Executive Summary of Lead Scoring Case Study

X Education, an online education platform catering to industry professionals, faced challenges with a lead conversion rate of around 30%. Through rigorous preprocessing and model building, Logistic Regression Model - 4 emerged as the final model, emphasizing variables like 'Lead Origin_Lead Add Form,' 'Current_Occupation_Working Professional,' and 'Total Time Spent on Website.' The top three influencers for lead conversion highlighted the importance of lead origin, occupation, and website engagement.

Recommendations were derived from these findings:

1. Prioritize features with high conversion rates, such as 'Lead Origin_Lead Add Form,' 'Current_Occupation_Working Professional,' and 'Total Time Spent on Website,' in lead generation efforts.
2. Aggressively target working professionals for higher conversion, given their higher probability and better financial situations.
3. Incentivize referral leads from old customers to boost the conversion rate.
4. Increase media usage frequency, like Google ads or email campaigns, for improved efficiency.
5. Focus efforts on leads with 'Last Activity' as 'SMS Sent' or 'Email Opened' for higher conversion rates.
6. Enhance user experience by analyzing customer behavior on the website, creating engaging content, and ensuring user-friendly navigation.

7. Tailor course offerings and marketing campaigns based on popular specializations, like Marketing Management and HR Management, to attract and retain customers in those fields.

These recommendations aim to optimize lead conversion and guide strategic efforts to meet X Education's business goals.