

SUMMARY OF LEAD SCORING STUDY

An education company named X Education sells online courses to industry professionals. Now, although X Education gets a lot of leads, its lead conversion rate is very poor of about 30%. We need to create an algorithm to identifying hot leads from all prospects so that overall conversion rate increases to 80%. We also have to identify most significant features or criterias impacting leads conversion.

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INTRODUCTION

The Assignment required to work on dataset of an Educational company to create a model which will help predict lead conversion better so that customers can be targeted more efficiently. All steps of data analysis, visualization and model building were followed. In essence a Logistic Regression model was used. The model created can be used by management to make better decisions

STEPS FOLLOWED

1. Reading and understanding the data
2. Data Cleaning
3. Exploratory Data Analysis
4. Data preparation for modelling
5. Model Building
6. Validation of Model
7. Model testing on Test Set

CONCLUSION

The model build exhibited good metrics on both train and test set and was consistent in most other important values. The important variables as well as the not so important variables were found which can give better insights into the minds of the customers. Refining of model can further be done through advanced techniques and more data. In summary the model is a good POC to help the management with its decision-making.