LEAD SCORING CASE STUDY PRESENTATION

LOGISTIC REGRESSION

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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%.

X EDUCATION HAS APPOINTED YOU TO HELP THEM SELECT THE MOST PROMISING LEADS, I.E. THE LEADS THAT ARE MOST LIKELY TO CONVERT INTO PAYING CUSTOMERS. THE COMPANY REQUIRES YOU TO BUILD A MODEL WHEREIN YOU NEED TO ASSIGN A LEAD SCORE TO EACH OF THE LEADS SUCH THAT THE CUSTOMERS WITH A HIGHER LEAD SCORE HAVE A HIGHER CONVERSION CHANCE AND THE CUSTOMERS WITH A LOWER LEAD SCORE HAVE A LOWER CONVERSION CHANCE. THE CEO, IN PARTICULAR, HAS GIVEN A BALLPARK OF THE TARGET LEAD CONVERSION RATE TO BE AROUND 80%.

BUSINESS GOAL

X Education has appointed you to help them select the most promising leads, i.e. the leads that are most likely to convert into paying customers. The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with a higher lead score have a higher conversion chance and the customers with a lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.
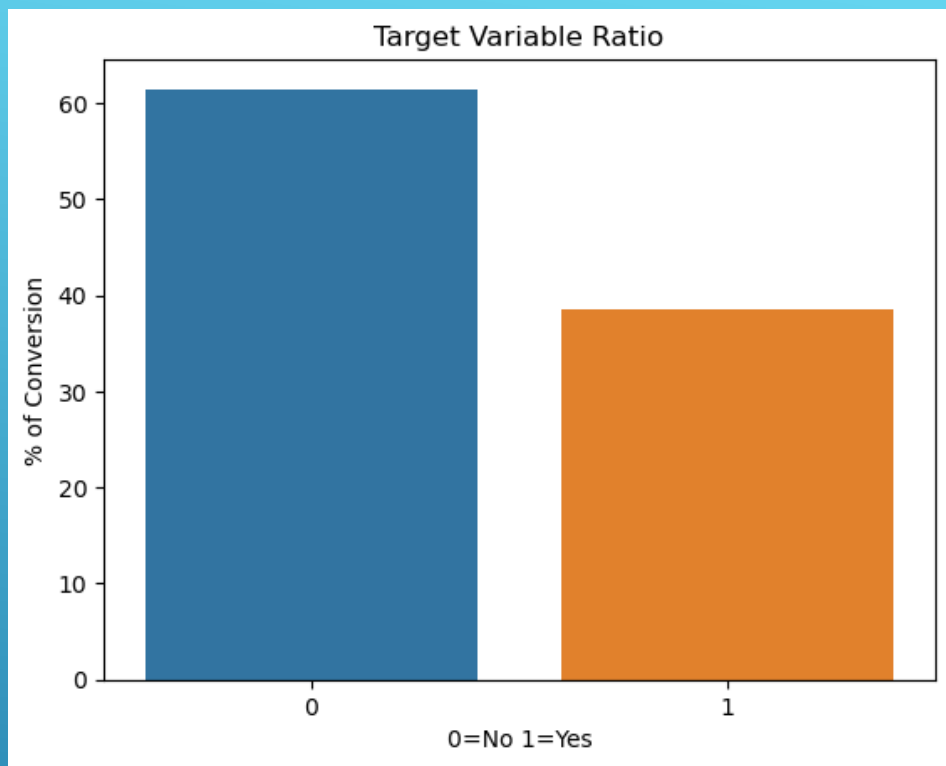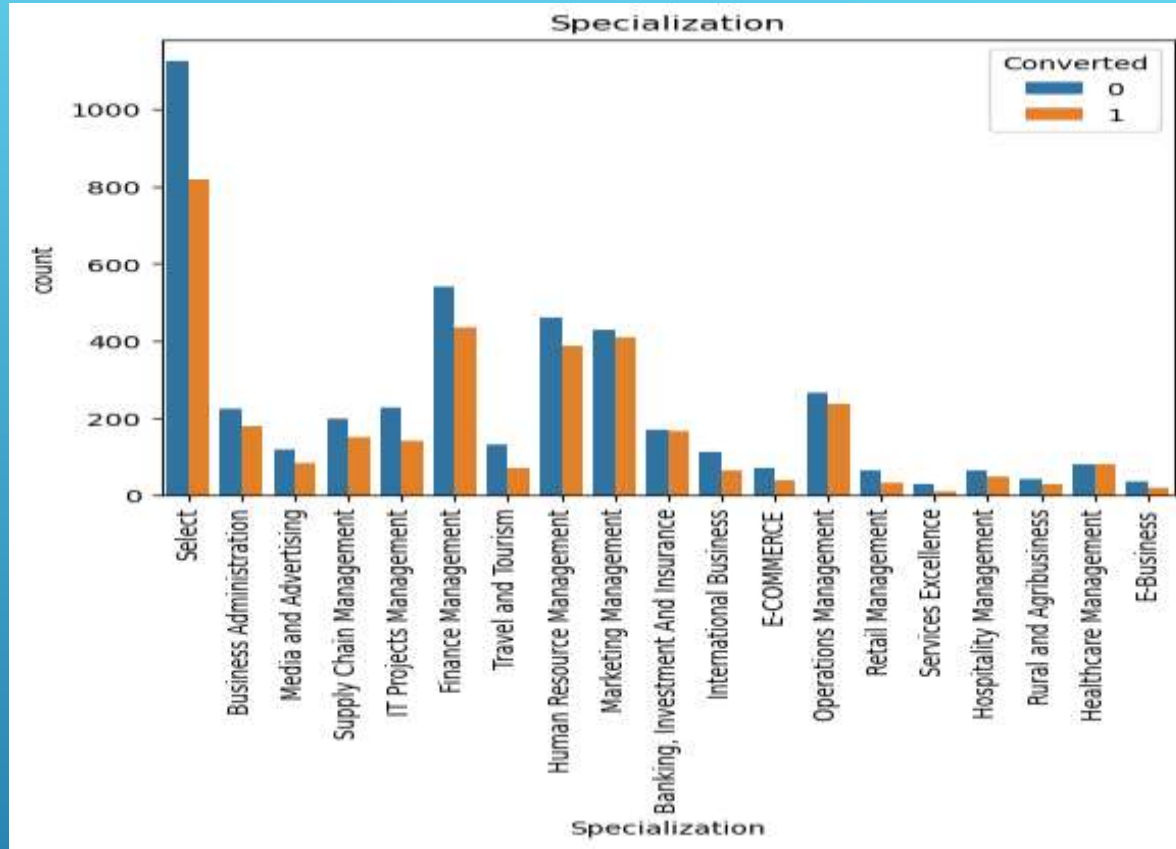
TARGET VARIABLE RATIO

AS WE CAN SEE THE PERCENTAGE OF CONVERSION IS 35 %
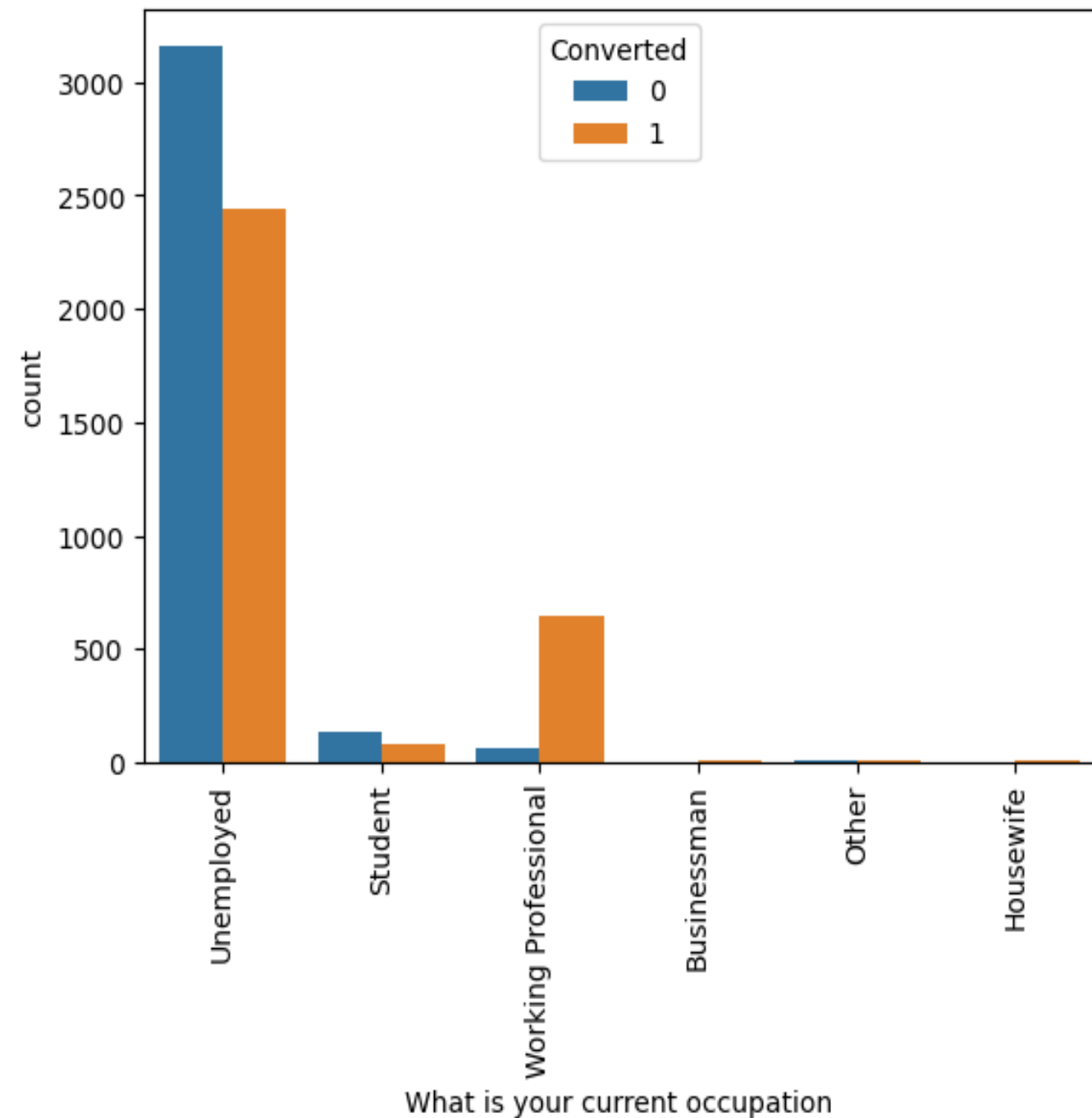PERCENTAGE OF NO CONVERSION IS 60 %
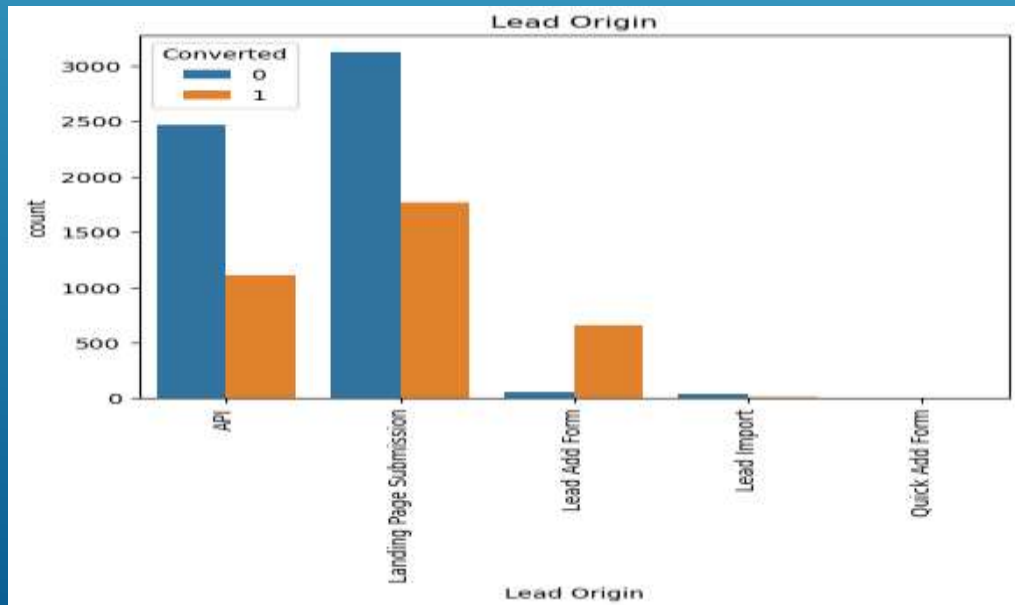
LEAD ORIGIN

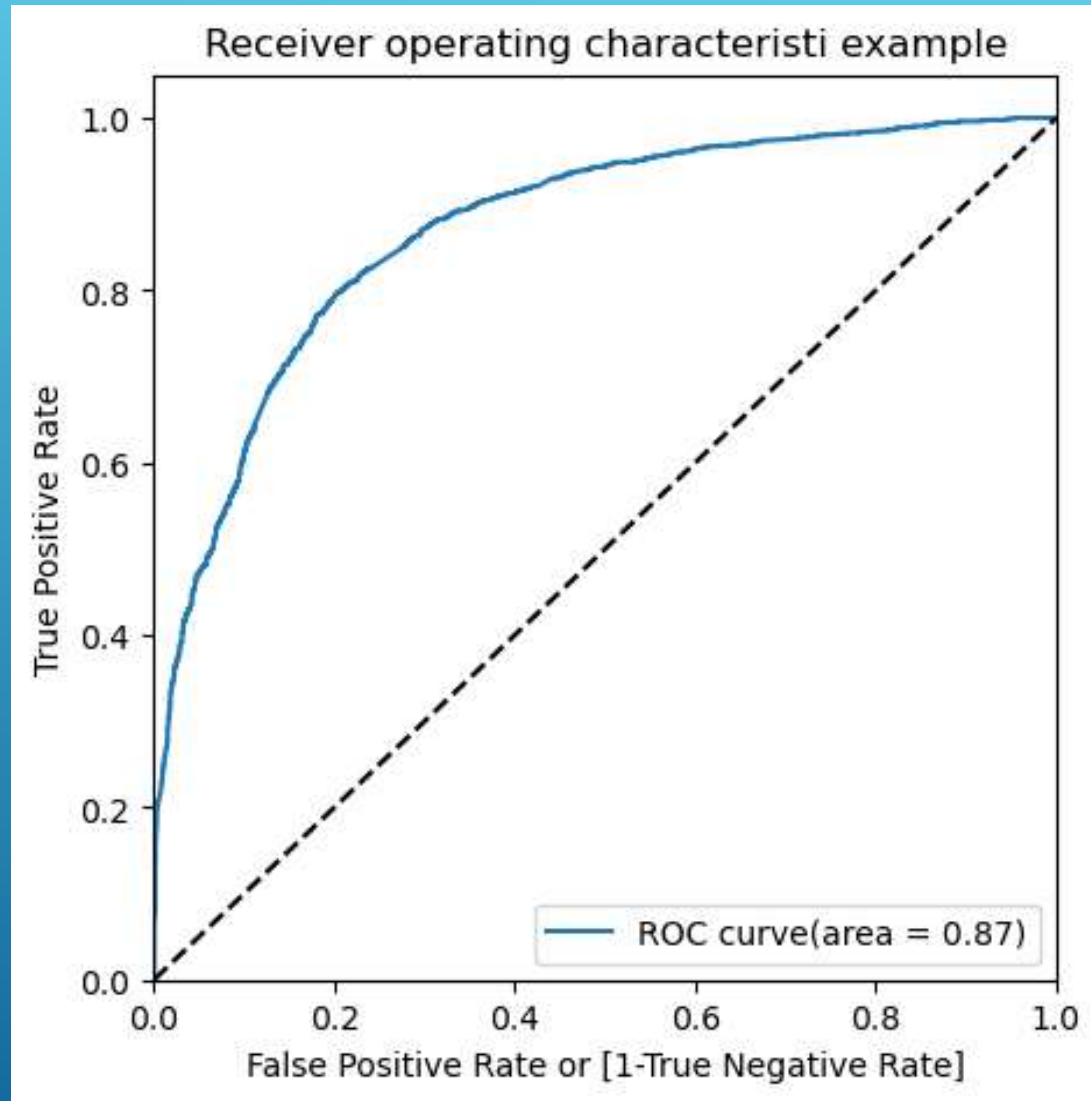LANDING PAGE SUBMISSION HAD GOT HIGHER COUNTS

SPECILSATION

What is your current occupation

More number of working professional and unemployed are interested in taking the course so better to consentrate on working professional and Unemployed

ROC CURVE

The area under the curve of the ROC is 0.87 which is quite good. So we seem to have a good model. Let's also check the sensitivity and specificity tradeoff to find the optimal cutoff point.
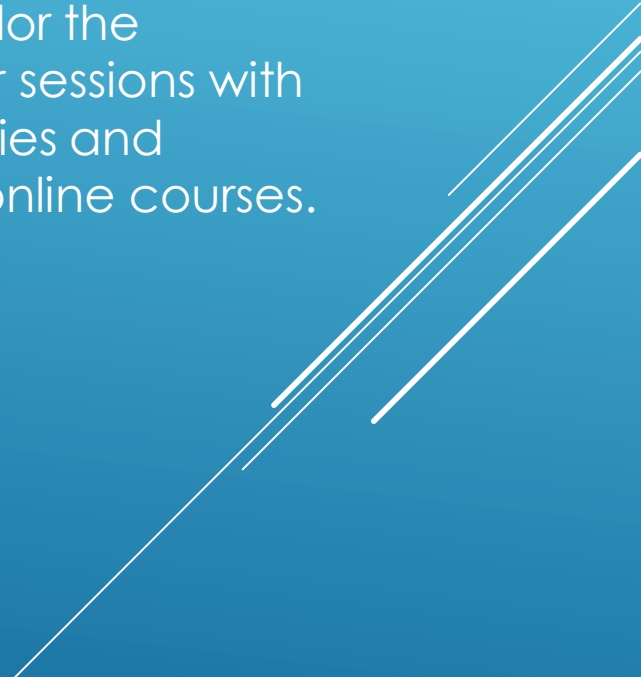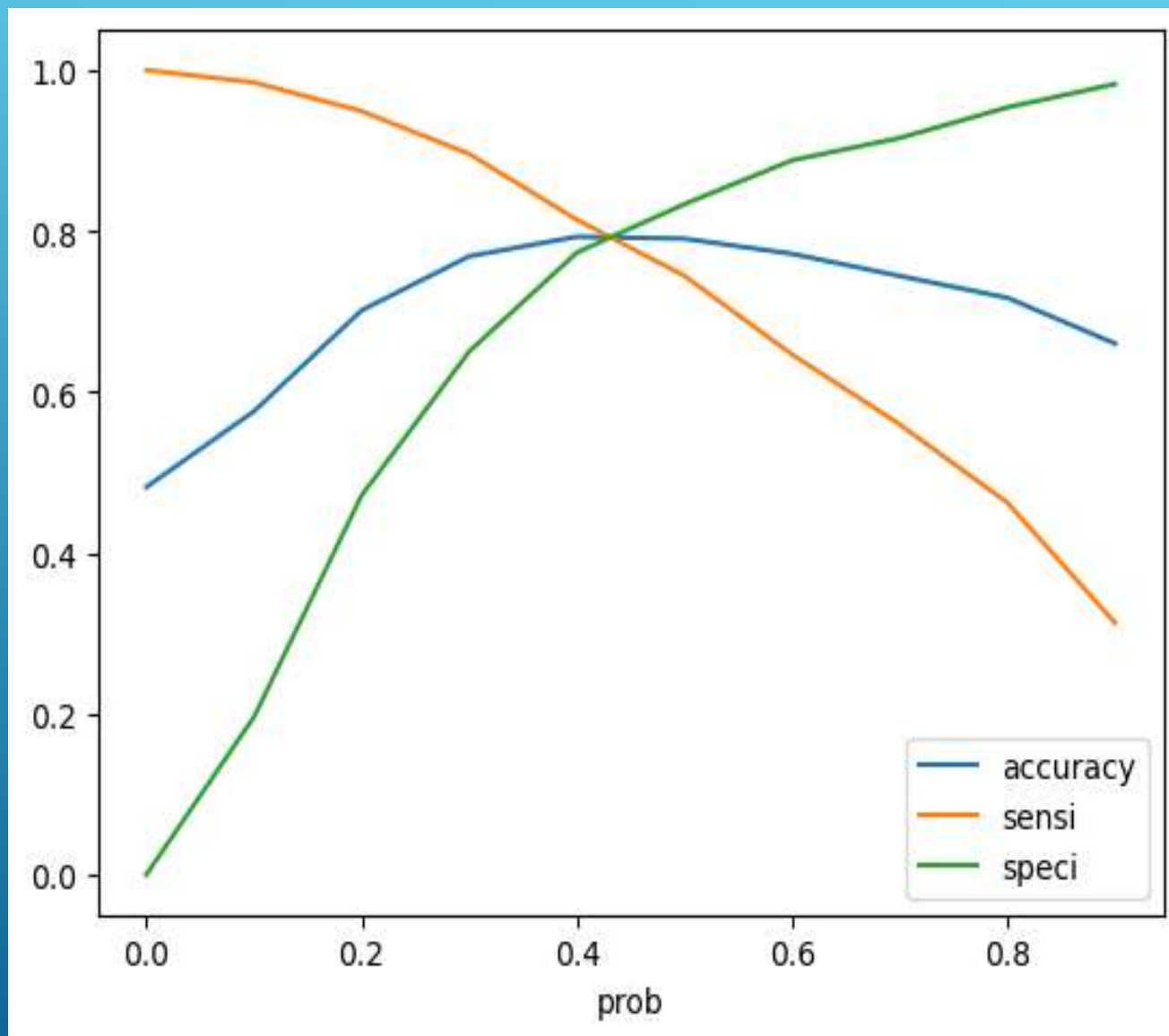
CUT OFF

Final Predicition cut off is 0.42

CONCLUSION`

In order to get a higher lead conversion. First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.

Keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.