LEAD SCORE CASE STUDY

PROBLEM STATEMENT

- A company named X education sells online courses to professionals. Company markets the product via LinkedIn, google etc.…
- Once a professional lands on website, they can watch videos, browse courses and fill up the form.
- Those who fills the form providing contact details such as email address and mobile number are considered as leads.
- Once the leads are found, the sales team contact the leads via mail or calls.
- At present, the lead conversion rate is 30%

GOAL:

- Company needs to identify the Hot leads.
- Company needs a model with high lead count as well as high conversion rate
- The expected conversion rate is 80%

APPROACH

1. Data Cleaning and Imputing missing values
2. Exploratory data analysis
3. Feature scaling and Dummy variable creation
4. Logistic regression model building
5. Model evaluation
6. Conclusion

STEPS

- Data Cleaning: Read data, convert the data into suitable format, Remove duplicates and impute missing values
- Splitting Data and Feature Scaling: Split the data into test and train. Feature scaling for numerical variables
- Model Building: Feature selection using RFE, VIF, p-value. Find the optimal model using logistic regression
- Result: Determine the lead score check if the prediction satisfies the 80%+ conversion rate. Evaluate final prediction

THANK YOU