



LEAD SCORING CASE STUDY

TEAM MEMBERS

Rishika Bansal, Sarthak Verma, Sai Vishal Kannan

PROBLEM STATEMENT

- An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.
- The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals
- X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted.
- To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'.
- If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

APPROACH

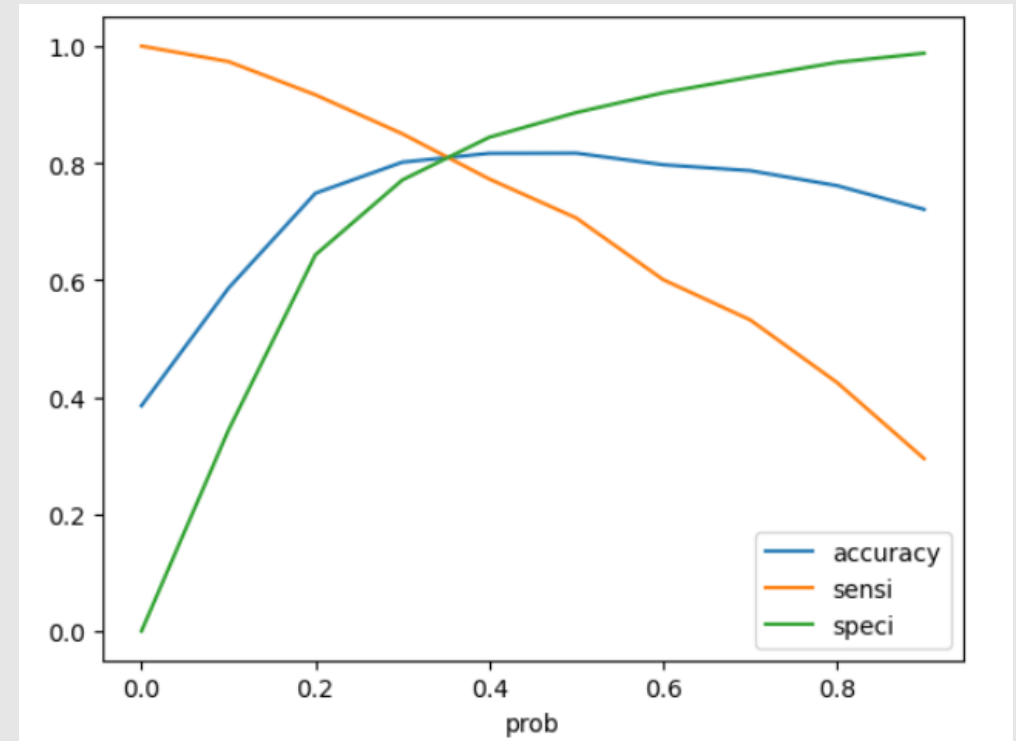
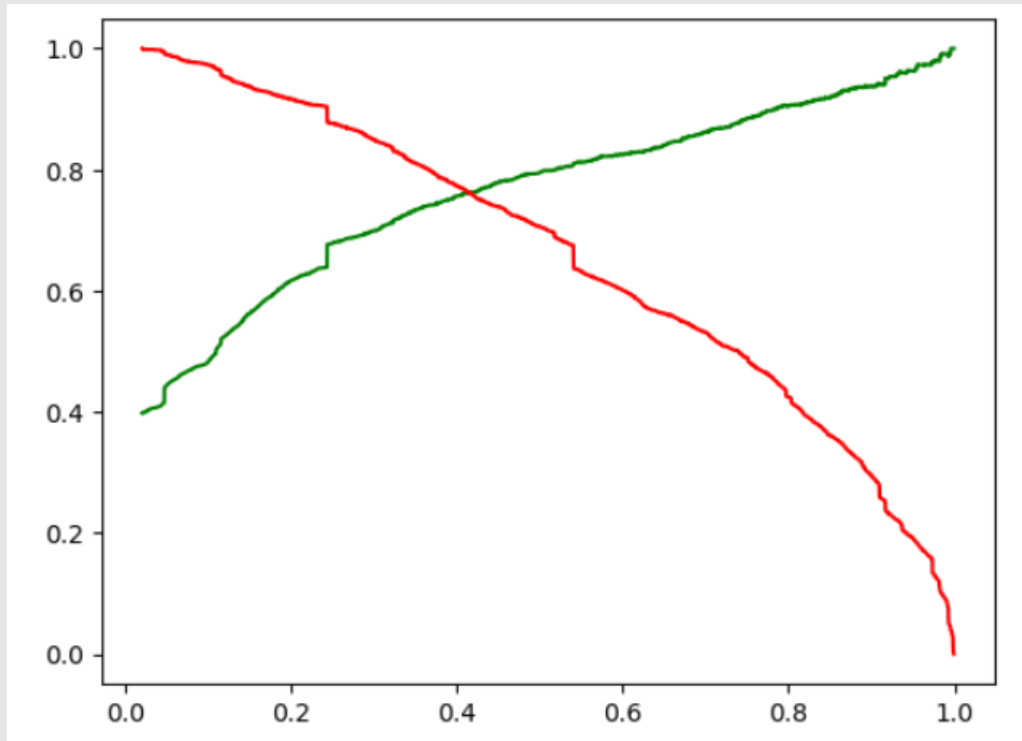
- ✓ Reading Data
- ✓ Cleaning Data
- ✓ EDA
- ✓ Creating Dummy
- ✓ Splitting data into train and test set
- ✓ Building Model
- ✓ Making Predictions
- ✓ Model Evaluation
- ✓ ROC Curve
- ✓ Prediction on test set
- ✓ Precision- Recall

DATA CLEANING & ANALYSIS

- Dropped a few columns with missing values, etc. to retain the remaining 98.20% rows.
- Analysing & plotting different column variables to get a better inference on conversion factor as well as data entry values.
- Following below steps for data preparation:
 - Converting binary variables to 1/0
 - Creating Dummy variables for the categorical features
 - Splitting the data into train and test set (70:30 ratio)
 - Scaling the features

MODEL EVALUATION & ROC CURVE

- 0.41 is the tradeoff between Precision and Recall.
- Accuracy at 41% precision & recall is 81.09%



BUSINESS RECOMMENDATIONS

1. The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
2. The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.
3. The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.
4. The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.

CONCLUSIONS

- The conversion rate is 30-35% (close to average) for API and Landing page submission.
- The lead origin is Landing page Submission
- Leads who spent more time on website, more likely to convert.
- Most common last activity is email opened.
- Max conversion with working professional.
- The lead source is Direct Traffic & Google

THANK YOU