

# Lead scoring case study

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## Problem statement

- X Education sells online courses to industry professionals
- 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.
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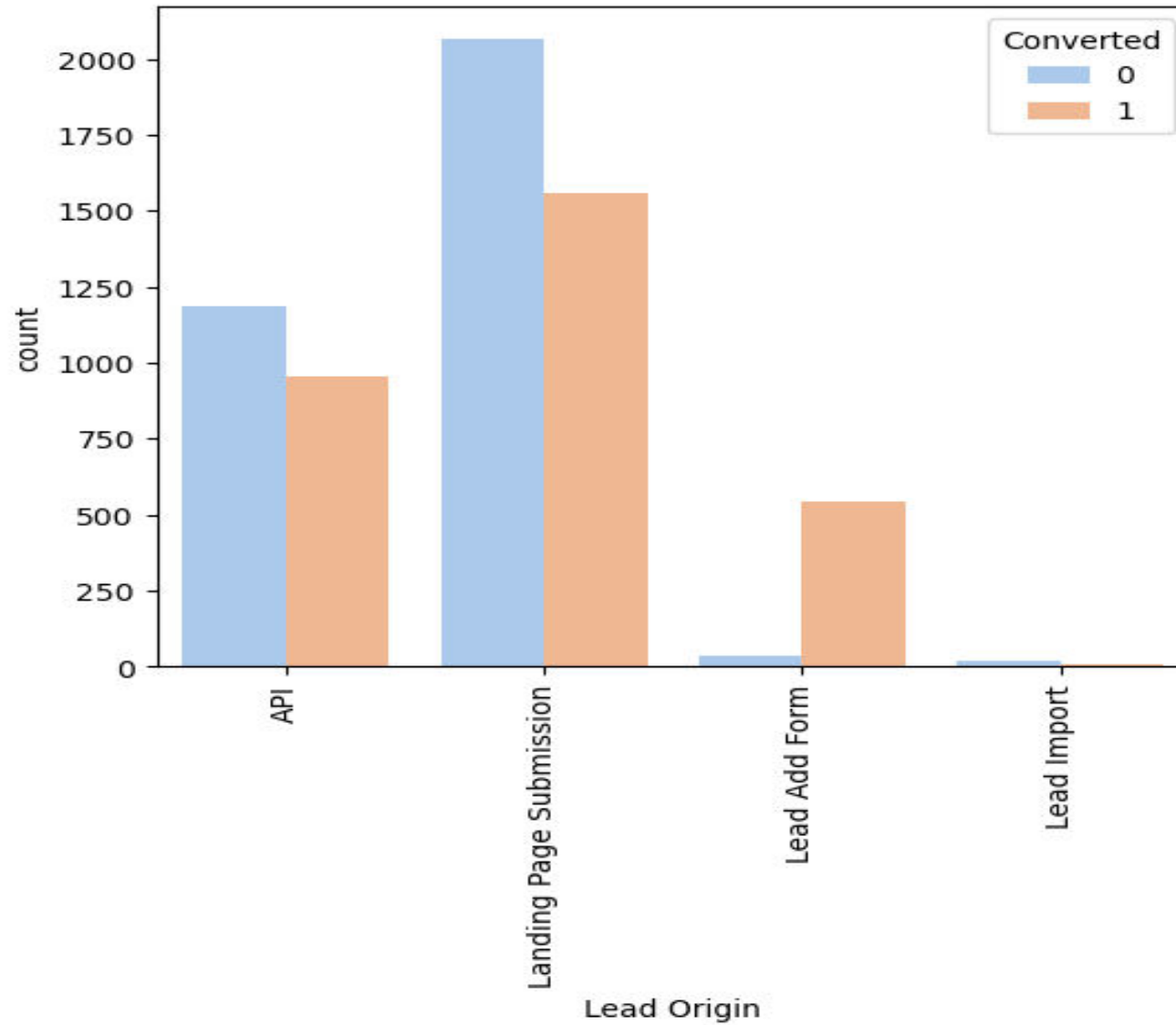
## Business Objective

- X wants to know most promising leads.
- For which, they want to build a model which identifies the hot leads.
- Deployment of the model for future use.

## Solution methodology

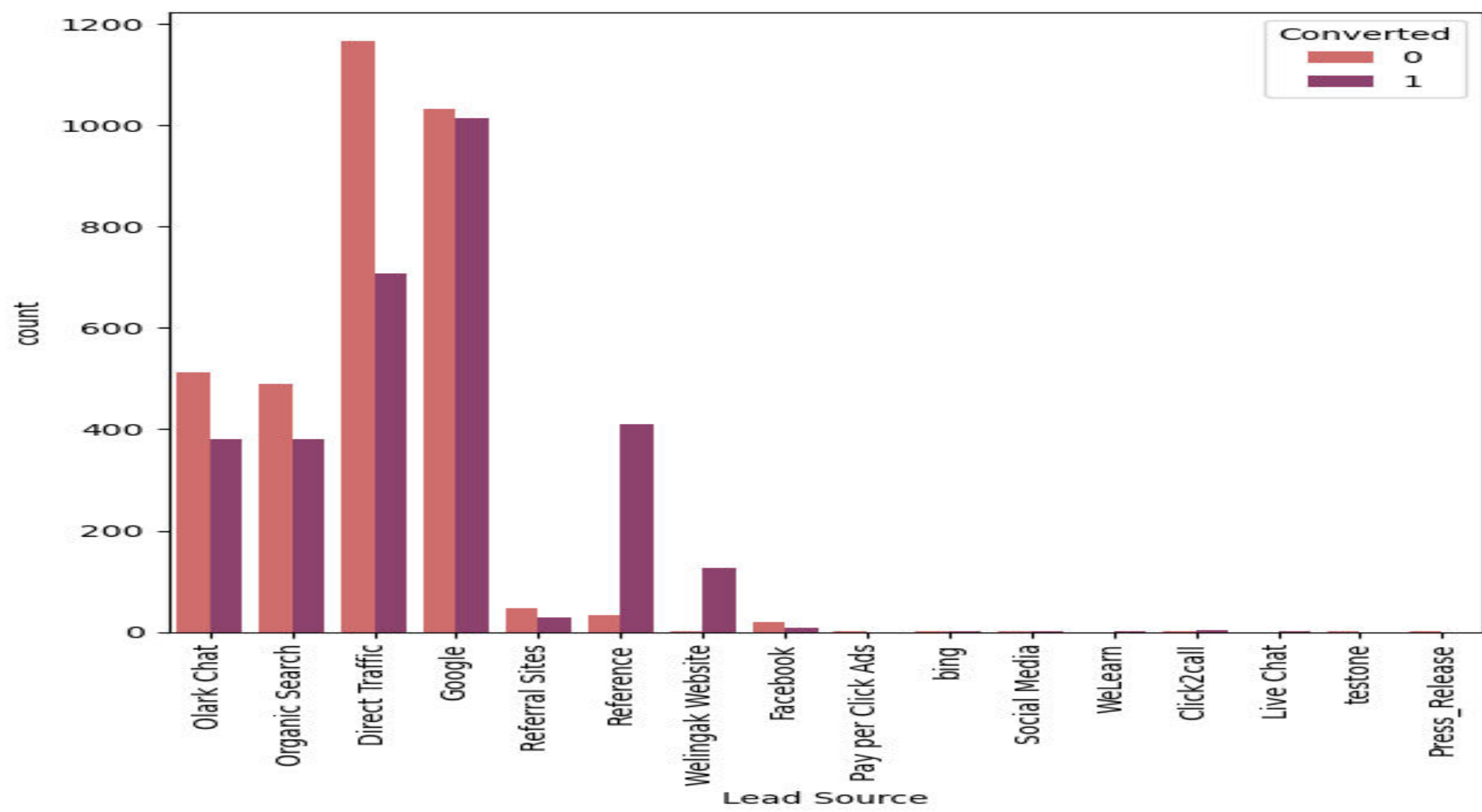
- Data cleaning and manipulation
- EDA
- Feature scaling, dummy creation and encoding of the data
- Logistic regression used for model prediction
- Validation of the model
- Model presentation
- Conclusion

## Lead origin



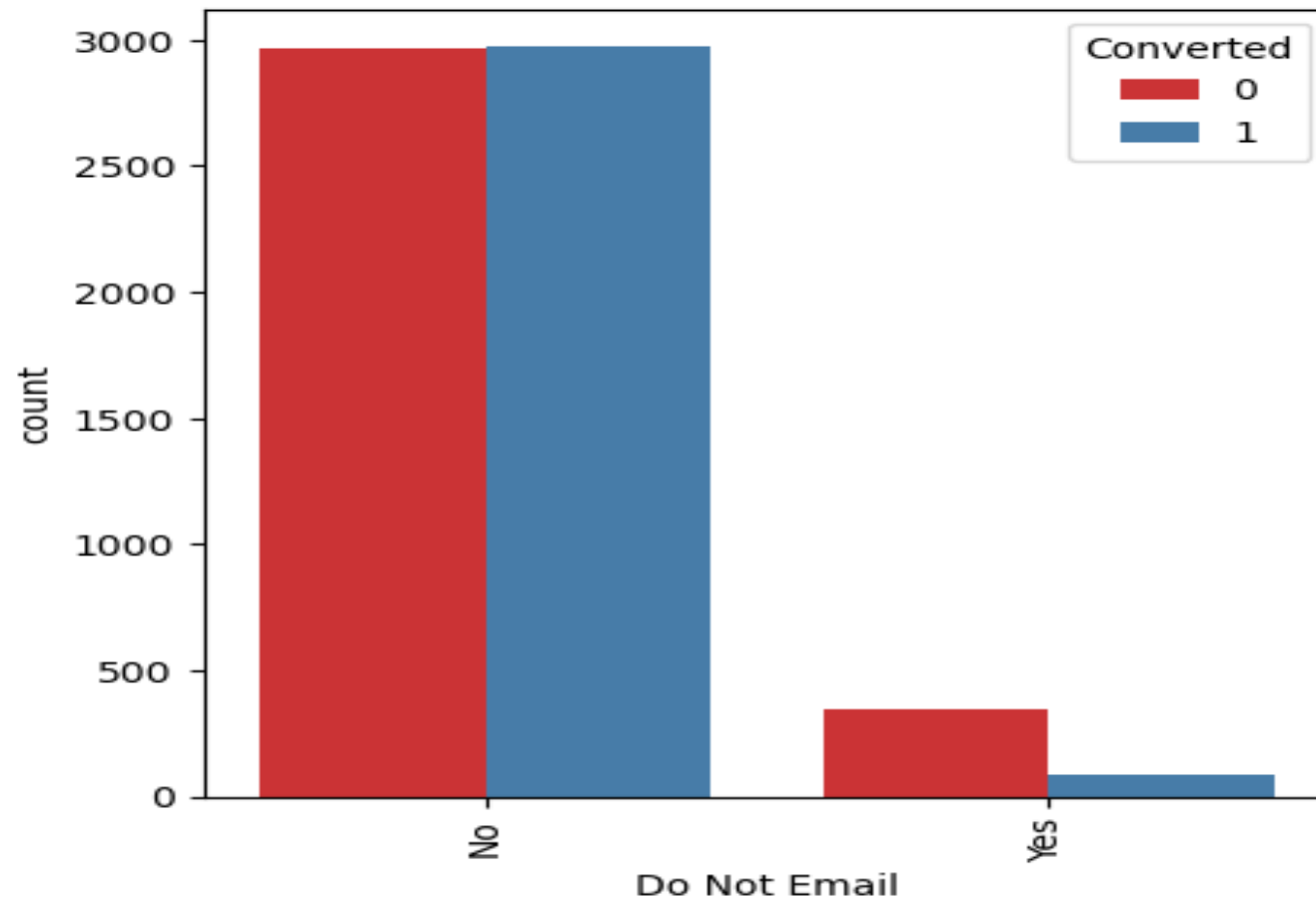
1. Lead Import are very less in count.
2. API and Landing Page Submission have more leads than the converted ones
3. Lead Add Form have good conversion rate

# LEAD SOURCE



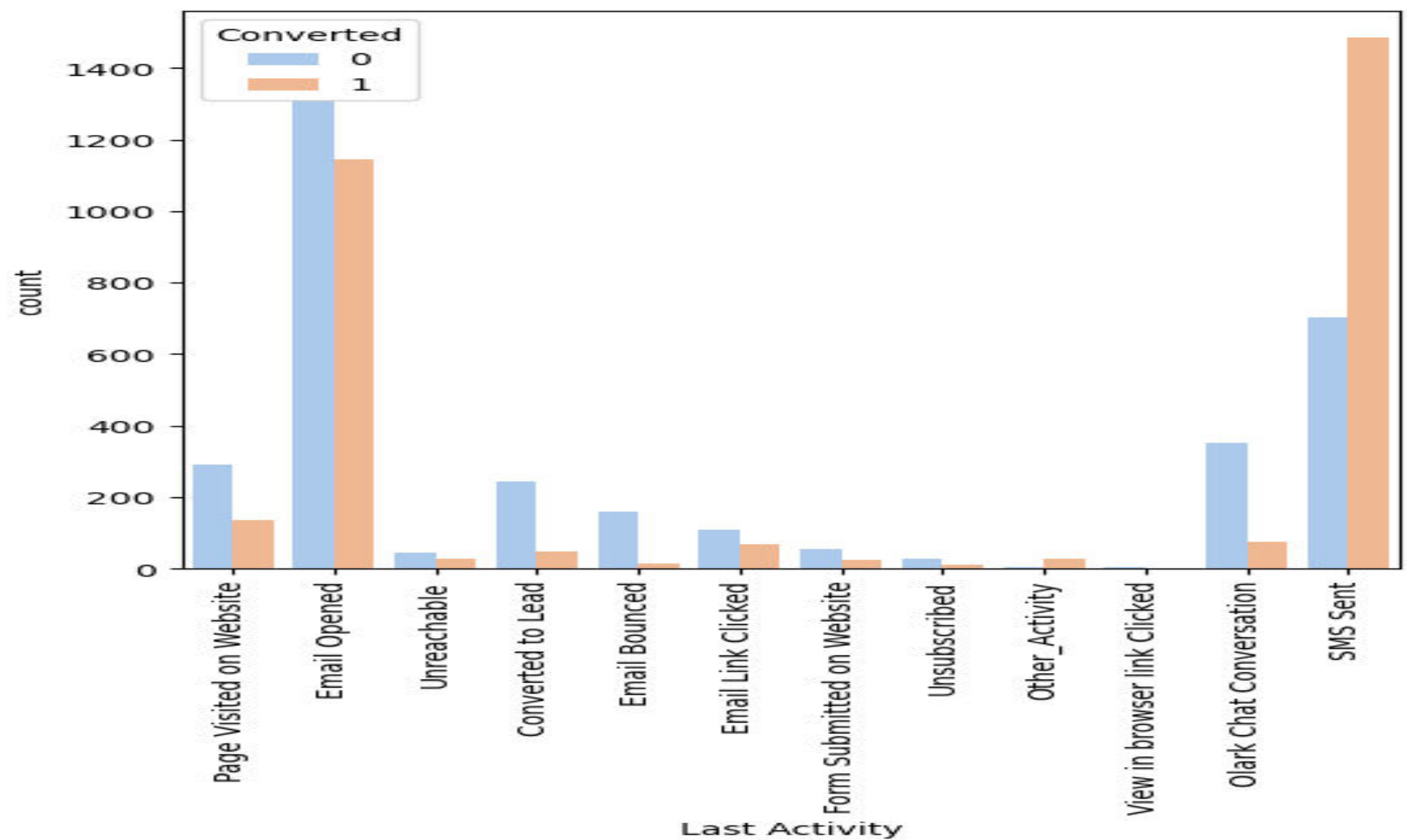
It is clearly seen that the google and direct traffic generate more leads and the conversion rate is also good AND conversion rate of welingak website is also high

Do Not Email

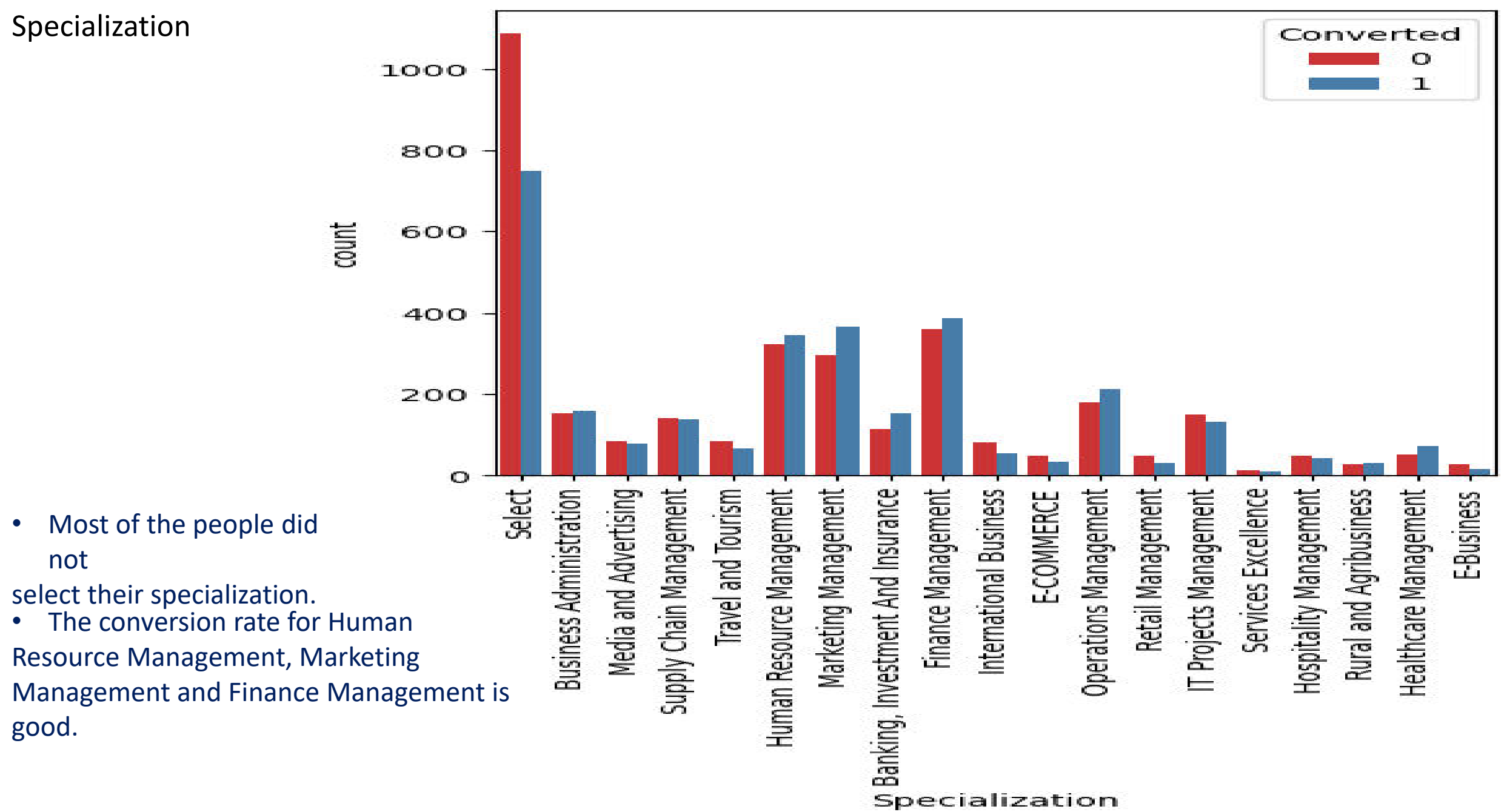


The category NO is high as compared to YES

Last Activity



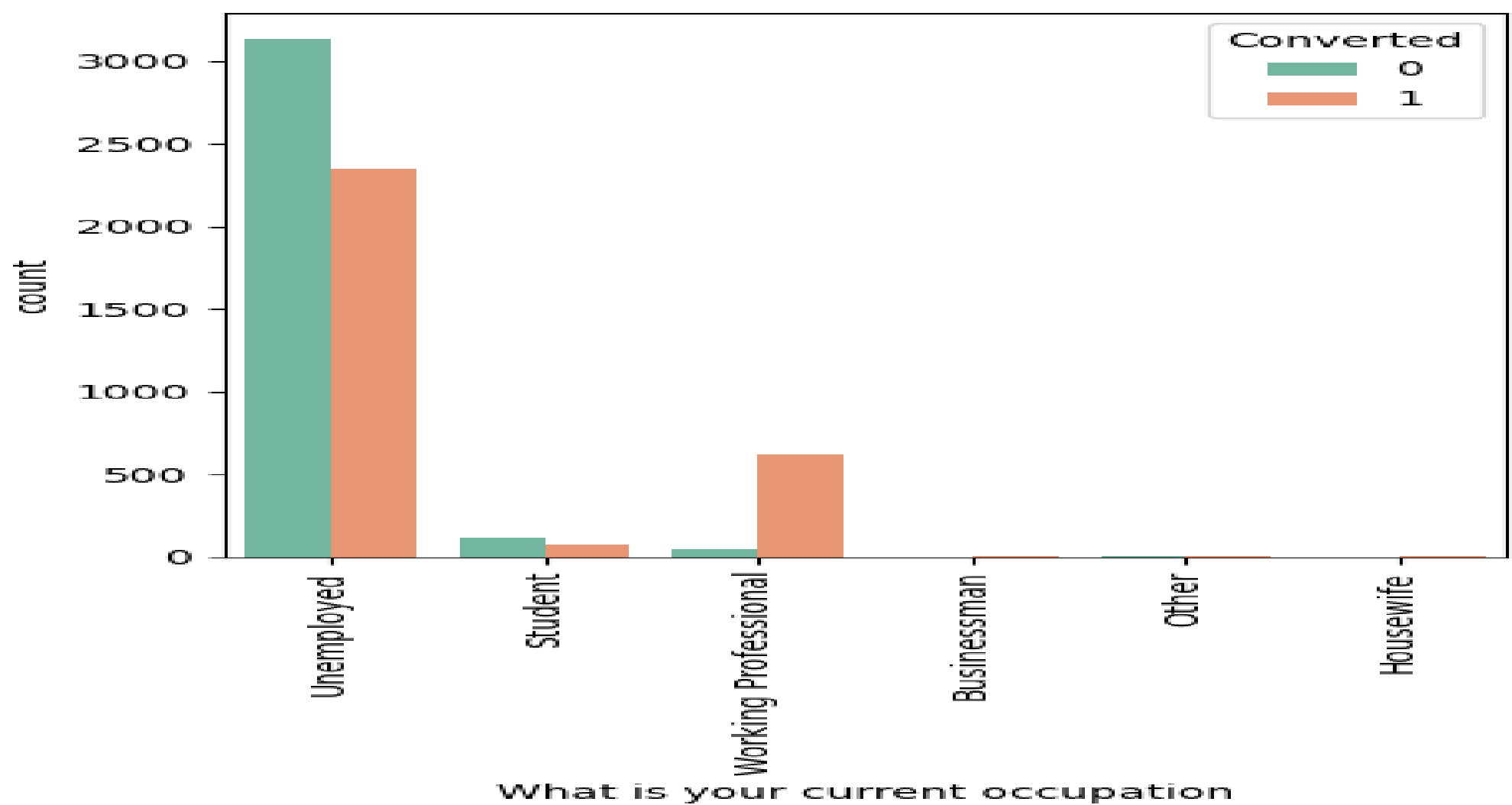
Most of the lead have their Email opened as their last activity.  
Conversion rate for leads with last activity as SMS Sent is high.



- Most of the people did not select their specialization.
- The conversion rate for Human Resource Management, Marketing Management and Finance Management is good.



What is your current occupation

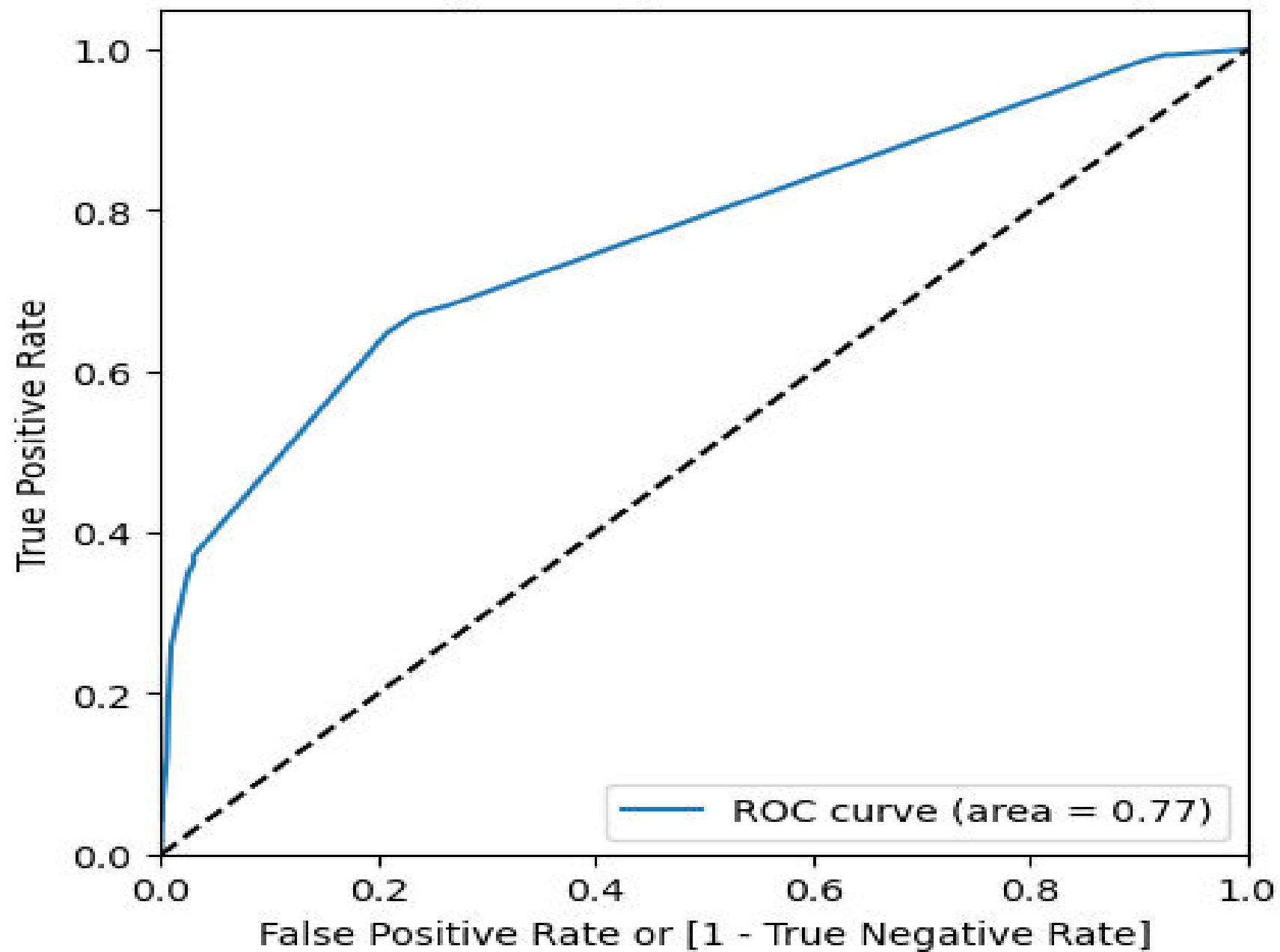


**Working Professionals going for the course have high chances of joining it.**  
**Unemployed leads are the most in numbers but also has considerable conversion rate.**



both count and conversion rate is high for "No"

Receiver operating characteristic example



## CONCLUSIONS

- The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
- The company should make calls to the leads whose last activity was google as they are more likely to get converted.
- The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company should not make calls to the leads whose Specialization was not selected as they are not likely to get converted.
- The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.