

Lead Score Case Study

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Problem Statement

X Education is an organization that is specialized in providing online courses for industry professionals. The platform is available on several popular websites like Google.

The company has generated lots of leads but only few of them are converted into paying customer. People come to their website through channels like email, advertisements, Google searches, etc.

The company wants to generate promising leads which can be converted into customers.

The current lead conversion rate is 30% and the company wants to increase the conversion rate.

Business Goals

X Education wants to build a model that can help them to identify most promising leads.

Lead score needs to be assigned to each lead indicating lead conversion rate. Higher the value more promising is the conversion into paying customers.

The Model should increase the conversion rate from 30% to more than 80%.

Analysis

The given problem can be solved using logistic regression.

The Data set provided by company contains historical conversion details.

There are around 9000+ records with 37 fields.

To build a promising Logistic Regression Model we need to select most important fields.

Strategy

Source the Data

Cleaning and Data Preparation

Exploratory Data Analysis

Scaling Features

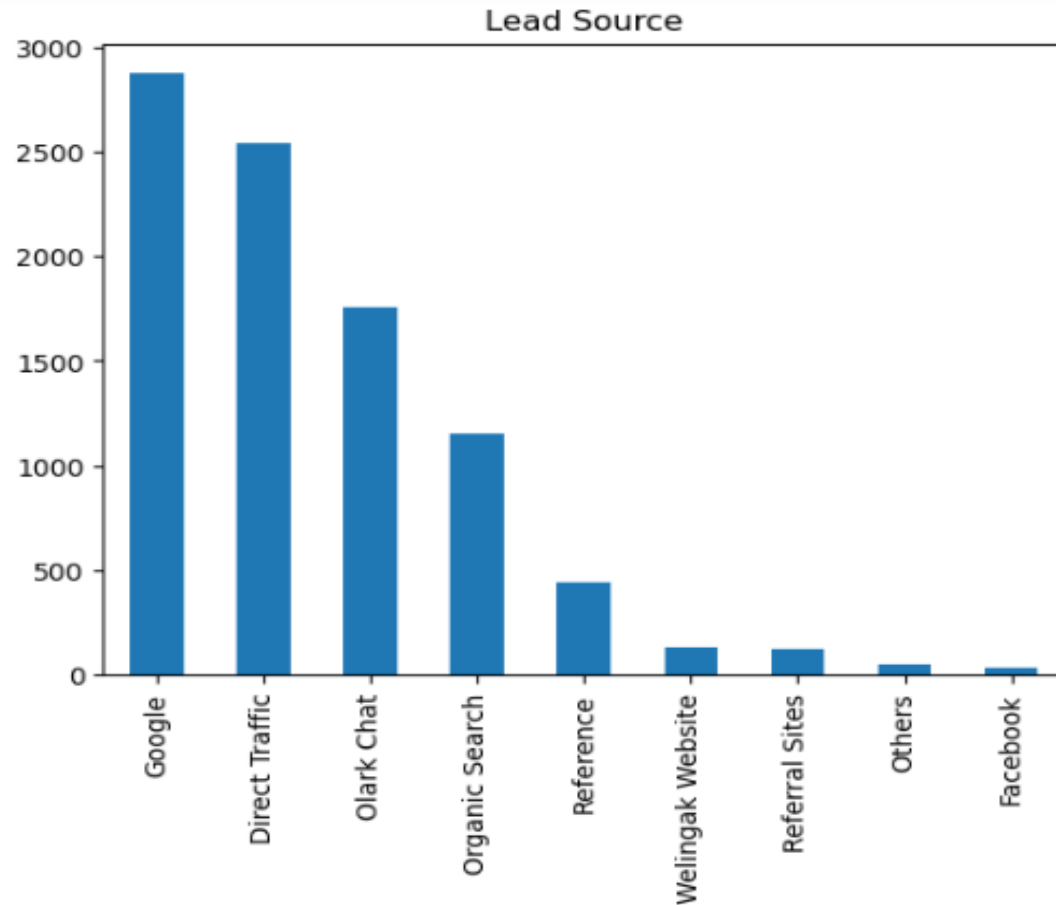
Data splitting into Train and Test

Building Model (Logistic Regression) and calculate Lead Score

Evaluating the model on basis of Sensitivity and Specificity, Recall and Precision.

Applying the best model on Test Data.

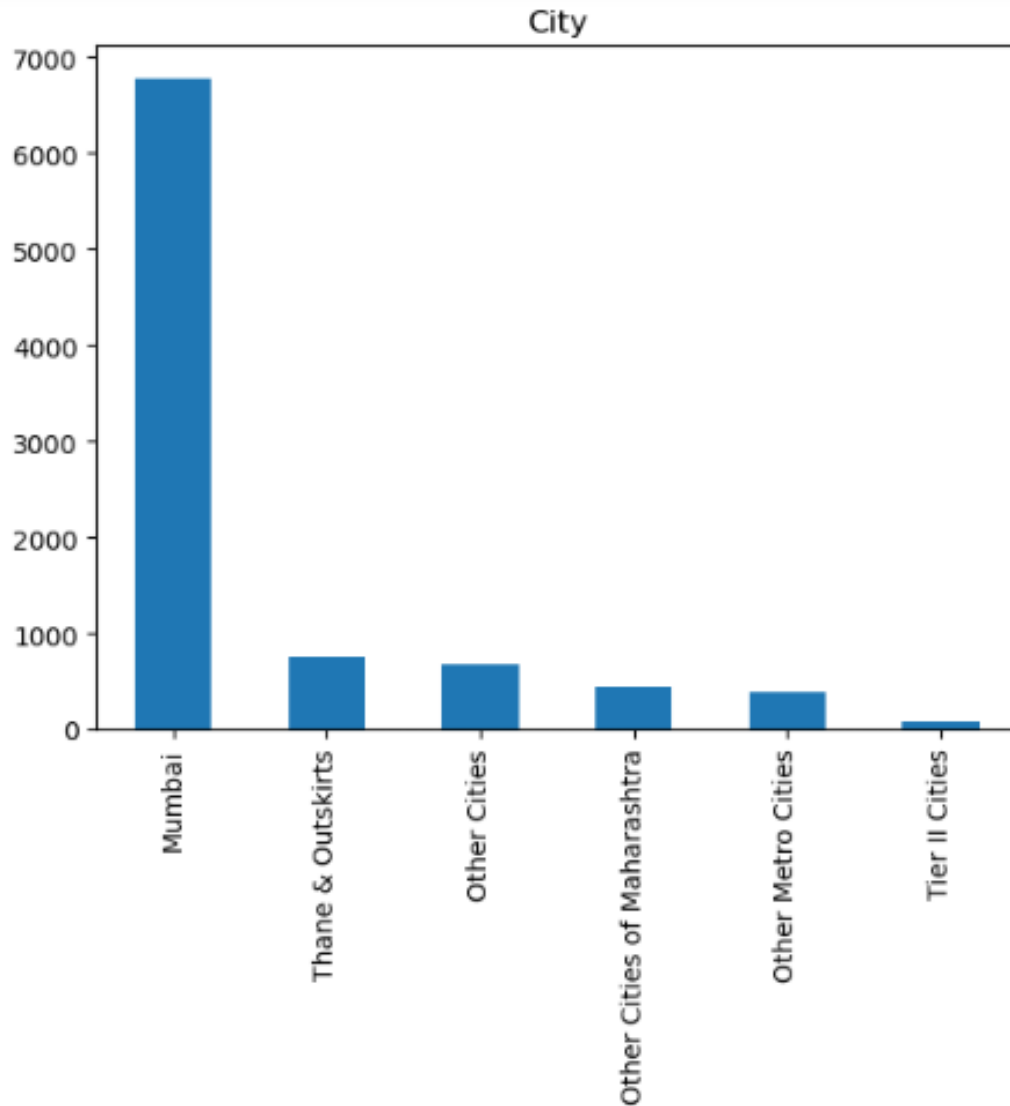
A solid orange horizontal bar at the bottom of the slide.



Lead Source

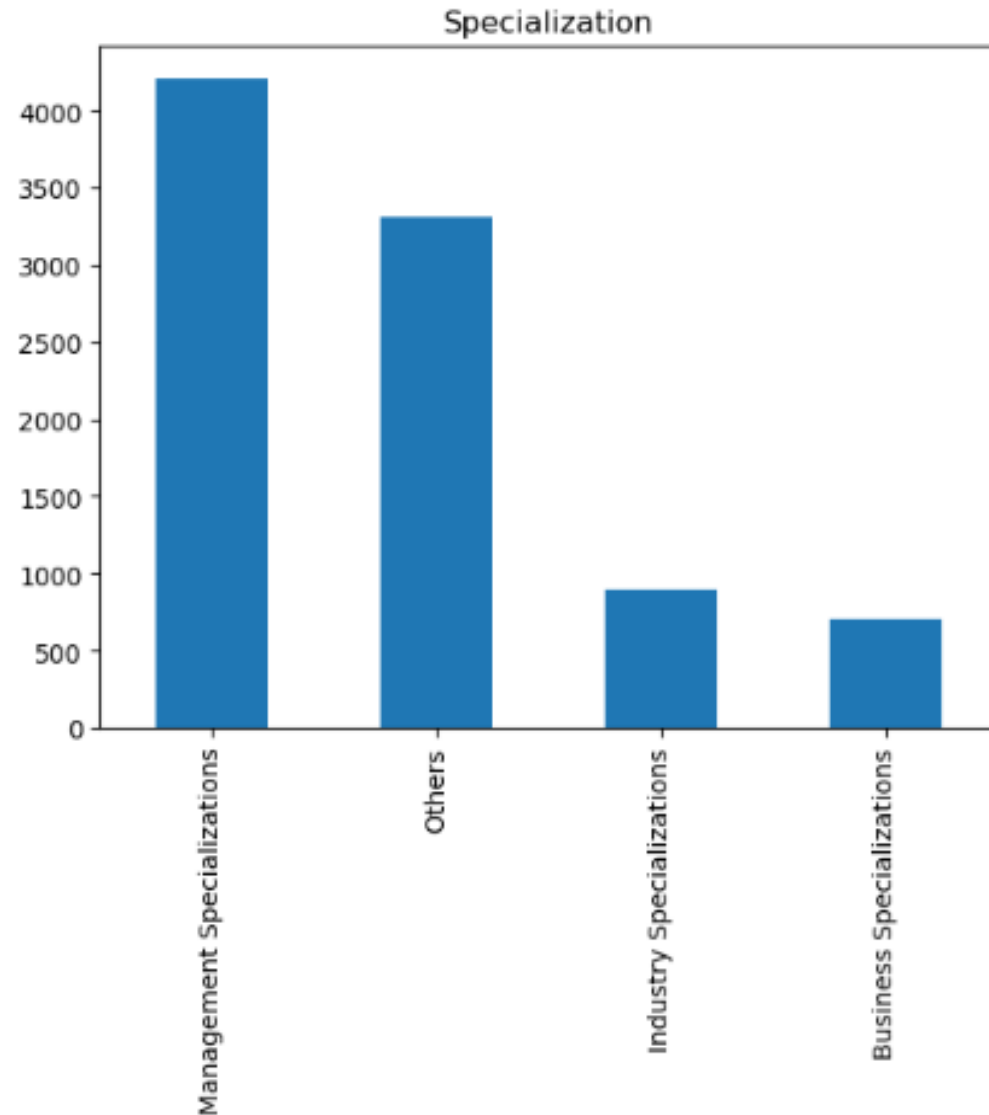
Google searches has the highest lead count contributing 32% while Facebook has the least contribution.

Exploratory Data Analysis



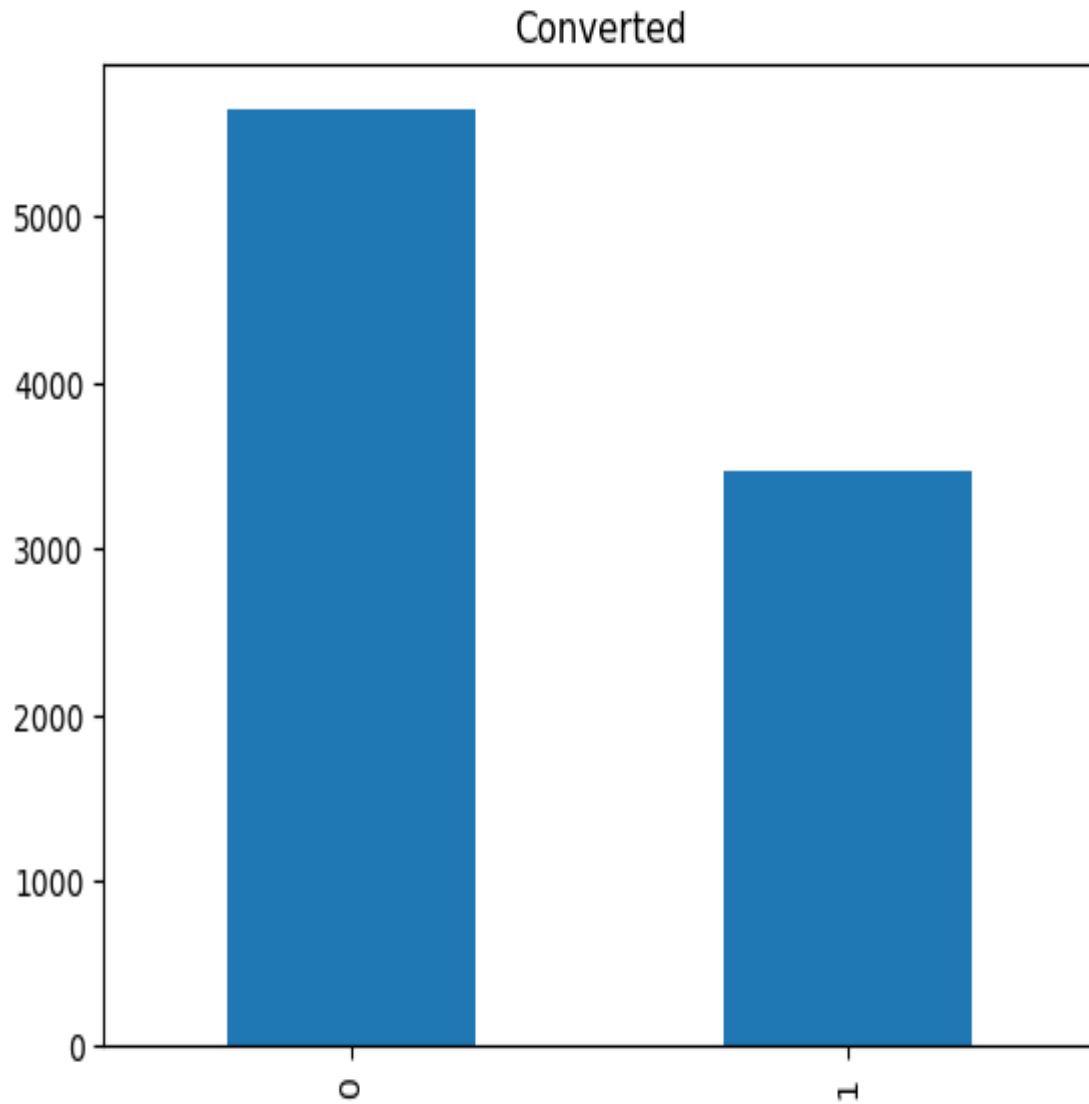
City wise conversion

Mumbai city is generating highest number of leads contributing 75% lead count, while balance 25% contribution is from rest of the region.



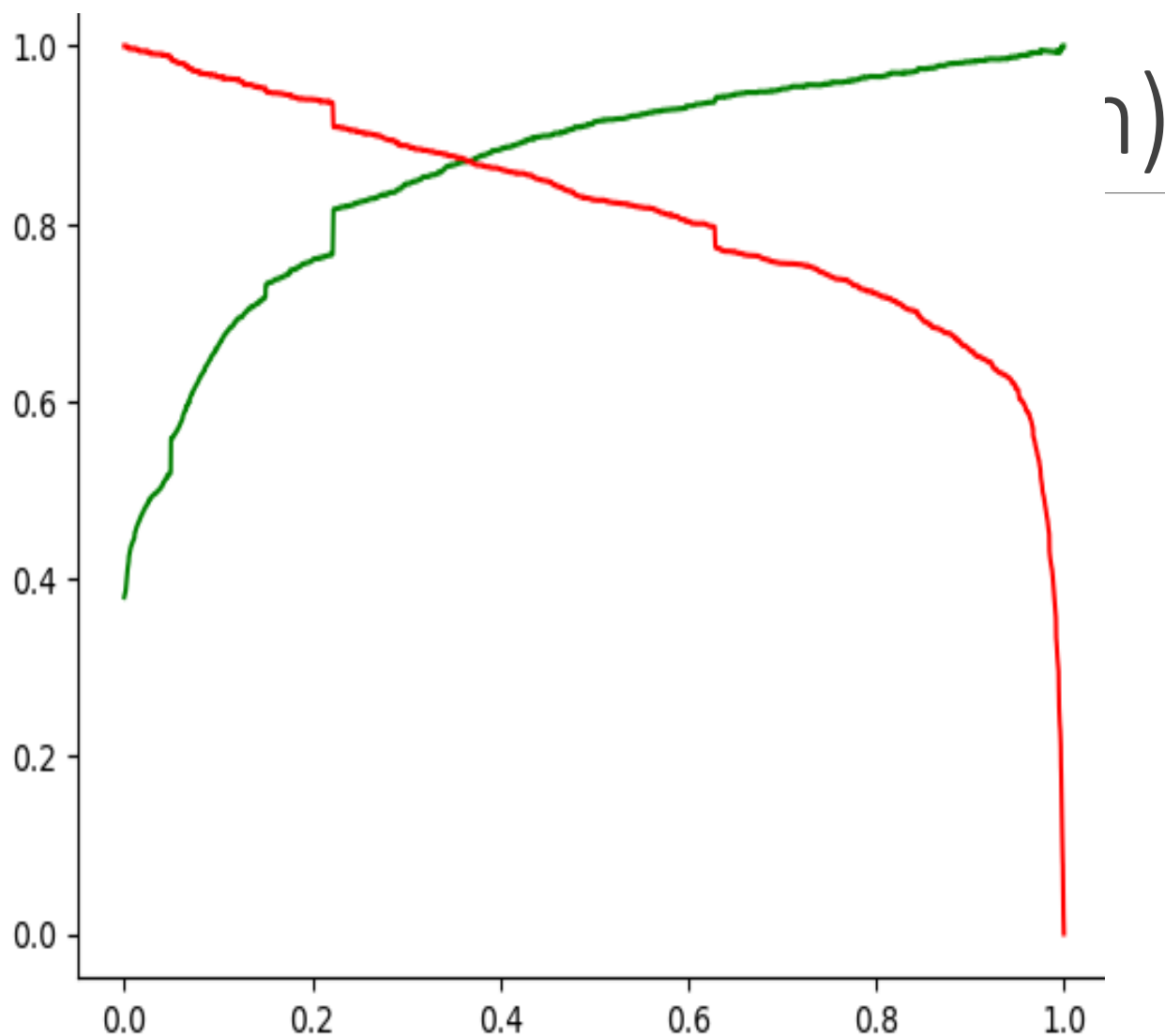
Specialization

- Lead count distribution
- Management Specialization – 46.1%
- Others – 36.3%
- Industry Specialization – 9.7%
- Business Specialization – 7.7%



Conversion rate

As per current stats almost 38% of total leads are converted into paid customers while for balance 62% it is not converted.



Accuracy – 92%

Sensitivity – 91%

Specificity – 92%

Precision – 88%

Recall – 91%

Confusion matrix

[3651, 302]

[201 , 2218]

Conclusion

People spending high time are more promising leads, focusing them can result in increase in conversion rate.

Human Resource and Marketing Management is having higher conversion rate.

SMS have high impact on lead conversion, while landing page submission benefits to explore more leads.

Reference and offers can also lead to higher conversion rate.