Lead Case Study

SUBJECT: X EDUCATION LEAD CONVERSION ANALYSIS

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Problem Statement

X Education gets a lots of Leads through Marketing and Referrals. But the conversion rate of these leads to take a course is very poor. The typical lead conversion rate at X education is around 30%. Company wants us 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%.

Data visualisation

After initial analysis and data preparation the data is very huge that manually identifying each variables and categorical variables are very much time consuming. So, initially viewing which of these variables are highly correlated with target variable (Converted). The below variables are very highly correlated to the target variable

- ❑ Total Time Spent on Website
- ❑ Lead Origin
- ❑ Lead Source
- ❑ Last Activity
- ❑ What is your current occupation
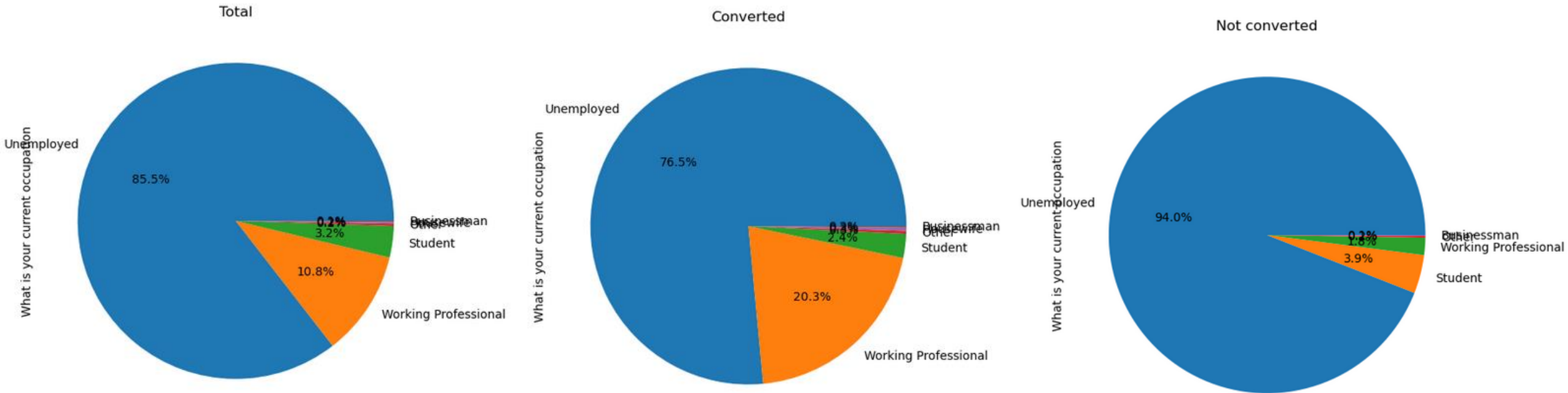- ❑ What matters most to you in choosing a course
- ❑ Tags

Plotting Lead Origin
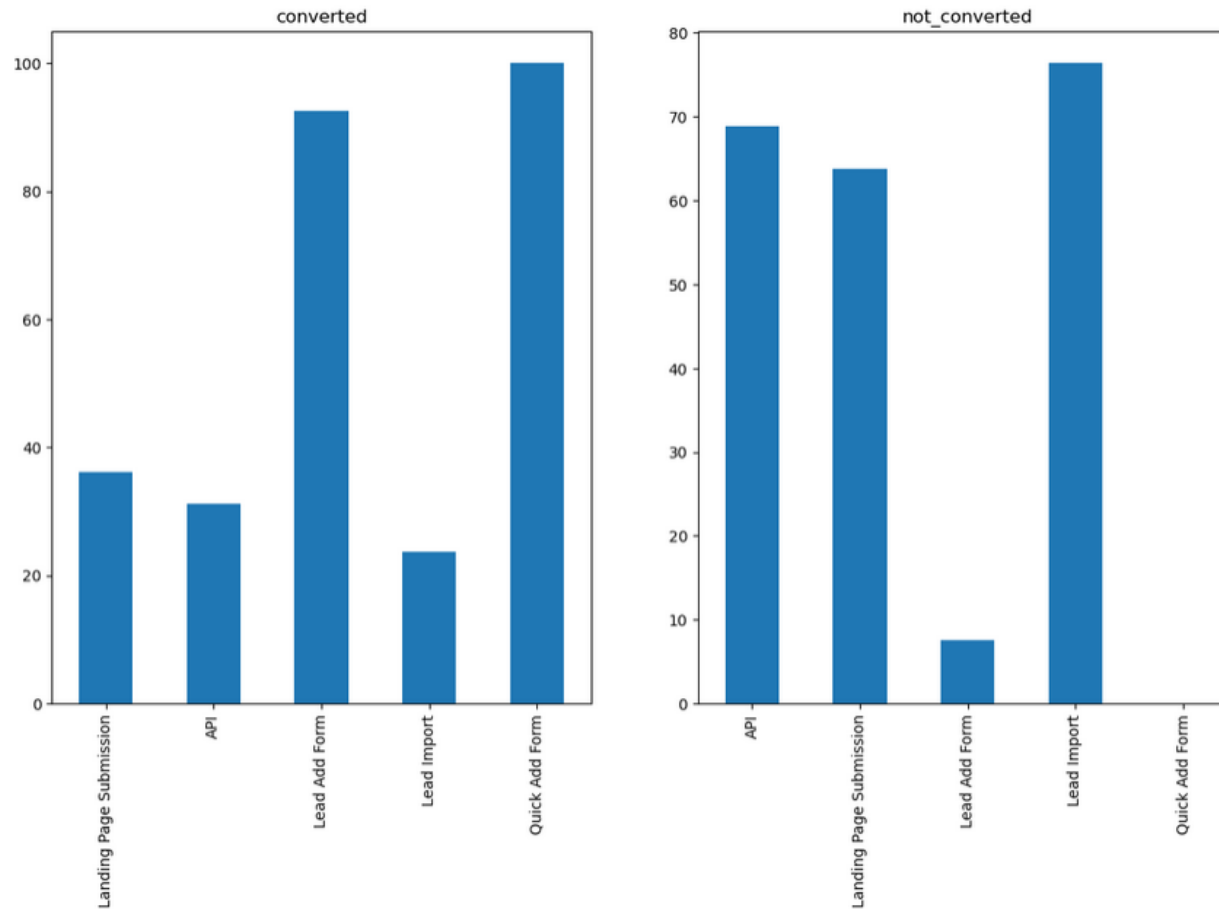
Inferences:
- Lead origin from Quick add forum and Lead add forum is very high likely to get converted.
- Lead origin from Landing page submission, API and Lead import is unlikely to get converted.

Plotting Occupation

Inferences:

- Unemployed is the highest number in leads and working professionals are the second highest.
- Working profesionals are very highly converted.

Plotting Last activity

Inferences:
- Last activity of both converted and not converted are majority in Email opened and SMS sent
- If the last activity is in OLark chat or page visited, they are unlikely to get converted. .
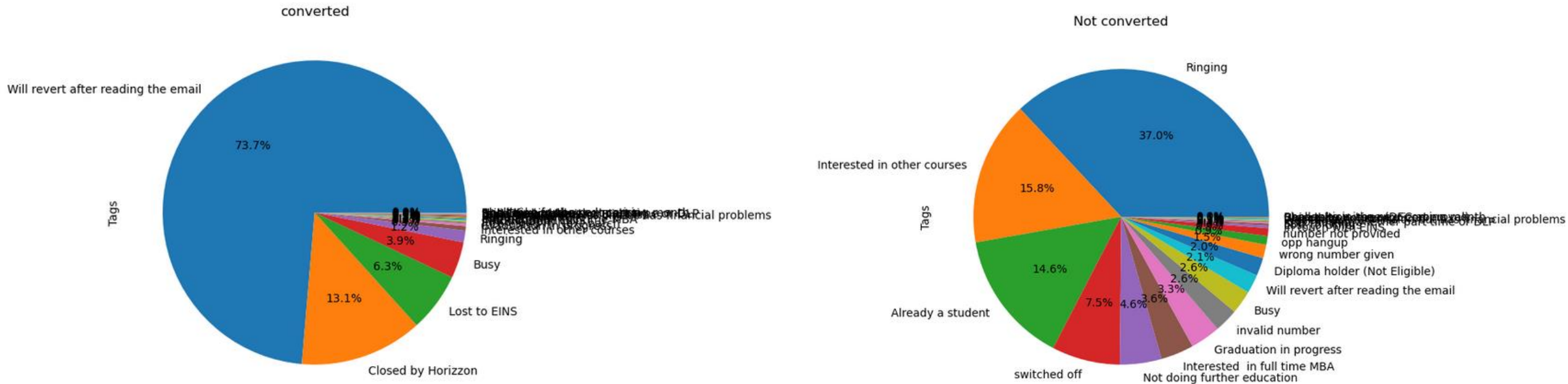
Plotting Last activity
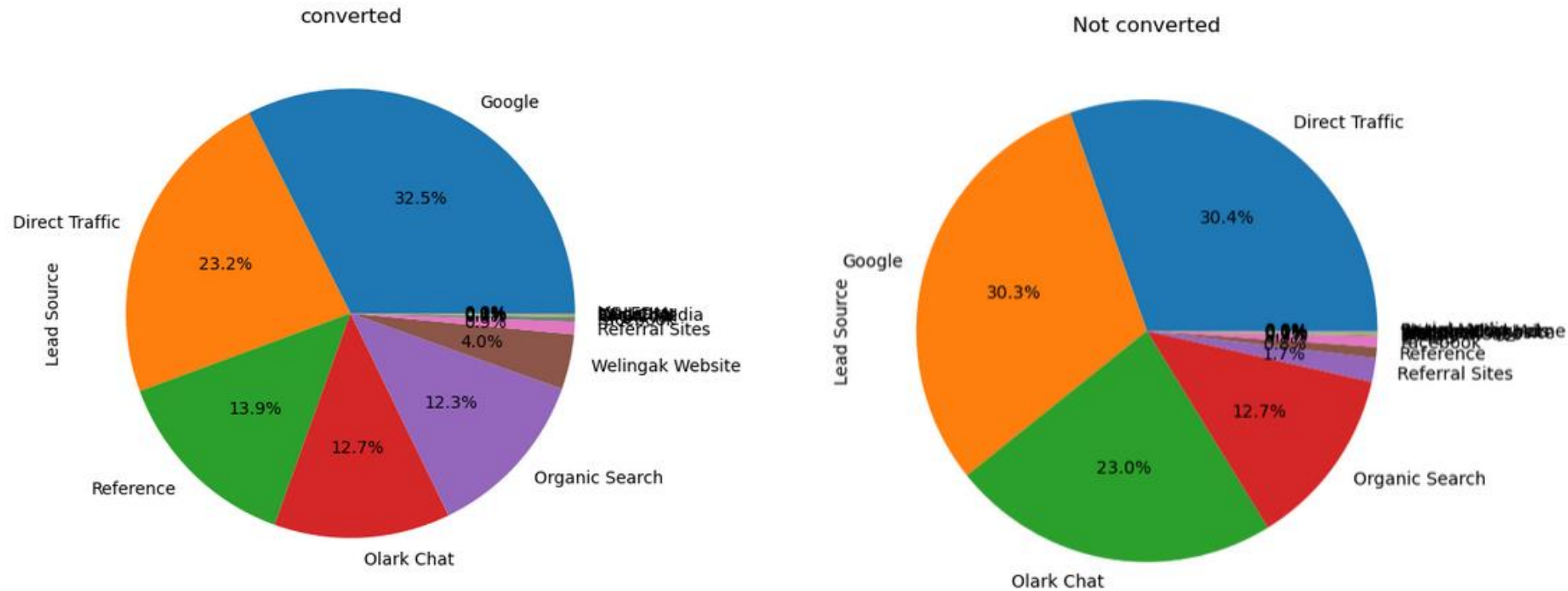
Inferences:
- Lead source through reference is very high likely to get converted

Plotting Last activity

Inferences:
- Closed by horizon and will revert after mail are most likely to get converted compared to other tags.

Final model

Metric	Train	Test
Accuracy	0.936	0.928
Specificity	0.947	0.936
Sensitivity	0.919	0.916

Model shows very good Accuracy, Specificity and Sensitivity in Test and train set consistently.

Inferences from the Final Model

❑ People who are likely to get converted considerably more time in website.

❑ Leads without a diploma is very unlikely to get converted.

❑ Tags closed by horizon is providing high numbers of conversion.

❑ Leads interested in full time courses are unlikely to convert.

❑ Lead sources from wellingak website is very likely to convert.

❑ Leads who has not given contact number or given wrong numbers are very unlikely to convert.

Conclusion

❑Company should focus on more likely convertible leads as per the analysis and Lead score for ensuring more effective conversion and also concentrate on the tags for understanding more on the Leads expectation.

❑Company should not invest more time and resources on Leads who provide Wrong number or no number. And also on leads without a diploma.

❑Concentrate on Leads who spend more time on website and also provide email response