

Lead Scoring Case Study



Submitted By,

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Problem Statement

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

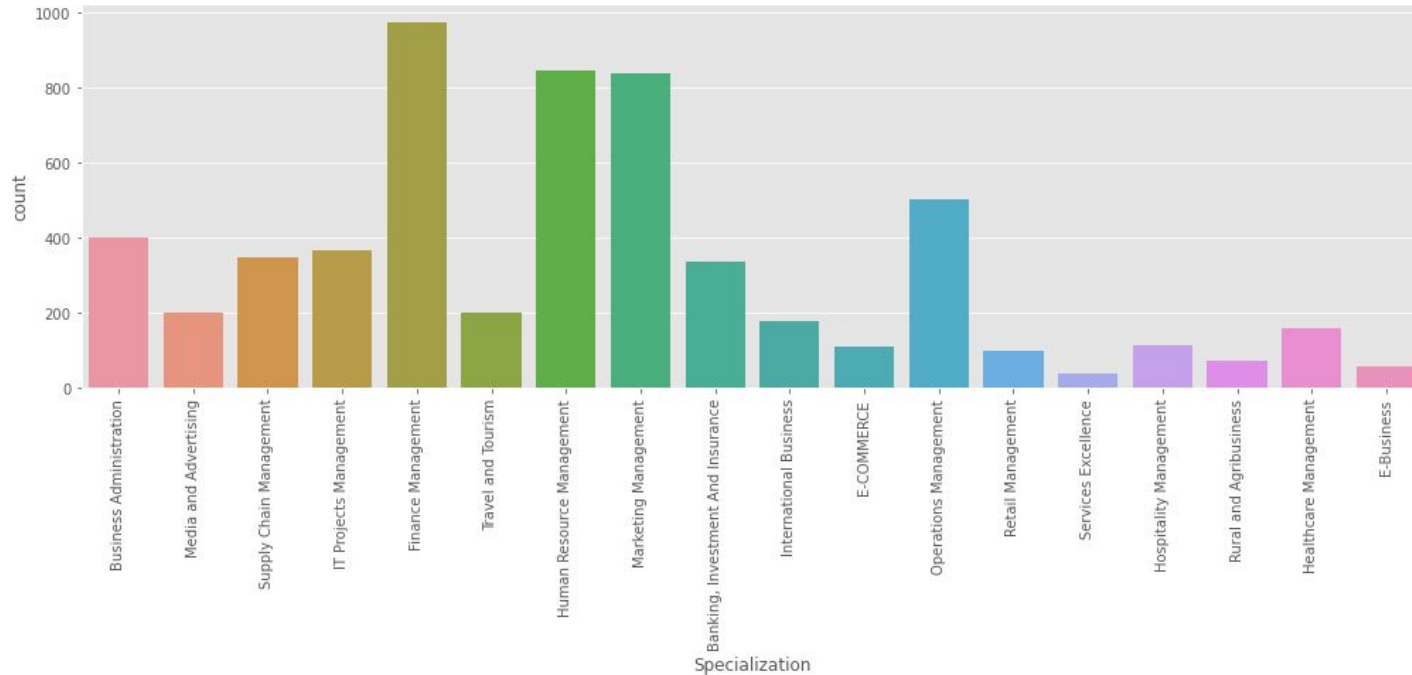
The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. 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%.

Now, although 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.

There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating, etc.) in order to get a higher lead conversion.

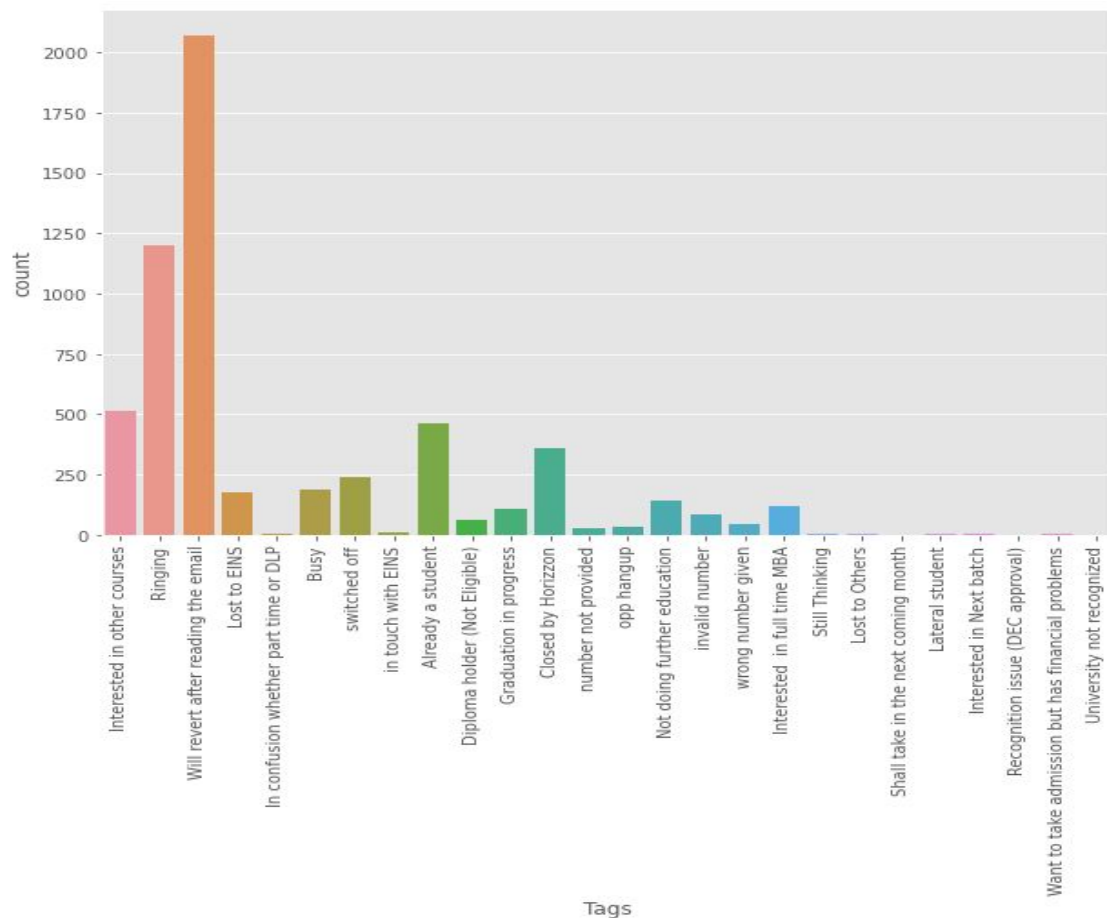
X Education wants to select the most promising leads, i.e. the leads that are most likely to convert into paying customers. The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Exploring Data Sets

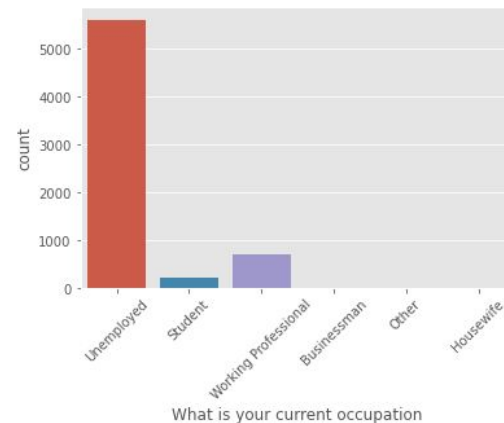


- Top 5 Specialization were Finance Management, followed by HR, Marketing Management, Operations Management and Business Administration.

Exploring Data Sets



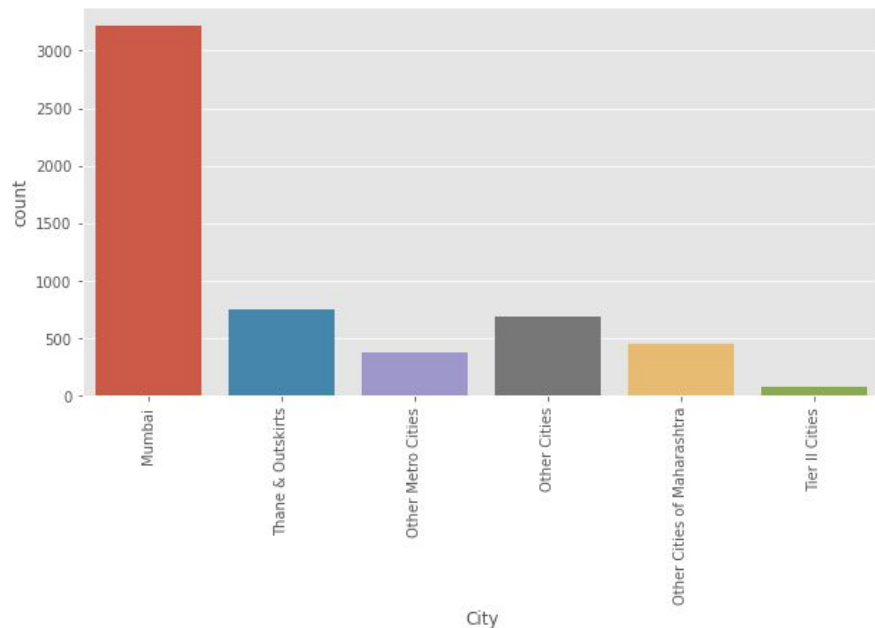
- Over 500 plus prospects responded saying they were interest in other courses.
- Over 2000 plus people responded saying will revert once they go-through the mail.
- Nearly 1250 people the phone was ringing.
- Almost 500 people were either busy or Switched-off.
- Close to 500 were already a student.



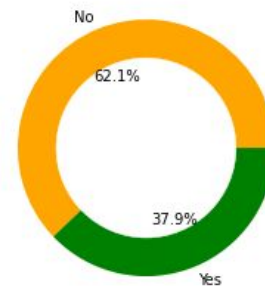
- Over 5000 plus prospects are unemployed.

Exploring Data Sets

- Almost 95% of the prospects were from India, followed by United States with Just over 1% and rest of the world remained lower than 4% in total.

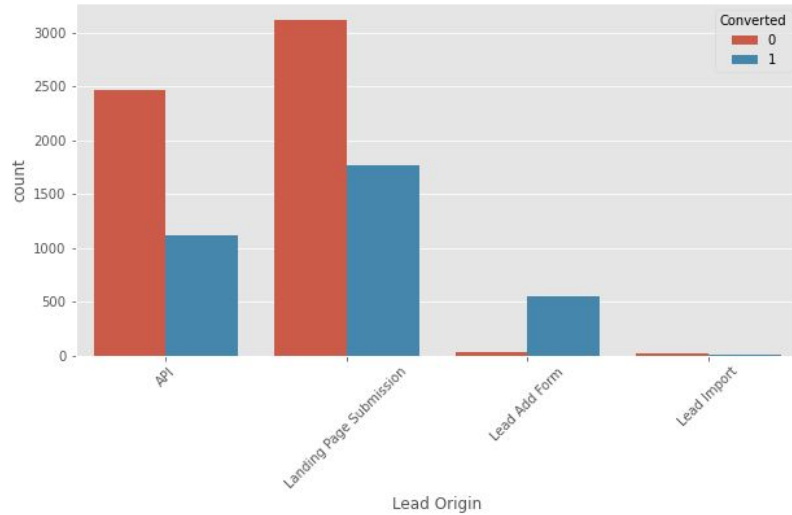


- Prospect from Mumbai topped the listed with over 3000 and also from Thane and other cities.
- Mumbai contributed to almost 58%, Thane & outskirts Contributed to 13.50% and Other cities 12.31% are the top three in the list.

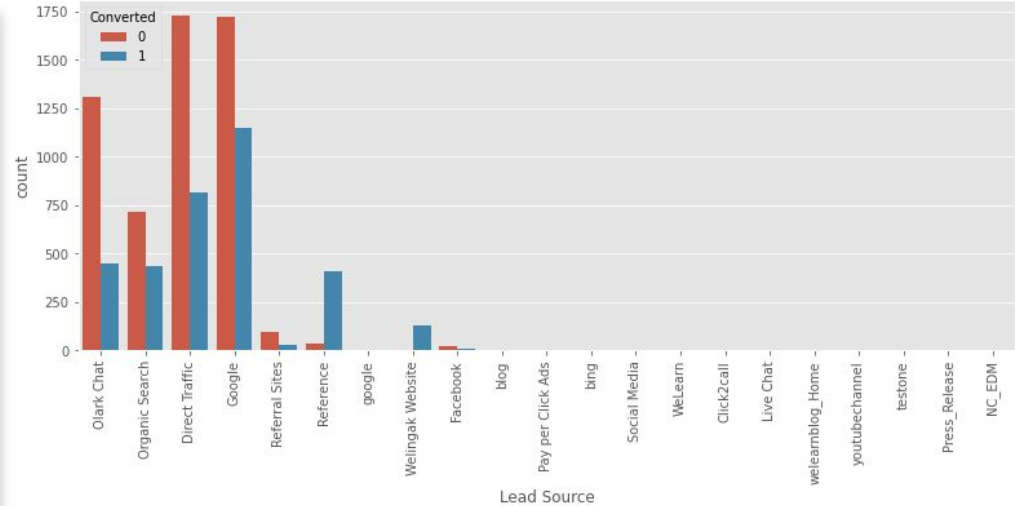


- Only 37.9% of the Leads were converted from the total lead size of 9240 Prospects.

Exploring Data Sets

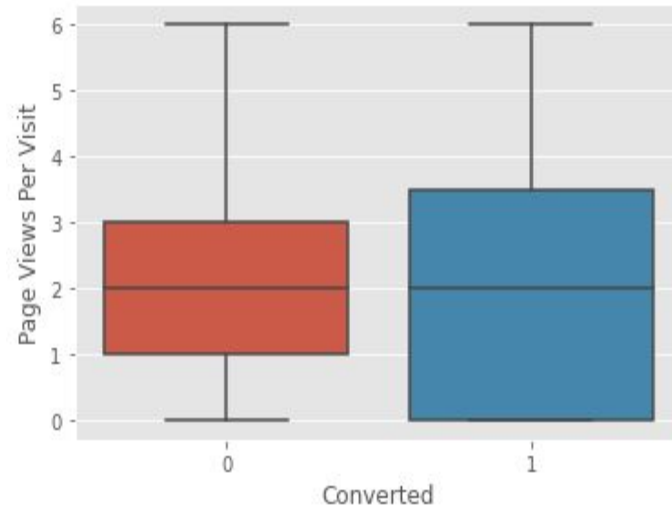
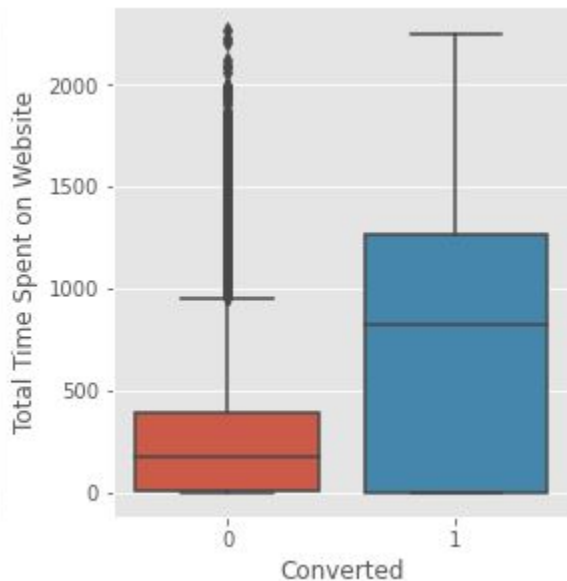
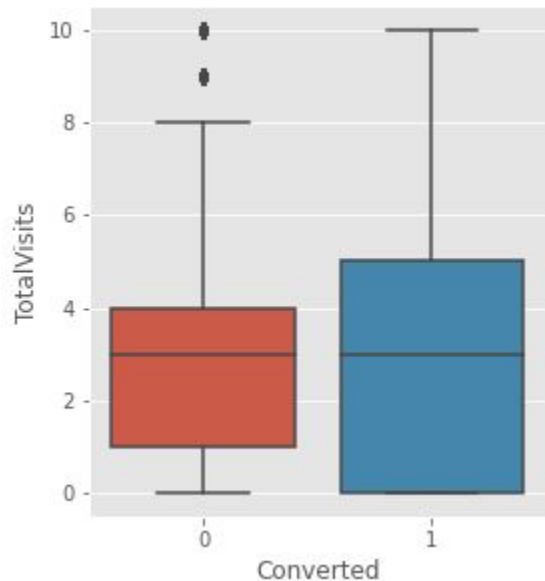


- Landing Page Submission resulted in the Highest Conversion, followed by API and Lead add form.
- Lead Add form had more conversion than no conversion while compared to Landing Page Submission and API.



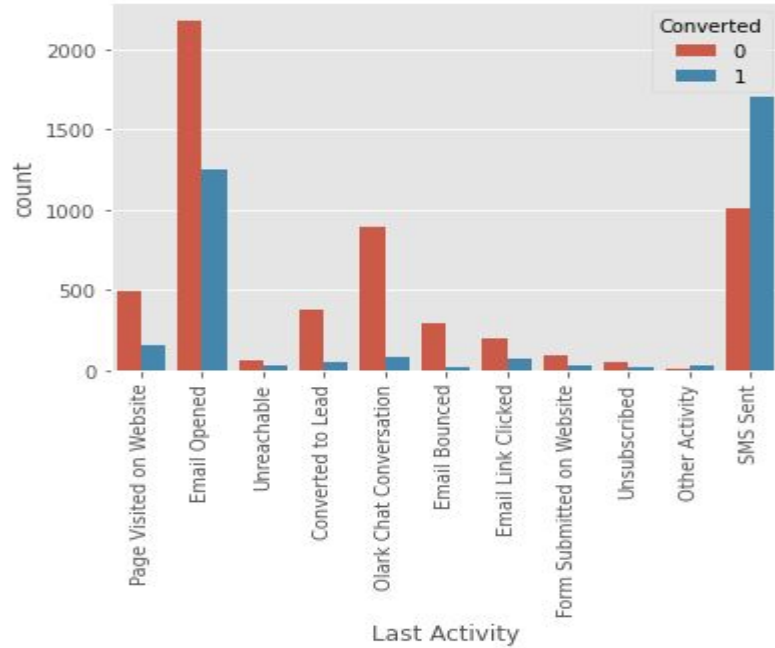
- Welingak Website has the Highest Lead Conversion rate, followed by Reference and other Lead sources.
- Leads Generated through Google had the highest conversion, followed by Direct Traffic, Olark Chat and Search Engine.
- Direct Link had the Highest No-conversion and Google too had almost the same number for No-conversion.

Exploring Data Sets

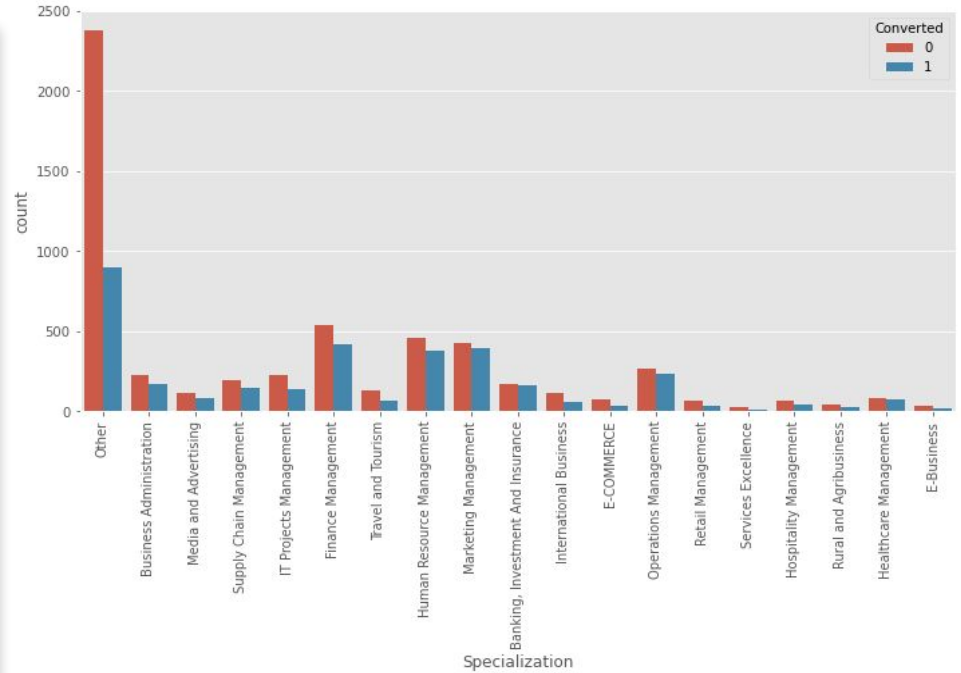


- The average no. of Visit remains the same for both Converted and Unconverted and therefore it is difficult to bring any insight from this angle.
- But if the average time spend by the prospect is 500 or more then, the candidate will have a better chance for conversion.
- The average Page view per visit also doesn't give a good insight since both conversion and no-conversion remains the same.

Exploring Data Sets

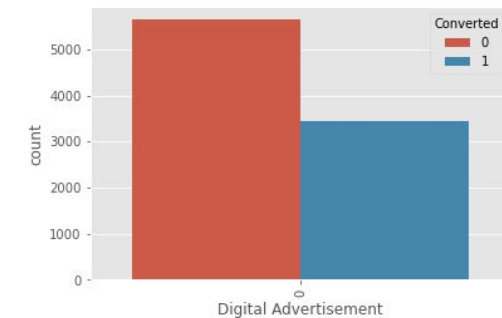
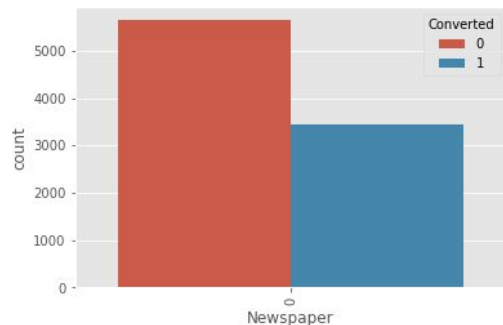
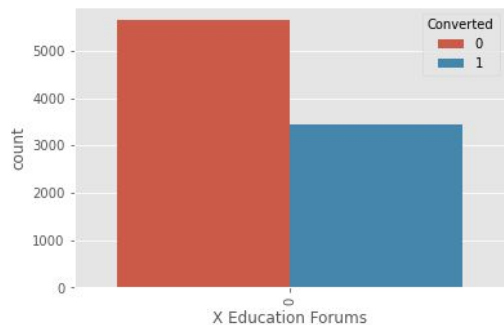
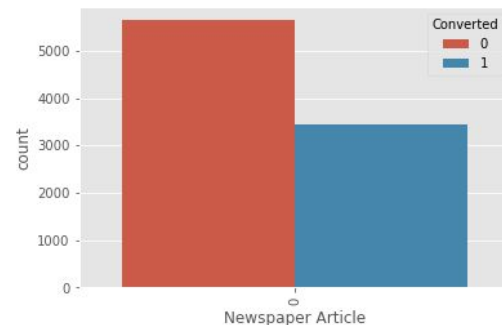
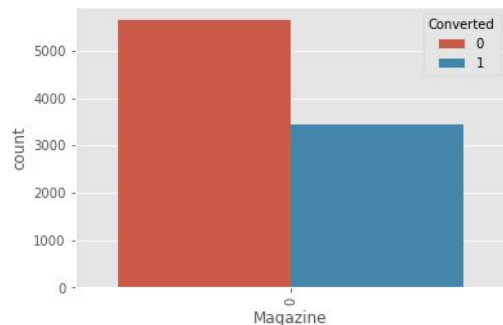
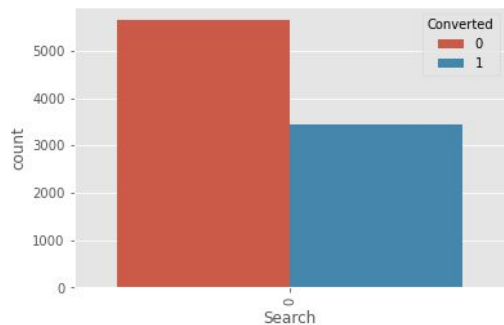


- People who got converted, the last activity were via SMS Sent followed by those who opened their emails. But The SMS sent has a better impact as compared to other activities



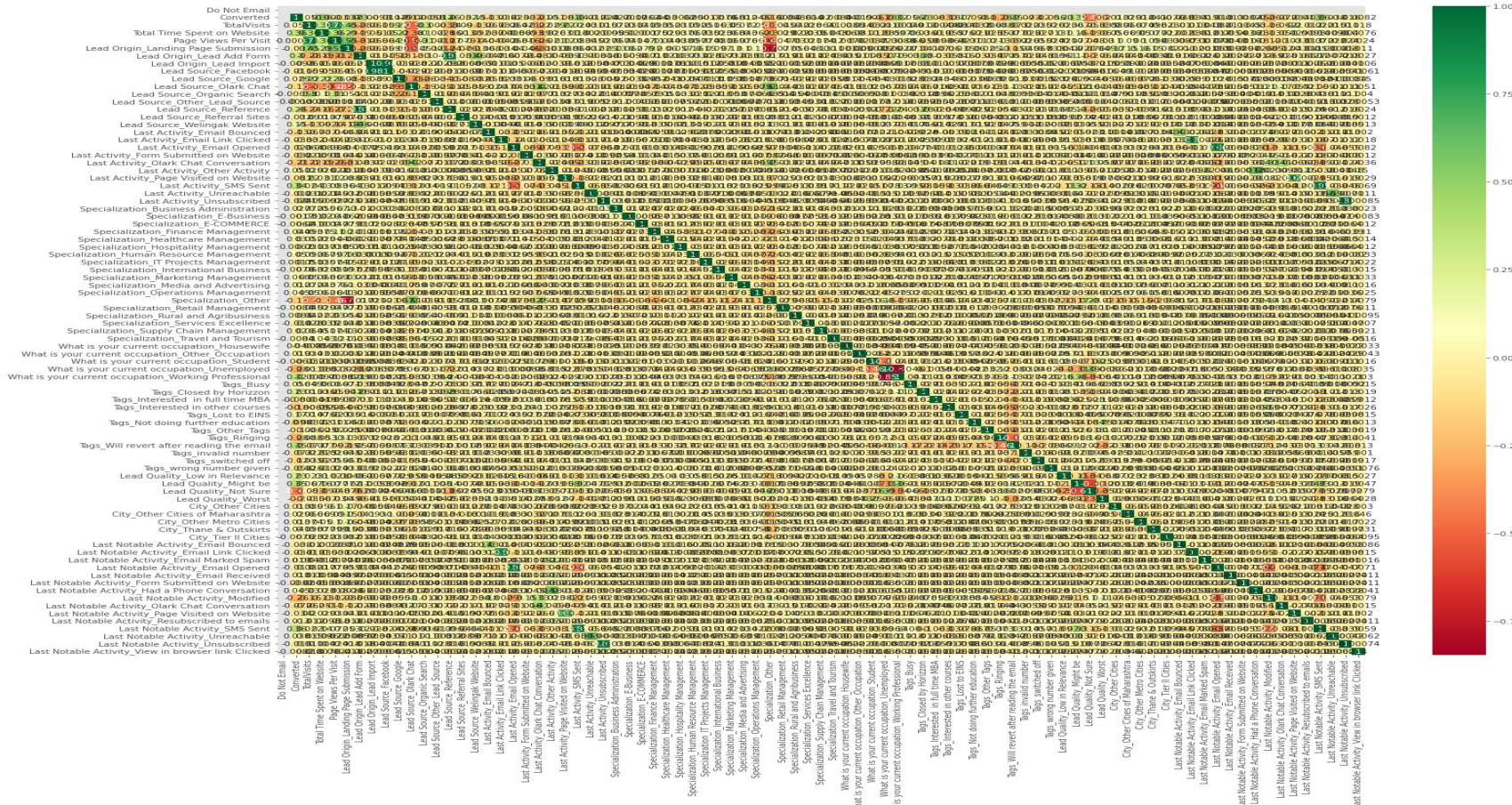
- People who got converted the most were from Other Specialization, and among Other Specialization most of them were unemployed.
- Finance Management, Marketing and HR were the other specializations who got converted.

Exploring Data Sets

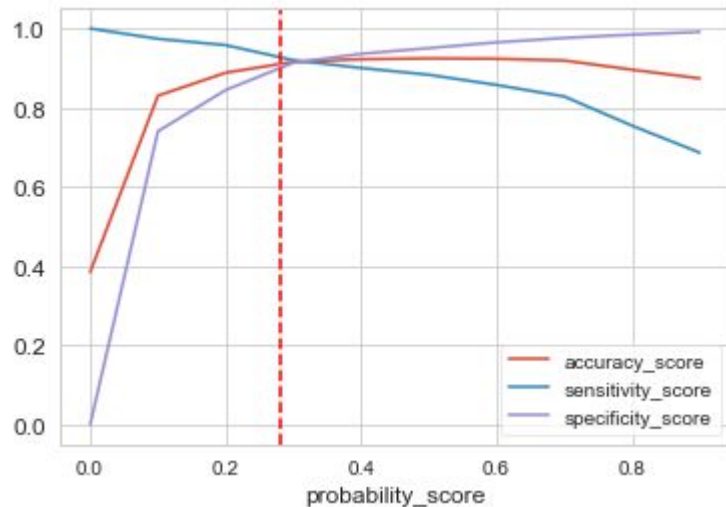
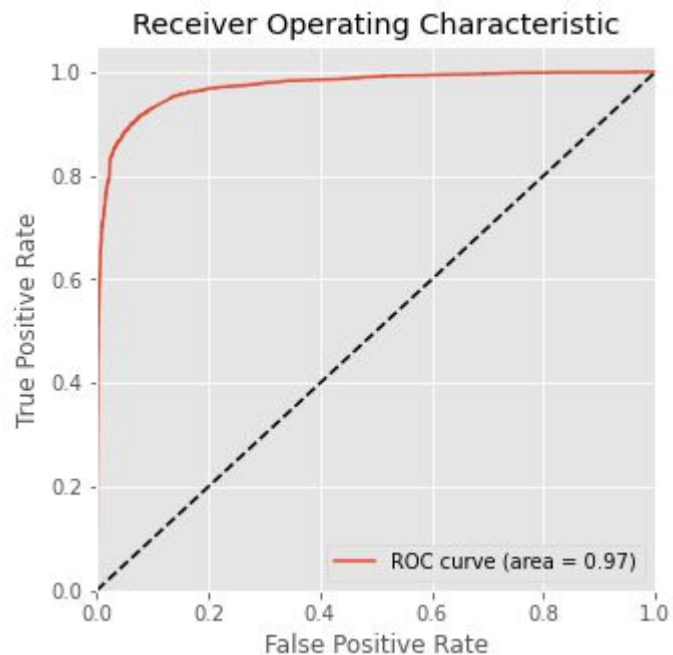


- You could see a regular pattern in Conversion for all the channels like Search, Magazine, Newspaper Articles, X Education Forums, Newspaper, Digital Advertisement etc.

atMap



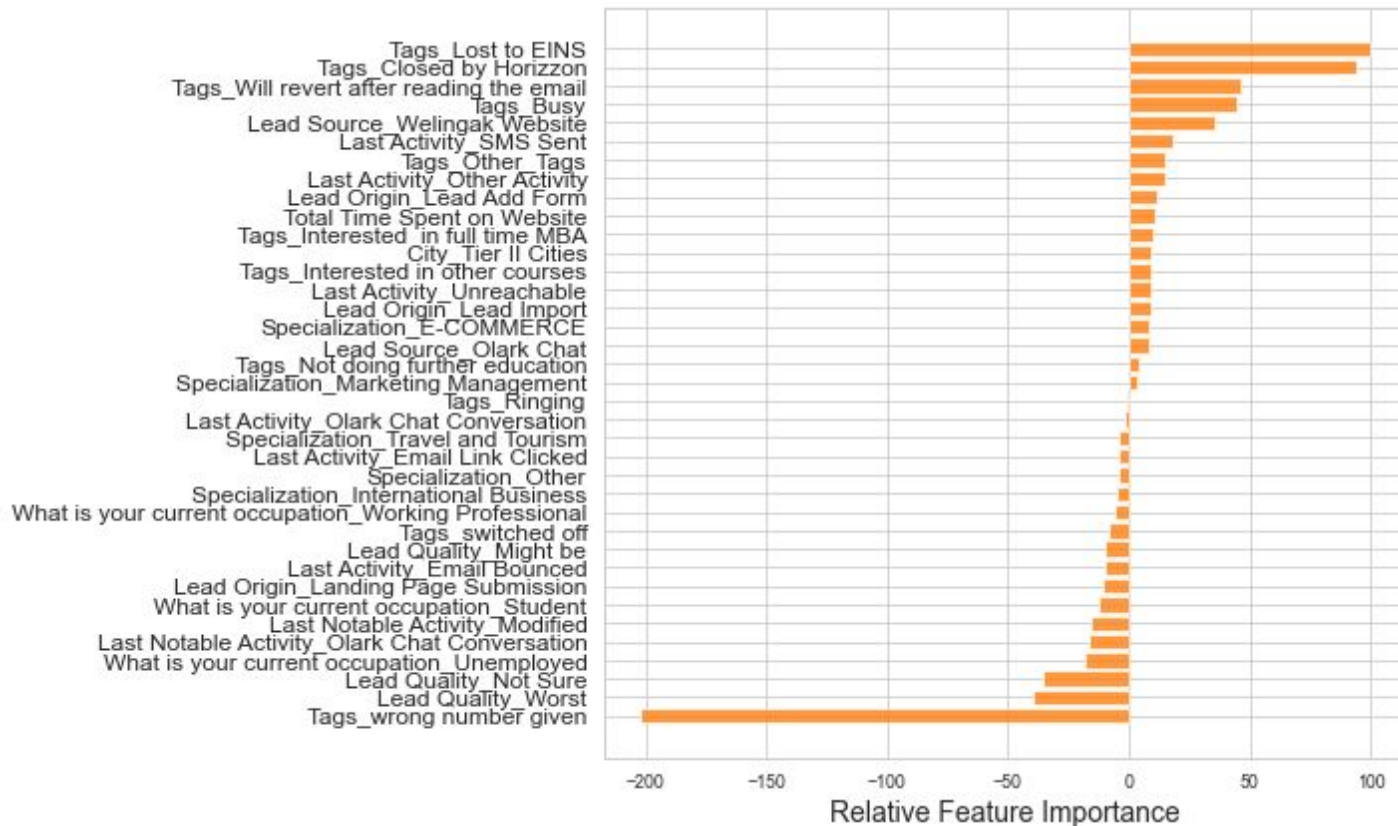
ROC and Probability Curve



Precision Recall Curve



Relative Feature



Summary - Insights

- More focus has to be on the Indian market, especially the Mumbai City which had the highest Conversion.
- Welingak Website provides the best lead for conversion rate and also through reference and the focus can be on this category to increase the overall count of conversion.
- Google is helping for maximum lead generation and conversion, which has to be effectively utilized.
- SMS is the best option for Conversion and the website should be more engaging with relevant information. More time spent on the website the conversion chances are higher.
- The targeted person has to be the Unemployed people who are willing to join and engage in courses to upskill themselves and this has to be marketed and utilized effectively.
- Lead Quality mentioned as might also have better correlation of conversion and this too will have to be noted.



