Lead Scoring Model for X Education

Objective: Improve lead conversion rate from 30% to 80% by identifying high-potential leads.
Key Focus: Build a predictive model to assign a lead score, helping the sales team focus on 'hot leads.'

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Business Problem

Current State:
X Education generates a large volume of leads through marketing efforts. However, only ~30% of the leads are converting to paying customers.
Objective:
Identify high-potential leads to increase the conversion rate by focusing sales efforts on them.

Data Overview

- **Data Sources:**
  - Leads data: Includes demographic information, browsing behavior, referral sources, and interactions with sales.

- **Key Variables:**
  - Lead Origin (e.g., website, referral, Google ads)
  - Lead Activity (e.g., form submissions, video watched)
  - Interaction with sales team

Data Preprocessing

Steps Authorized:

- Handling missing values and outliers.
- Encoding categorical variables.
- Creating dummy variables for categorical columns like lead source, occupation, etc.

Exploratory Data Analysis

- **Insights:**
  - Conversion rate by lead origin (e.g., which source generates more high-converting leads).
  - Impact of lead activity on conversion.
  - Distribution of key features like browsing behavior, past referrals, etc.

Predictive Model

- **Model Selection:**
  - Logistic Regression to predict the probability of conversion.

- **Model Performance:**
  - Achieved accuracy, precision, recall, and AUC score for evaluating the model.

Lead Scoring

- **Lead Scoring System:**
  - Assign a score to each lead based on the model's prediction.
  - Leads with higher scores have a higher probability of conversion.

- **Impact:** Focus sales efforts on leads with scores above a certain threshold.

Business Impact

- **Expected Results:**
  - Increase the lead conversion rate to 80%.
  - More efficient use of the sales team's time and resources.

- **Benefits:**
  - Higher revenue by focusing on the right leads.
  - Streamlined sales process and better customer targeting.

Conclusion

- The lead scoring model helps identify high-potential leads, resulting in a more focused and efficient sales process.

- Implement the model into daily sales operations.

- Continuously monitor and refine the model to maintain high conversion rates.

Thank you!