LEAD SCOARING CASE STUDY

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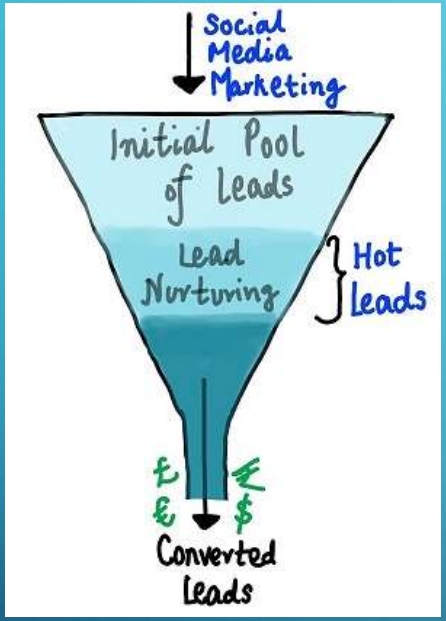
PROBLEM STATEMENT

- An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.
- The company markets its courses on several websites and search engines like Google they fill up the form providing their email address or phone number, they are classified to be a lead
- Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not

PROBLEM STATEMENT CONTINUATION

- Now, although X Education gets a lot of leads, its lead conversion rate is very poor.
- To make this process more efficient, the company wishes to identify the most potential leads, also known as ‘Hot Leads’
- The company wants to 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

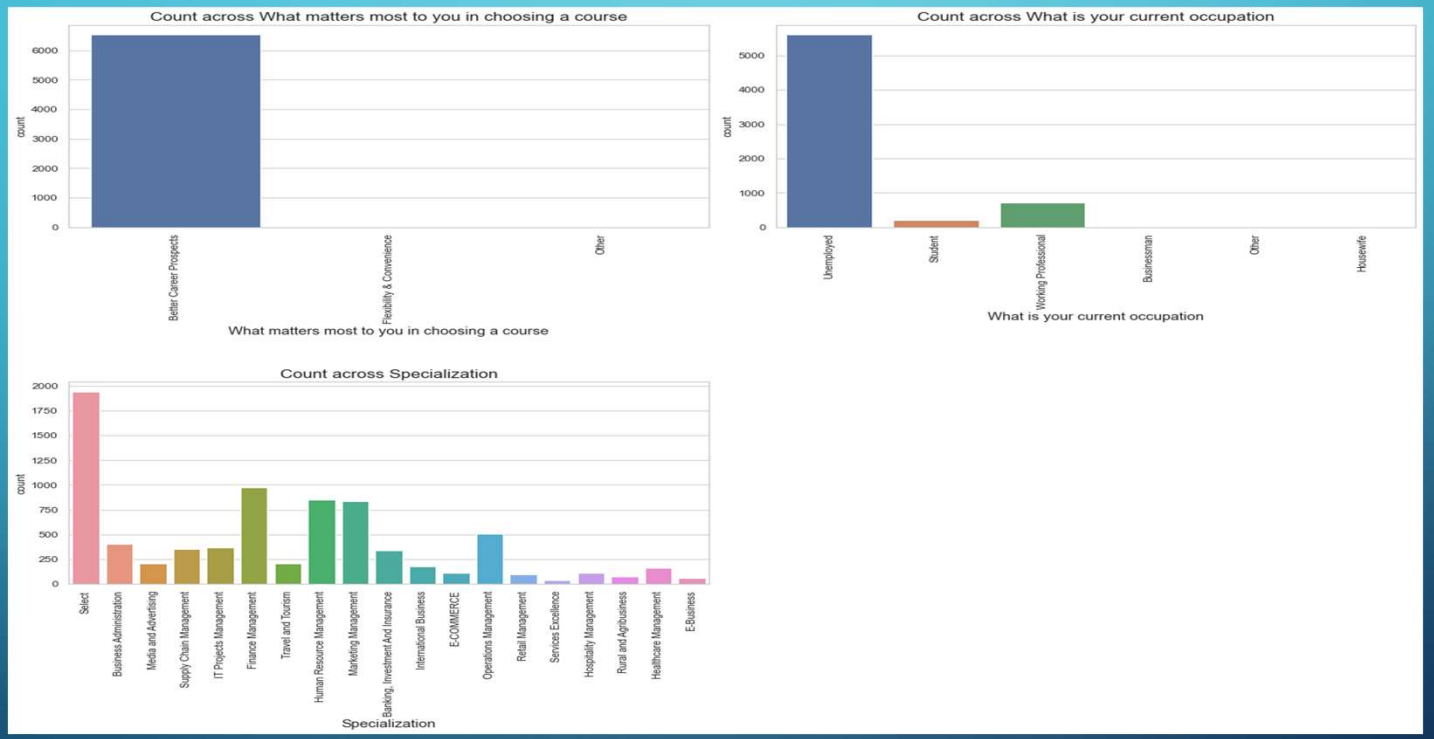
FUNNEL DIAGRAM DEPICTING THE LEAD CONVERSION PROCESS



SOLUTION APPROACH

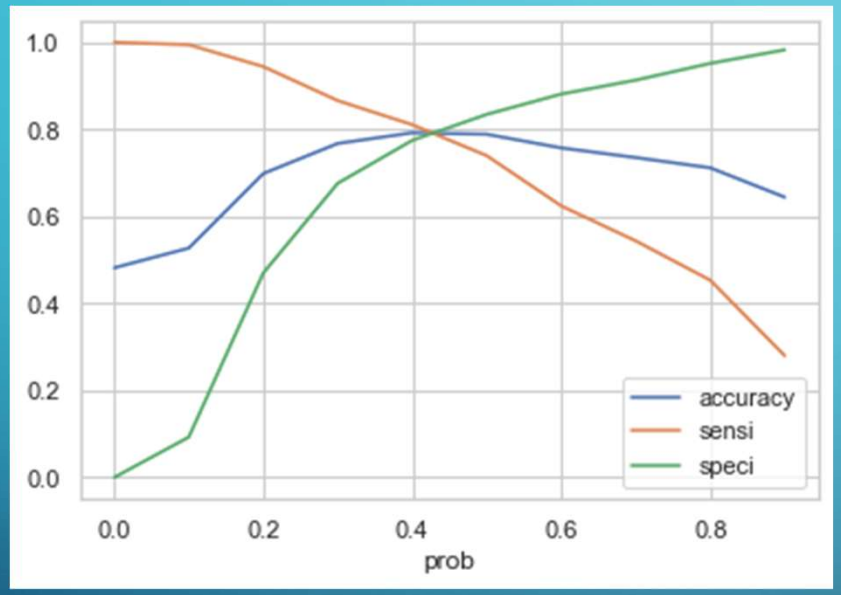
- ☐ Importing the data and inspecting the data frame
- ☐ Data preparation
- ☐ EDA
- ☐ Dummy variable creation
- ☐ Test-Train split
- ☐ Correlations
- ☐ Model Building (RFE Rsquared VIF and pvalues)
- ☐ Making predictions on test set

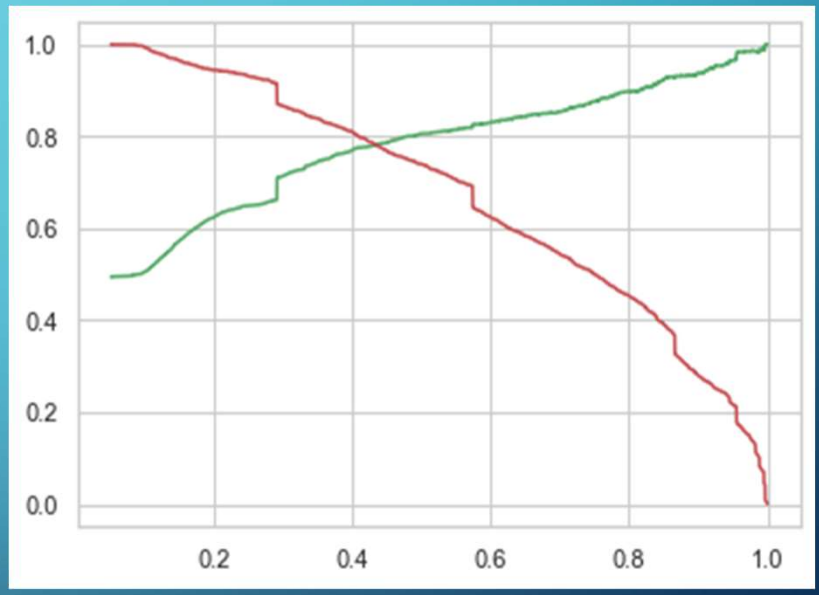
COUNT ACROSS SPECIALIZATION



CORELATION OBSERVATION

MODEL EVALUATION





OUR OBSERVATION

- Leads who spent more time on website, more likely to convert.
- Maximum number of leads are generated via google .
- Leads conversion is high if the total time spent on website is high
- Total number of website is high in case of converted leads