# Leads Scoring Case Study

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# Problem Statement

- An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

- The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

- Now, although X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted. To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'. If they 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.

# Analysis Approach

**To address the problem statement and help X Education increase its lead conversion rate, here's an analysis approach:**

**Data Collection and Exploration:**

Gather lead data including demographics, website interactions, and past conversions.

Explore data for patterns and relationships.

**Feature Engineering and Preprocessing:**

Create or transform features that might predict conversions.

Handle missing values, outliers, and encode categorical variables.

**Model Selection and Training:**

Choose a suitable algorithm like logistic regression.

Train the model on the data.

**Model Evaluation:**

Assess model performance using metrics like accuracy and ROC-AUC.

Adjust model parameters if needed.

# Results of Building a Lead Scoring Model

- Improved Lead Conversion Rate:

The primary goal of implementing the lead scoring model is to increase the lead conversion rate. By assigning lead scores based on their likelihood to convert, the sales team can prioritize high-scoring leads, increasing the efficiency of their outreach efforts.

- Optimized Resource Allocation:

With the lead scoring model in place, the sales team can focus their time and resources on leads with the highest conversion potential.

- Enhanced Customer Experience:

By targeting leads who are more likely to be interested in X Education's courses, the company can tailor their communication and engagement strategies to better meet the needs and preferences of potential customers.

- Increased Revenue and Profitability:

As a direct result of the improved lead conversion rate and optimized resource allocation, X Education can expect to see an increase in revenue and profitability.

- Business Growth and Market Competitiveness:

With a more efficient lead management process and higher conversion rates, X Education can position itself as a more competitive player in the market.

# Visualizations



Distribution of Converted Variable

NOT Converted — 61%
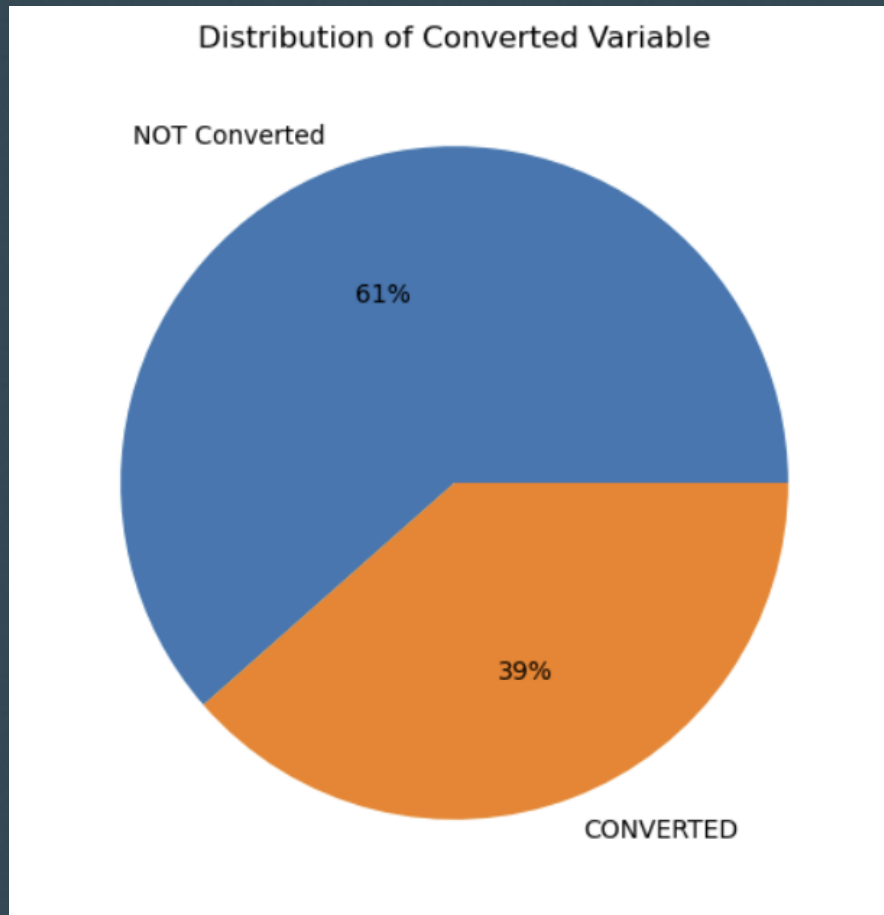
CONVERTED — 39%

❖ As displayed in the pie chart 61% of leads are not being converted.

❖ Only 39% of leads are being converted.

❖ As visible in the chart, Google attracts a lot of leads.

❖ Also, Google is the source that has converted the most leads.
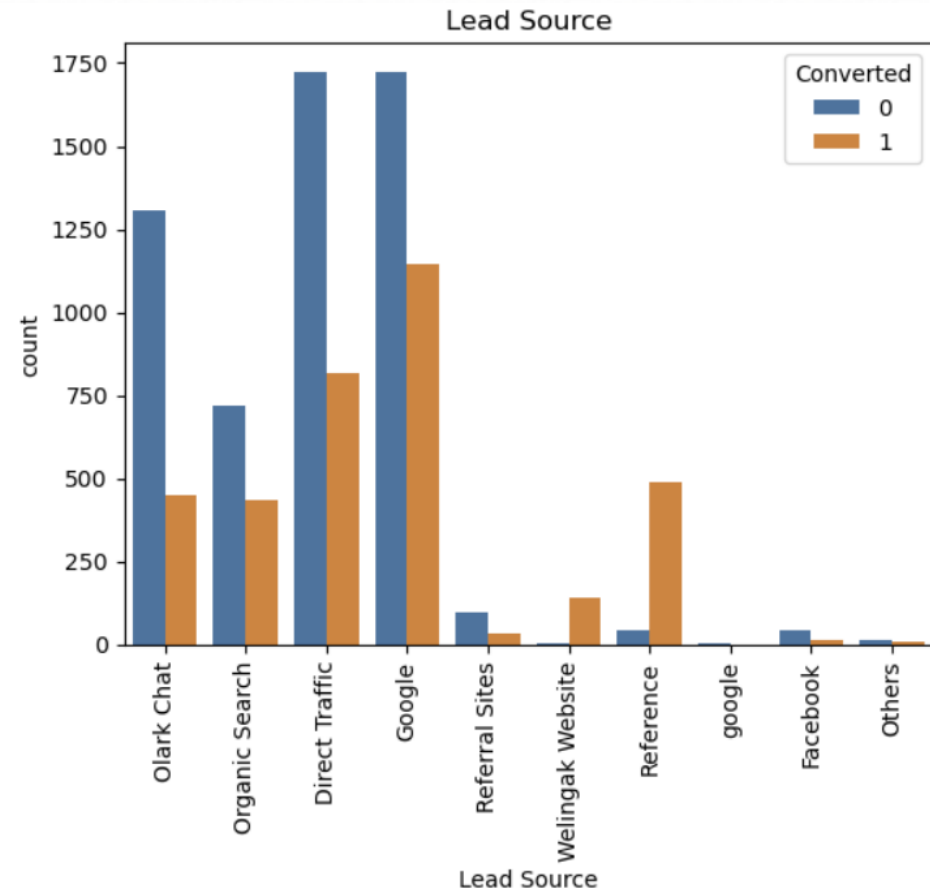
# Conclusion

The conversion rate is 30-35% for API and Landing page submission. But very low for Lead Add form and Lead import. Therefore, we can derive that we need to focus more on the leads originated from API and Landing page submission.

The maximum number of leads are generated by Google.Maximum conversion ratio is by reference and welingak website.

The leads who spend more time on website, are more likely to convert.

The most common last activity is email opened. highest rate = SMS Sent.

Most are unemployed.

Maximum conversion with working professional.