LEAD SCORING CASE STUDY

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BUSINESS OBJECTIVE

► The objective of the case study is to find most promising leads (Hot Leads), i.e. the leads that are most likely to convert into paying customers for a company named "X Education".

METHODOLOGY

▶ The case study aims to build a logistic regression model to find the hot leads for X Education.

▶ The logistic regression model assigns lead scores to all leads such that the customers with higher lead score have a higher conversion chance and vice versa. Target Lead Conversion Rate ≈ 80%.

▶ The methodology is :

1. Reading And Understanding The Data.

2. Data Cleaning.

3. Exploratory data analysis.

4. Model building.

5. Model Evaluation.

Inferences

- Three variables which contribute most towards the probability of a lead conversion in decreasing order of impact are: ➢

1. Tags_Closed by Horizzon

2. Tags_Lost to EINS

3. Tags_Will revert after reading the email

- These are dummy features created from the categorical variable Tags.

- All three contribute positively towards the probability of a lead conversion.

- These results indicate that the company should focus more on the leads with these three tags.

Final Result

Title	Train Data	Test Data
Accuracy	93.67%	93.47%
Sensitivity	94.16%	94.79%
Specificity	93.37%	92.60%

Recommendations

- focus on increasing the conversion rates for the categories generating more leads and generating more leads for categories having high conversion rates.

- Pay attention to the relative importance of the features in the model and their positive or negative impact on the probability of conversion.

- Based on varying business needs, modify the probability threshold value for identifying potential leads.

THANK YOU