Summary: Lead Scoring Case Study

Goal: Improve lead conversion rate to 80%.

Data:

- Many leads, few conversions.
- Most leads from India, Mumbai.
- Missing data in some columns ("Select").

Insights:

- High website visits & time spent increase conversion chances.
- The leads from Better Career Prospects, specialising from Finance Management have taken up the course.
- HR, Finance & Marketing management leads are more likely to convert.
- Email opened & checked by leads have high probability of conversion.
- Sending SMS (campaign) will also help in the result we expect.
- Unemployed leads require focus i.e. they should be targeted more.

Model:

- Logistic regression achieves ~80% accuracy on both train & test data.
- 369 "Hot Leads" identified for contact with high conversion potential.

Key Model Features:

- Total Visits
- Total Time Spent on Website
- Lead Source (Website, Reference, etc.)
- Current Occupation
- Last Activity & Notable Activity

Conclusion:

- Model successfully predicts leads with high conversion potential.
- Targeting "Hot Leads" (369) can significantly improve conversion rate.
- Focus on improving engagement via email, talking to Last notable Activity better outreach.

Next Steps:

- Monitor model performance and update as needed.
- Investigate features influencing model results.
- Implement strategies to engage and convert specific lead segments.