

Lead Scoring Case Study Report

Submitted By,
Mudassir Hasan,
Shweta Pandey,
Kamran Masood,
Gokul Kg

- Once data is received make all the prerequisites like reading files, data processing, and cleaning data for further use.
- Then we also do EDA for better analysis.
- Then we created dummies for categorical variables and created a train and test set.
- Then creating a model and using Logistic Regression which we learnt in our module is used here.
- Calculation of p values and checking VIF is done, if the value is high we drop those fields for further analysis.
- Then evaluate the model using the confusion matrix.
- As there is much difference between sensitivity and specificity, we can use the optimal cut-off concept for further analysis and bring down the difference.
- Then we make prediction on the test set.
- After making a prediction we can see there is less difference between sensitivity and specificity.
- So final results for train set is accuracy=78.5%, sensitivity=77.9%, specificity=79%
- Then we can use the Precision-Recall view, and Precision-Recall Trade-off to find the final results on the test set.
- So final results for train set is accuracy=78.7%, sensitivity=78.3%, specificity=76.7 %
- So by this, we can conclude:
- There are a lot of leads generated in the original stage, but only a many of them come out as paying guests from the bottom. In the middle stage, you need to nurture the eventuality leads well like educating the leads about the product, constantly communicating, etc. in order to get an advanced lead conversion.
- First, sort out the stylish prospects from the leads you have generated.' Total Visits', 'Total Time Spent on the Website', and page Views Per Visit' contribute most towards the probability of a lead getting converted.
- Also, you must keep a list of leads handy so that you can inform them about new courses, services, job offers, and future advanced studies. Cover each lead precisely so that you can confirm the information you shoot to them. Precisely give job immolations, information, or courses that suit best according to the interest of the leads. A proper plan to chart the requirements of each lead will go a long way to capture the leads as prospects.
- Focus on converted leads. Hold question-answer sessions with leads to excerpt the right information you need about them. Make further inquiries and movables with the leads to determine their intention and intelligence to join online courses.