

Lead Scoring Case Study

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Observation:

After running the model on the Test Data these are the figures we obtain:

Accuracy : 92.78%

Sensitivity : 91.98%

Specificity : 93.26%

Final Observation:

Let us compare the values obtained for Train & Test:

Train Data:

Accuracy : 92.29%

Sensitivity : 91.70%

Specificity : 92.66%

Test Data:

Accuracy : 92.78%

Sensitivity : 91.98%

Specificity : 93.26

Summary

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. First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.