

Summary: Lead Scoring Case Study

In this lead scoring case study, a logistic regression model was employed to address specific business requirements aimed at enhancing lead conversion. The analysis revealed valuable insights that can guide strategic decisions to optimize conversion rates effectively. Here are the key findings:

Conversion Challenge:

While a substantial number of leads were generated initially, only a fraction of them successfully converted into paying customers.

Handling 'Select' Entries:

Certain columns contained 'Select' entries, indicating that respondents had not made a choice. To extract meaningful insights, mandatory selections were encouraged for columns such as customer occupation and specialization.

Factors Influencing Conversion:

Higher numbers of total visits and total time spent on the platform were positively correlated with lead conversion.

Specializations in Finance Management, HR, Finance, and Marketing Management exhibited a higher probability of conversion.

Email engagement played a crucial role in conversion, as leads opening emails demonstrated a higher likelihood of converting.

Occupation Insight:

A significant portion of leads reported being unemployed. Therefore, focusing efforts on unemployed leads could yield improved conversion rates.

Recommendations for Improvement:

A tailored approach to nurture leads from different specializations, particularly Finance Management, HR, Finance, and Marketing Management, is recommended.

Enhancing customer engagement through email campaigns and SMS interactions can effectively increase conversion rates.