



LEAD SCORING CASE STUDY

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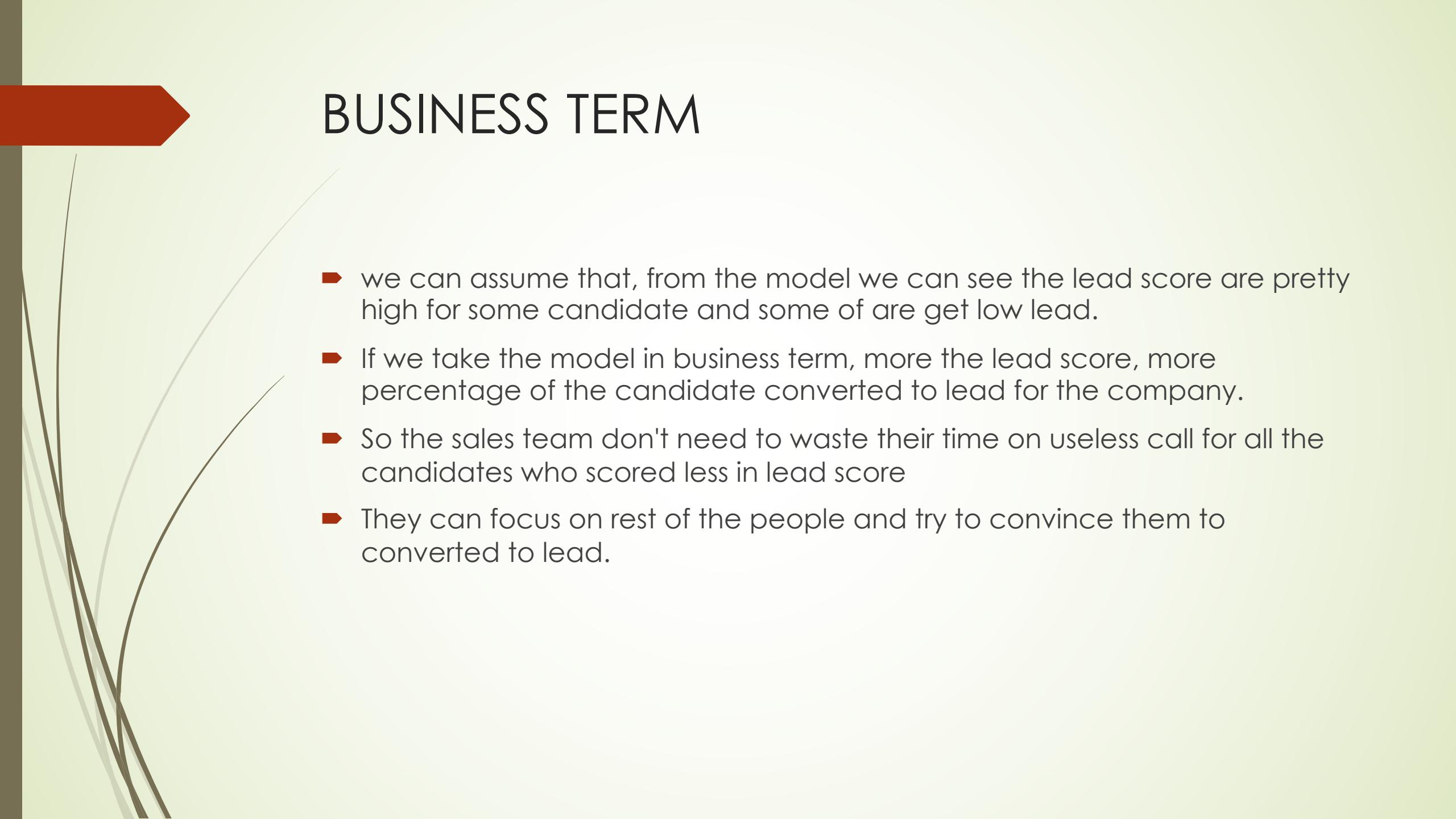
PROBLEM STATEMENT

- ▶ The company named as X-education needs to identify what percentage of people should converted to lead which they have to look for.
- ▶ The company came across many candidates throughout the different sources.
- ▶ But only few of them get converted to their lead. So the company try to find what percentage of people were converted.
- ▶ And who are their hot lead candidates which they should take care of.
- ▶ What steps need to take for not to wasting their calls for such candidates who are not converted after the analysis



ANALYSIS APPROACH

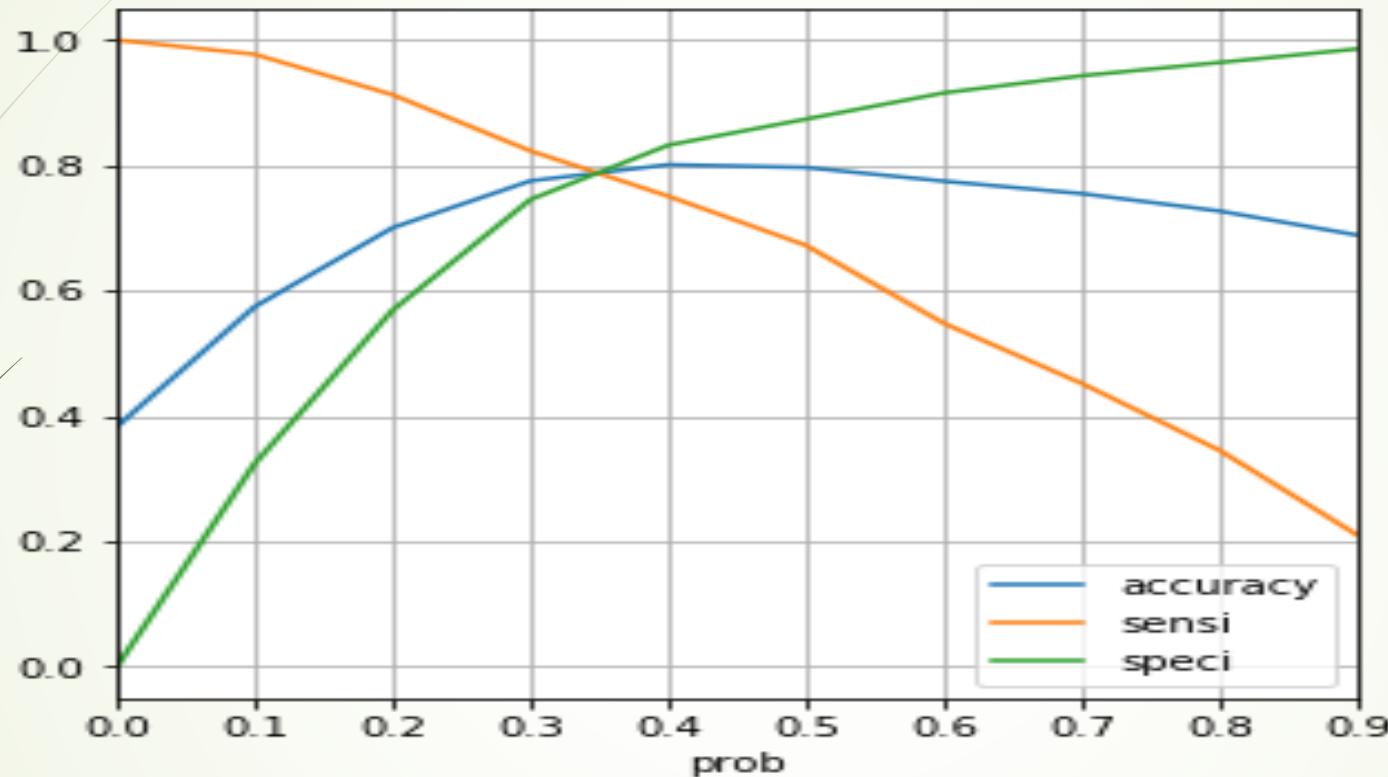
- ▶ To solve this business problem, we need help of some machine learning algorithms.
- ▶ So after we imputing the problem ,we can find out the loop hole of the problem
- ▶ After that we can build a logistic regression model in which we can analyse the variables that we have to look for and find out the solution.
- ▶ Then we can compute some metrics like specificity, sensitivity and accuracy of the model in order to check it whether it is working properly or not.
- ▶ Then we can predict the data set and find out the optimal variable cutoff.
- ▶ Then we can convert the value of converted_prob variable And find out the lead score.
- ▶ By this we can easily find out which area should we look for.



BUSINESS TERM

- ▶ we can assume that, from the model we can see the lead score are pretty high for some candidate and some of are get low lead.
- ▶ If we take the model in business term, more the lead score, more percentage of the candidate converted to lead for the company.
- ▶ So the sales team don't need to waste their time on useless call for all the candidates who scored less in lead score
- ▶ They can focus on rest of the people and try to convince them to converted to lead.

VISUALISATION



Plot of Accuracy, Sensitivity and Specificity in our Model



RESULT

- ▶ We can see some of the candidate score more than 80 in lead score.
- ▶ So the sales team will have to focus more on those candidates and trying to get converted them to lead.
- ▶ Above are the important steps we will have to follow to solve this kind of business problem