<u>*Lead Scoring Case Study*</u>

Summary Report

As part of this case study we were required to identify leads that are most probable to convert and take up a course from the X Education website. Initially for the X education the conversion rate is 30%, that is out of 10 only 3 are converting. So, they have reached out to us and want the conversion rate to be around 80%. That is they want us to analyse their dataset and find the leads who are most probable to convert.

So, based on out analysis from the dataset given by the company we found out that:

— From lead origin the calls should be made to people who had selected for "Lead Add Form" as their conversion rate is good.
— From lead source the calls should be made to people coming from "Welingak Websites" and "Reference" as they are more likely to get converted.
— Working professionals are the ones who are more likely to get converted and the calls should be proactively made to them. And unemployed are not likely to get converted so avoid making calls to them.
— People who spend more time on the website are also likely to be converted so calls should be made to them.
— People whose last activity is SMS sent also are very likely to be converted so calls should be made to them.
— People whose specialization is "Others" are not at all likely to be converted so making calls to them should be avoided.
— From last activity people who selected "Olark Chat Conversion" are npot likely to be converted so making calls to these people should also be avoided.

After building the model we got the results on the train data as:

— Accuracy : 91%
— Sensitivity : 86%
— Specificity : 94%

The results on the test data are:

— Accuracy : 90%
— Sensitivity : 84%
— Specificity : 94%