

# **LEAD PREDICTION SYSTEM**

# **WORLD PLUS**

Presented By: Group 22

# Agenda

**1** **PROBLEM STATEMENT**

**2** **MISSION**

**3** **OUR GOALS**

**4** **OUR APPROACH**

**5** **RECOMMENDATIONS**

**6** **WHY US ?**



# THE PROBLEMS

DIFFICULTY IN IDENTIFY  
POTENTIAL  
LEADS

THE REDUCTION OF  
MARKETING  
EFFECTIVENESS

THE INCREASE IN  
CUSTOMER  
ACQUISITION  
COST

POOR  
CUSTOMER  
EXPERIENCE

REPUTATION  
DAMAGE

# MISSION

**“World Plus seeks to enhance lead conversion efficiency to boost revenue and reduce unnecessary marketing costs.”**



**Our consultancy's lead prediction system aligns with World Plus' vision for a more targeted approach to customer acquisition**

# OUR GOALS



# PROPOSED SOLUTION

We developed a Machine Learning Model for predicting future leads based on some parameters.

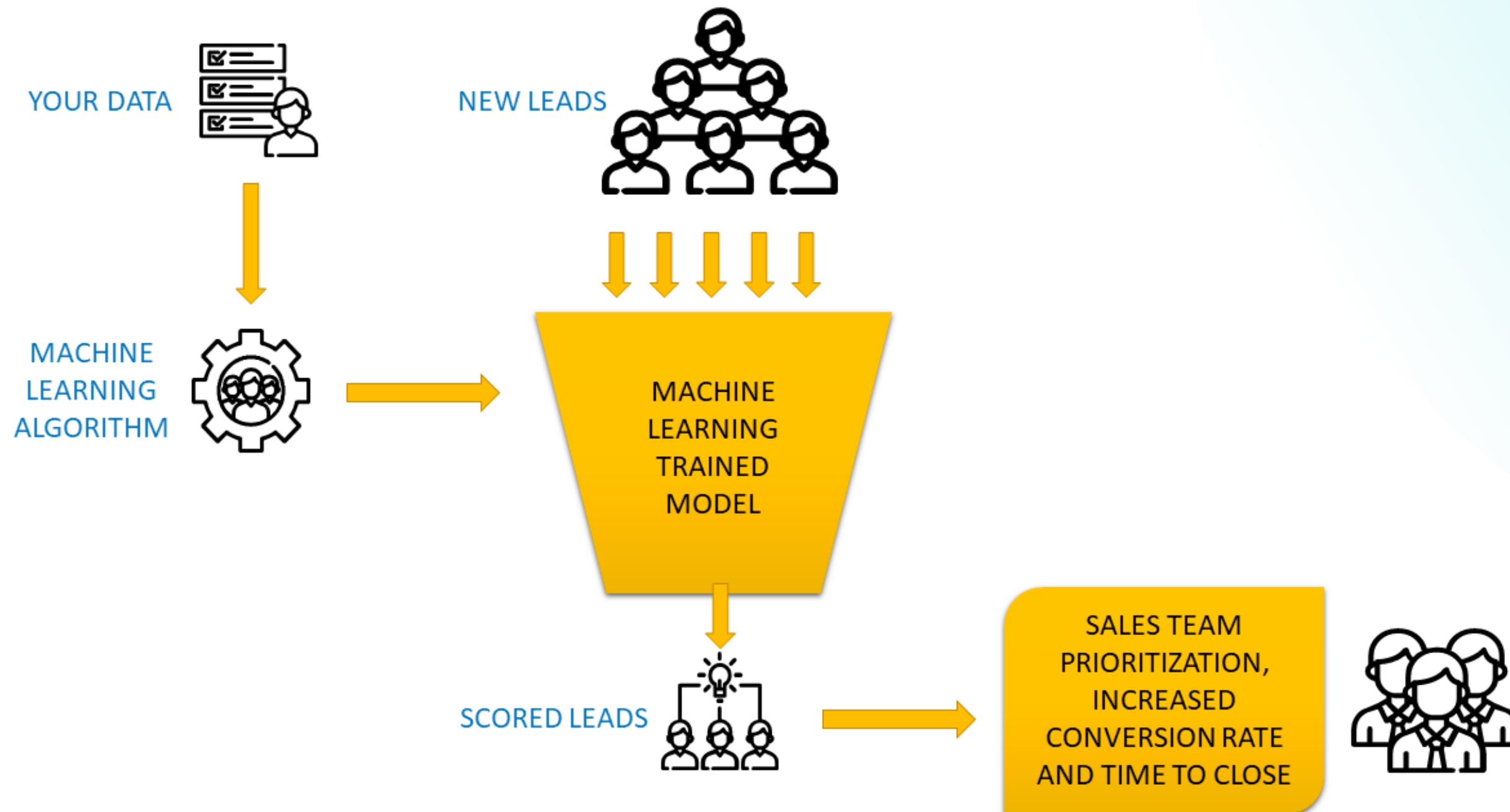
**PRECISION IN TRAGETING**

**ENHANCED CONVERSION RATE**

**COST REDUCTION**

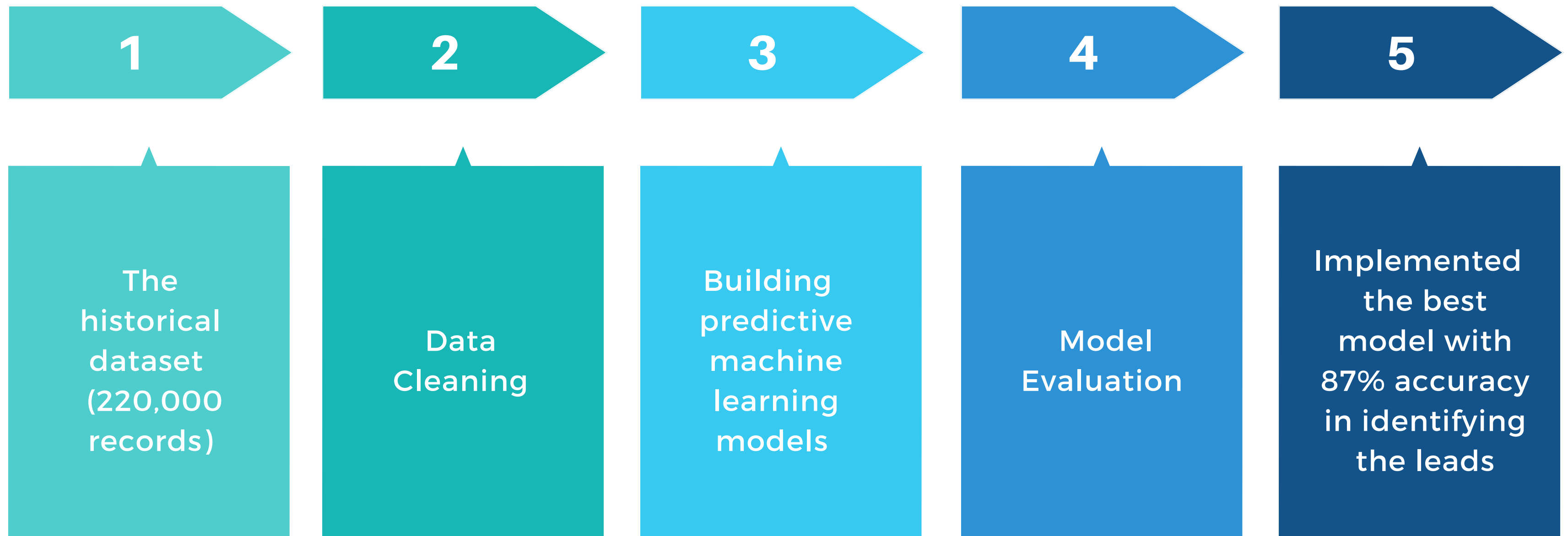
**OPERATIONAL EFFICIENCY**

**SCALABILITY & ADAPTABILITY**



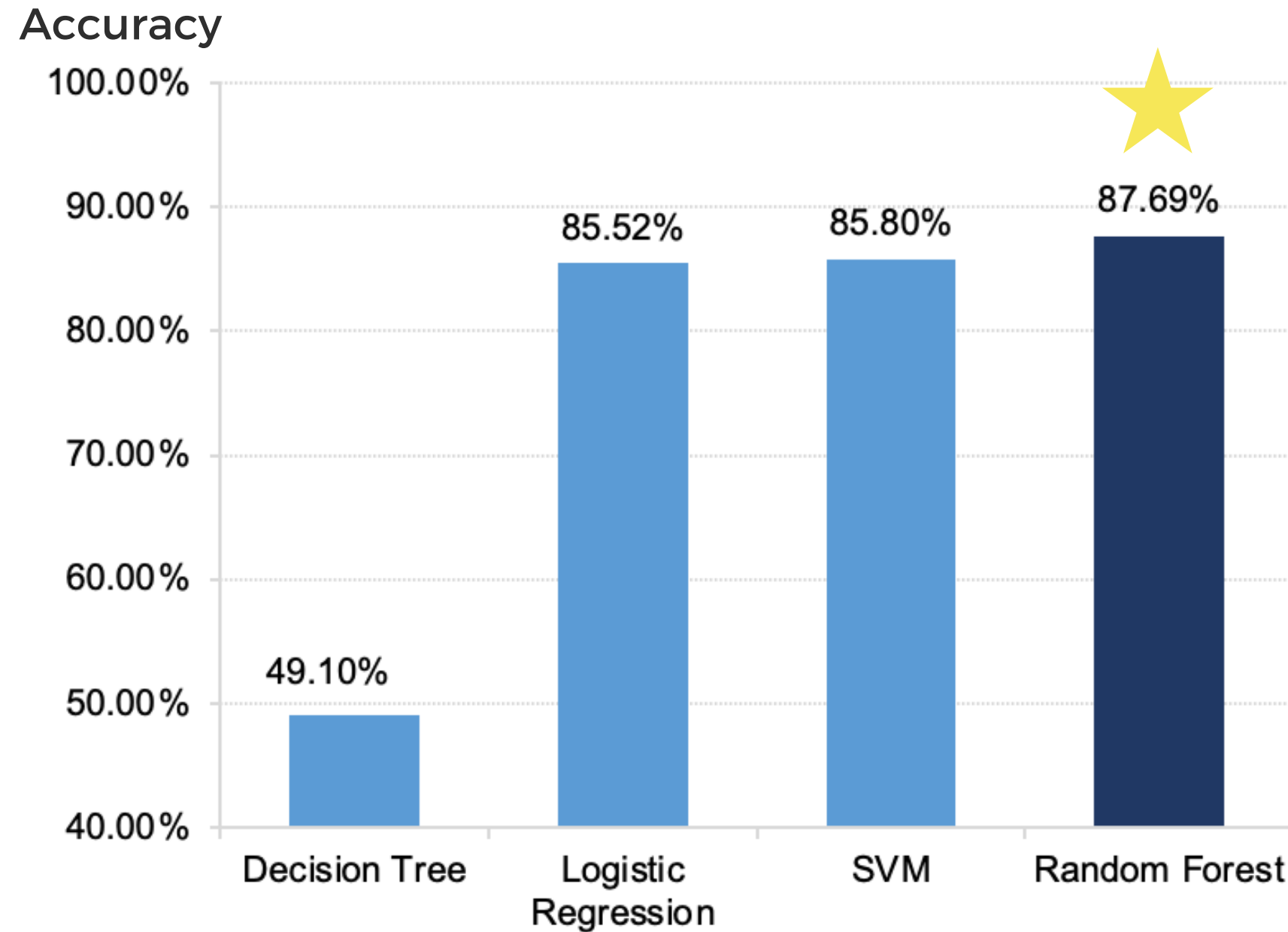


# PROCESS FLOW

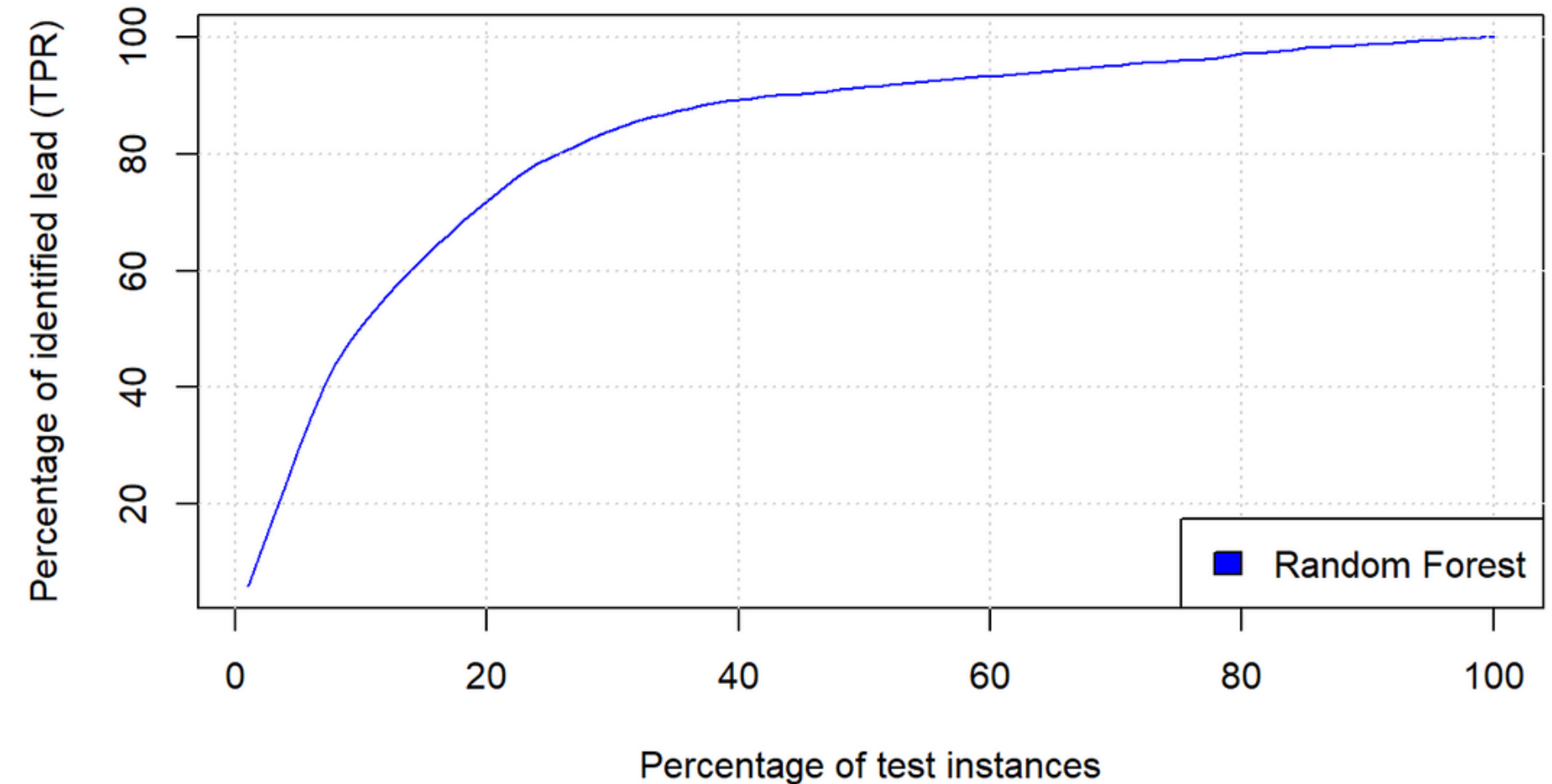




# MODEL PERFORMANCE



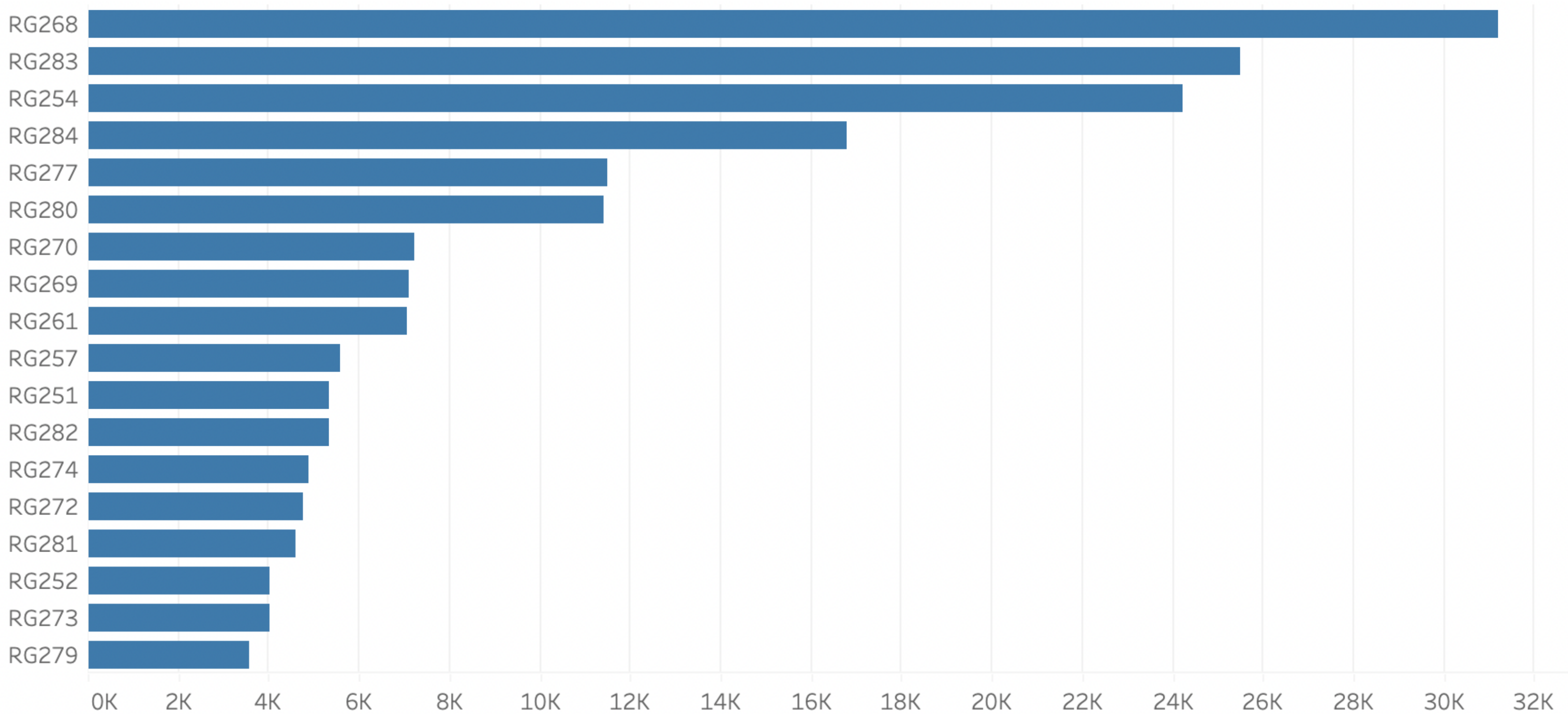
Accuracy Rate of Predictive Models



Gain Chart of RF Model

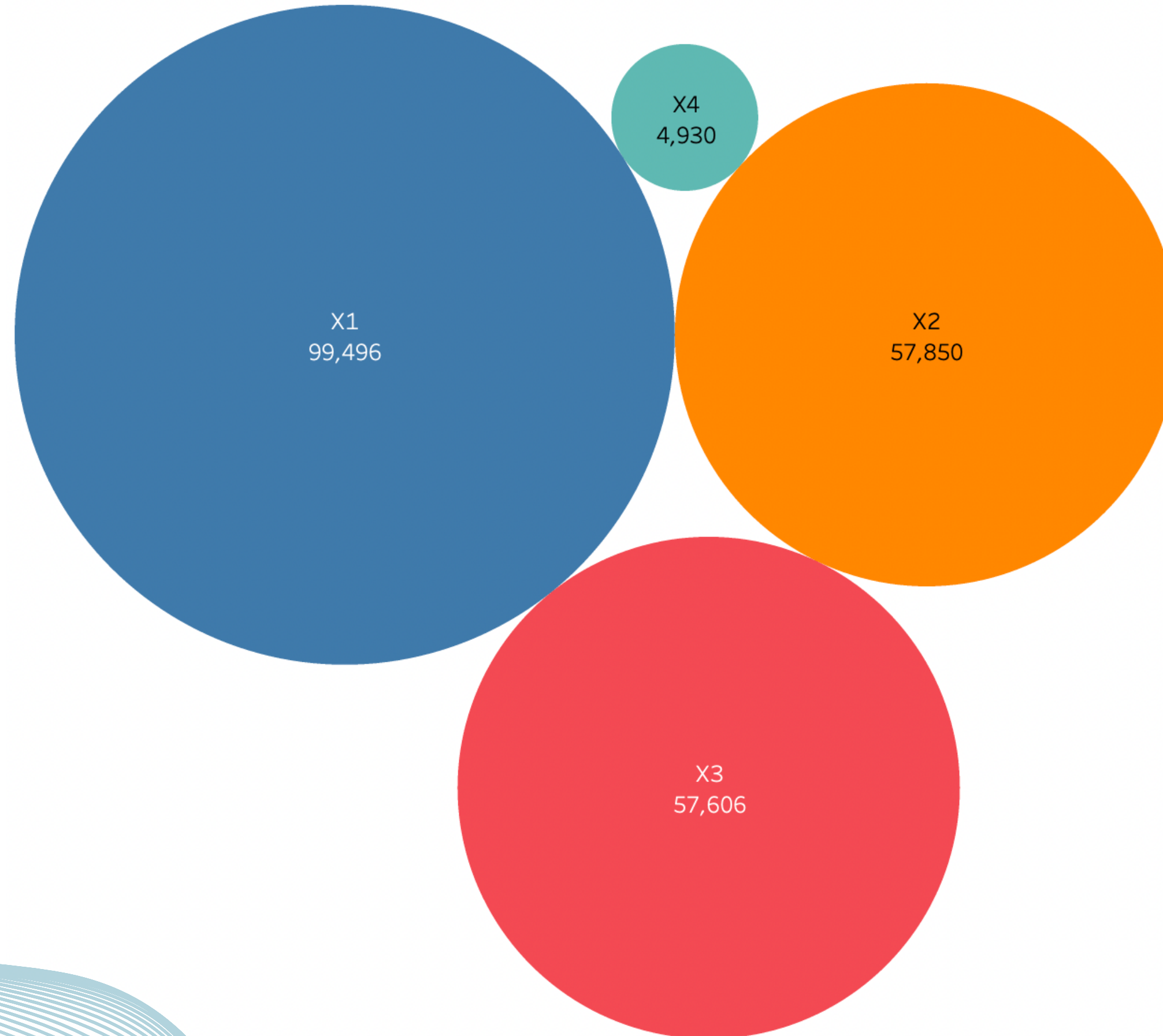
# Region Wise Leads Converted

Region Code



Distinct Count of Target

## Channel Wise Leads Converted



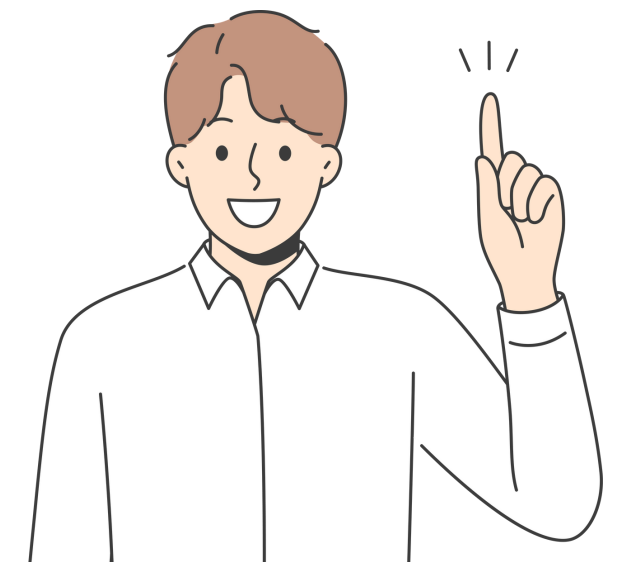
# RECOMMENDATIONS

Lead Attribution

Lead Prioritisation

Lead Segmentation and Distribution

Quality of Leads





# WHY US?

## Our Model Achieved:

**87.69%**



Accuracy of  
Targeting Customers



**56.3%**



Lead Conversion Rate



**74% of customers  
correctly identified**



Marketing Cost



\*Lead Conversion Rate = (Number of leads converted to customers) / (Total number of leads generated) x 100

**THANK YOU**

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