

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a blue gradient background, resembling a circuit board or a neural network.

LEAD SCORING CASE STUDY

BY ARUN KARRA & SCHIFRA DARUWALLA

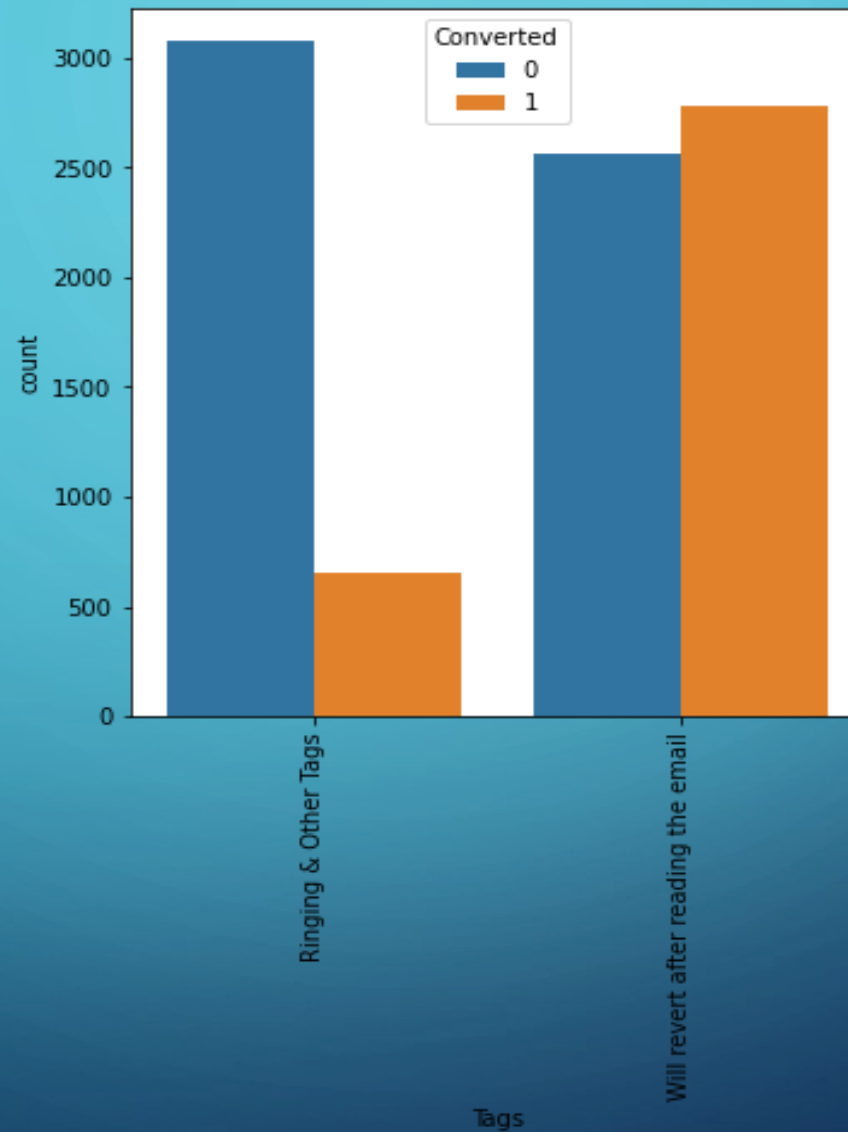
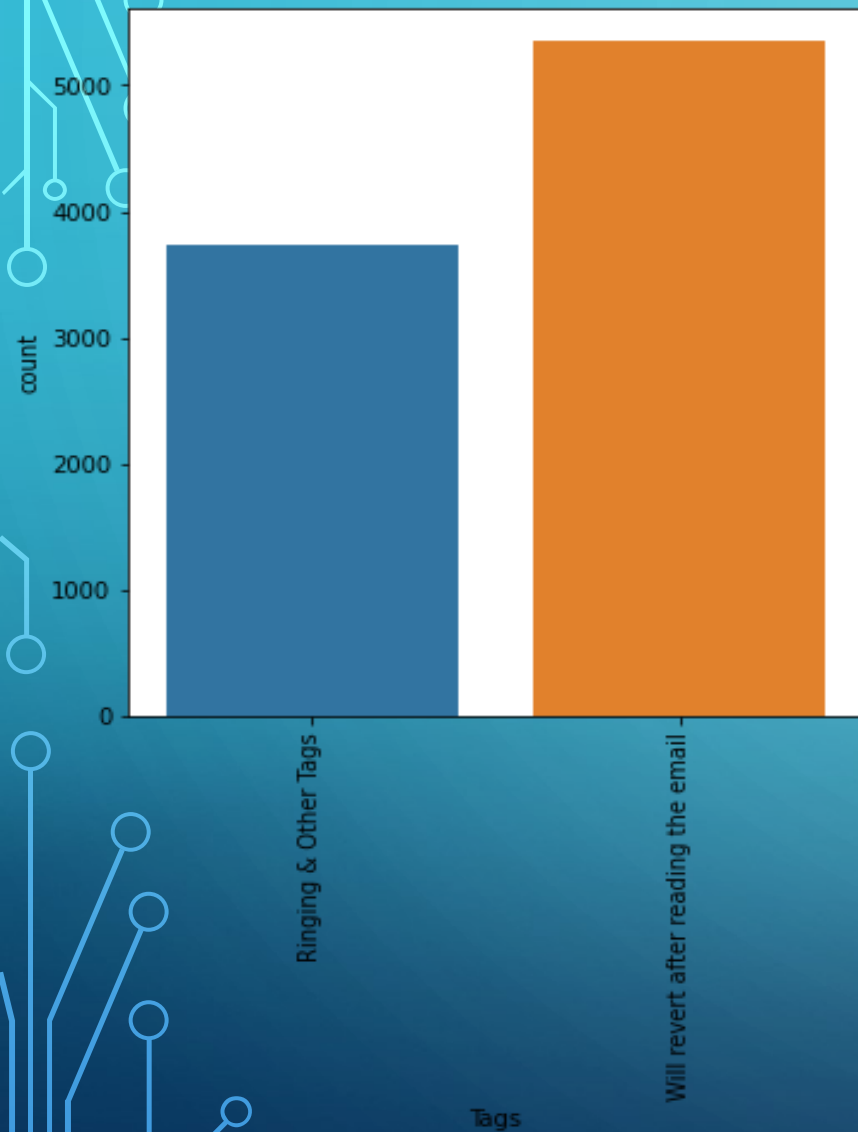
PROBLEM STATEMENT

- Company X Education is an online education platform which specializes in selling online courses to industry professionals. The company has its course on various websites and search engines. People who fill up details related to them (such as name, phone number, email address etc.) or are referred by other clients are considered as leads (potential clients). X Education receives plenty of leads, however the leads being converted into clients is extremely low. In a 100 leads per day, only 30 of them are converted to clients.

BUSINESS OBJECTIVES

- To help X Education select the most potential leads, i.e 'Hot Leads' which are likely to be converted into clients.
- To build a model in such a way that each lead is assigned a lead score where the higher lead score signals higher chances of conversion and lower lead score signals lower chances of conversions.
- The target lead conversion rate should be around 80%.

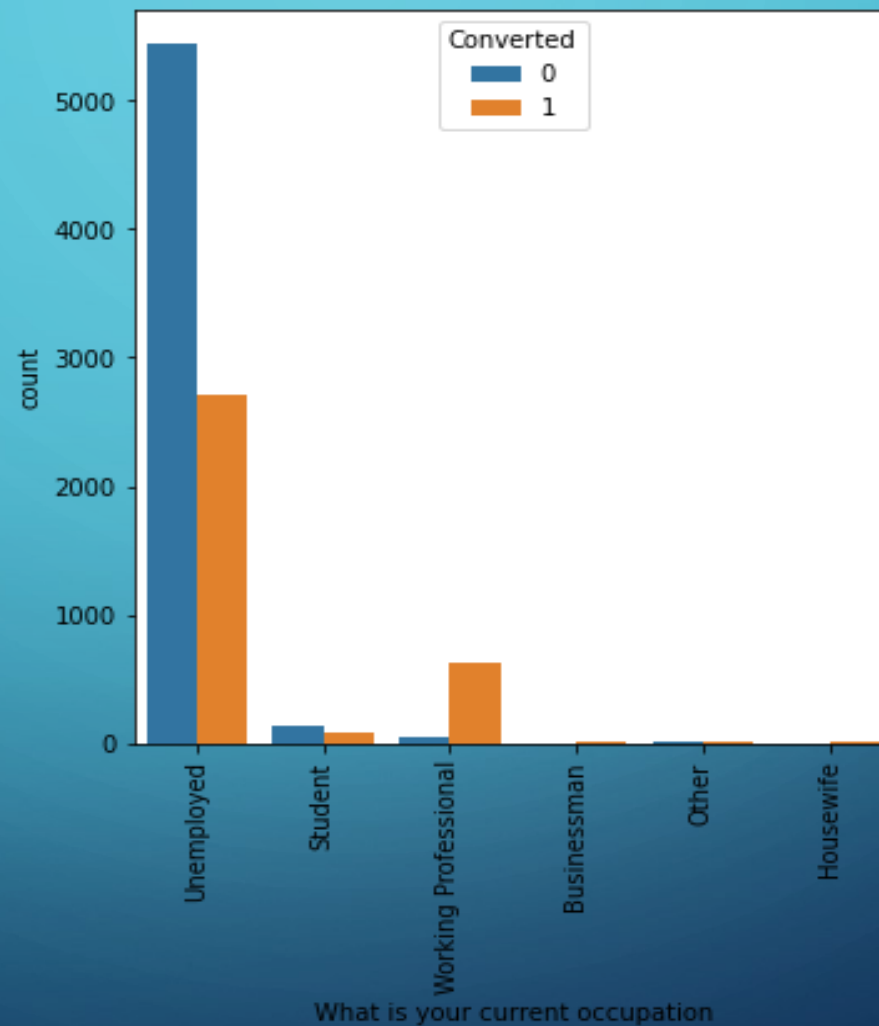
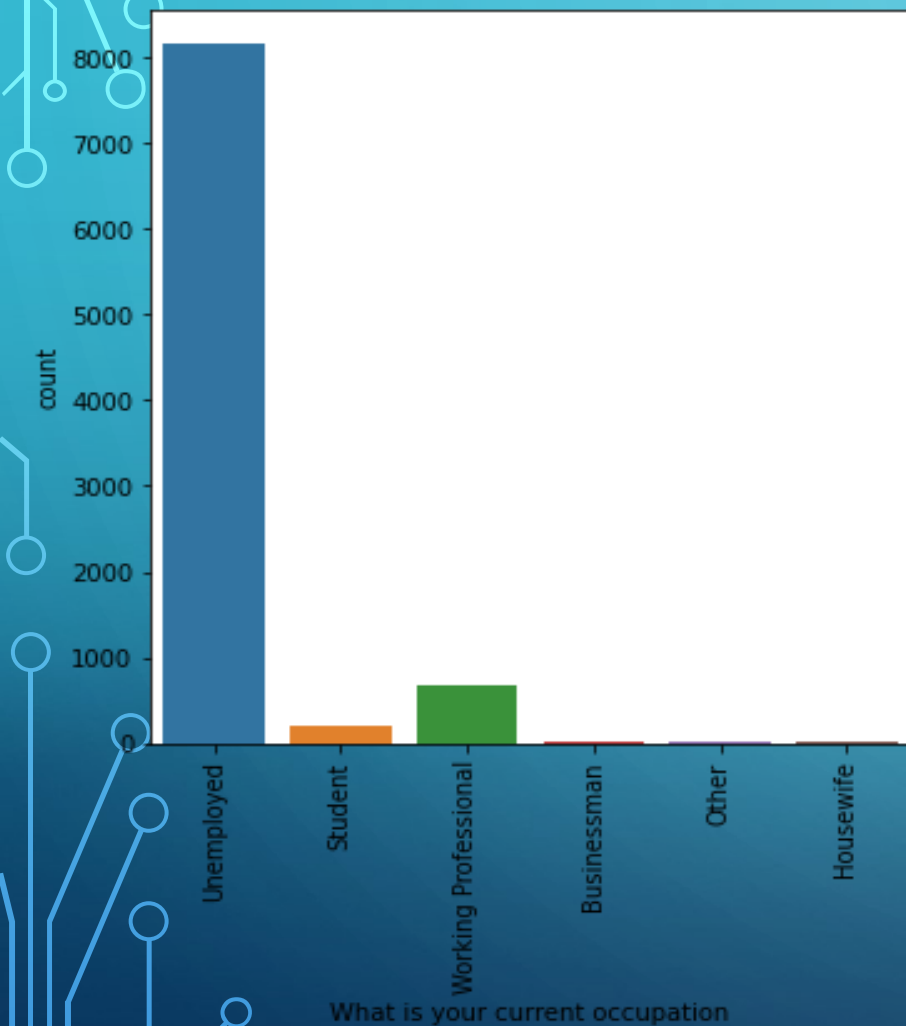
TAGS



After clubbing smaller categories to Ringing and other Tags, the 'Will revert after reading the mail' still contributes the most to the tag column. It is the category that contain a high number of converted leads (around 2550).

Current Working Occupation

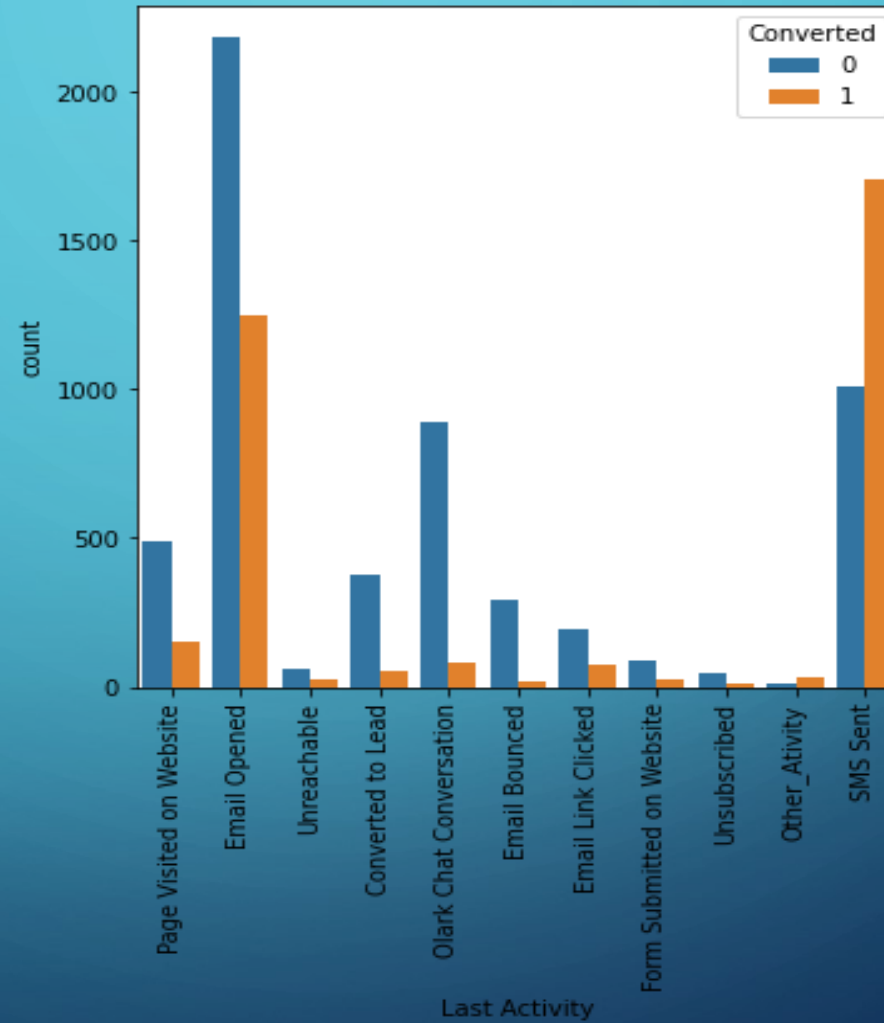
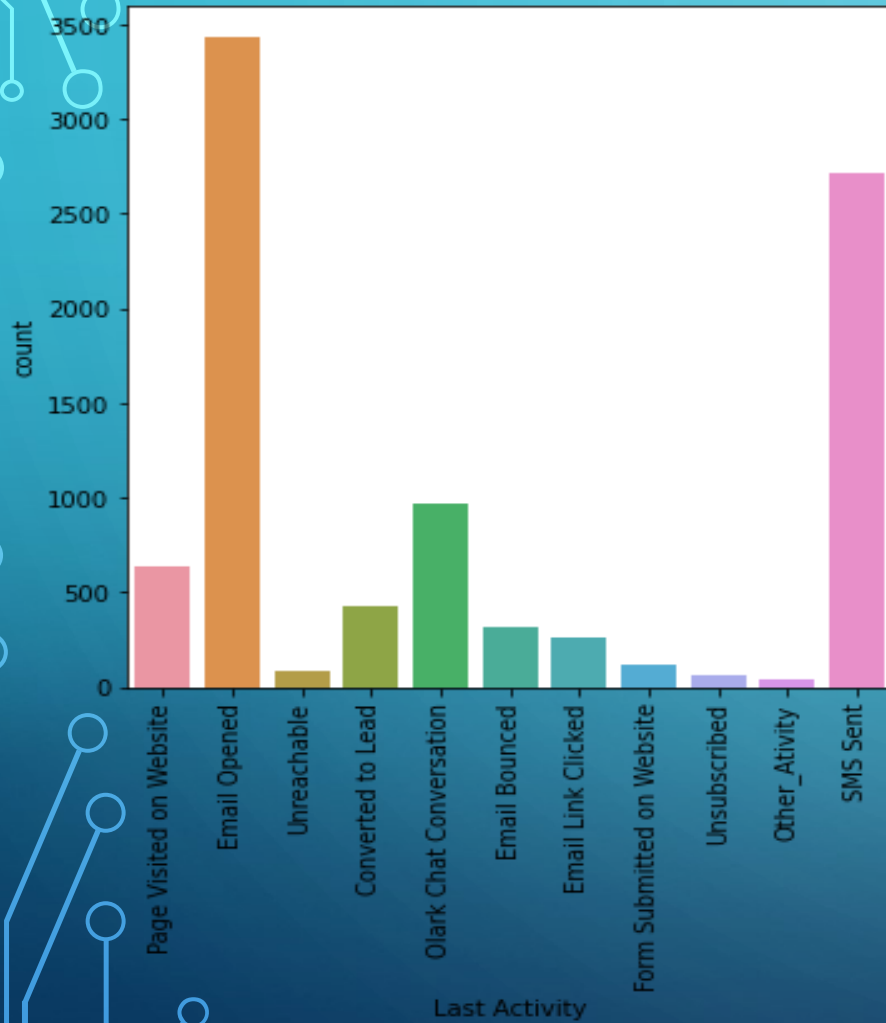
Most of the leads beyond to the Unemployed Category, followed by Working Professional and Students. Converted lead mainly comes from the Unemployed and the Working Professional. In the Working Professionals category, the converted leads outweigh the non-converted ones.



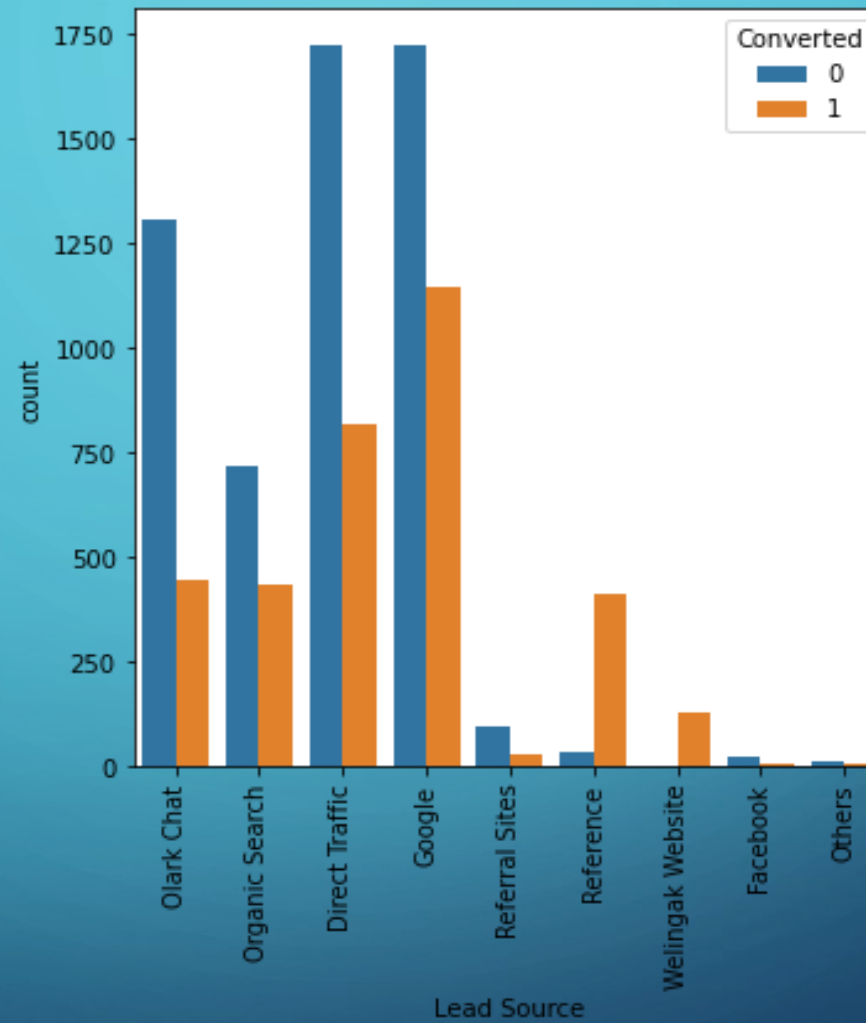
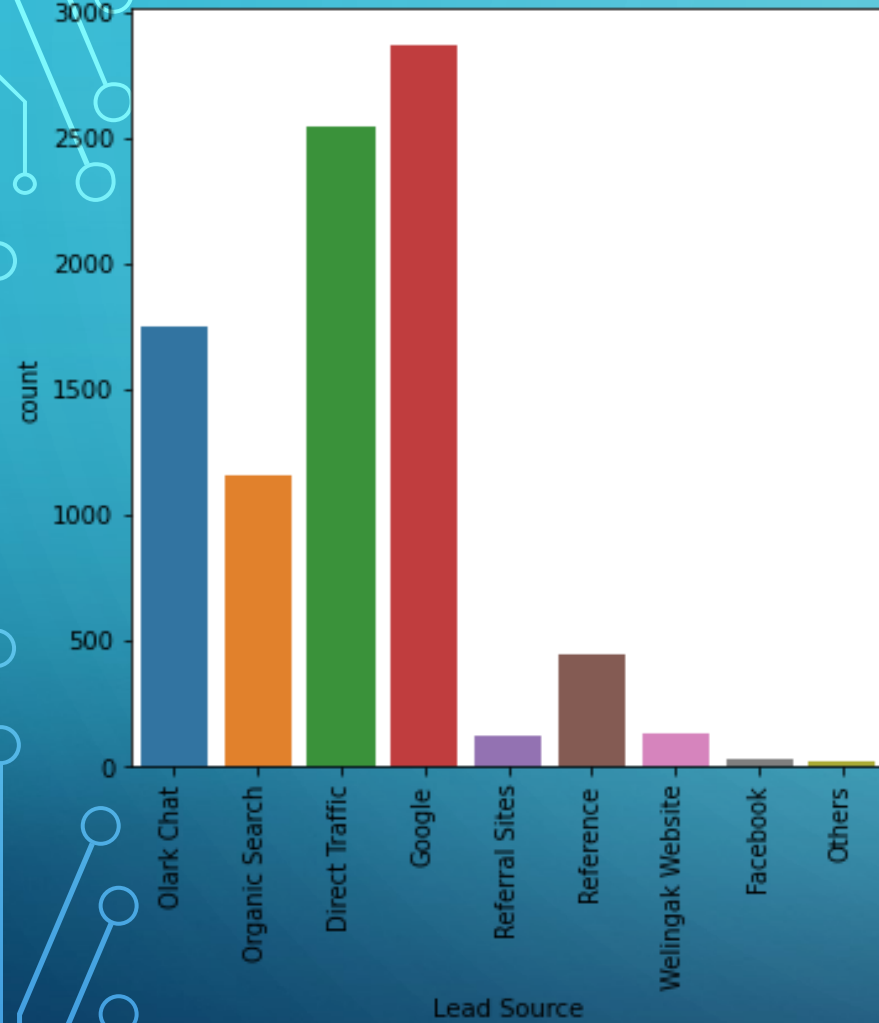
Last Activity

Emailed Opened, SMS sent and Olark Chat Conversation were the major source of Last Activity.

SMS Sent has the highest number of Converted (a little less than 1550) and outweigh the non Converted (around 1000), followed by Email Opened (converted leads around 1250).

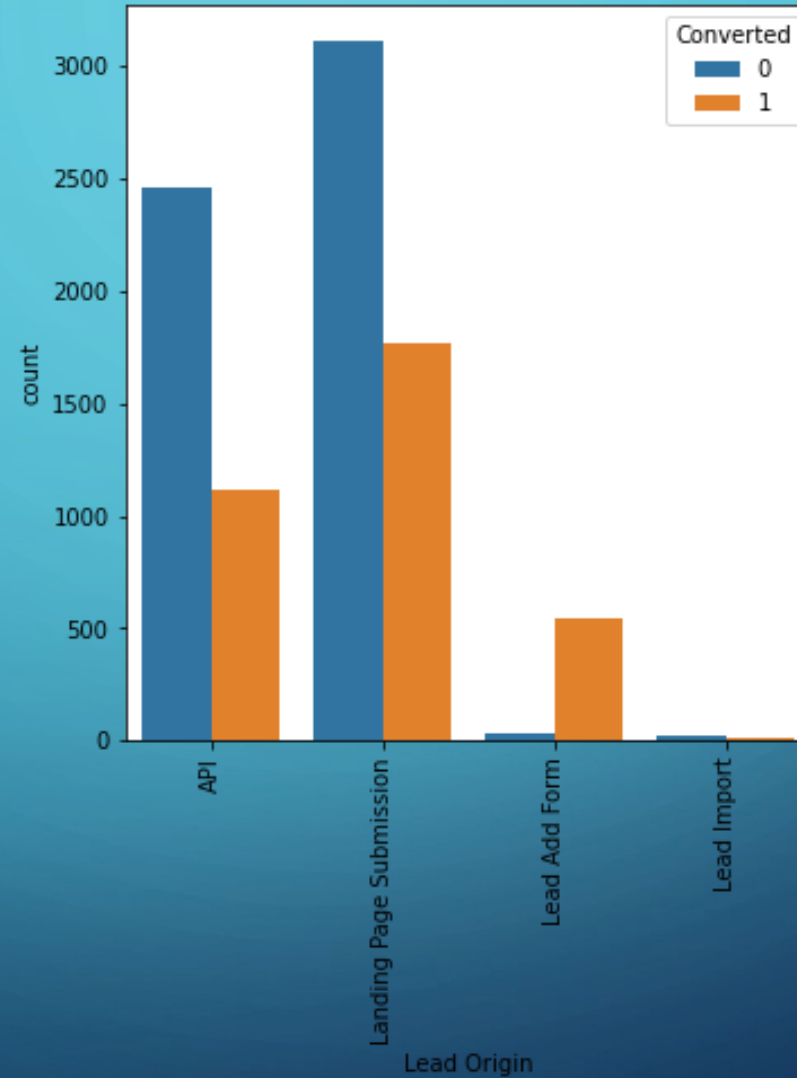
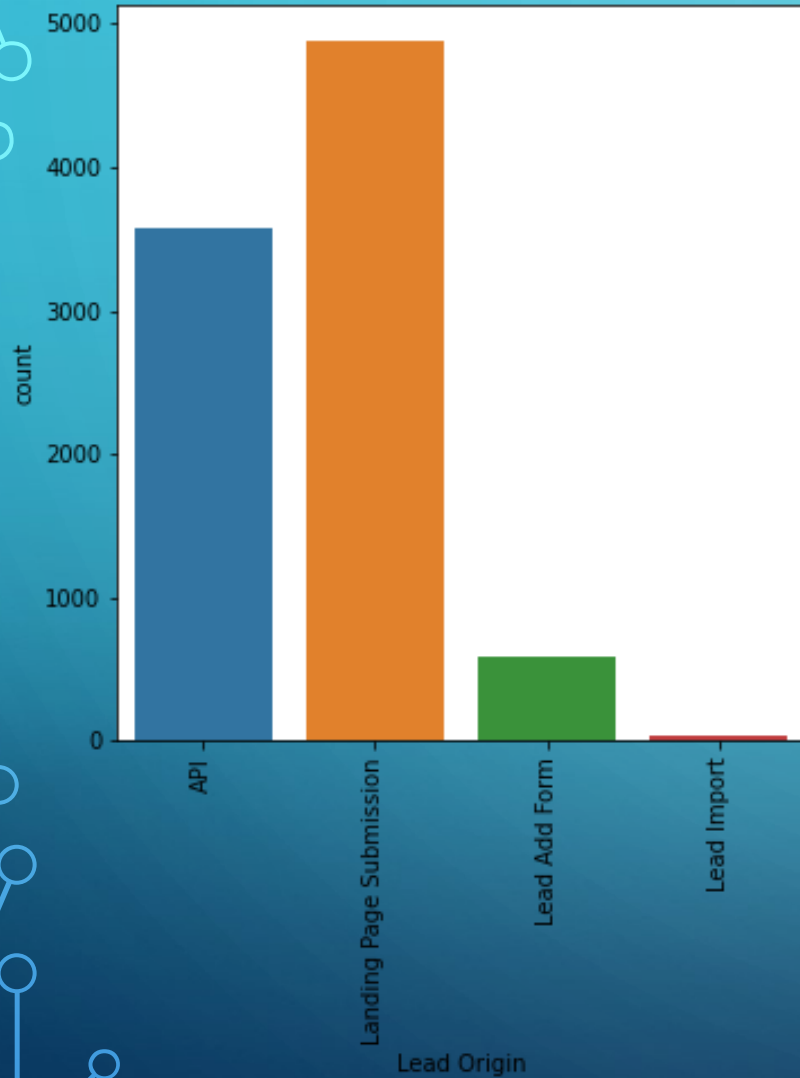


Lead Source



The top Lead Source comes from Google (almost 3000), Direct Traffic around (2510) and Olark Chat (a little less than 2000) respectively. Most of the converted leads comes from Google and Direct Traffic and the non-converted comes mainly from Google, Direct Traffic and Olark Chart.

Lead Origin



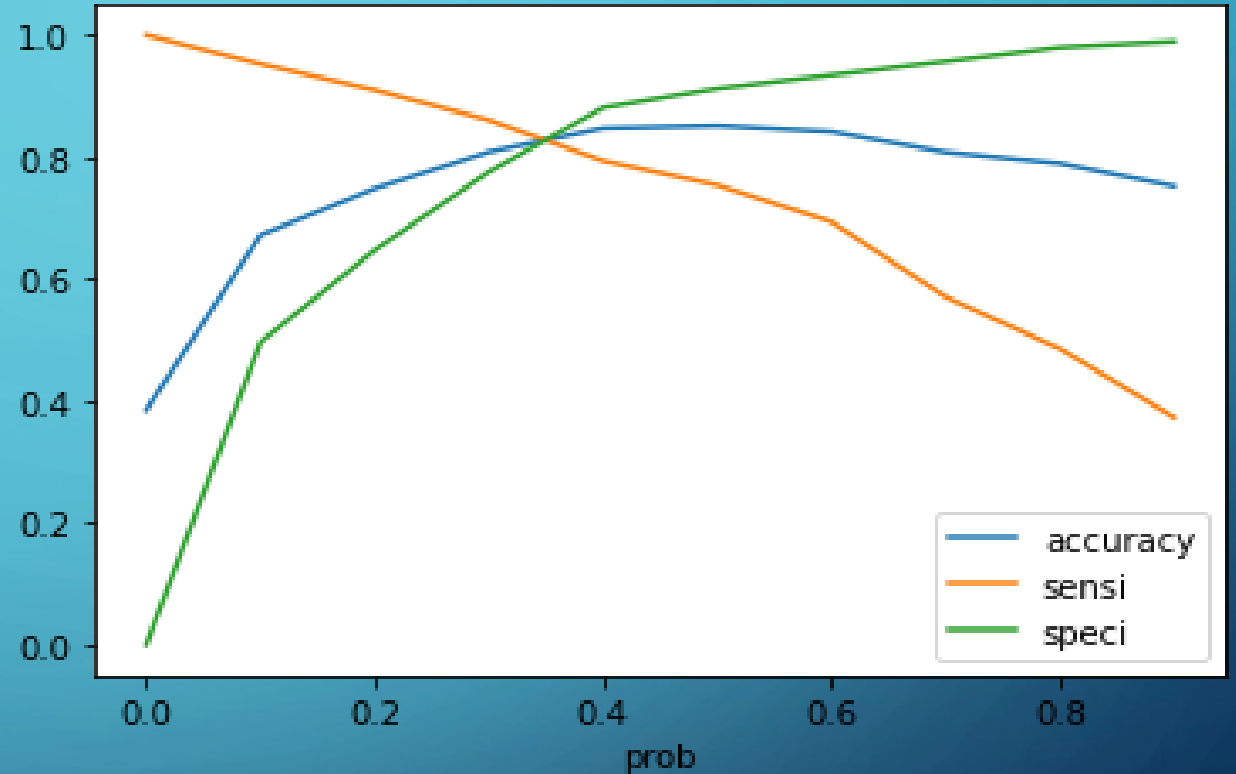
The Landing Page Submission contributes the most to the Lead Origin (almost 5000), followed by API (around 3750), Lead Add Form and Lead Import (both less than 600).

The converted mostly comes from Landing Page Submission, followed by API and the Lead Add Form. The not converted also comes mainly from Landing Page Submission, followed by API.

OVERALL FINDINGS

Total Time Spent on Website
Lead Origin_Lead Import
Source_Olark Chat
Source_Reference
Source_Welingak Website
Occupation_Unemployed
Occupation_Working Professional
Specialization_Marketing Management
Tags_Will revert after reading the email
Last Notable Activity_SMS Sent
Last Activity_Converted to Lead
Last Activity_Email Bounced
Last Activity_Olark Chat Conversation

Final Predictor Variables determined by
the Model For Converted Leads



The Cut off point is 0.35 as determined by the ROC curve of accuracy, sensitivity and specificity. Hence those with lead score greater than 35 have potential of becoming hot leads. So for the company to obtain 80% conversion, they should target those leads that have 35% probability of becoming hot leads.

RESULTS & CONCLUSION

- While we have checked both Sensitivity-Specificity as well as Precision and Recall Metrics, we have considered the optimal cut off based on Sensitivity and Specificity for calculating the final prediction.
- Also the lead score calculated in the trained set of data shows the conversion rate on the final predicted model is around 80% Hence overall this model seems to be good.
- All the marketing campaigns have resulted redundant as all the advertising variable have not contributed to lead conversion.
- Company has to use its advertising strategies in future to gain more conversions.
- *Important features responsible for good conversion rate or the ones' which contributes more towards the probability of a lead getting converted are :*
 - **Total Time Spent on the Website**
 - **Lead Source**
 - **Current Occupation**

RECOMMENDATION

- Company should change it's advertisement strategies to reach out to its potential clients.
- They should target students and working professionals heavily as they are the main sources of Hot leads.
- Most of the Lead Source comes from Google and Direct Traffic.
Advertisements should be directed in those areas. The Marketing team should focus more on the The Landing Page Submission , API and Lead Add Form.
- Company should target those leads with lead score of greater than 35 to obtain 80 % conversion.

The image features a blue gradient background with white circuit-like lines in the corners. These lines consist of straight segments and small circles, resembling a stylized electronic circuit. They are located in the top-left, top-right, bottom-left, and bottom-right corners.

THANK YOU