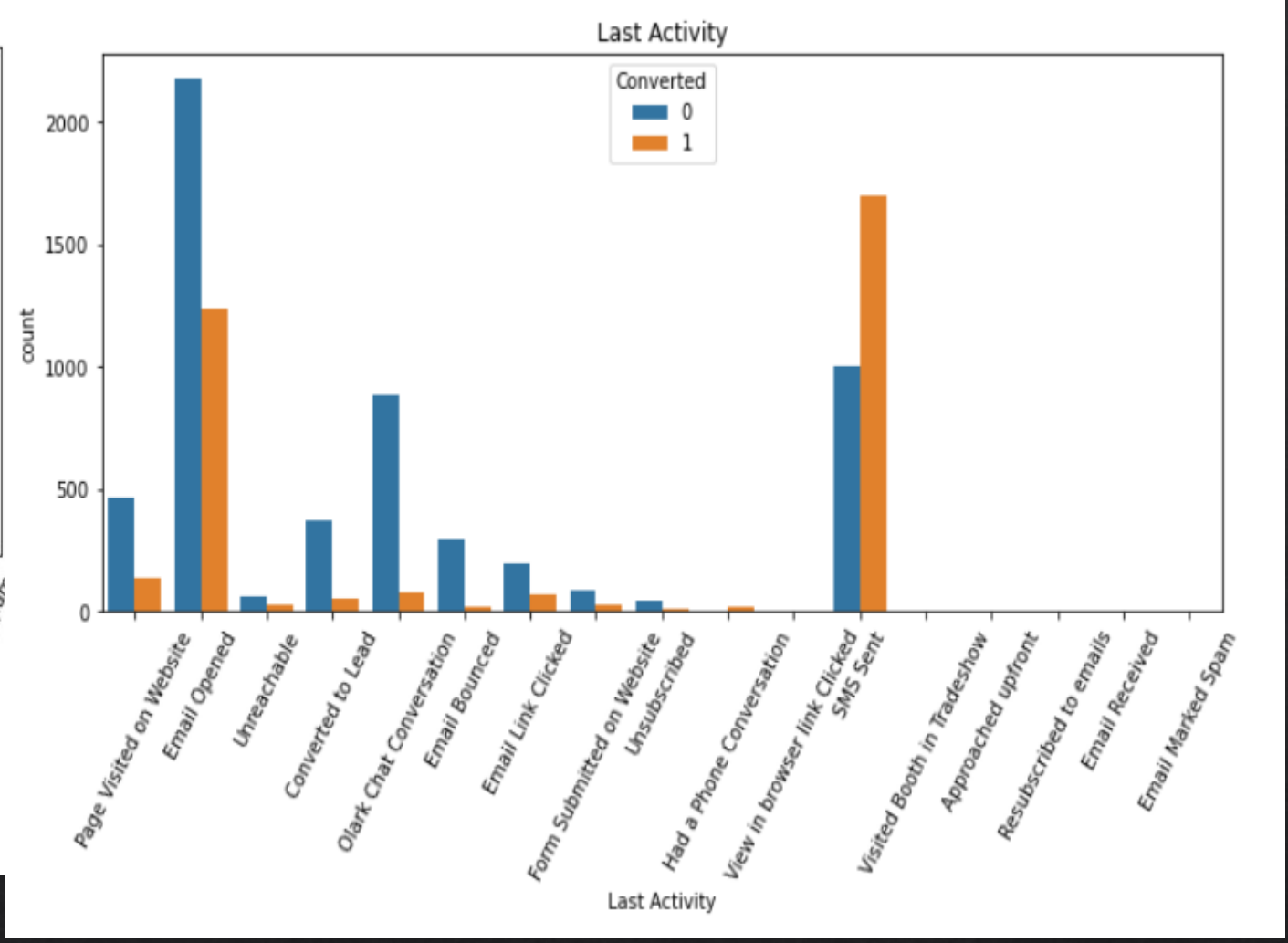




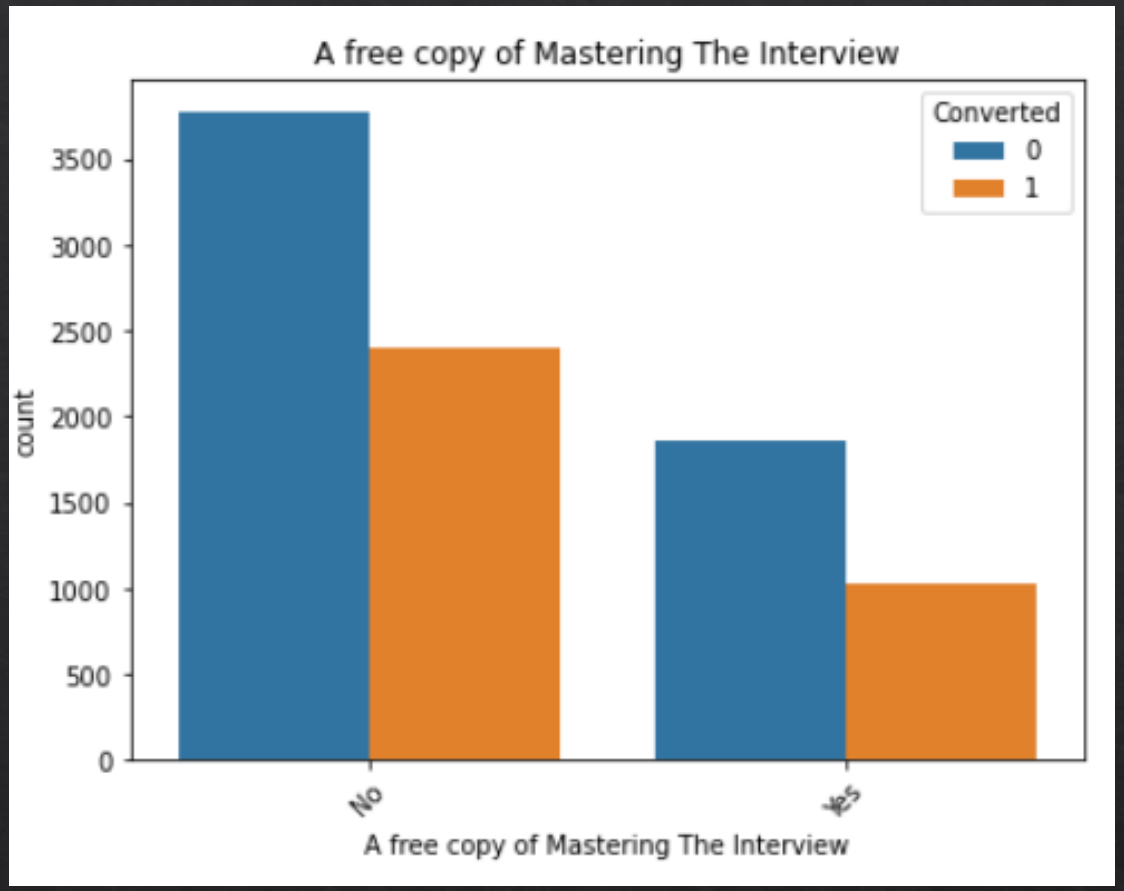


Converted EDA Plot

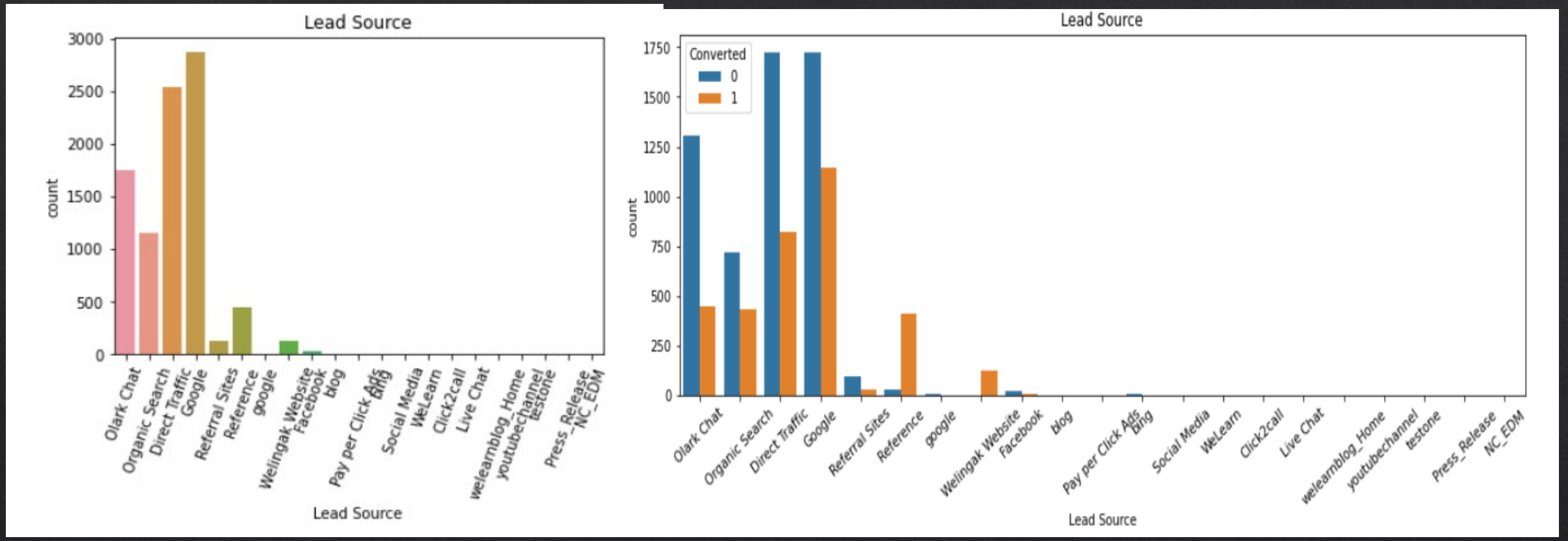




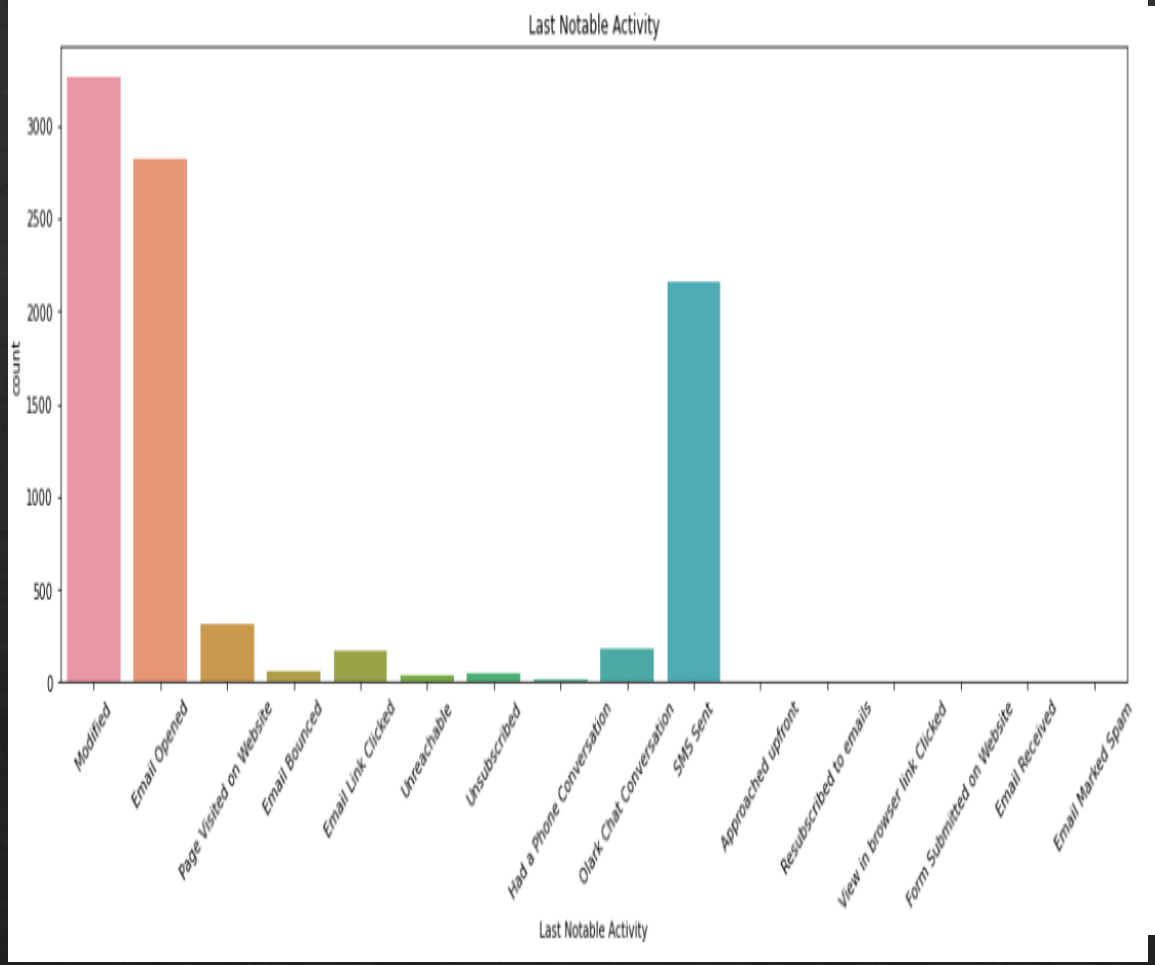
Last Activity for those who Converted and those who didn't.

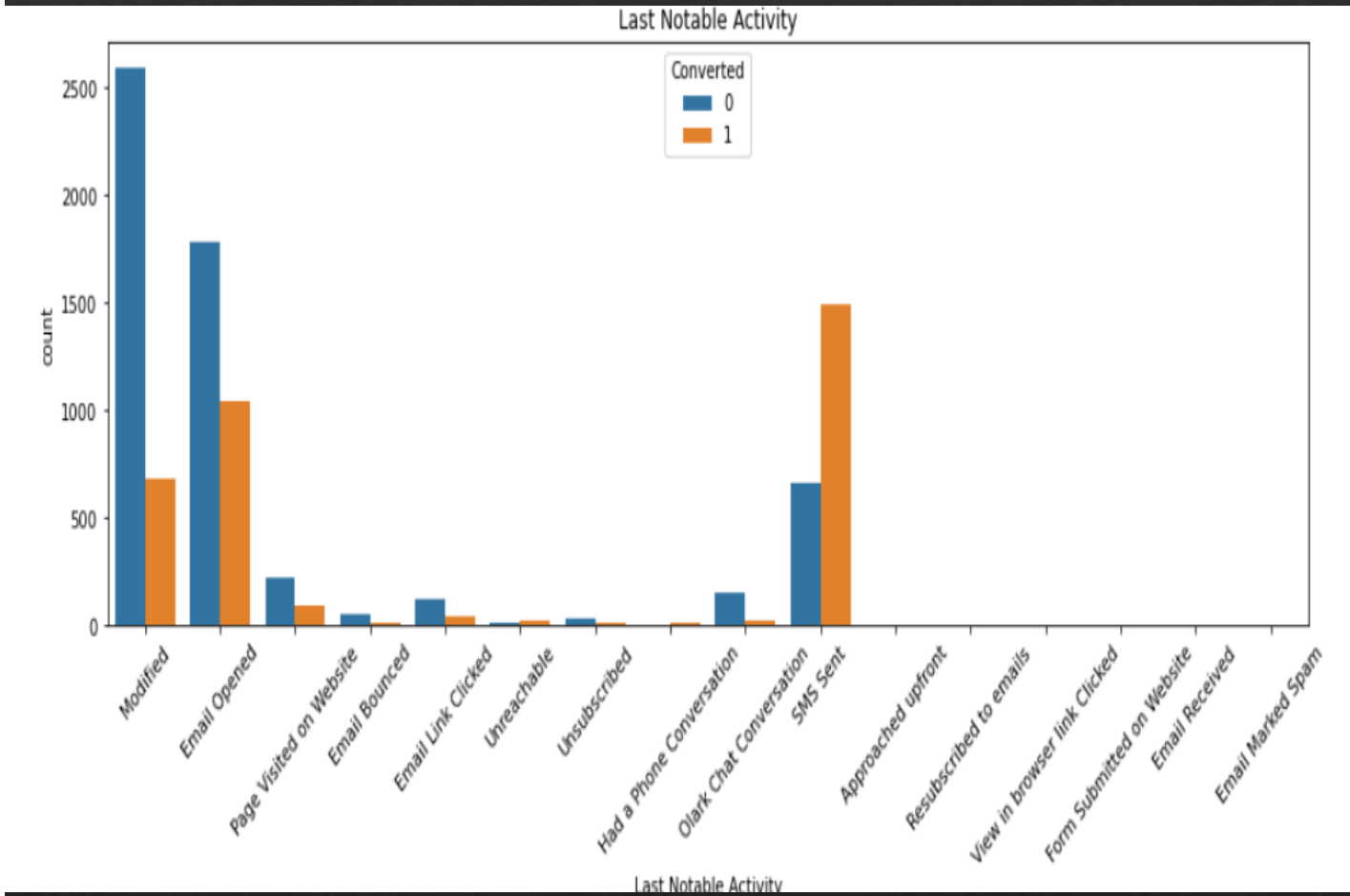


A free copy of Mastering The Interview for those who Converted and those who didn't.

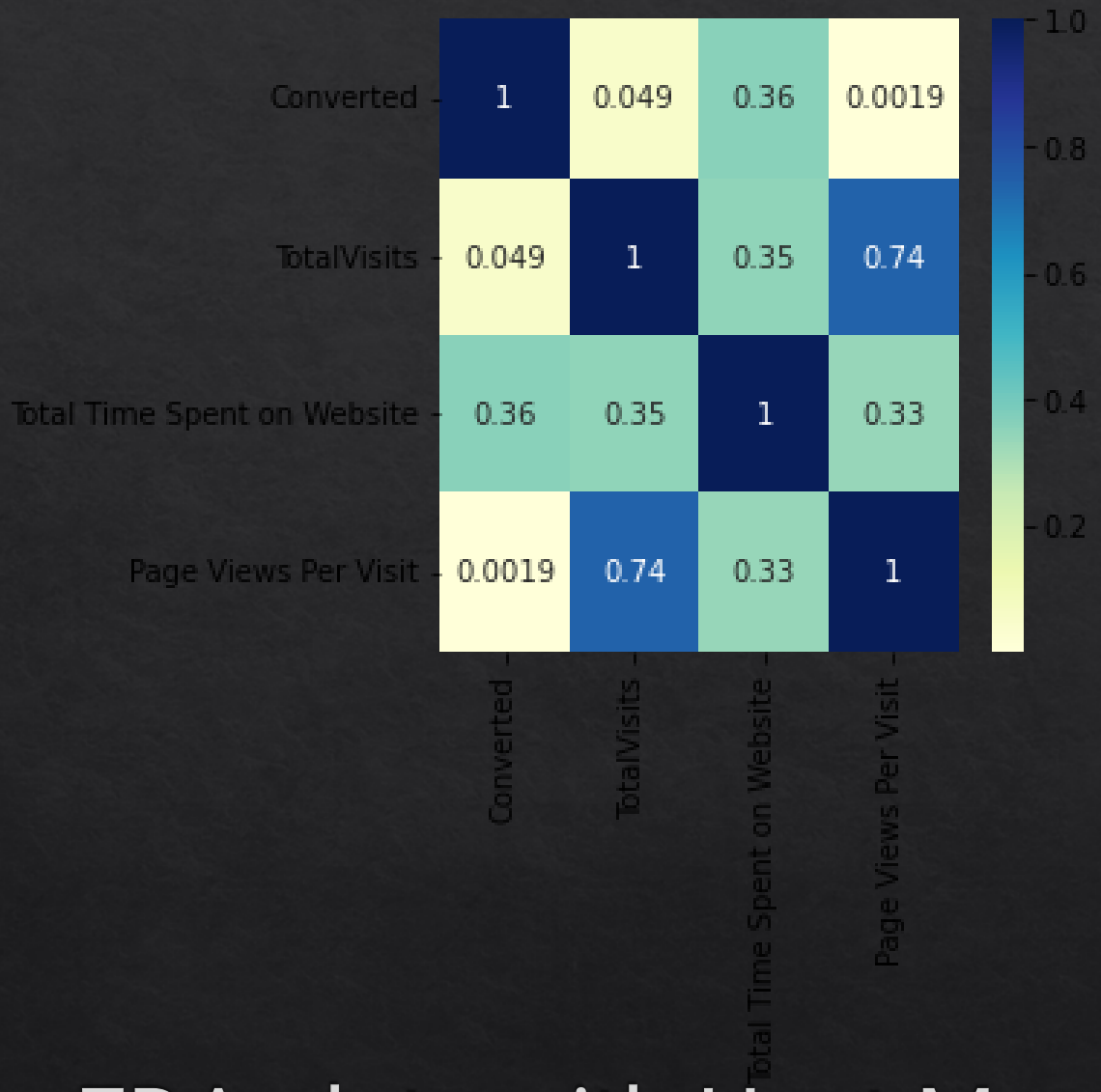


Lead Source for those who Converted and those who didn't.

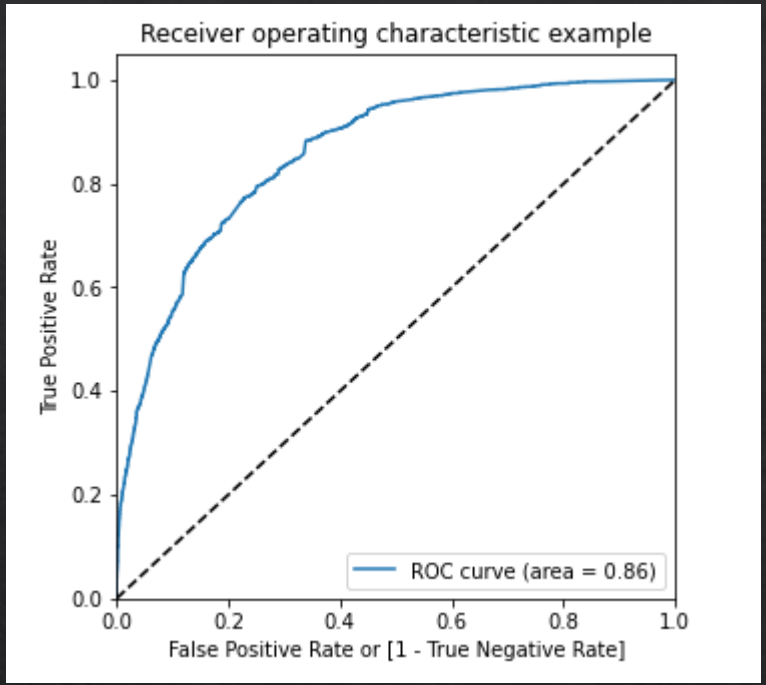


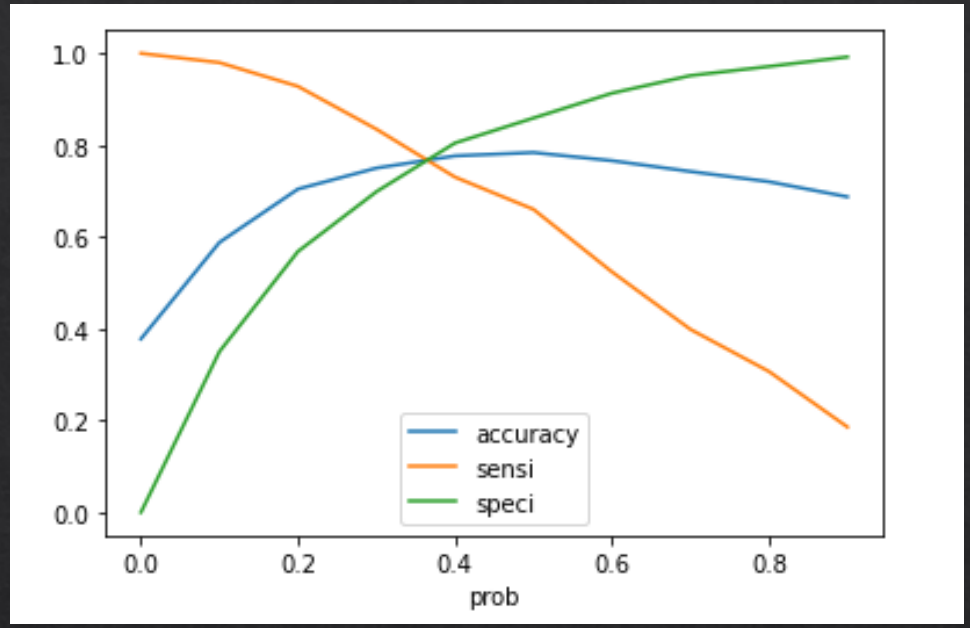


Last Notable Activity for those who Converted and those who didn't.



EDA plots with Heat Map of all selected numerical columns.





Final Linear Regression Model Parameters
ROC Area = 0.86
Intermediate cut-off = 0.37