

Lead Score Case Study

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Problem Statement

X Education is an online education company that sells courses to industry professionals. They receive a lot of leads, but their lead conversion rate is poor. They want to improve their lead conversion rate by identifying the most potential leads, also known as "Hot Leads". By focusing more on these potential leads, they aim to increase their lead conversion rate from the current 30% to around 80%.

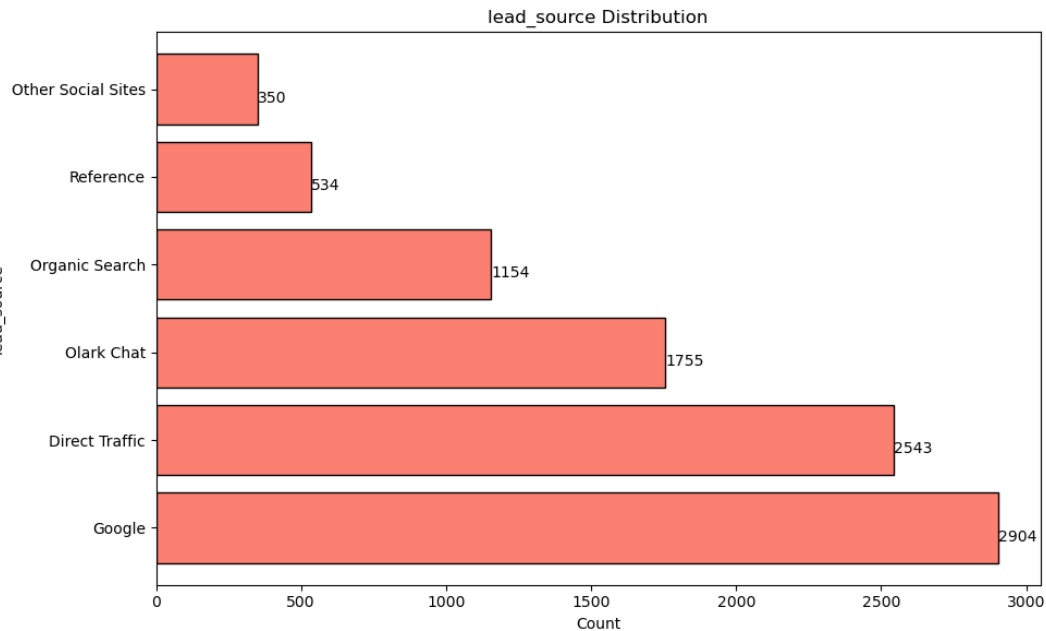
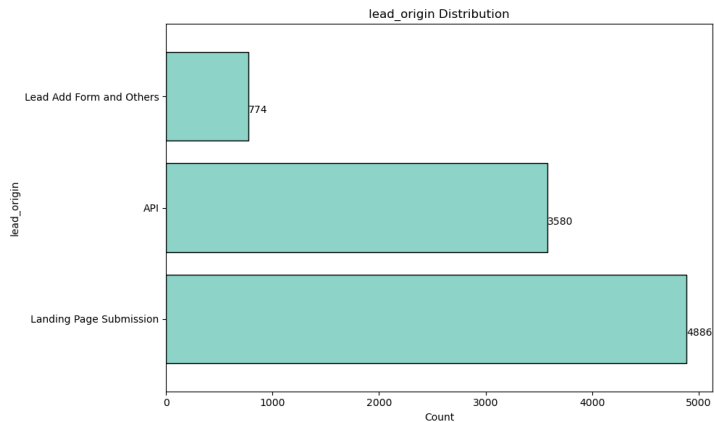
Business Objective:

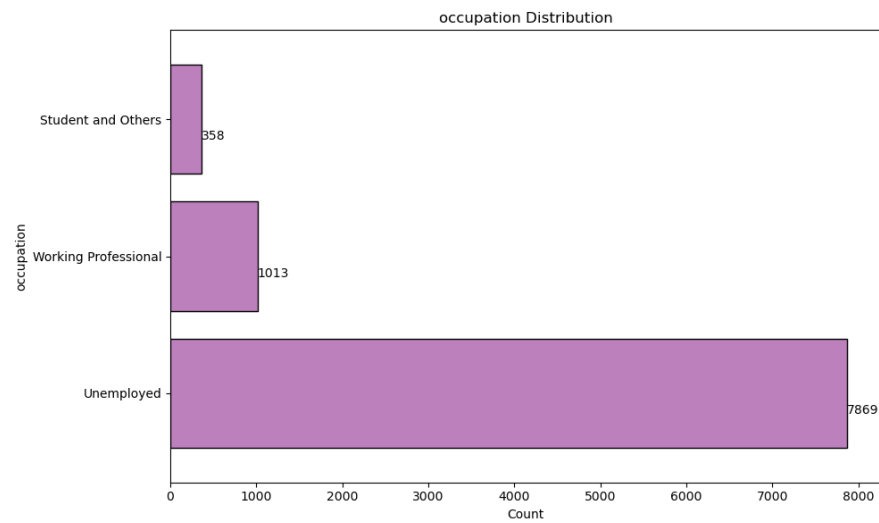
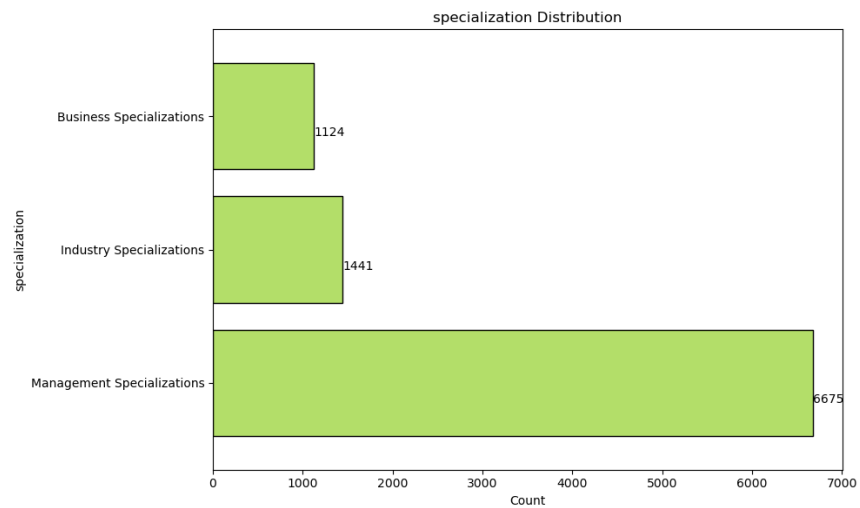
The objective is to build a model that assigns a lead score to each lead, indicating the likelihood of conversion into a paying customer. This lead scoring model will help the sales team prioritize their efforts and focus on communicating with the leads that have a higher chance of conversion. Ultimately, this should improve the lead conversion rate and make the lead generation process more efficient.

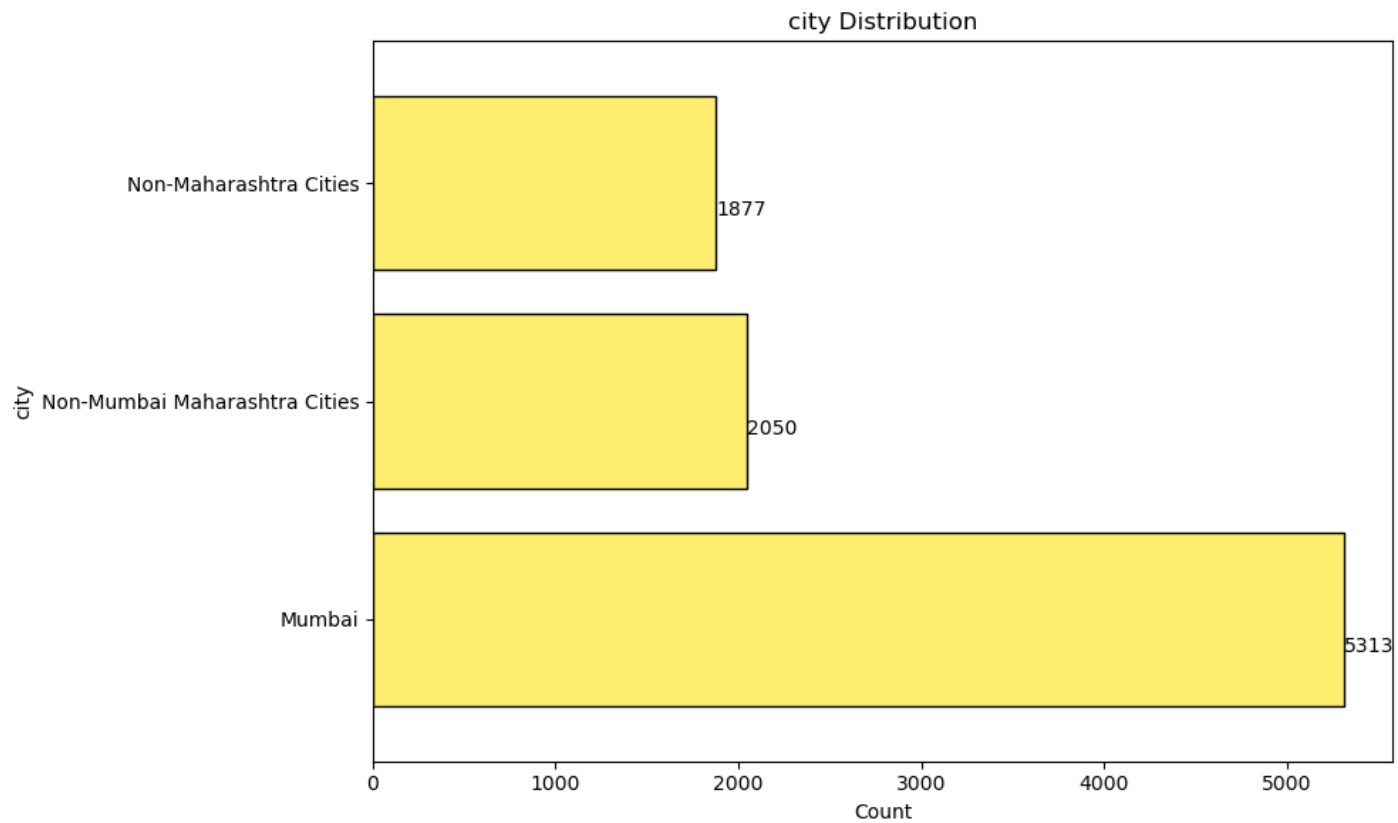
Approach to Solve the Problem:

1. Importing and Inspecting the Data
2. Data Preparation
3. Exploratory Data Analysis (EDA)
4. Dummy Variable Creation
5. Train-Test Split
6. Feature Scaling
7. Correlations
8. Model Building
9. Model Evaluation

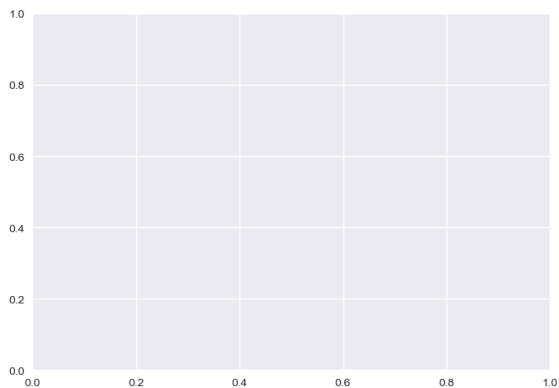
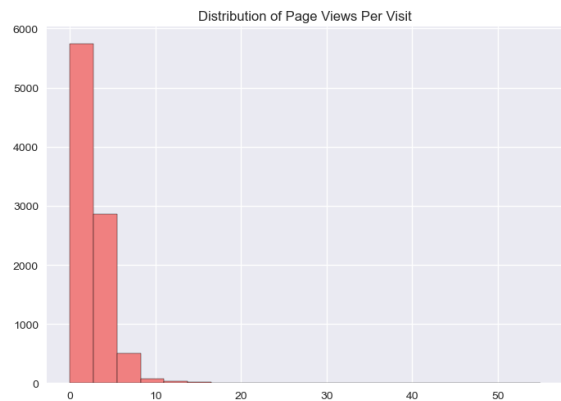
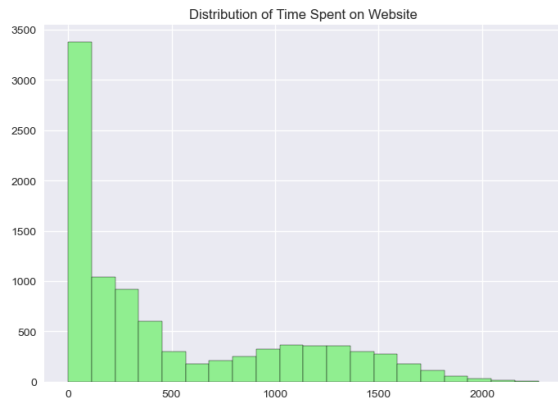
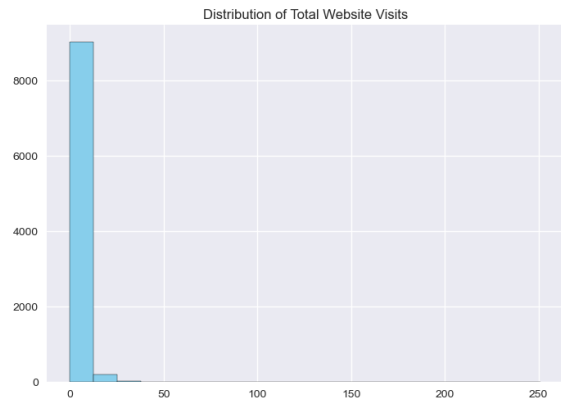
EDA - Categorical columns



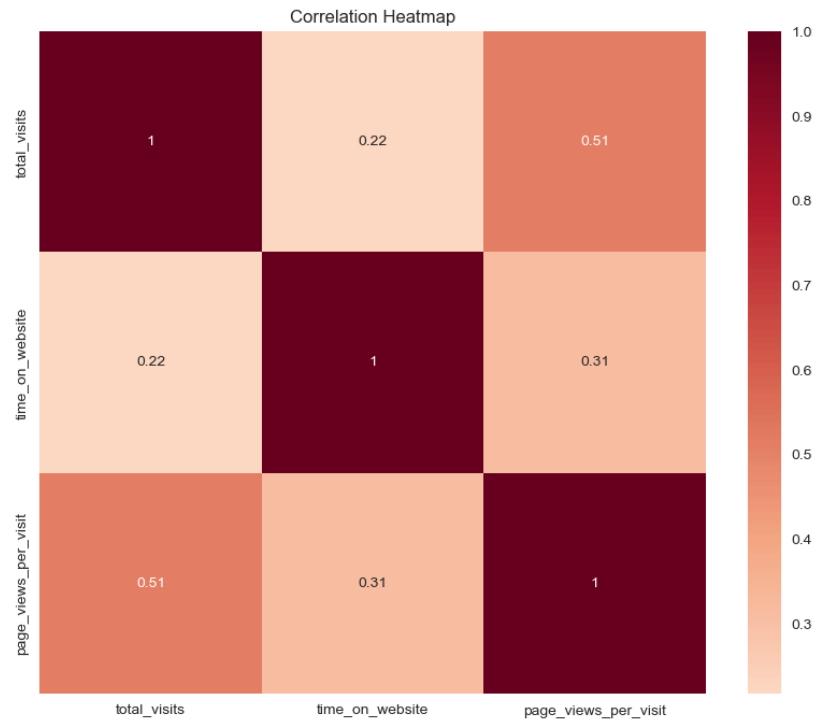




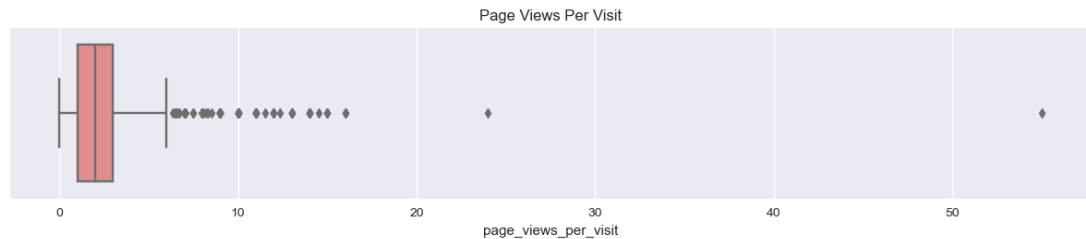
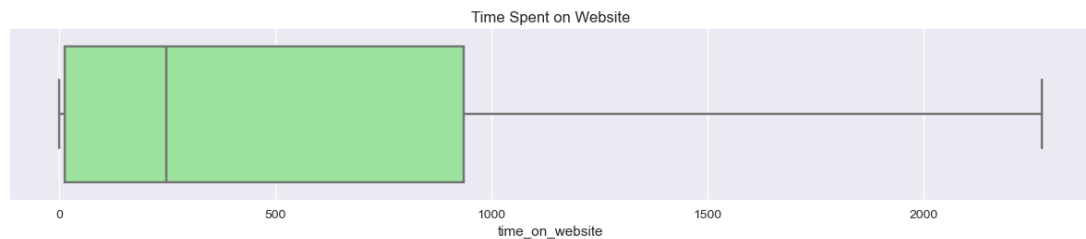
EDA - Numerical Columns



Correlation Heat Map



Box Plots for Outlier Detection



Conclusion

- Key factors affecting lead conversion are total time spent on the website, total visits, lead source (Google, direct traffic), and last activity (SMS, Olark chat).
- Targeting leads from Lead Add Form, working professionals, and optimizing engagement can enhance conversion rates for X Education.