

INSIGHTS AND RECOMMENDATIONS

LEAD SCORE CASE STUDY



APPROACH

- Data Cleaning and manipulation
- Data Visualization
- Outlier treatment, Missing value treatment
- Univariate and bivariate analysis
- Deriving trends from data
- Building a logistic regression model
- Using probability of conversion to calculate lead score

FINDINGS

- Maximum number of leads are generated by Google and Direct traffic among lead sources
- Conversion rate of reference leads and leads through welingak website is high
- Improve lead conversion of olark chat, organic search, direct traffic, and google leads and generating more leads from reference and welingak website.
- API and Landing Page Submission bring higher number of leads as well as conversion from lead origin.

PREDICTIVE ANALYTICS

- Logistic regression model used for predicting the lead score
- Classify customers into 'Converted/Not Converted'
- Identified dummy variables that will affect probability of conversion

PREDICTING LEAD SCORE

- Probability of conversion calculated using logistic regression model
- Probability of conversion x 100 = Lead Score
- Lead score used to target customers for marketing activities
- Higher the lead score implies higher chances of conversion

ACCURACY OF THE MODEL

- Test Data- Accuracy : 92.78% Sensitivity : 91.98% Specificity : 93.26%
- Train Data- Accuracy : 92.29% Sensitivity : 91.70% Specificity : 92.66%
Accuracy : 92.78% Sensitivity : 91.98% Specificity : 93.26%
- The Model seems to predict the Conversion Rate very well