Lead Scoring Case Study

- Nitish Ranjan Jha
- Greeshma S

Conversion probability has been dependent on the following variables from the data.

- Do Not Email
- Total Time Spent on Website
- A free copy of Mastering The Interview
- Lead Source_Direct Traffic
- Lead Source_Reference
- Last Notable Activity_Modified
- Last Notable Activity_SMS Sent

The variables that are contributing most towards the probability of lead getting converted are:

- Total Time Spent on Website
- Lead Source_Reference
- Last Notable Activity_SMS Sent

const	-0.2321
Do Not Email	-1.6439
Total Time Spent on Website	1.0029
A free copy of Mastering The Interview	-0.3399
Lead Source_Direct Traffic	-0.3716
Lead Source_Reference	4.3358
Last Notable Activity_Modified	-0.5039
Last Notable Activity_SMS Sent	1.2230

The variables that need more to be focused more are :

- **Lead Source_Direct Traffic**
- **Last Notable Activity_Modified**
- **Do Not Email**

const	-0.2321
Do Not Email	-1.6439
Total Time Spent on Website	1.0029
A free copy of Mastering The Interview	-0.3399
Lead Source_Direct Traffic	-0.3716
Lead Source_Reference	4.3358
Last Notable Activity_Modified	-0.5039
Last Notable Activity_SMS Sent	1.2230

Conclusion and Suggestions:

As per the model the business should focus on the leads that have very high Lead score (Lead score close to 100).

Some variables are affecting negatively, so while handling leads the business should consider the negative variables as well. Following are some of the suggestions as mentioned below:

1. Not wise to focus on customers who have opted to not receive email regarding course.
2. Customers are not interested only towards getting a free copy of mastering the interview, in addition to the same complimentary sessions on preparation for interview and mock interviews could be offered.

Thank You