

Lead Scoring Case Study

Summary

- Lead scoring case study is done using logistic regression model and tries to meet the requirements/expectations of the business.
- In the beginning, there are many leads, but few of them become paying customers. Many leads are from INDIA, and Mumbai having the most leads in a city.
- There are a few columns that have a level labelled "Select," which essentially signifies that the student did not choose the choice for that specific column because it is showing "Select" instead. We must make a required decision to obtain some useful information.
- The leads enroll in courses to better their career prospects, with many of them specializing in finance management. Leads from management specializations in finance, human resources, and marketing are very likely to convert.
- Talking to last notable activity among customers and improving customer engagement through email and phone will assist convert leads. Sending SMS will help the conversion and the customers who are opening emails have a high chance of conversion into leads.
- Most leads are from unemployed customers, however working professionals who enroll in the course have a high likelihood of conversion.
- Google and direct traffic are the highest lead sources. Reference leads and Welingak website leads have a high conversion rate. The lead conversion of Google leads, Olark chat leads, organic search leads, and direct traffic leads should be improved to increase the overall lead conversion rate. On the Reference and Welingak websites leads, we can try to increase the leads gathering.
- Higher lead and conversion rates are generated through API and landing page submission. Although the lead count is not very big, the Lead Add Form has a very high conversion rate. To increase the lead conversions, the lead conversion rate for API and landing page submissions must be increased, and more leads must be generated through the lead add form.