

Lead Scoring Case Study

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Problem Statement

- An education company named X Education sells online courses to industry professionals.
- 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.
- When these people fill up a form providing their email address or phone number, they are classified to be a lead.
- Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.
- 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.

Business Overview

- To identify most promising Leads
- Build a model to identify the 'Hot Leads'
- Giving suggestions/advises through this model for the future use.

Analysis Approach

1. Read and Understanding the data
2. Handled missing Values.
3. Exploratory Data Analysis(Data Visualization).
4. Creation of Dummy Variables.
5. Train-test Split and Scaling.
6. Model Building.
7. Prediction.
8. Model Evaluation.
9. Optimising Cut-off(ROC Curve)
10. Precision-Recall

Conclusion

- Leads have known about the company and course through Google the most. Direct Traffic and Olark Chat has also been the source for the Leads to know about the course.
- Most of the Leads are from Finance, Marketing, and Investment and Insurance Specialization.
- Leads who are currently unemployed have reached out this company.
- Main Motto of the Leads is to better their career by upskilling themselves.
- Leads who has landed on this course by Google and Direct Traffic source can be targetted to convert them.
- Leads from Finance, HR, marketing department have been converted.
- Leads who are in search of better career options were converted.