

LEAD SCORING CASE STUDY

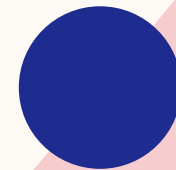
AYAN GHOSH

AGENDA

Introduction

Analysis

Summary



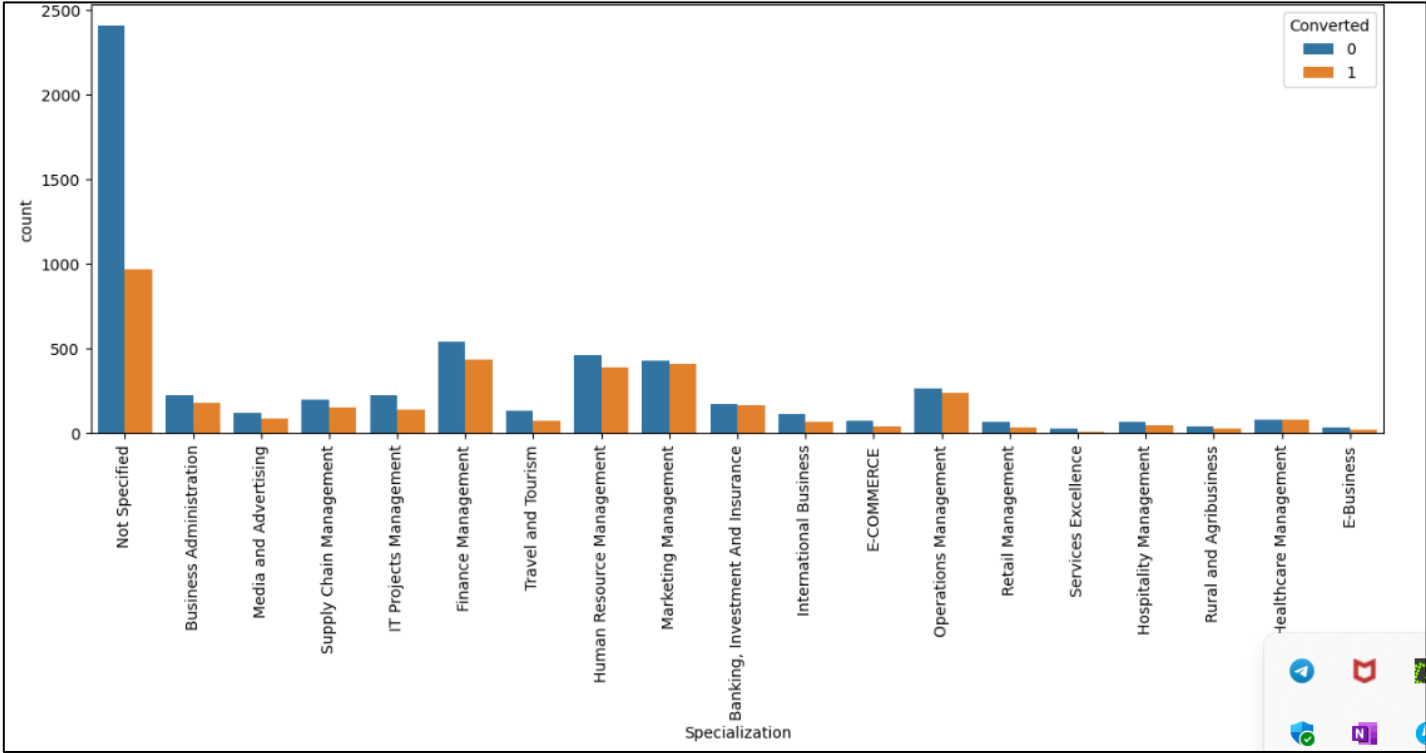
INTRODUCTION

- ❑ To analyze the important variables at each step.
- ❑ To understand indepth meaning of visual analysis of these variables.

Specialization Variable Analysis-1

WE SEE THAT SPECIALIZATION WITH MANAGEMENT IN THEM HAVE HIGHER NUMBER OF LEADS AS WELL AS LEADS CONVERTED. SO THIS IS DEFINITELY A SIGNIFICANT VARIABLE AND SHOULD NOT BE DROPPED.

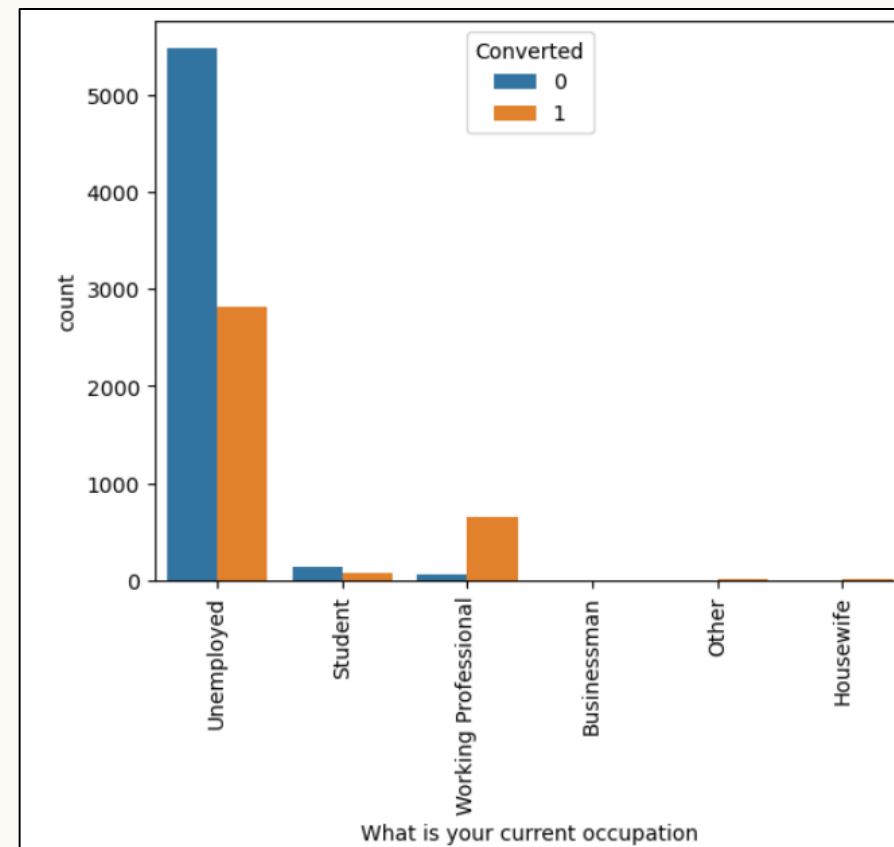
Graphical view.



Specialization Variable Analysis -2

1. WORKING PROFESSIONALS GOING FOR THE COURSE HAVE HIGH CHANCES OF JOINING IT.
2. UNEMPLOYED LEADS ARE THE MOST IN TERMS OF NUMBERS.

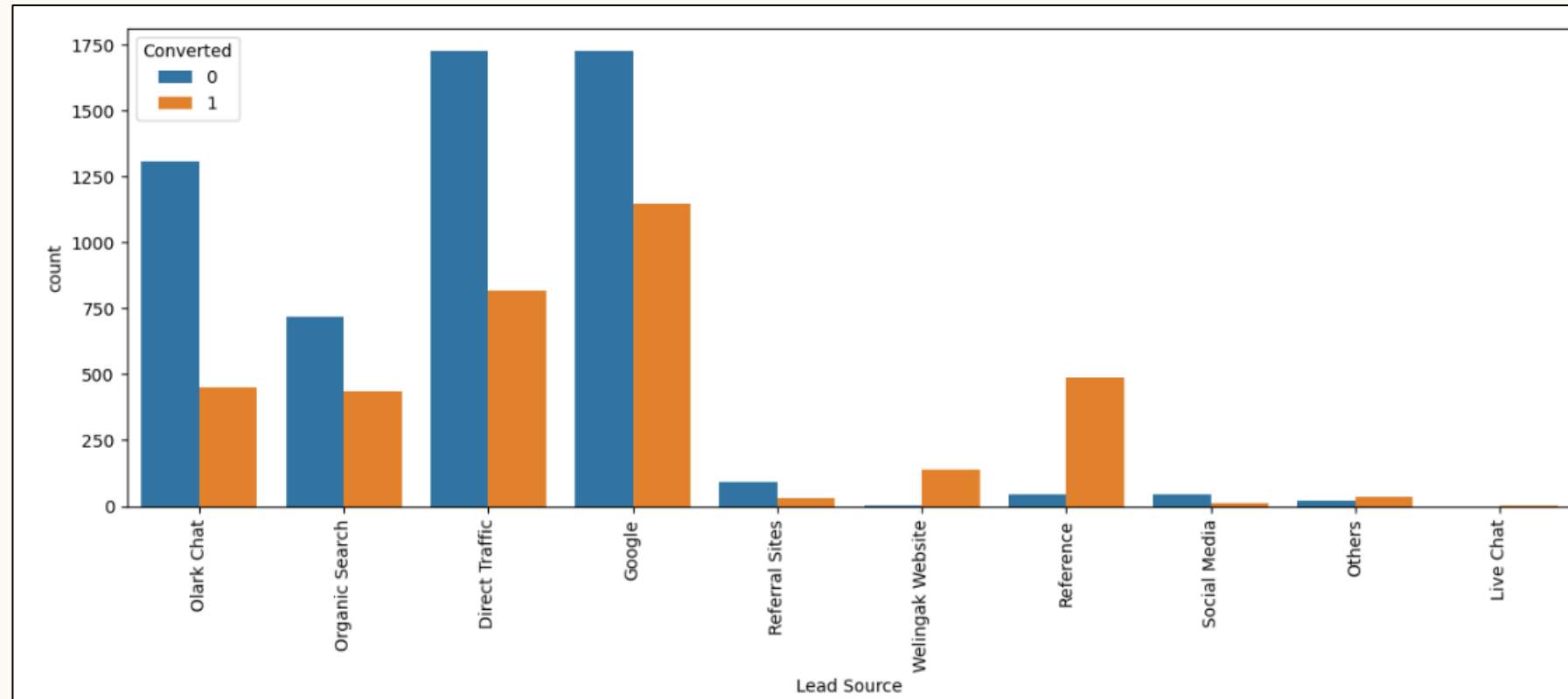
Graphical view.



Lead Source Variable Analysis

1. MAXIMUM NUMBER OF LEADS ARE GENERATED BY GOOGLE AND DIRECT TRAFFIC.
2. CONVERSION RATE OF REFERENCE LEADS AND LEADS THROUGH WELINGAK WEBSITE IS HIGH.

Graphical view.

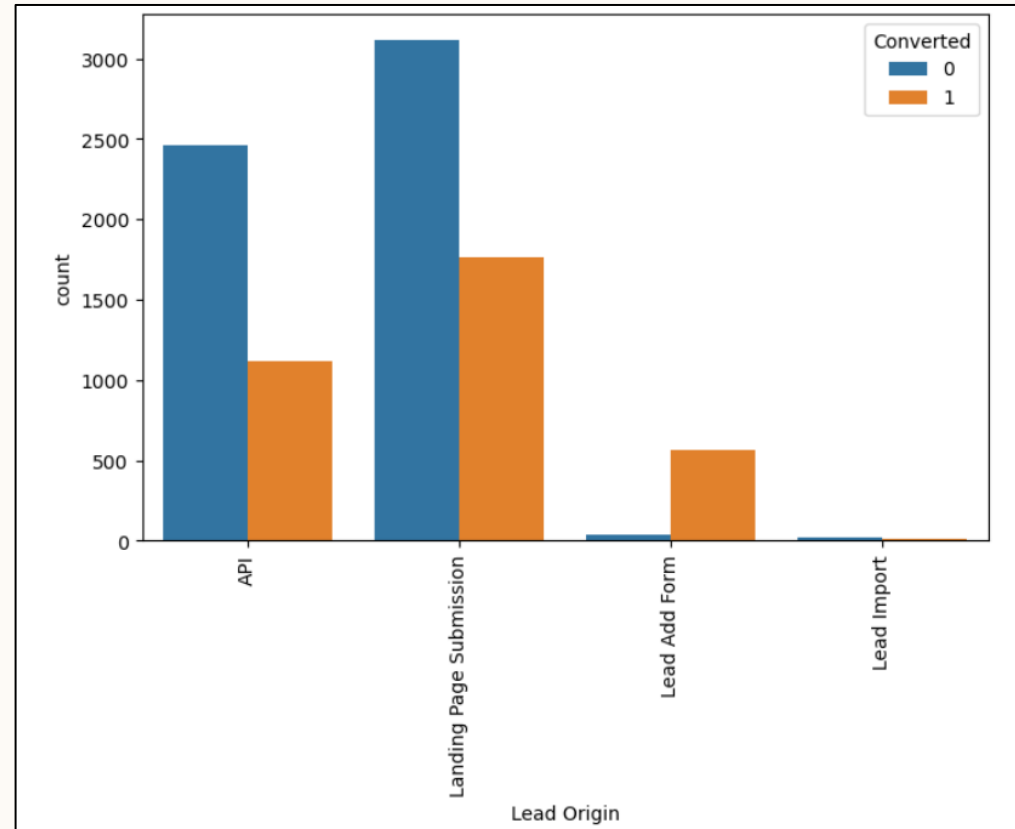


Lead Origin Variable Analysis

7

1. API AND LANDING PAGE SUBMISSION BRINGS HIGHER NUMBER OF LEADS AND THEIR CONVERSION.
2. LEAD ADD FORM HAS A VERY HIGH CONVERSION RATE BUT COUNT OF LEAD IS NOT VERY HIGH.
3. LEAD IMPORT AND QUICK ADD FORM GET VERY FEW LEADS.
4. IN ORDER TO IMPROVE OVERALL LEAD CONVERSION RATE, WE HAVE TO IMPROVE LEAD CONVERSION RATE OF API AND LANDING PAGE SUBMISSION ORIGIN AND GENERATE MORE LEADS FROM LEAD ADD FORM.

Graphical view.



Influence Of Numeric Variable

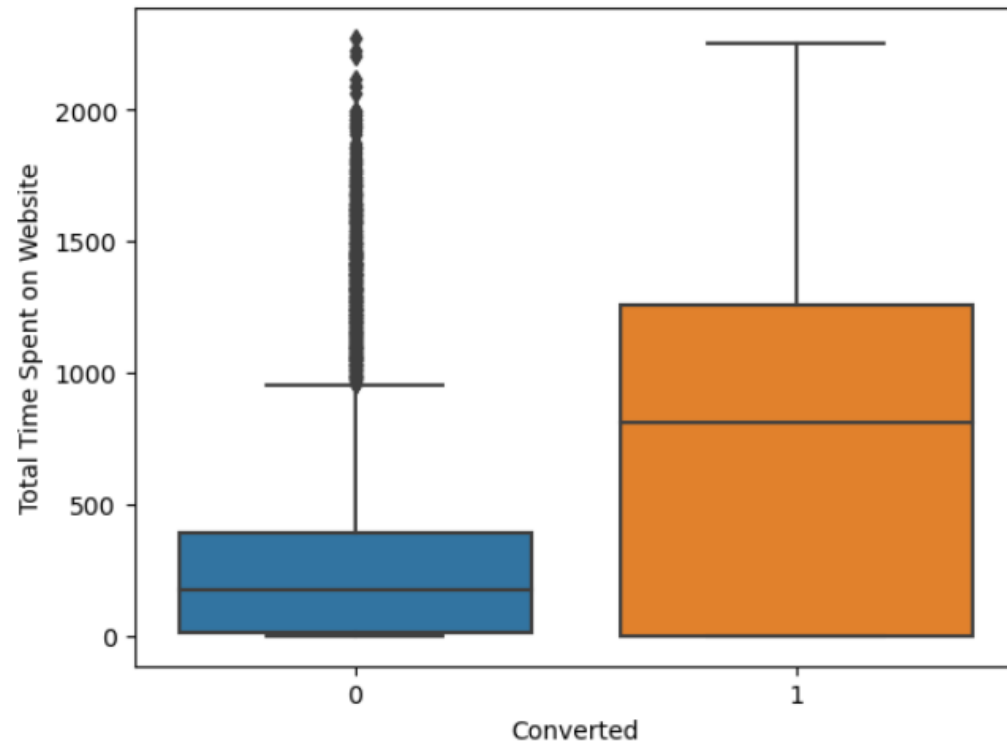
8

1. CHECKING BEHAVIOR OF 'TOTAL TIME SPENT ON WEBSITE' VS 'CONVERTED' VARIABLE. IT SEEMS THAT SPENDING MORE TIME ON WEBSITES GENERATE A POSITIVE CHANCE FOR LEAD GETTING CONVERTED.
2. WEBSITE SHOULD BE DESIGNED AS MORE ENGAGING TO GENERATE A POSITIVE CHANCE OF LEAD GETTING CONVERTED.

Graphical view.

```
#checking Spread of "Total Time Spent on Website" vs Converted variable
```

```
sns.boxplot(x=leads.Converted, y=leads['Total Time Spent on Website'])  
plt.show()
```



MEET OUR TEAM



AYAN GHOSH

Self

AREAS OF FOCUS

LEAD SOURCE VARIABLE

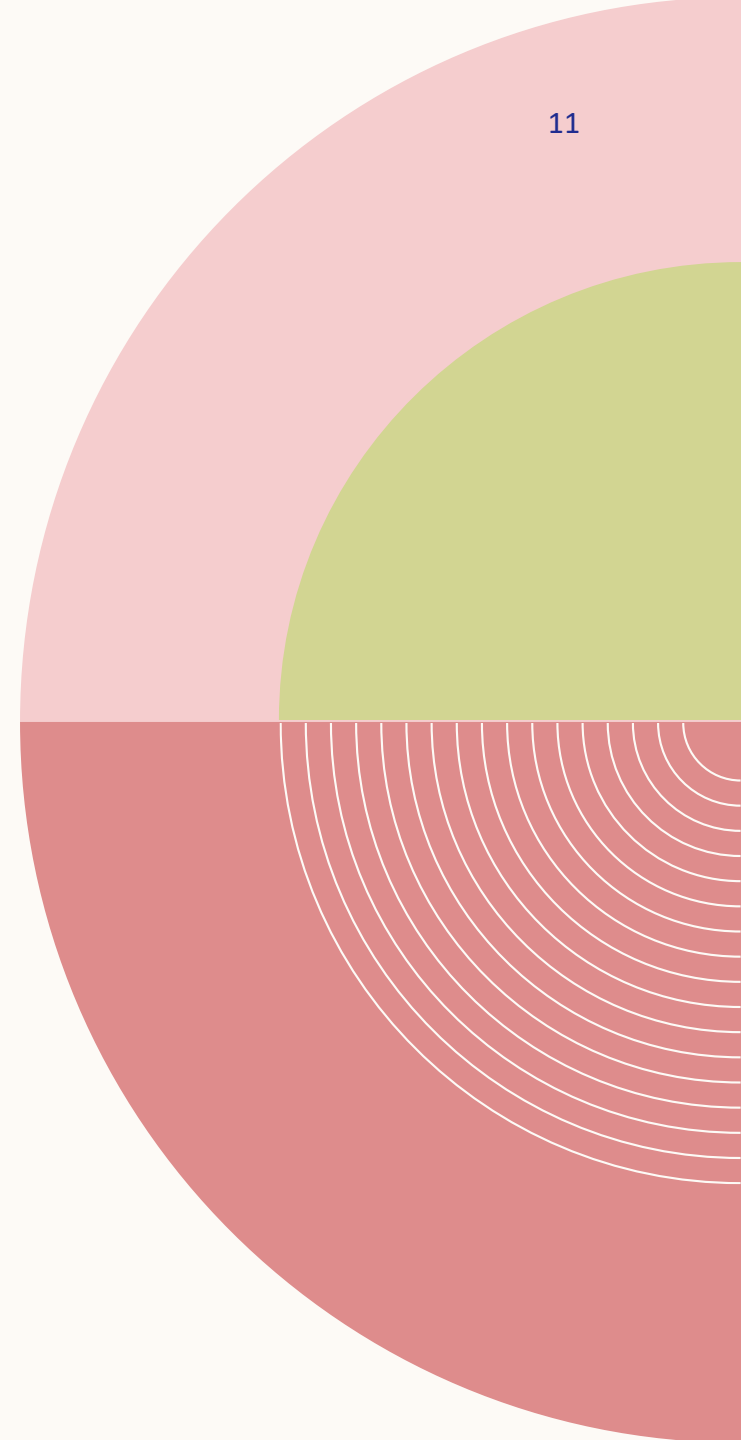
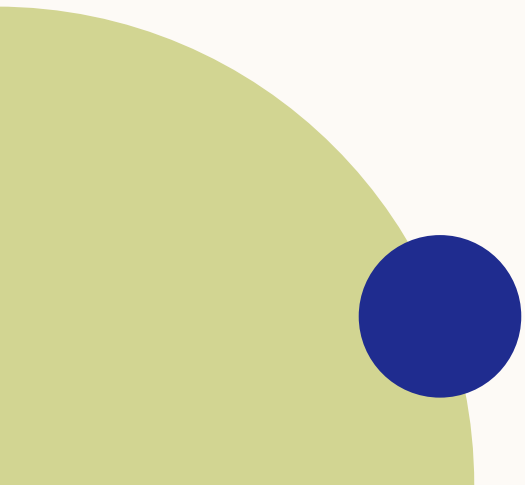
- Maximum number of leads are generated by Google and direct traffic.
- Conversion rate of reference lead and leads through welingak website is high.
- To improve overall lead conversion rate, focus should be on improving lead conversion of olark chat, organic search, direct traffic, Google leads and generate more leads from reference and welingak website.

LEAD ORIGIN VARIABLE

- API and Landing pages bring higher number of leads and also conversions.
- Lead Add form has a very high conversion rate but count of lead is not very high.
- Lead import and Quick Add Form get a very few lead.
- In order to improve overall lead conversion rate, we have to improve lead conversion rate of API and Landing Page Submission origin and generate more leads from Lead Add Form.

SUMMARY

There is a separate summary report prepared for this whole topic with all features to be considered while contacting a lead and demonstrating about curriculum vitae offered by our organization.





THANK YOU

Ayan Ghosh

ayanghosh2009@gmail.com

www.Upgrad.com