

## *X Education Lead Score – Summary*

X Education wants to score the individuals between 0 to 100, based on which has higher chance to get converted from a lead to customer. We performed comprehensive data cleaning in columns like Occupation and profession to deal with “NULL” and “Select”. Numeric column with high skewness we remove the outliers from the upper limit using 3-sigma variance. Performed EDA on the raw data to understand the relationship between the variables and conversion. Also, most of the data is categorical in nature, so we are dealing in frequencies or counts to understand the underlying patterns in it. After preparing data we have built a logistic regression model to predict the probabilistic score for the leads and classifying them into the categories based on threshold value. To reach the final model we used RFE to decide the minimum set of variables required to build at start, and then using VIF scores  $> 4$  and if p-value of coefficients  $> 0.05$  in model summary, we kept on removing those variables to make the final model without any inter-correlation or insignificant factors.

**Model Results:** 80% Accuracy and, around 80% sensitivity and specificity on both the train and test sets. It suggests that the model is not overfitting and robust enough. We can predict 80% of the overall conversion correctly and around 500 people has more than 75% chance to get converted which we recommended as ‘Hot Leads’

### **Recommendations from the analysis:**

- Focus on quality content, as consumers spending more time on website has higher chance to get converted. More engaging the content, better the results
- Calls Improve conversion, and on top of that leads coming from chatbots if engaged on calls get more likely to get converted.
- Making calls to working professional, especially in ‘Finance’ and ‘Marketing’ has more likeliness to be converted.
- Sending SMS to leads has positive relation towards conversion, can be used as good marketing strategy.
- Company’s focus on countries other than Saudi Arabia can have better conversion rate.
- Olark Chat is not promising for conversion, we can either remove that or shift to other chatbots for better conversion rates.
- The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.
- 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.

If company can make the interaction with the leads more streamlined using chats or SMS and adding quick forms to get fast subscription from the links will improve the business. At last, website’s content is the winner which will make or break the customer lead, that should be the utmost priority to keep it relevant.