



LEAD SCORING CASE STUDY

ASSIGNMENT SUBMISSION

PROBLEM STATEMENT

- X Education sells online courses to industry professionals.
- X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted.
- To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'.
- 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.

GOALS OF CASE STUDY

- To **build a logistic regression model to assign a lead score** between 0 and 100 to each of the leads which can be used by the company to target potential leads.
- To **adjust to if the company's requirement changes** in the future so you will need to handle these as well.

SOLUTION APPROACH

- Read and understand the data
- Clean the data
- Prepare the data for Model Building
- Model Building
- Model Evaluation
- Making Predictions on the Test Set

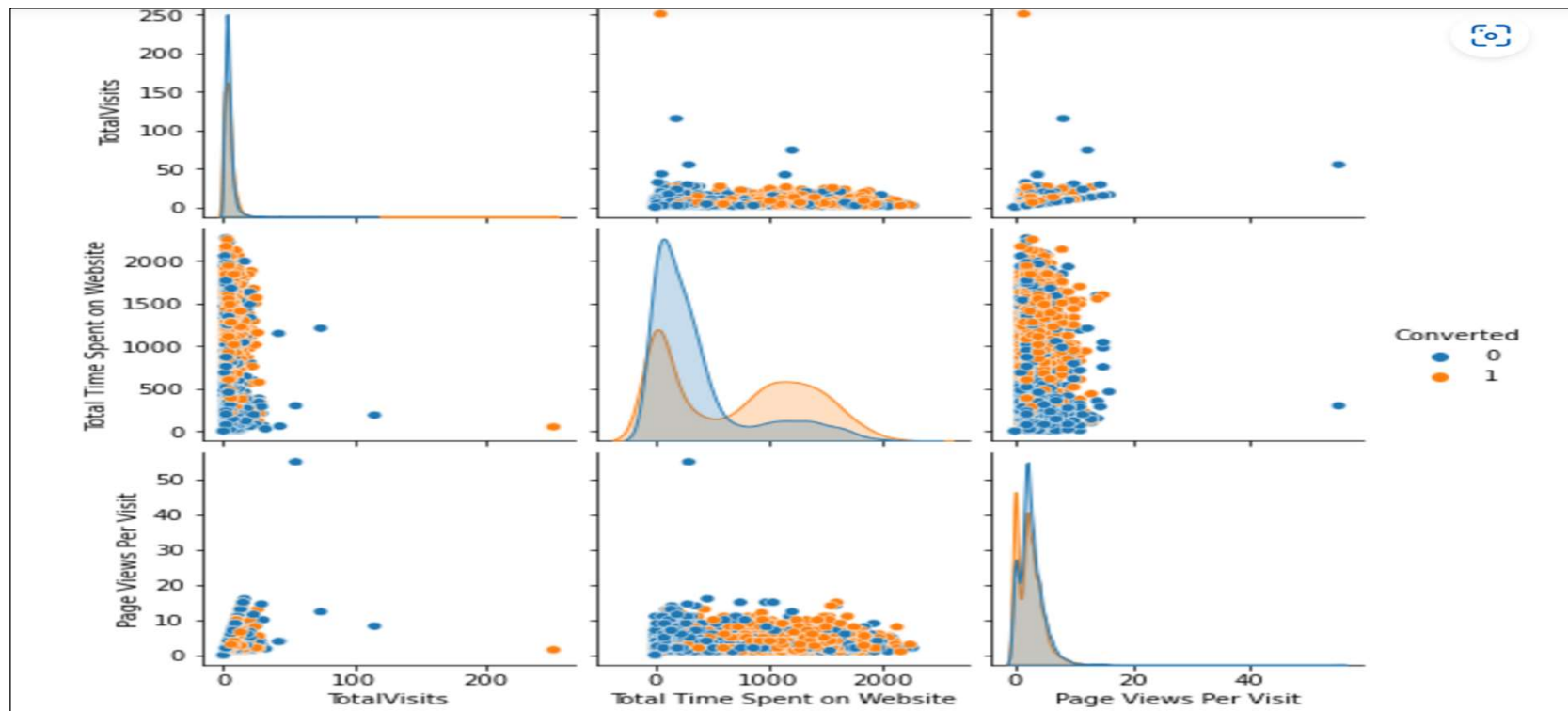
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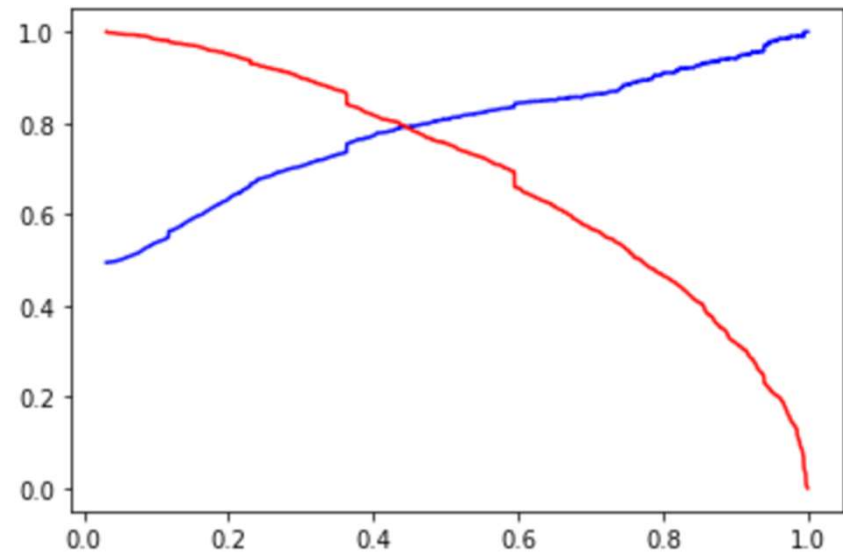
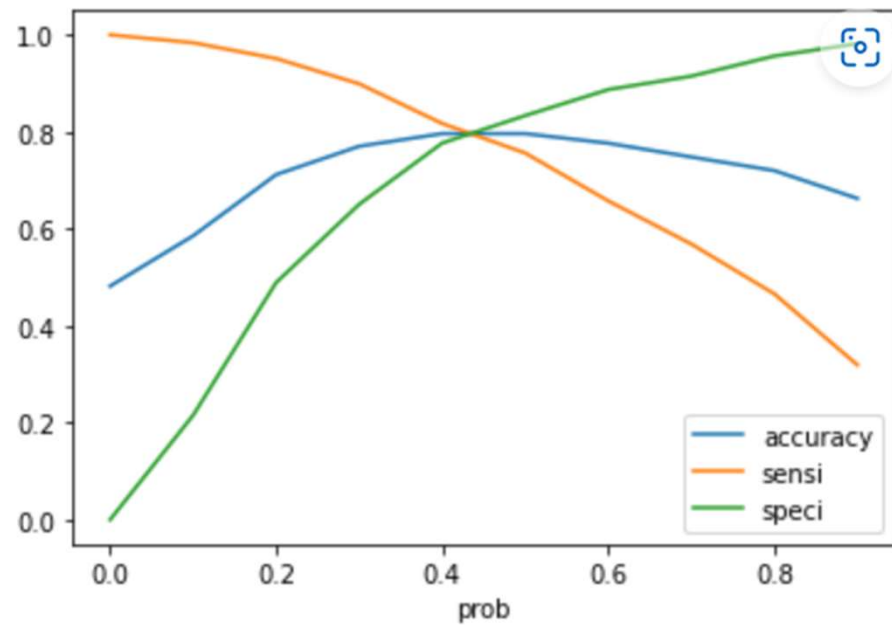
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DATA MODELLING



DATA MODELLING



SUMMARY

Below contribute most towards the probability of a lead getting converted

- 1) 'Total Visits'
- 2)'Total Time Spent on Website'
- 3) 'Page Views Per Visit'

Following steps can be part of a proper plan:.

- 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.



THANK YOU

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