

Lead Scoring Case Study

Objective : An education company named X Education sells online courses to industry professionals. The company markets its courses on several websites and search engines like Google. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%. The CEO, wants the target lead conversion rate to be around 80%. Create a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

Data set - It contains information of the various attributes such as Lead Source, Total Time Spent on Website, Total Visits, Last Activity, etc. The 'Converted' column explains if lead was converted or not.

Method:

1. Columns having high Null values and no unique values are dropped e.g – Magazine, Receive More Updates About Our Courses, Update me on Supply Chain Content, Get updates on DM Content, I agree to pay the amount through cheque, Asymmetrique columns etc.
2. Once the high null values are dropped the Null values which aren't large are imputed with values.
3. Univariate analysis is performed on variables to understand the importance of it in conversion of leads.
4. Once the analysis is completed the model is determined by ensuring variables of the model have P value less than 0.05 and VIF is also less than 5.
5. In case there are variables not meeting this criteria we need to drop the variables and create a new model.

Solution:

To ensure the conversion rate reaches the desired 80% the top variables that help in contributing to this multiple variables-

The Model suggests to look for leads whose last activity was SMS, leads who are working professional, who mention to revert after reading the mail. Leads who request not to be e-mailed, Switched off has a negative conversion.

Positive Conversion	Negative Conversion
Total Time Spent on Website	Do Not Email
Lead Origin_Lead Add Form	Tags_Ringing
Lead Origin_Lead Import	Tags_switched off
Lead Source_Olark Chat	Lead Quality_Not Sure
Lead Source_Welingak Website	Lead Quality_Worst
Last Activity_SMS Sent	Last Notable Activity_Modified
What is your current occupation_Working Professional	Last Notable Activity_Olark Chat Conversation
Tags_Busy	
Tags_Closed by Horizon	
Tags_Lost to EINS	
Tags_Will revert after reading the email	