

LEAD SCORING CASE STUDY

PROBLEM STATEMENT

X Company wants to increase its potential leads so it can increase its sales. The aim of making the logistic model is to find out which type of customers we have to focus more to increase the potential customers or customers which the sales team have to target.



ACCURACY THAT MODEL WILL BRING IN THE SALES

To solve the problem that the company is facing we have to make a logistic model. It will increase the accuracy to target the potential customers.

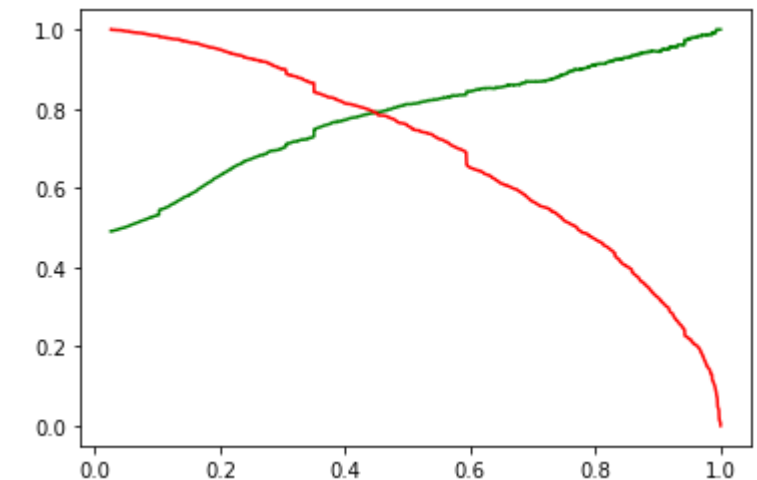
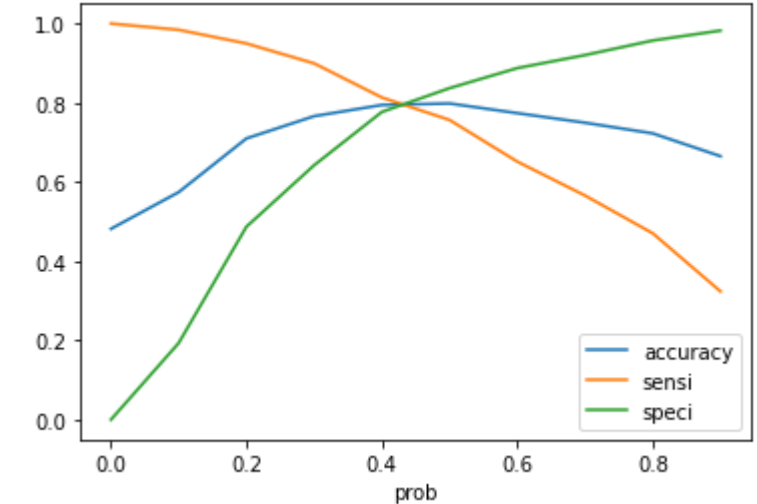
By using this model in the company the sales accuracy would increase.

Sensitivity – 0.77

Specificity -0.78

Precision – 0.769

Recall score- 0.778



TOP VARIABLE THAT INCREASE POTENTIAL LEADS

The target was to increase the potential leads

To increase the potential lead we have to focus on top contributing variable.

- Top Visit- These are those customers who have visited the website.
- Total Time spent on Website – The other target should be on customers who spent more time on website.
- Working Professional – We have to target working professional they are more willing to convert into potential leads.

	coef	std err	z	P> z	[0.025	0.975]
const	-0.7231	0.140	-5.173	0.000	-0.997	-0.449
TotalVisits	11.9641	3.316	3.608	0.000	5.465	18.463
Total Time Spent on Website	4.3643	0.188	23.187	0.000	3.995	4.733
Page Views Per Visit	-1.1290	0.453	-2.494	0.013	-2.016	-0.242
Lead Origin_Landing Page Submission	-0.8107	0.122	-6.619	0.000	-1.051	-0.571
Lead Source_Olark Chat	1.1057	0.154	7.189	0.000	0.804	1.407
Lead Source_Reference	3.5361	0.284	12.436	0.000	2.979	4.093
Lead Source_Welingak Website	5.9939	1.017	5.892	0.000	4.000	7.988
Do Not Email_Yes	-1.4746	0.226	-6.517	0.000	-1.918	-1.031
Last Activity_Converted to Lead	-0.9388	0.234	-4.005	0.000	-1.398	-0.479
Last Activity_Email Bounced	-0.9873	0.422	-2.341	0.019	-1.814	-0.161
Last Activity_Had a Phone Conversation	1.8674	0.815	2.292	0.022	0.270	3.465
Last Activity_Olark Chat Conversation	-1.3398	0.199	-6.716	0.000	-1.731	-0.949
Last Activity_Page Visited on Website	-1.0194	0.175	-5.828	0.000	-1.362	-0.677
What is your current occupation_Working Professional	2.5341	0.203	12.505	0.000	2.137	2.931
Last Notable Activity_Email Link Clicked	-1.5477	0.283	-5.472	0.000	-2.102	-0.993
Last Notable Activity_Email Opened	-0.9896	0.097	-10.173	0.000	-1.180	-0.799
Last Notable Activity_Modified	-1.2019	0.111	-10.872	0.000	-1.419	-0.985

TARGETED CUSTOMERS

To increase the potential leads-

- The sales team have to target those people who have Lead score value greater than 43 they are best to convert as potential leads.
- We have to target those customers whose converted prob greater than optimal cut off which is 0.43

	Converted	Prospect ID	Converted_Prob	final_predicted	Lead Score
0	1	4771	0.997398	1	100
1	0	6122	0.125890	0	13
2	0	9202	0.708835	1	71
3	1	6570	0.319524	0	32
4	1	2668	0.445511	1	45
...
1907	0	5828	0.128734	0	13
1908	1	6583	0.416710	0	42
1909	0	5531	0.713561	1	71
1910	1	3056	0.590059	1	59
1911	1	4088	0.573435	1	57

1912 rows × 5 columns

Conclusion

To increase the potential leads-

- We have to target those customers who have visited the website.
- Another targeted customers can be those people who have spent a lot of time on the website.
- Calling each customers is not a good idea to increase the sale in a short time we have to target customers which have lead score greater than 43 they are best fit to convert as potential leads.