EXECUTIVE SUMMARY OF LEAD SCORING CASE STUDY & RECOMMENDATIONS

X Education is an online education company that offers courses to industry professionals. The company markets its courses on several websites and search engines like Google. Once people land on the website, they may browse the courses, fill out a form for a course, or watch some videos. When people provide their email address or phone number, they are classified as a lead. The leads are then contacted by the sales team to convert them into customers. The typical lead conversion rate at X Education is around 30%. The dataset was pre-processed and cleaned, which included handling missing values, dropping unnecessary columns, imputing data and treating outliers. To reduce the dimensionality of the dataset and select only the important features, Recursive Feature Elimination (RFE) was performed, and only 15 columns were selected out of the original 48. Logistic regression models were built, and manual feature reduction processes were used to build models by dropping variables with a p-value greater than 0.05. Logistic Regression Model - 4 was chosen as the final model as it showed significant p-values within the threshold, and there was no sign of multicollinearity with VIFs less than 5.

Based on the study's findings, the following recommendations were made:

1. Should be more focused on leads source like reference and Wilingak website.
2. Utilize features such as 'Current_Occupation_Working Professional', and 'Total Time Spent on Website' in lead generation efforts due to their high conversion rates.
3. Target working professionals more aggressively as they have a higher probability of converting and are likely to have better financial situations.
4. Incentivize referral leads generated by existing customers to encourage more referrals, as they exhibit significantly higher conversion rates.
5. Increase the frequency of media usage (e.g., Google ads, email campaigns) to save time and improve the conversion rate.
6. Prioritize leads with 'Last Activity' as 'SMS Sent' or 'Email Opened' as they tend to have higher conversion rates.
7. Understanding popular specializations helps tailor course offerings and marketing to attract and retain customers in those fields. Targeted content and resources for areas like Marketing Management and HR Management enhance engagement and customer satisfaction.
8. Analyze customer behavior for those who spend more time on the website to enhance user experience, increase conversion rates, and focus on creating engaging content and user-friendly navigation.

By implementing these recommendations, X Education can enhance lead generation strategies, improve conversion rates, and optimize marketing efforts to target the right audience effectively.