

Lead Scoring Case Study

By : Kumari Chanchal

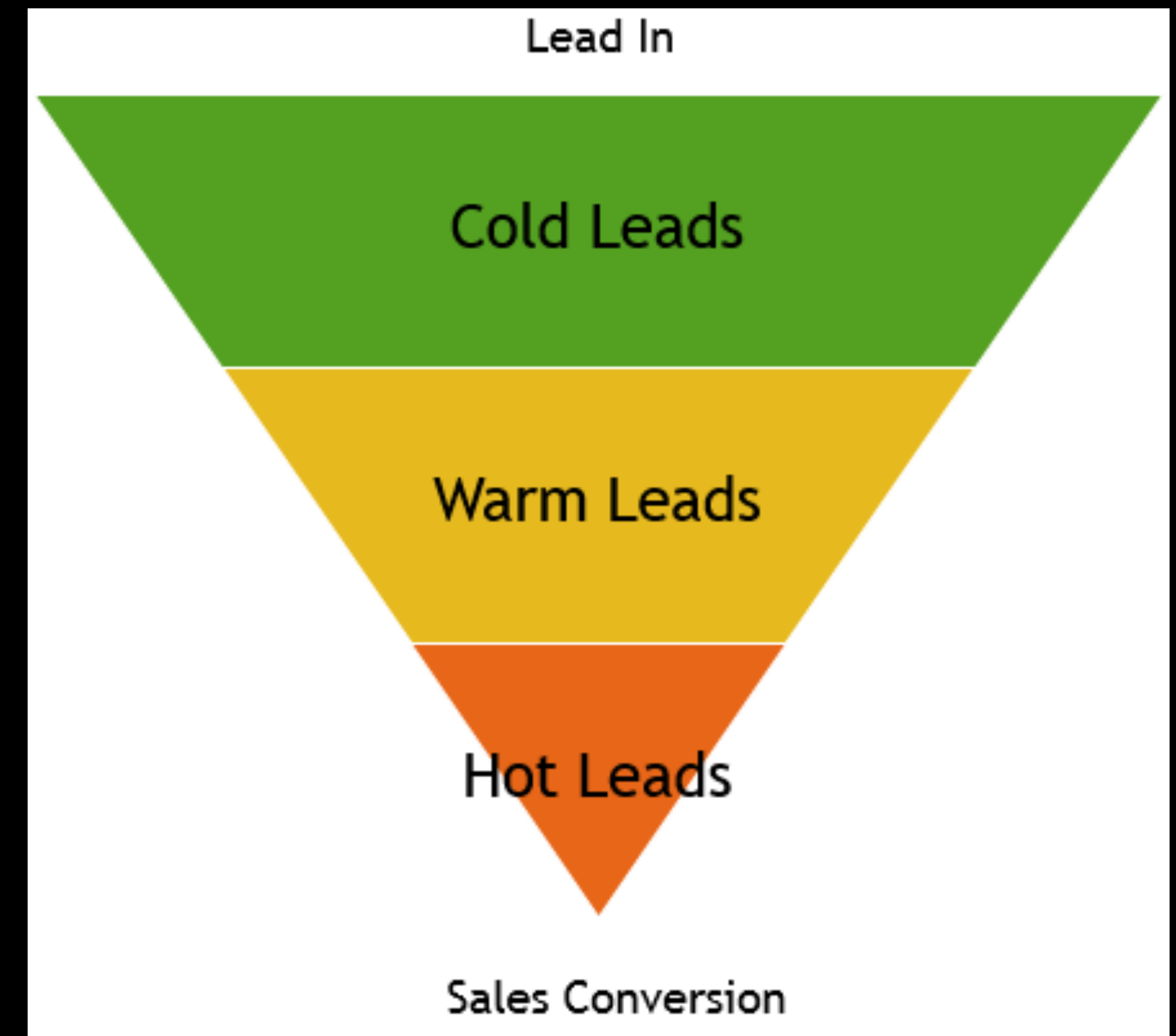
Date : 18 Oct 2023

Problem Statement :

- 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.
- 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.

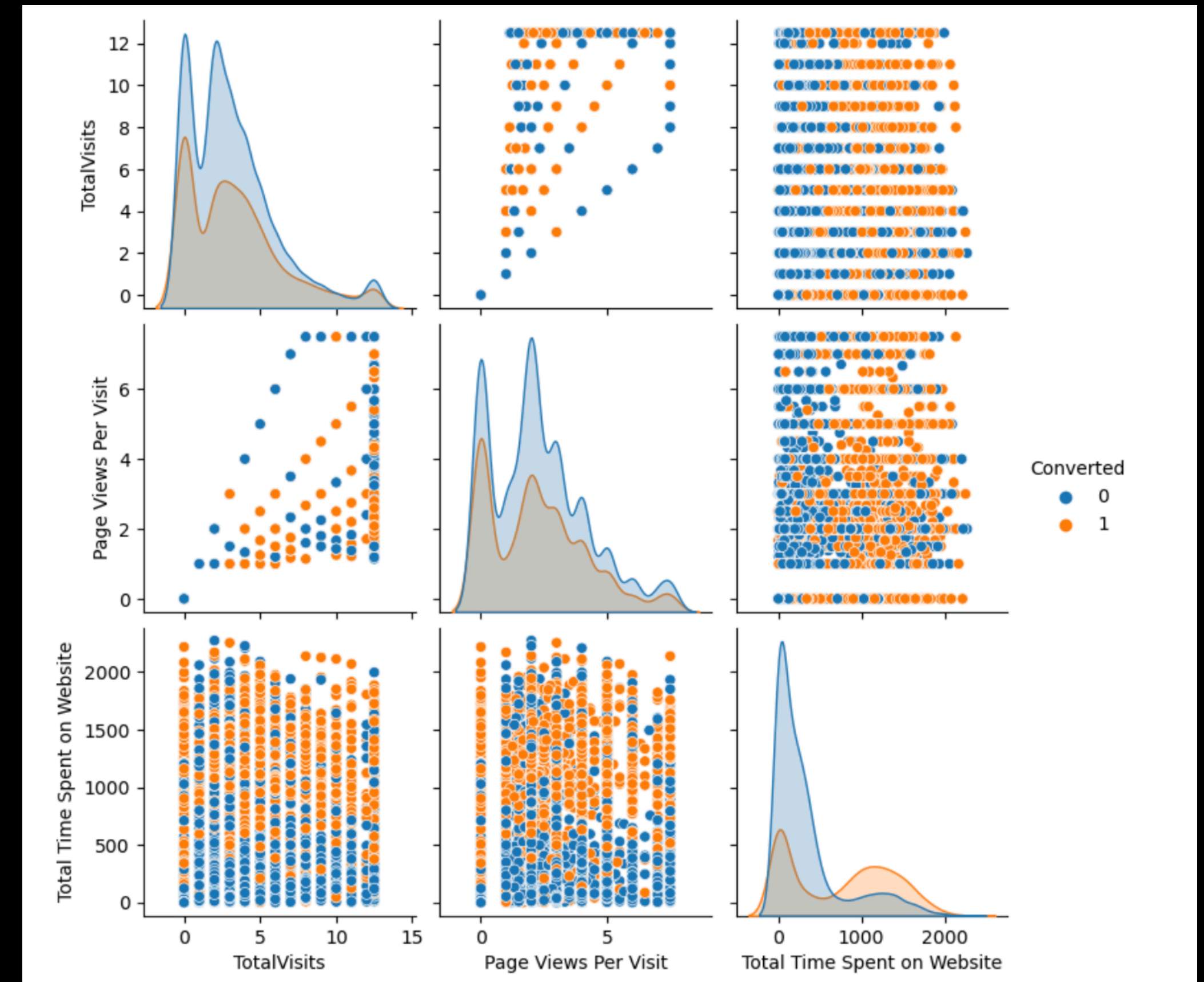
Business Objective :

- X Education wants to know the most promising leads.
- They want to build a Model for the same, which identifies the hot leads.
- Also, deploy the model for future use.



Steps followed :

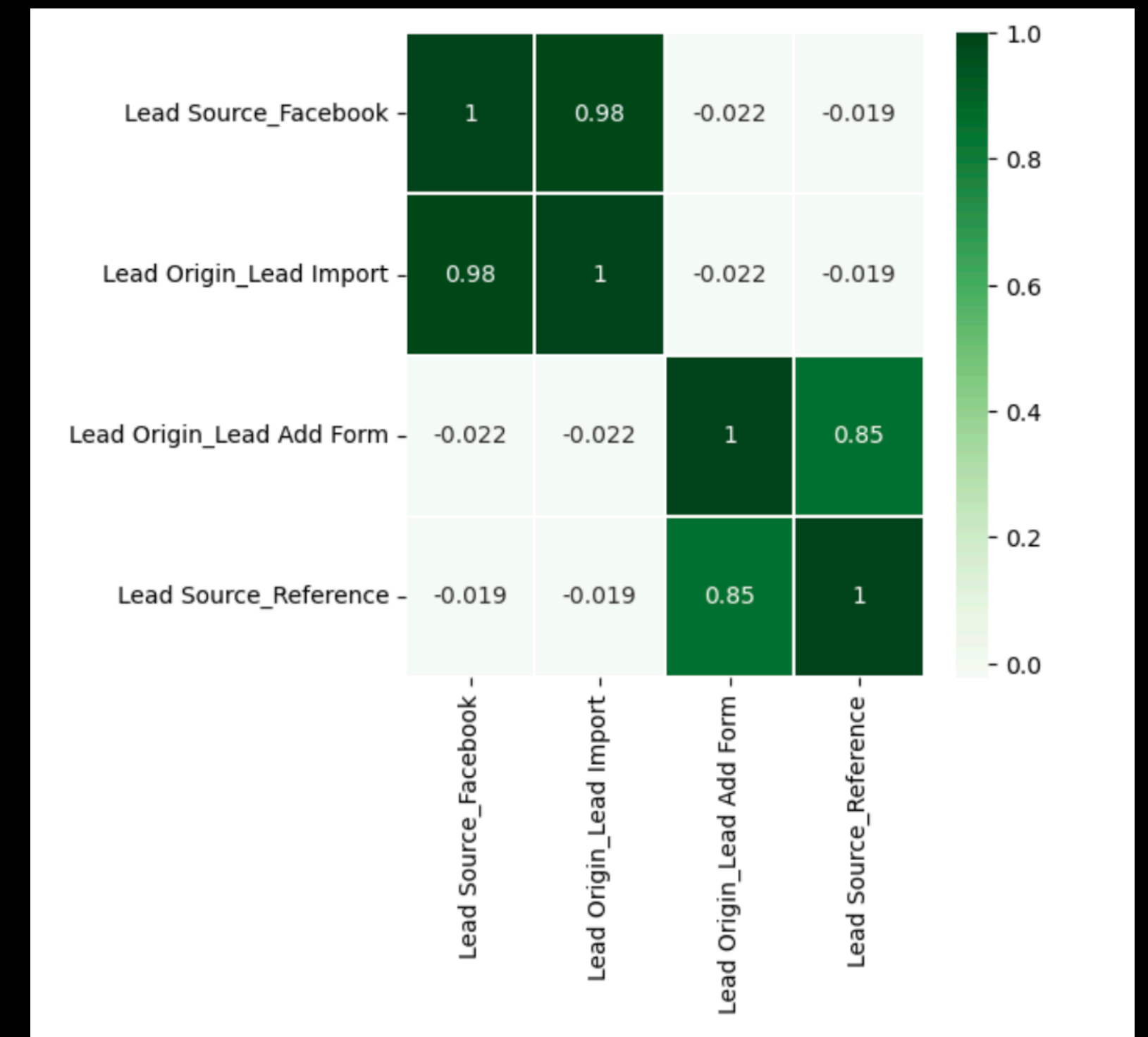
1. **Data Cleaning** : Checking & handling duplicate & null data. Dropping & Imputing values wherever needed.
2. **Data Analysis [EDA]** : Performed Univariate & Bivariate analysis. Used Logistic regression for model building & predictions.
3. **Data Preparation** : Created dummy features for categorical variable. Dividing into Train & Test Sets of 70:30 ratio. Feature Scaling using Standardization.



Steps followed :

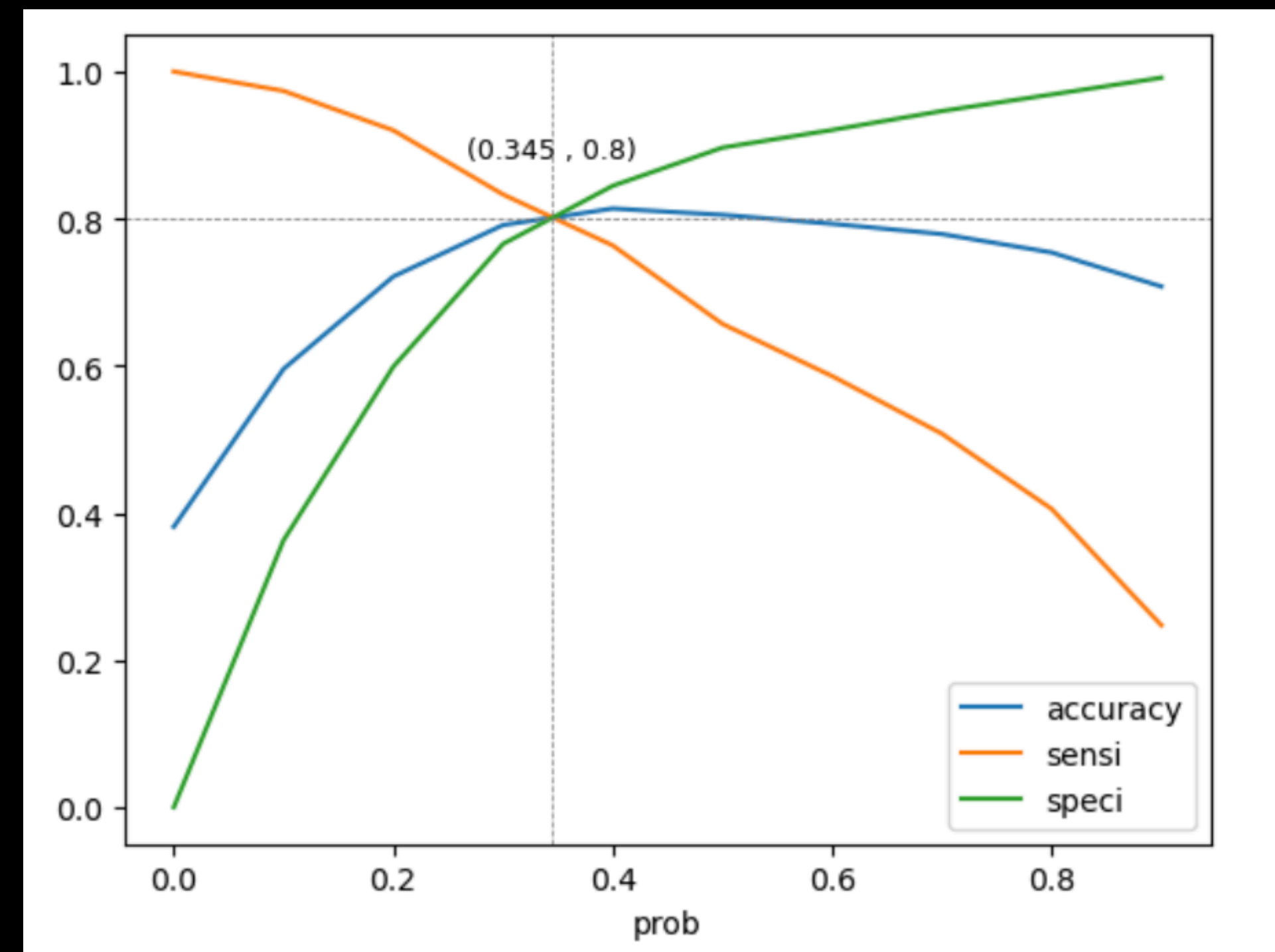
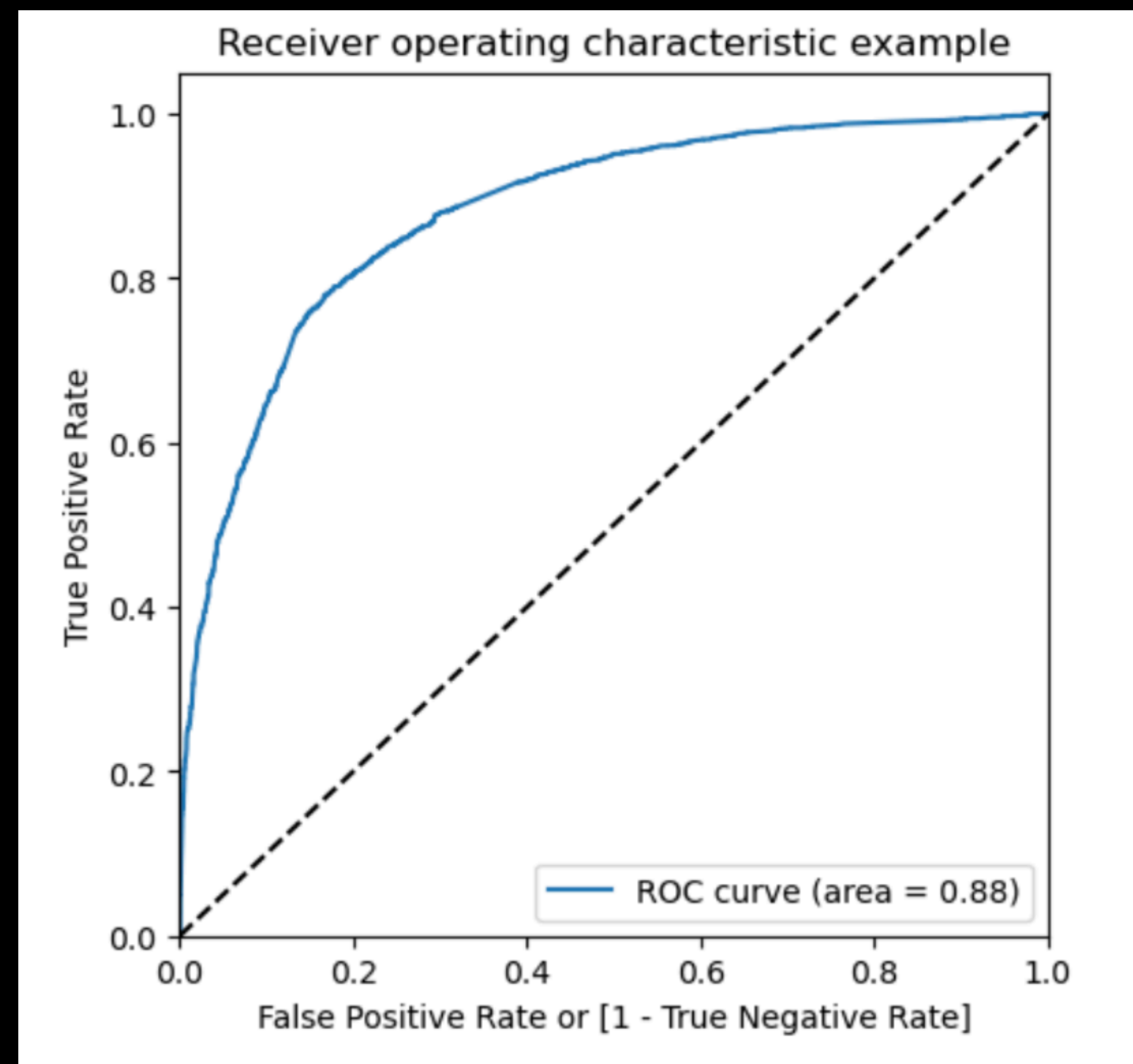
4. Model building :

- Splitting the Data into Training and Testing Sets [with 70:30 ratio].
- Used RFE for Feature Selection.
- Build Model by removing the variable whose p-value is greater than 0.05 and vi value is greater than 5.
- Overall accuracy 81% .



ROC Curve :-

- From the second graph it is visible that the optimal cut off is at 0.35.



Summary :

- **To increase our Lead Conversion Rates :-**

- Develop strategies to attract high-quality leads from top-performing lead sources.
- Engage working professionals with tailored messaging.
- More budget/spend can be done on Welingak Website in terms of advertising, etc.
- Incentives/discounts for providing reference that convert to lead, encourage providing more references.
- Working professionals to be aggressively targeted as they have high conversion rate and will have better financial situation to pay higher fees too.

- **To identify areas of improvement :-**

- Review landing page submission process for areas of improvement.