

# **SUMMARY**

## **LEAD SCORING CASE STUDY**

### **OBJECTIVE**

- To find out leads that are most likely to convert into paying customers.
- The company requires to build a model wherein each customer is assigned a lead score such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

### **PROCEDURE**

- Data collection
- Data cleaning
- EDA
- Data preparation
- Train-test split
- Scaling
- Model building

### **FINDINGS**

#### **Conclusion**

- Final conversion rate for the model is 76% before building the model conversion rate was 38%
- Metrics values for both train and test are almost same.
- Most important variables to focus on to convert more leads are
  1. What is your current occupation Working Professional
  2. Lead Origin Lead Add Form
  3. Lead Source\_Welingak Website.

### **RECOMMENDATIONS**

- From EDA it is evident that more leads are generated from landing page submission so making that page more engaging to customers is necessary . It helps users to get more information without forcing them to enter more details.
- Lead capture form should be relatively short still providing them enough context.
- Regular follow-up with the potential leads to make sure that we care about their needs t
- Build trust in minds of potential leads by understanding their goal, needs and wants.
- Make them aware about the services you provides and highlights the most important service.
- Most importantly make sure that your service meets their needs and well align with their goals