Lead Score Case Study

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Problem Statement

- X Education sells online courses to industry professionals.

- They generate leads from various sources: website visits (browsing, forms, video watching), referrals, and marketing campaigns (Google, ads, etc.) with only 30 % conversions (i.e., out of 100 leads, only about 30 convert to paying customers).

- Improve Lead Conversion Rate: X Education aims to increase the lead conversion rate to approximately **80%** by better identifying which leads are most likely to convert.

Objective of the Model: Develop a system to prioritize the most promising leads for the sales team, increasing the efficiency of communication efforts and improving conversion rates.
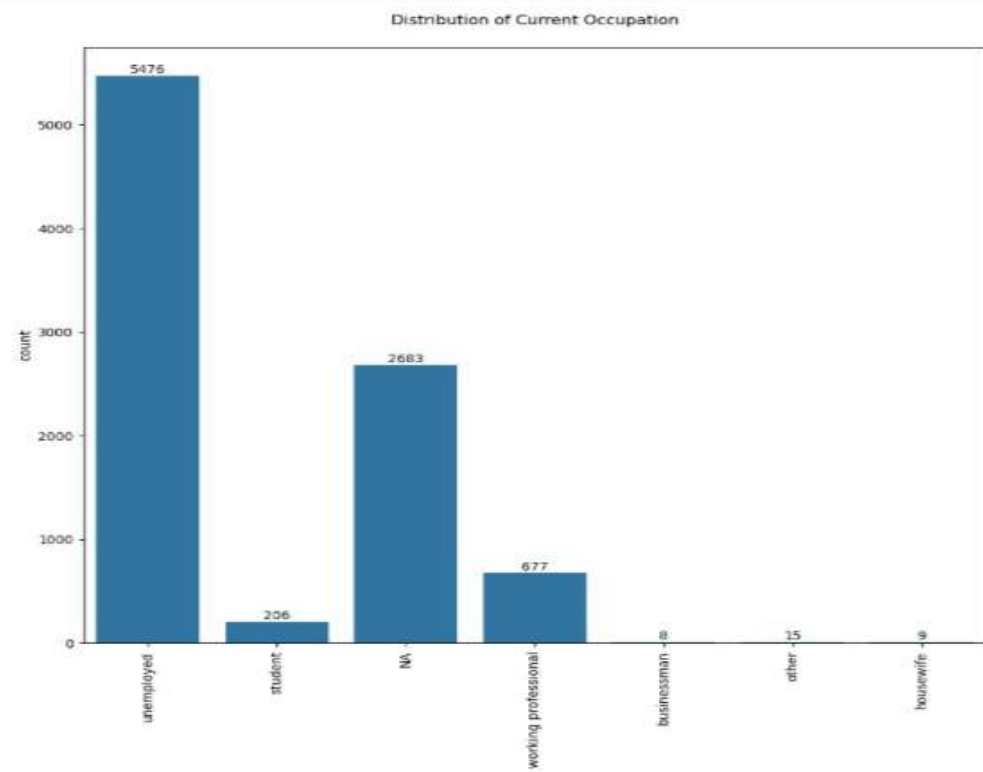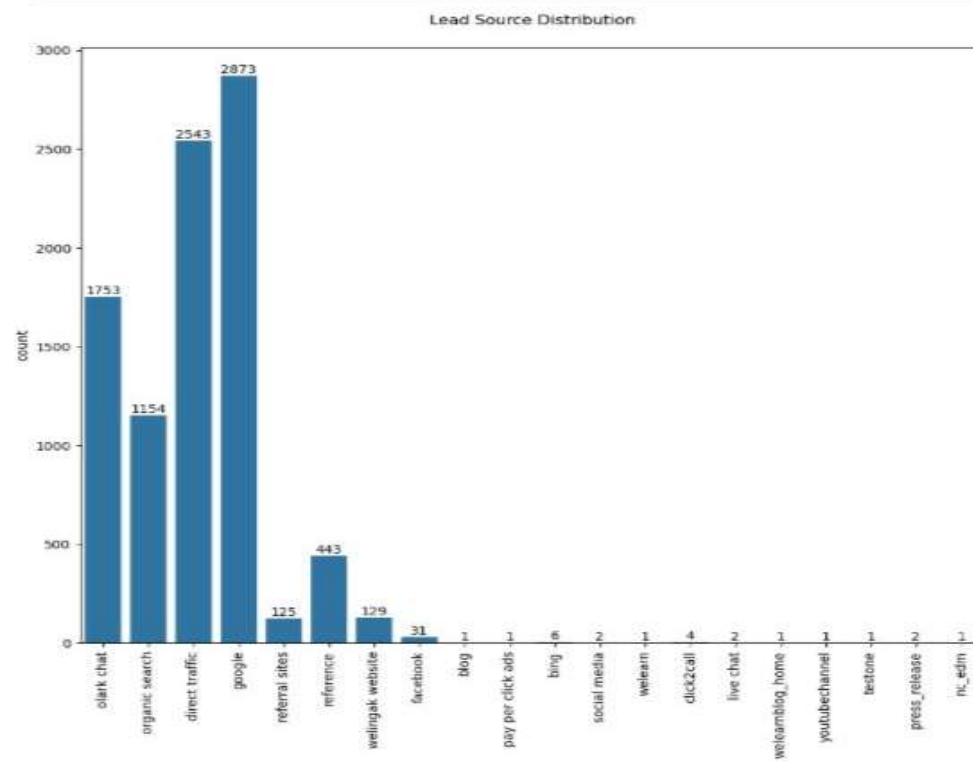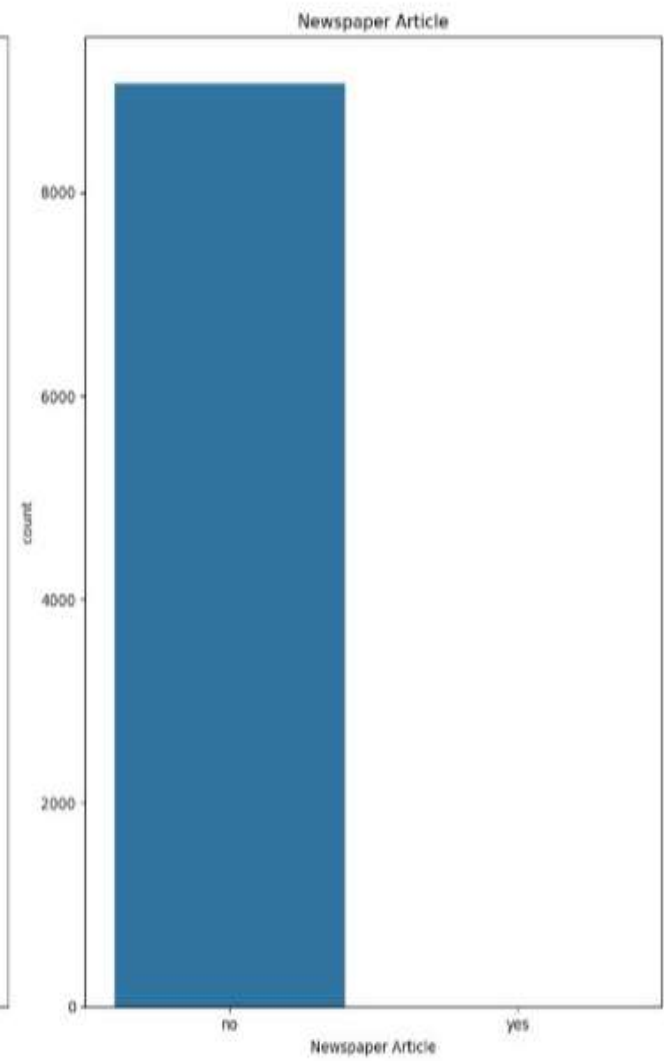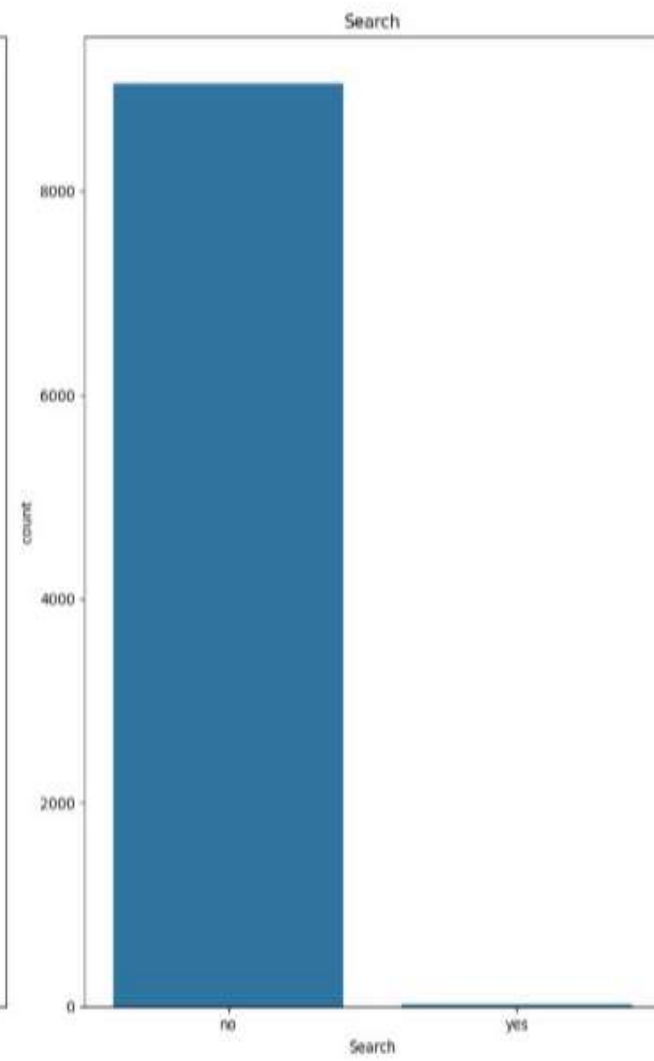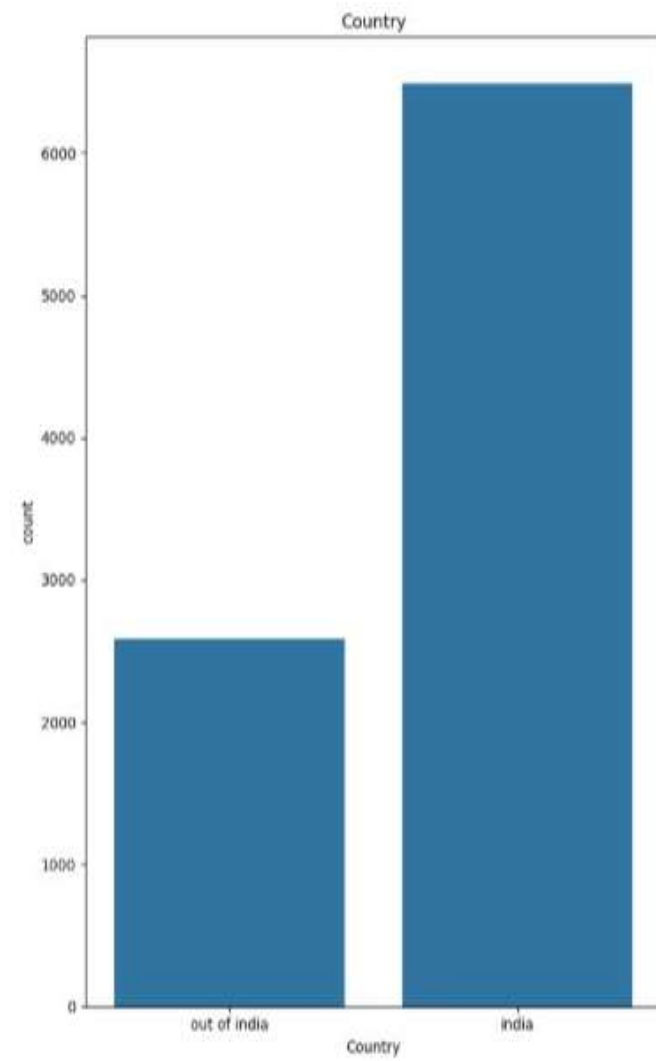
Steps taken

- Cleaning Data
- EDA
- Creating Dummy variables
- Splitting data into train and test set
- Model Creation
- Making Predictions
- Model Evaluation
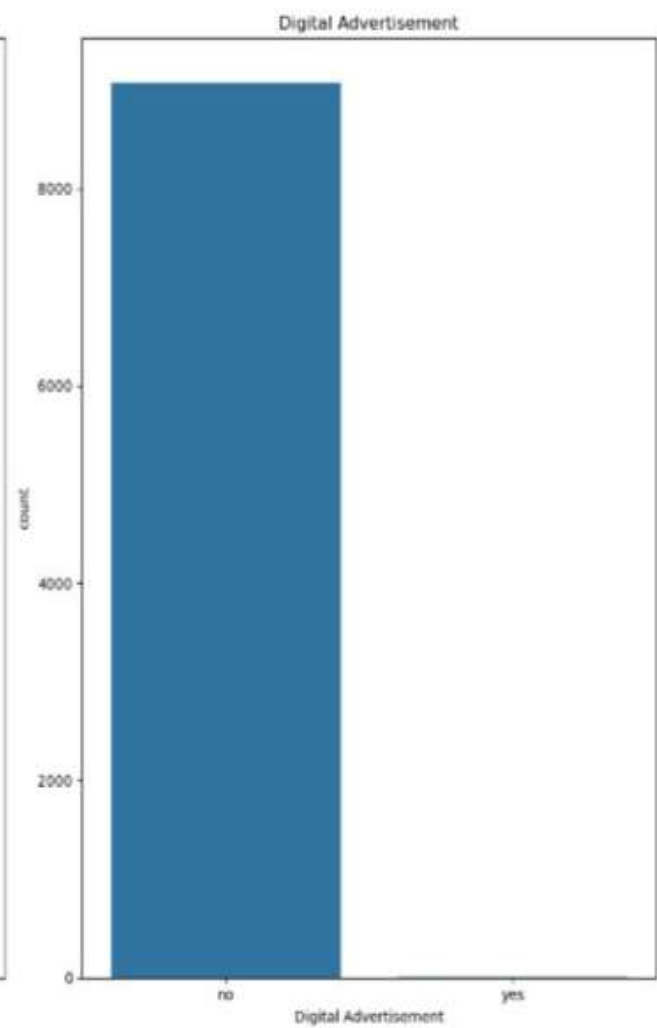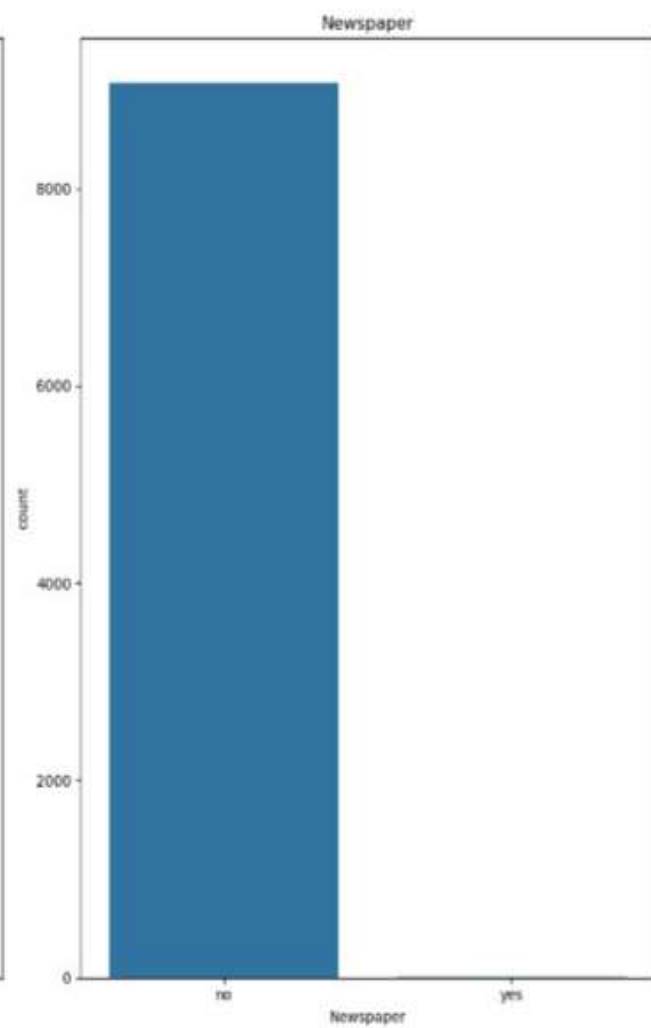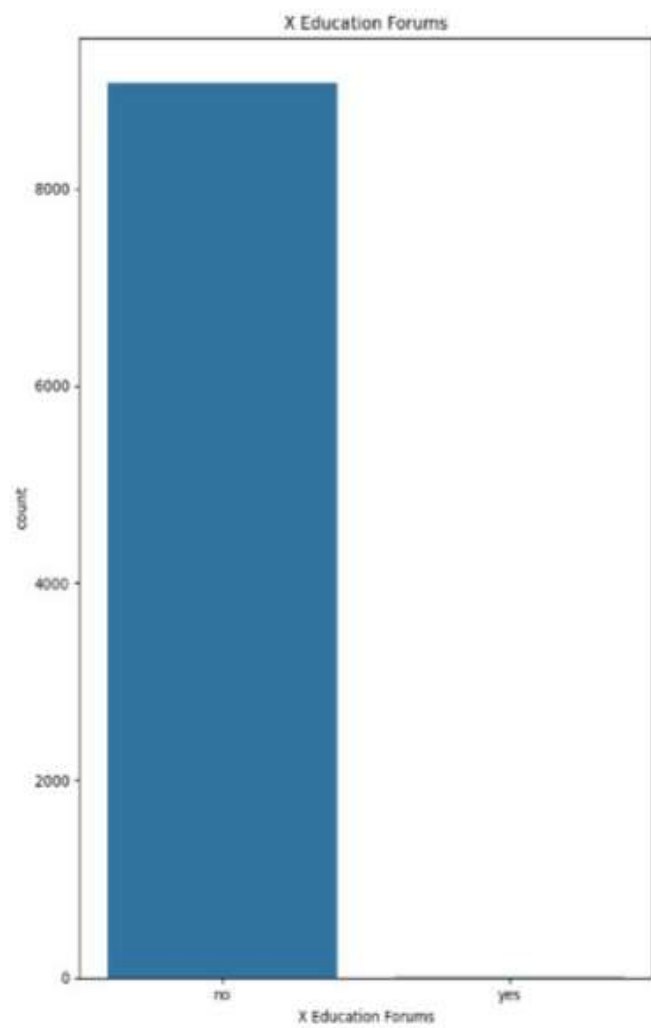- ROC Curve
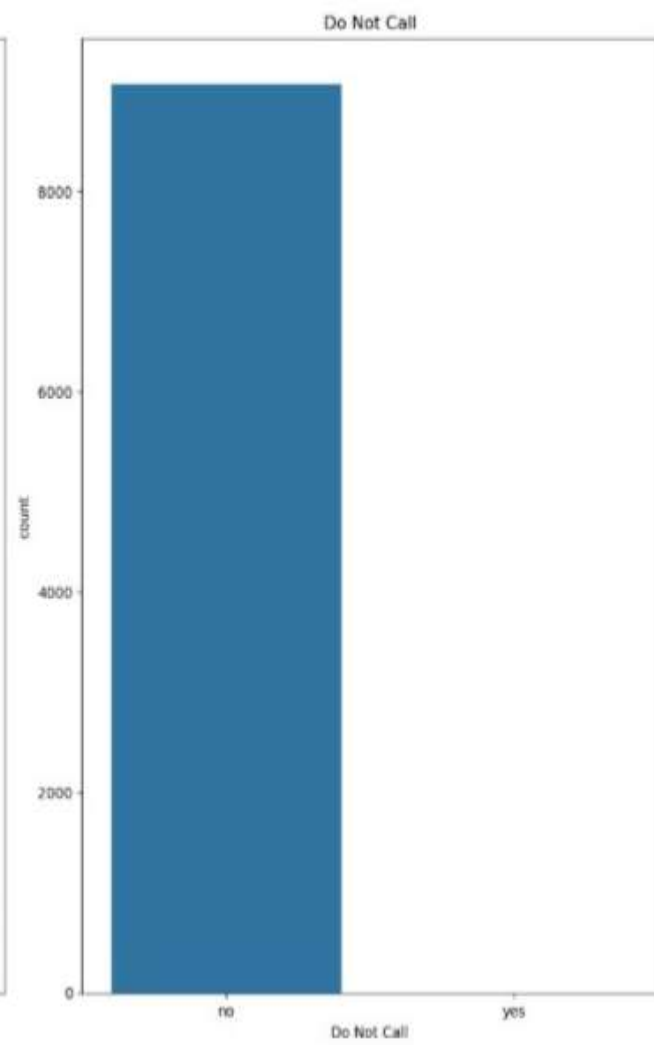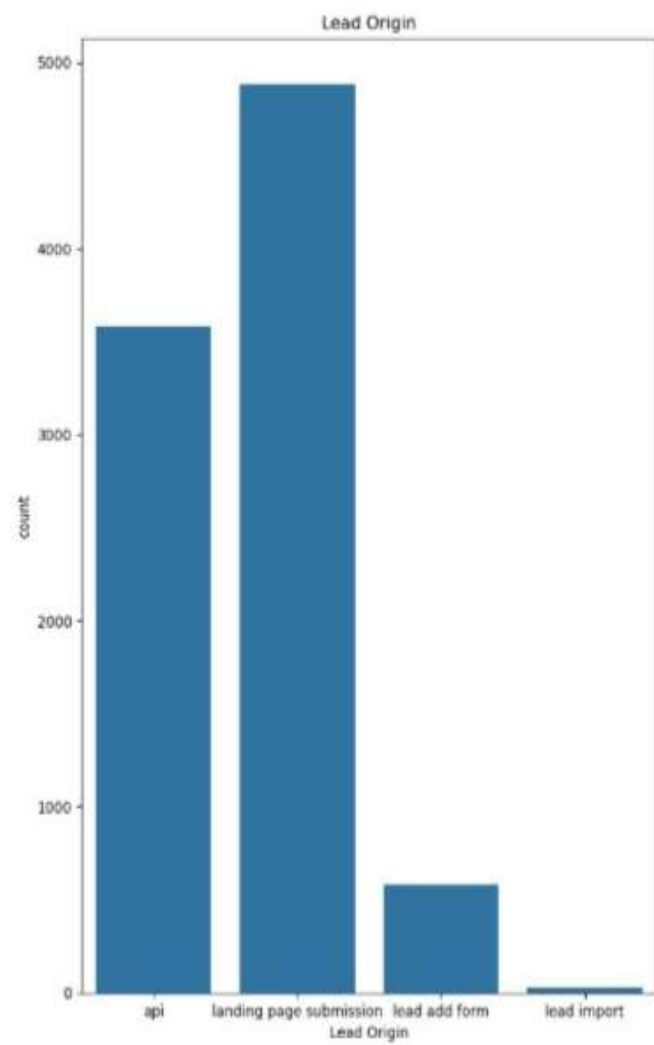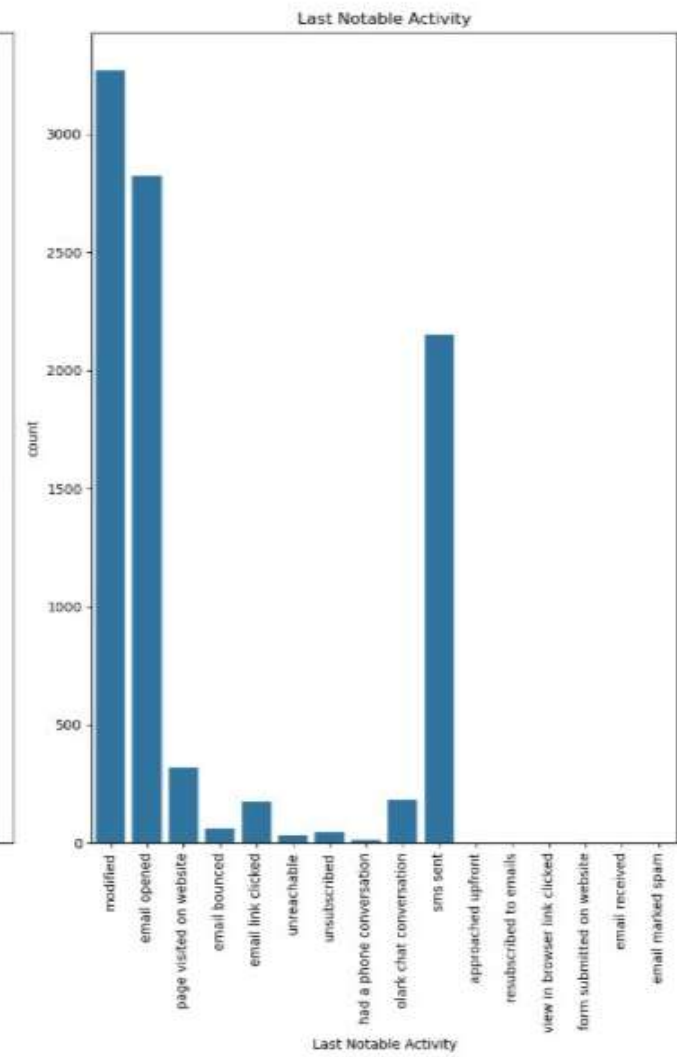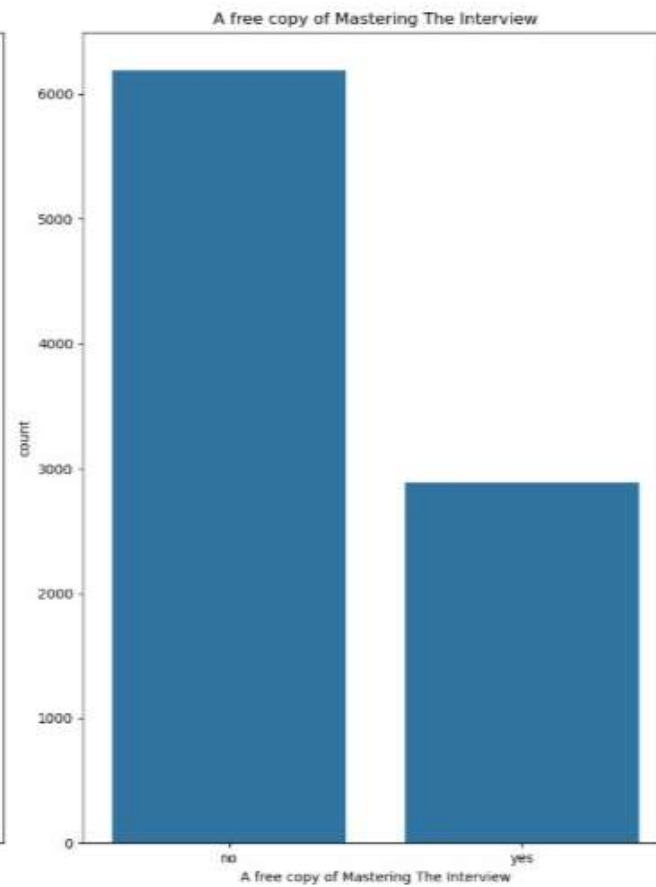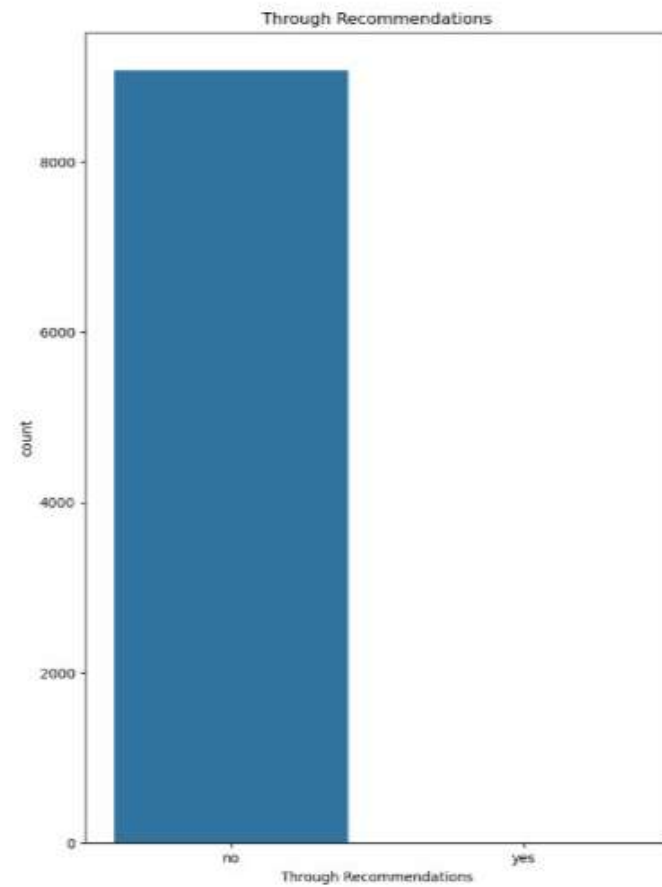- Prediction on test set
- Precision- Recall

EDA
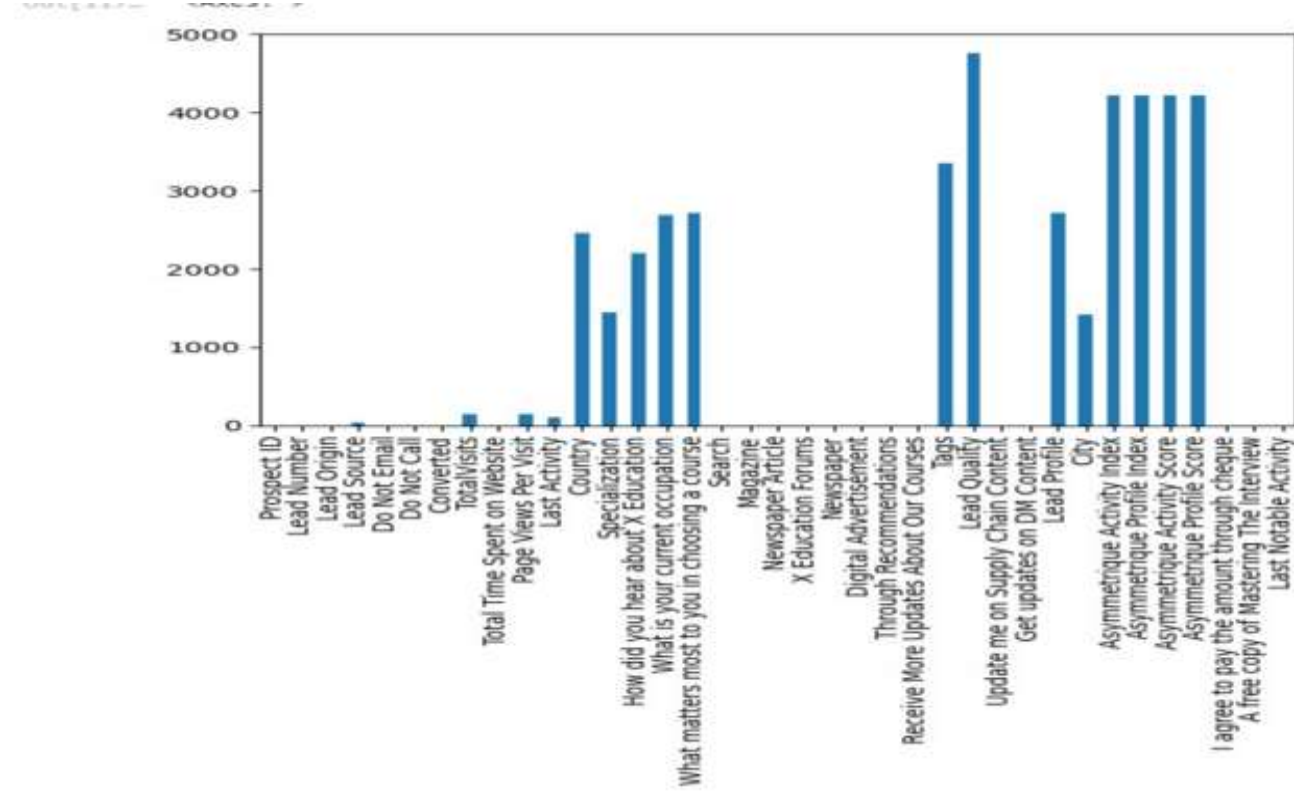
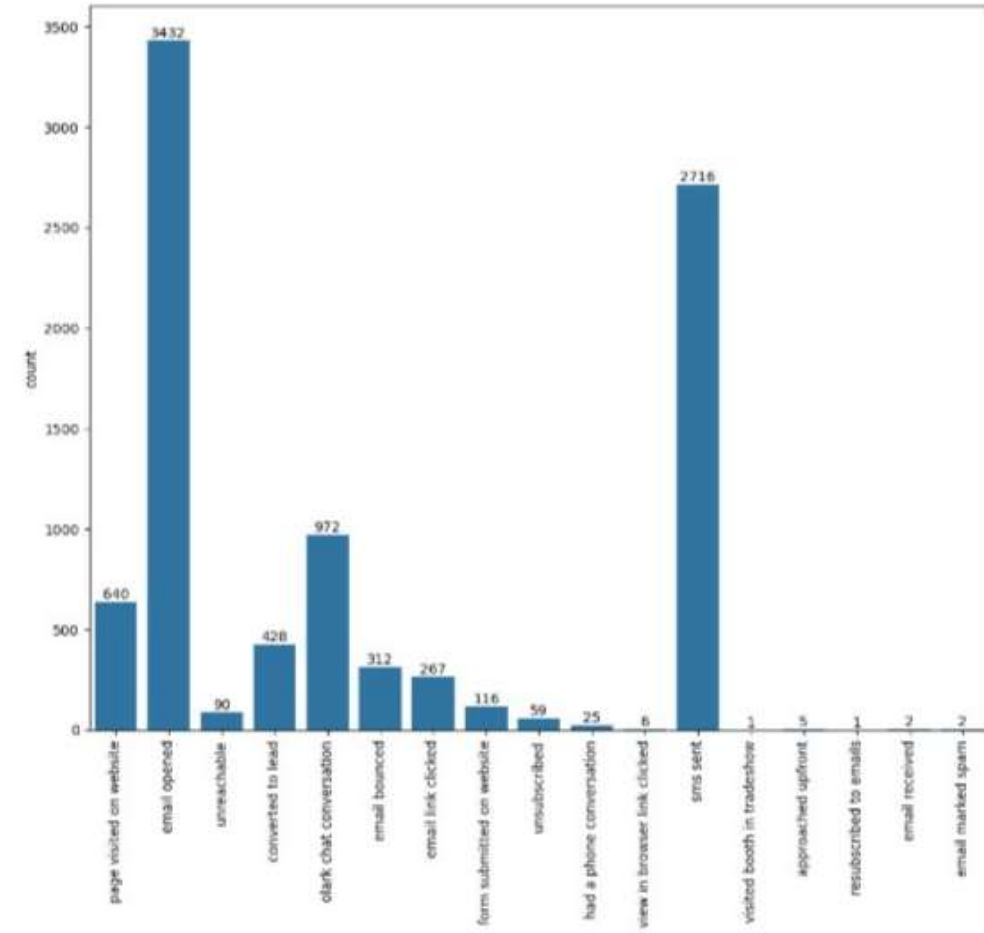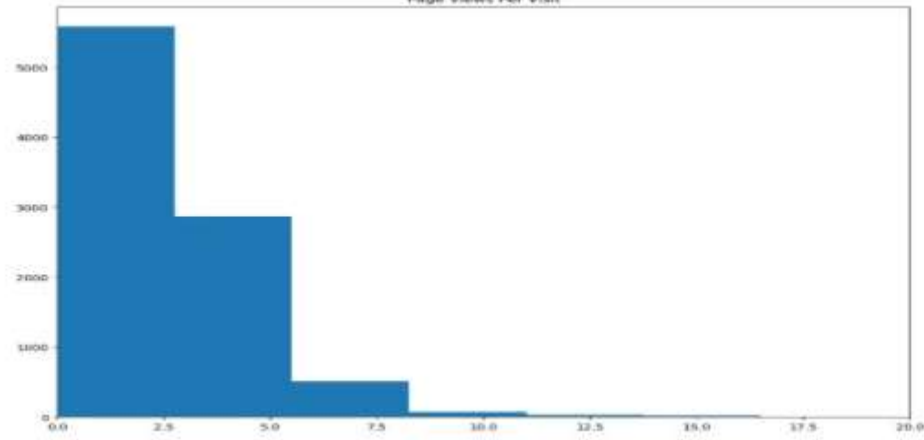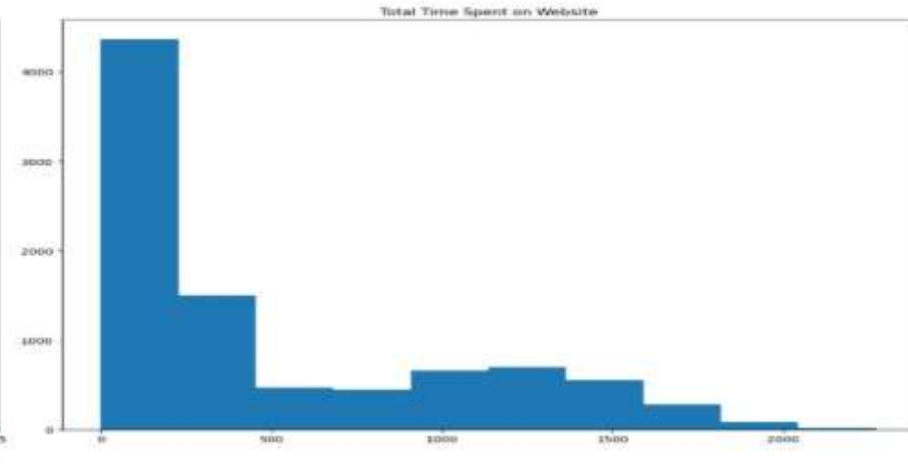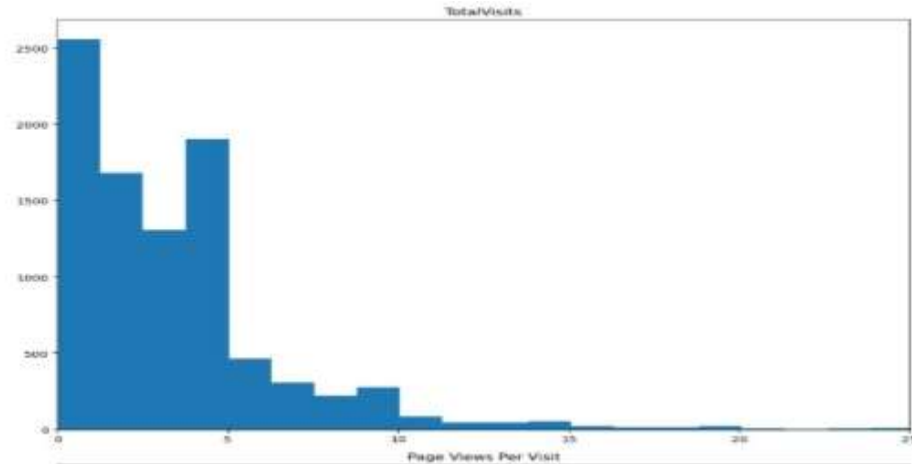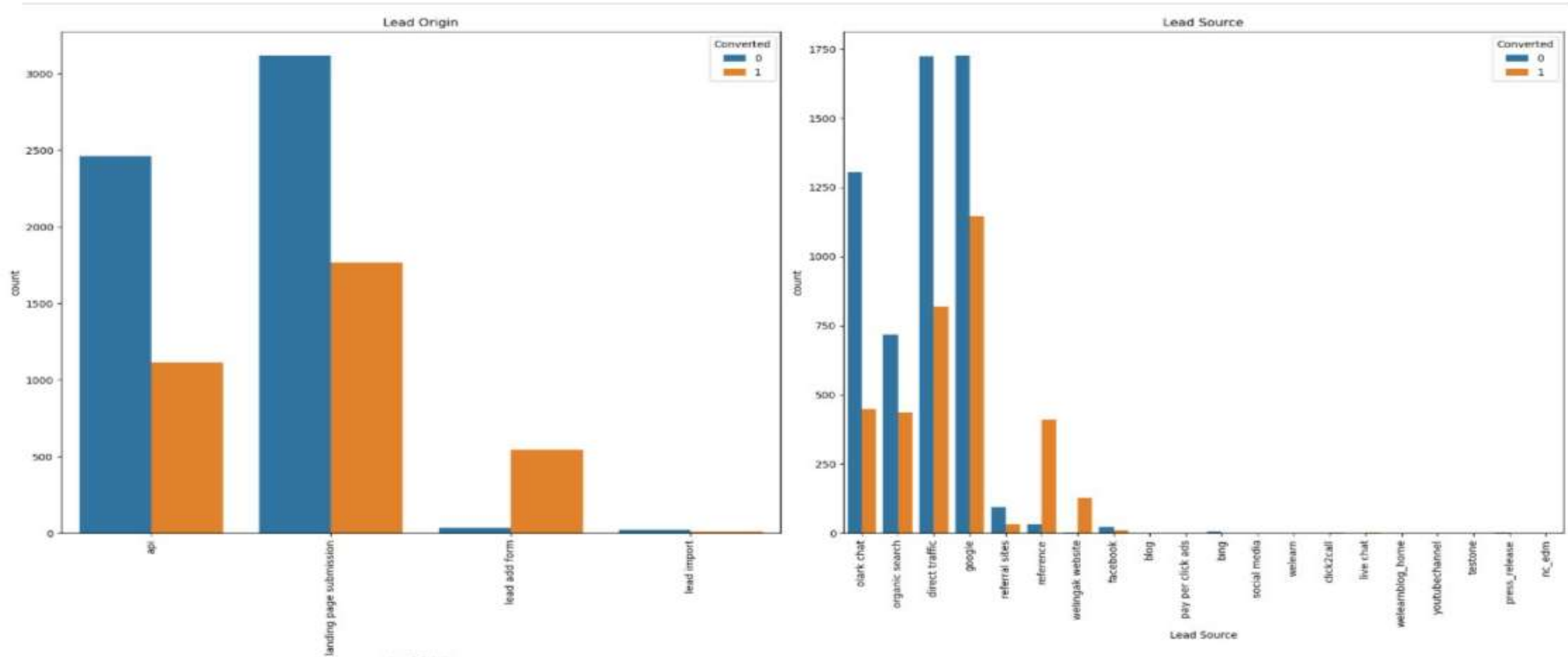# Categorical Variable relation
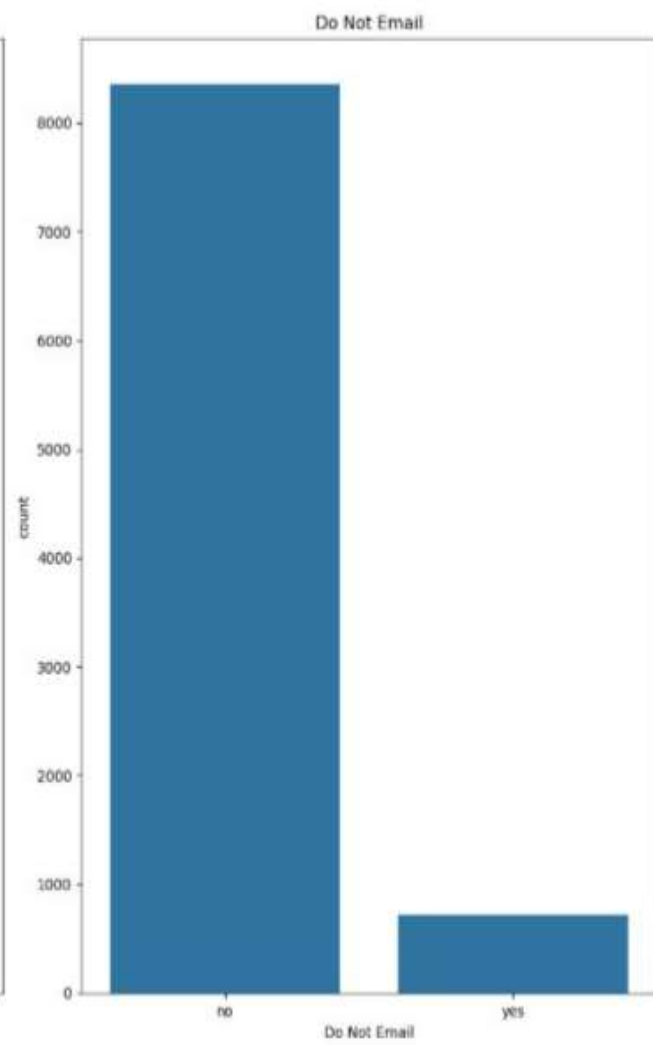
Important Factors in Course Selection
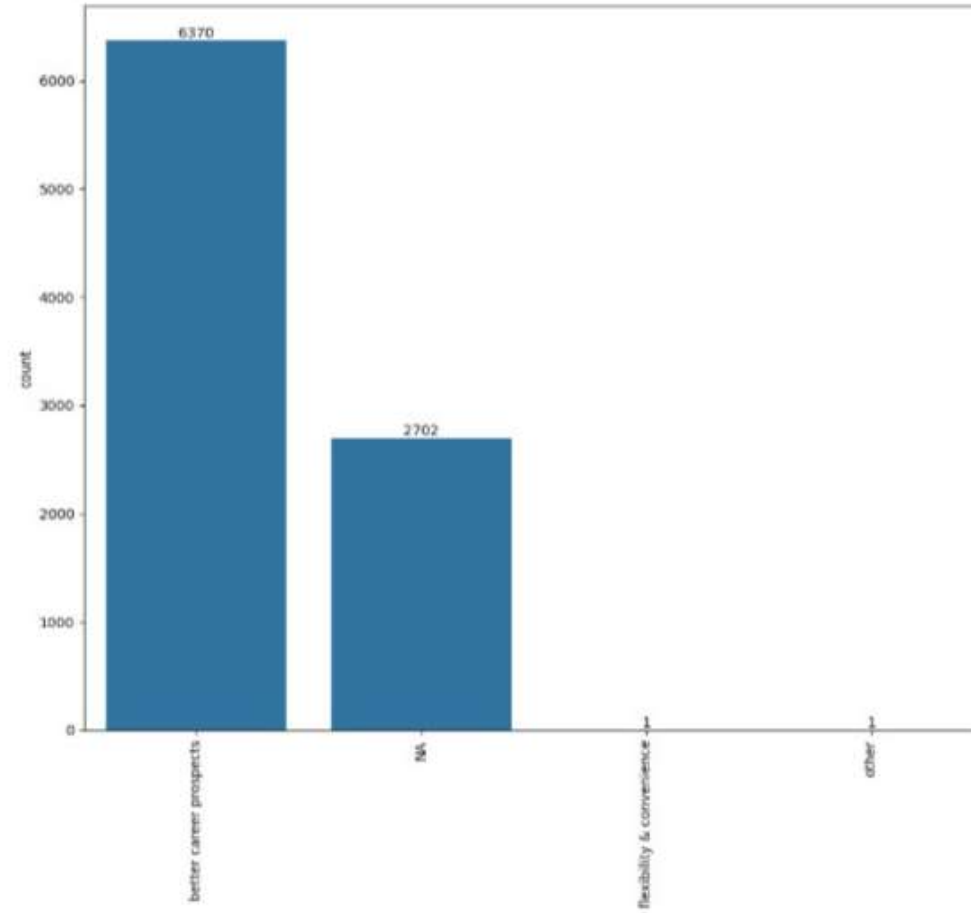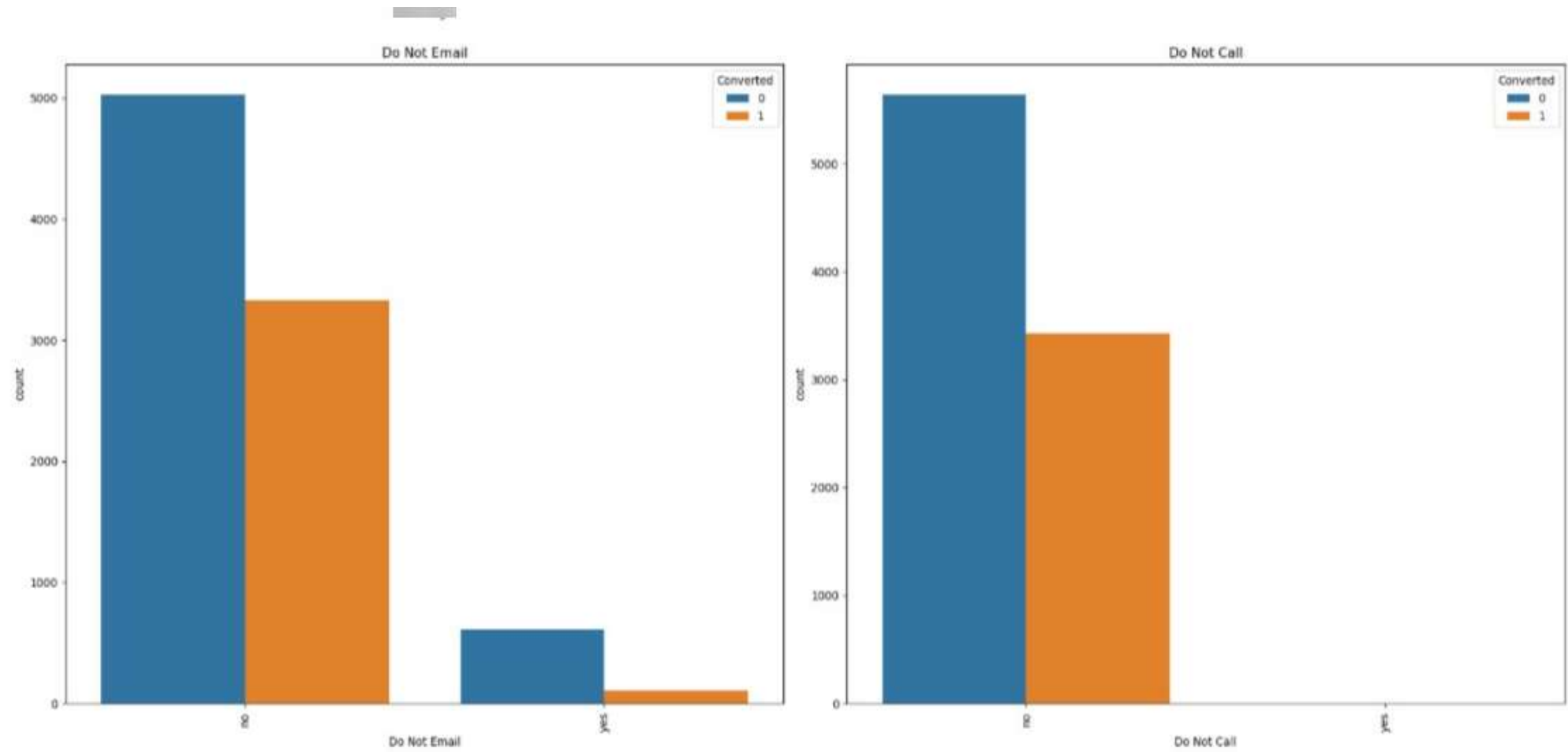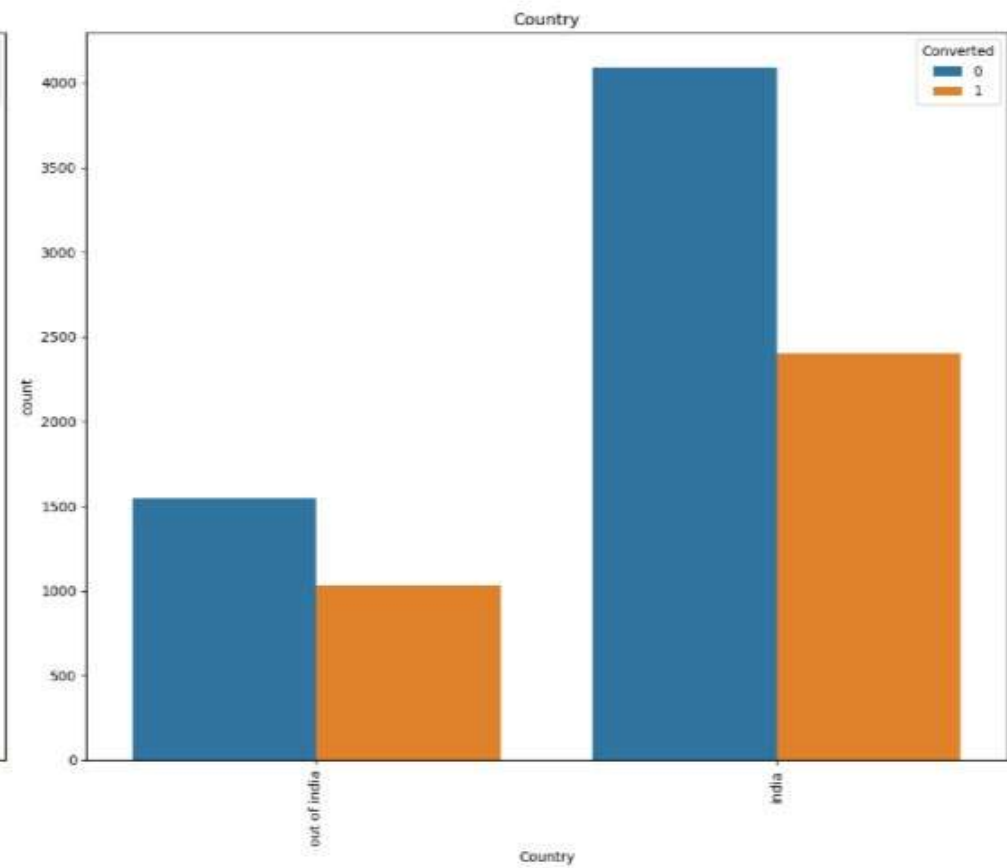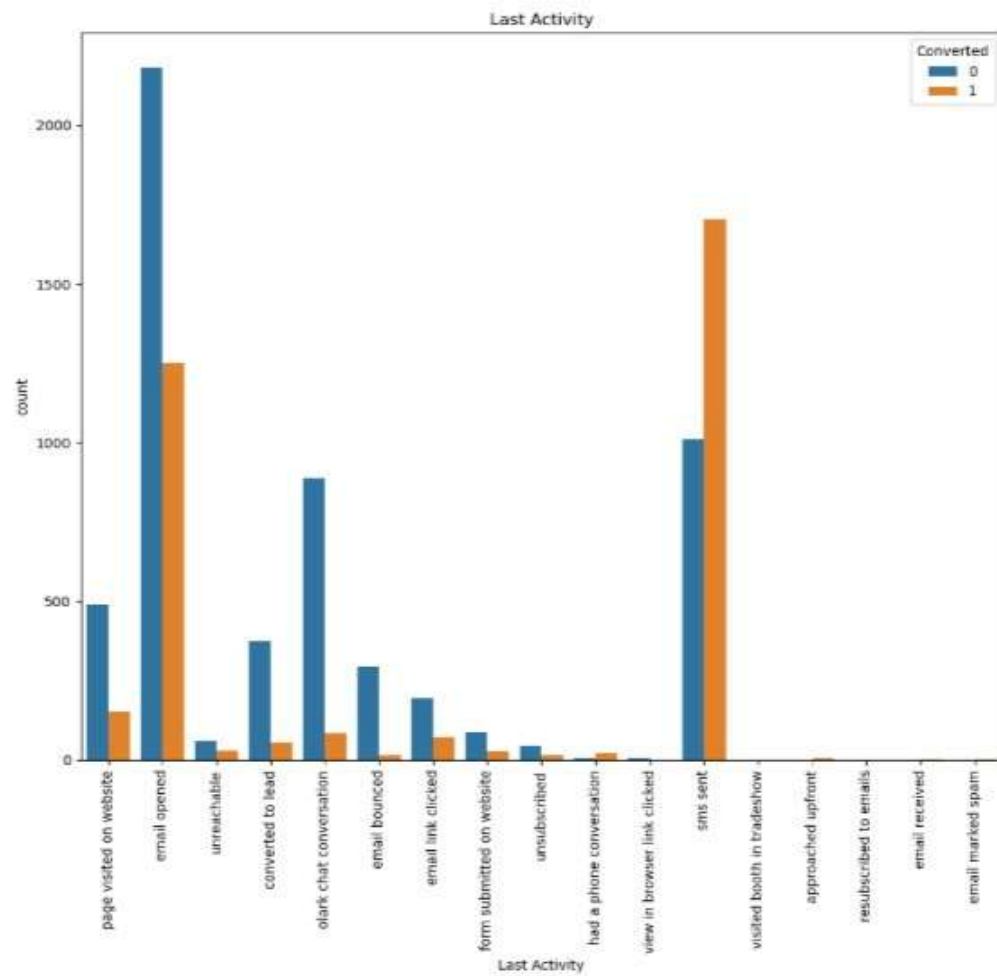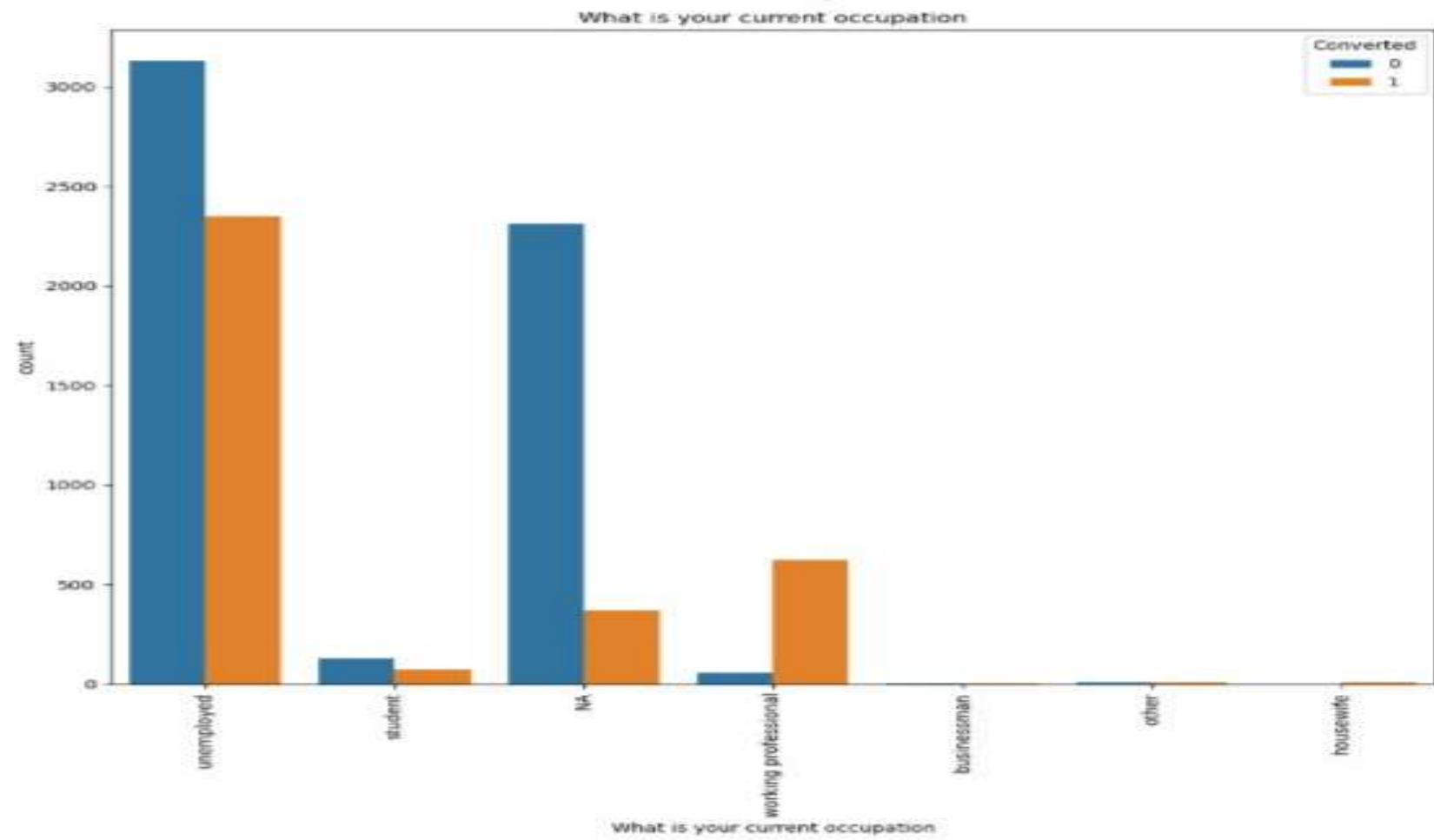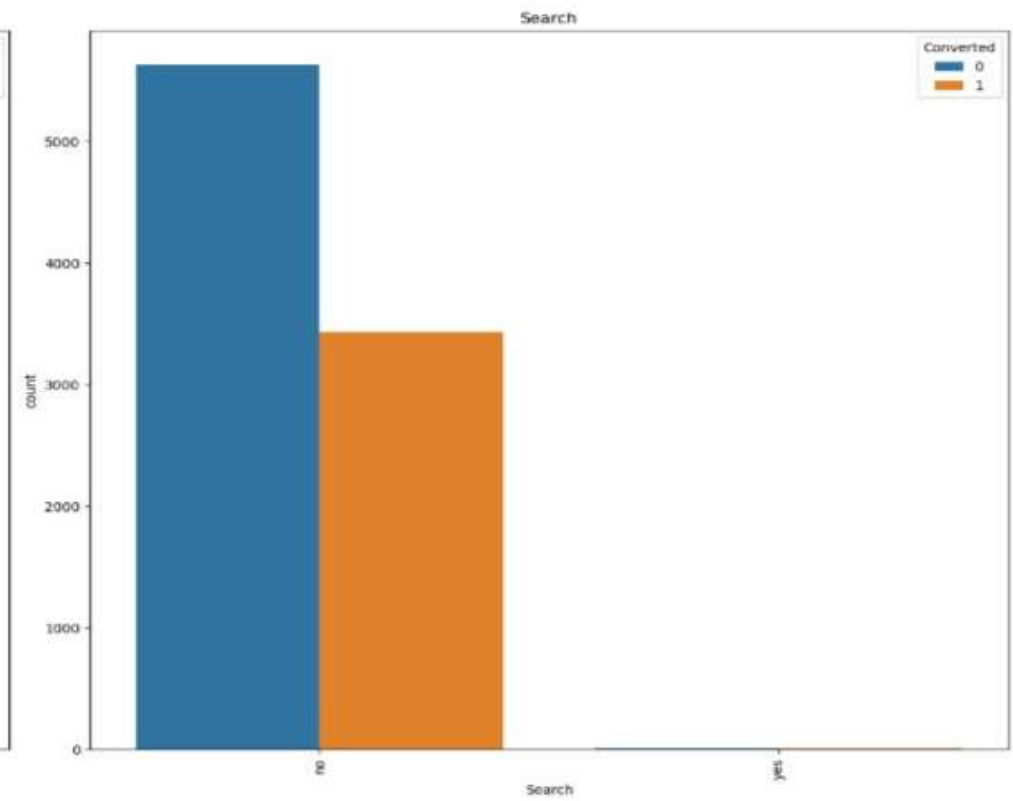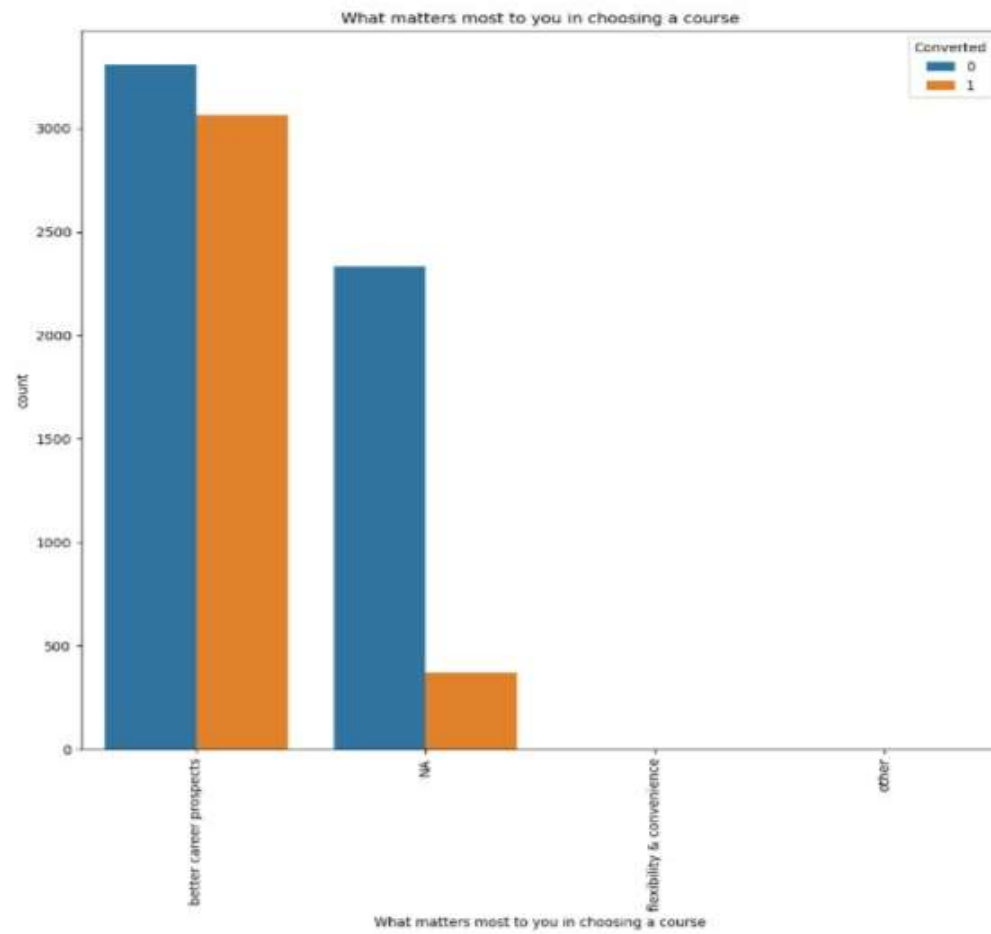
Distribution of Last Activity

Numerical Variables
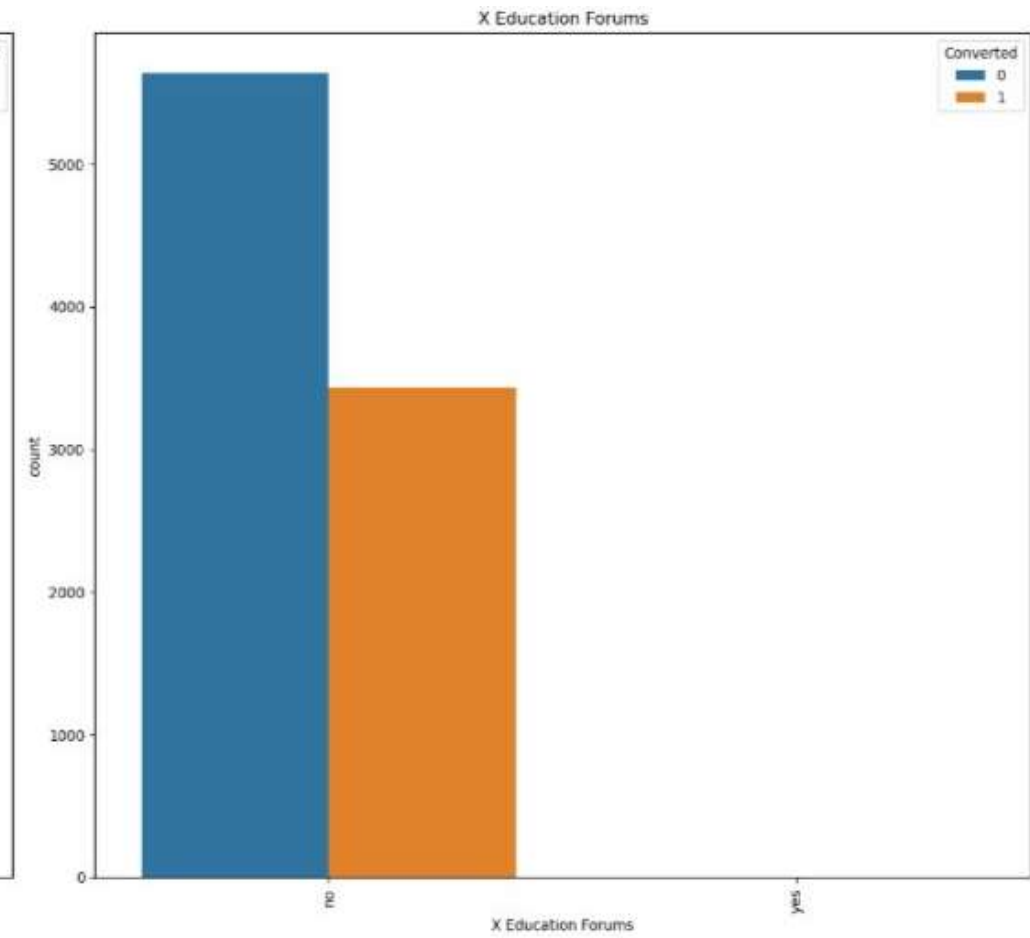
Categorical variables based on Target variable

What is your current occupation
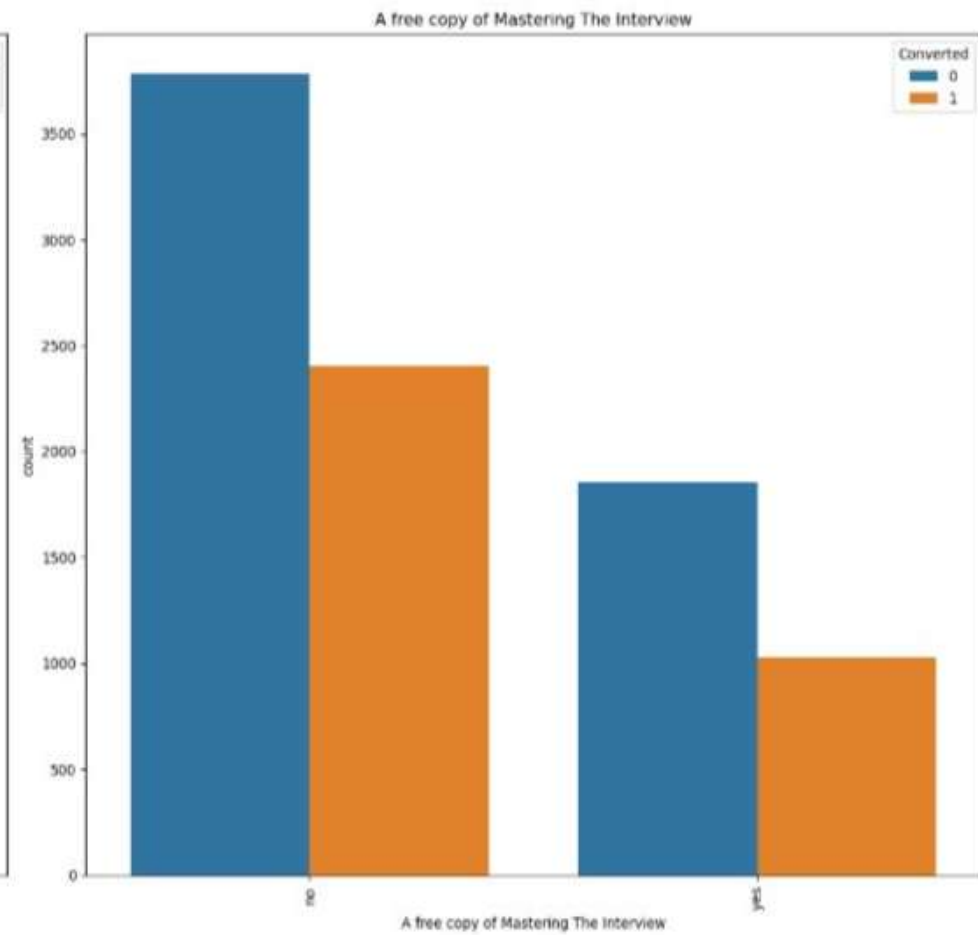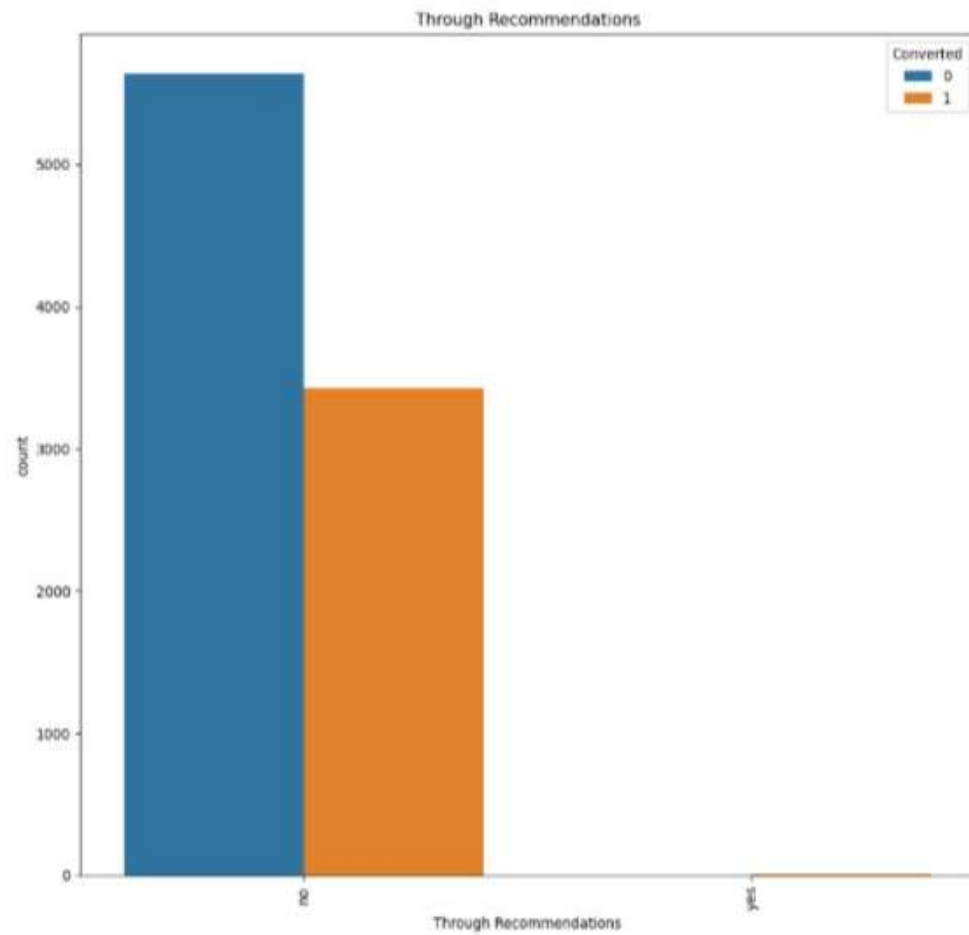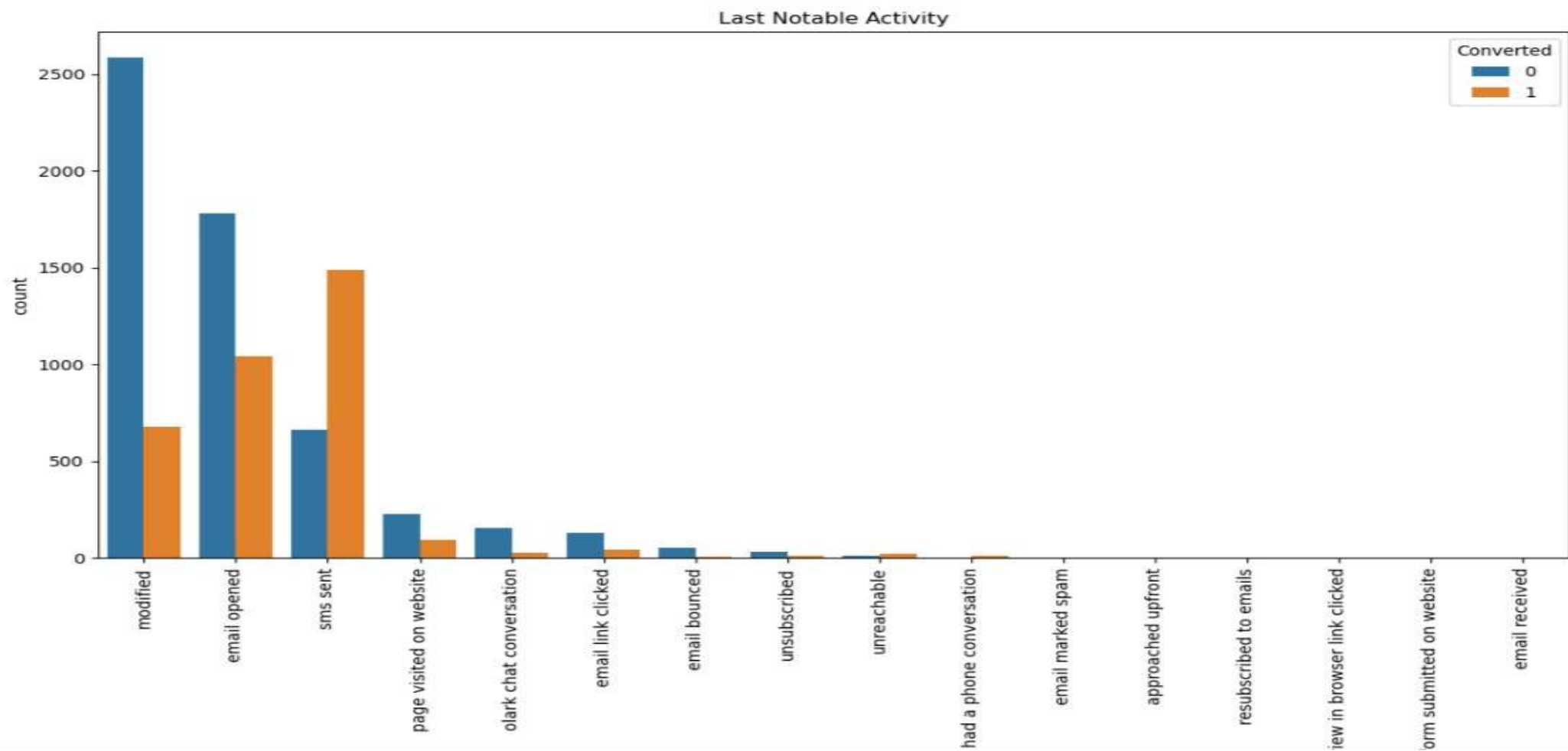
Last Notable Activity
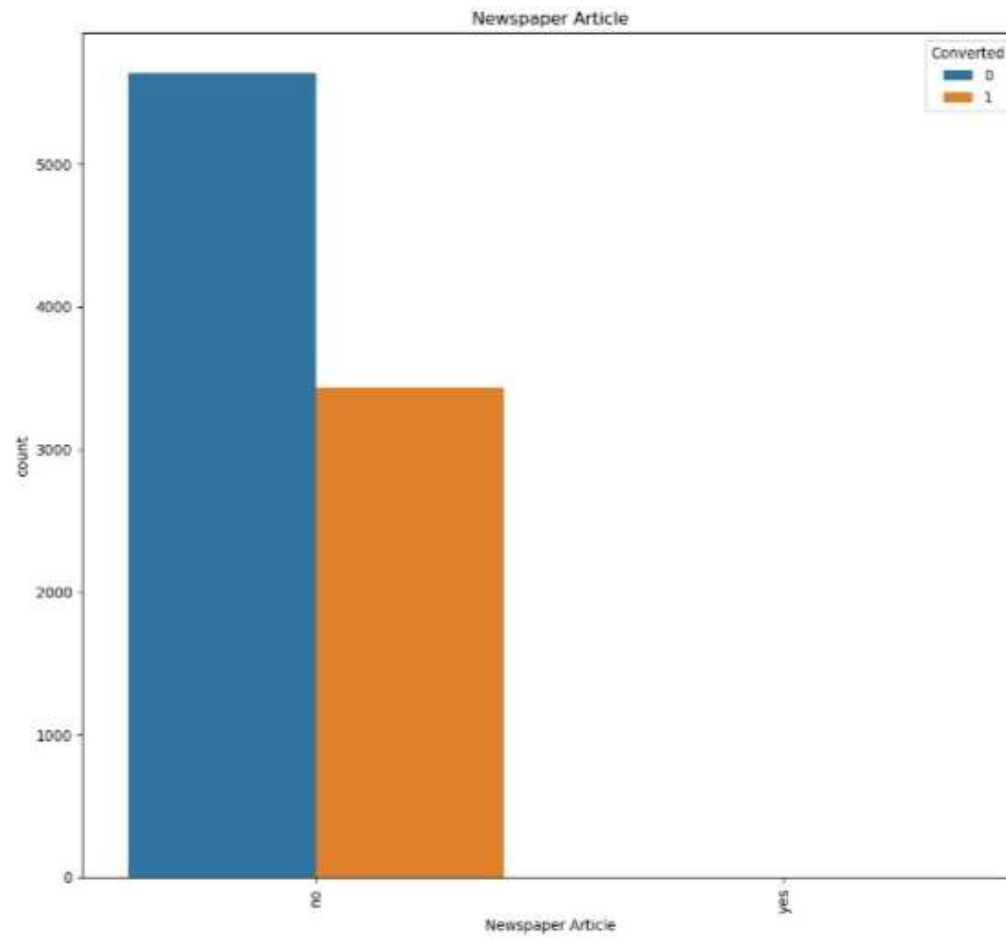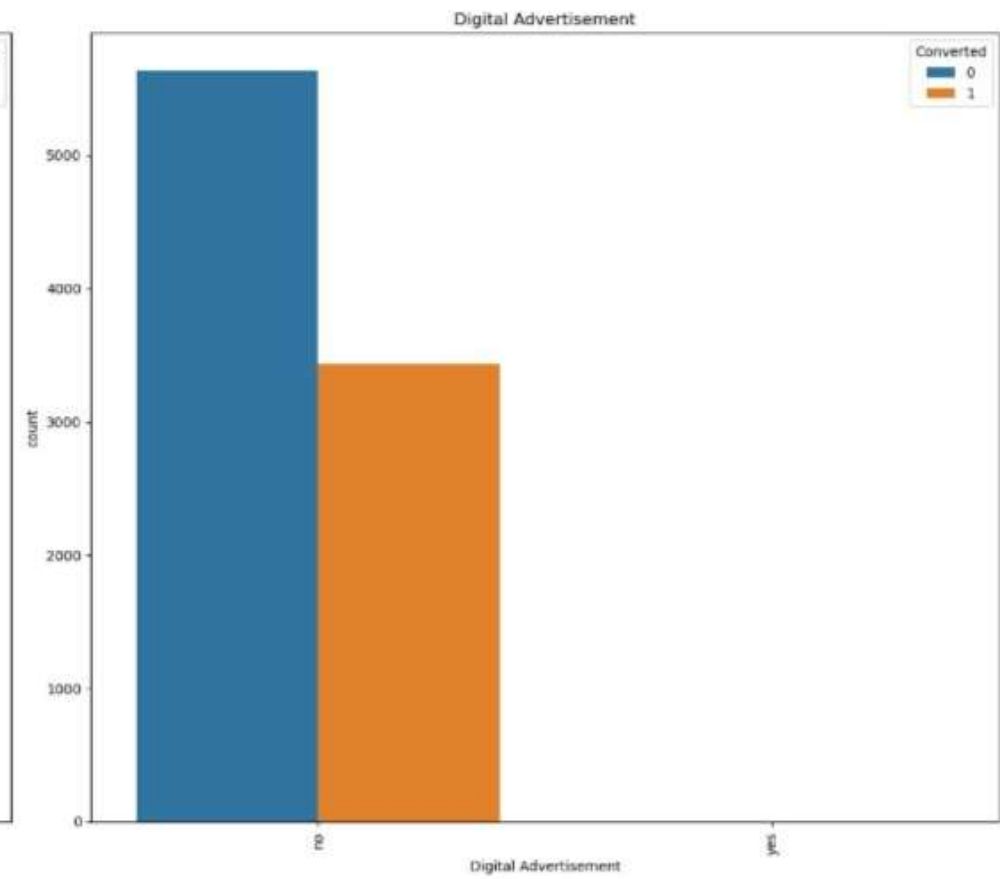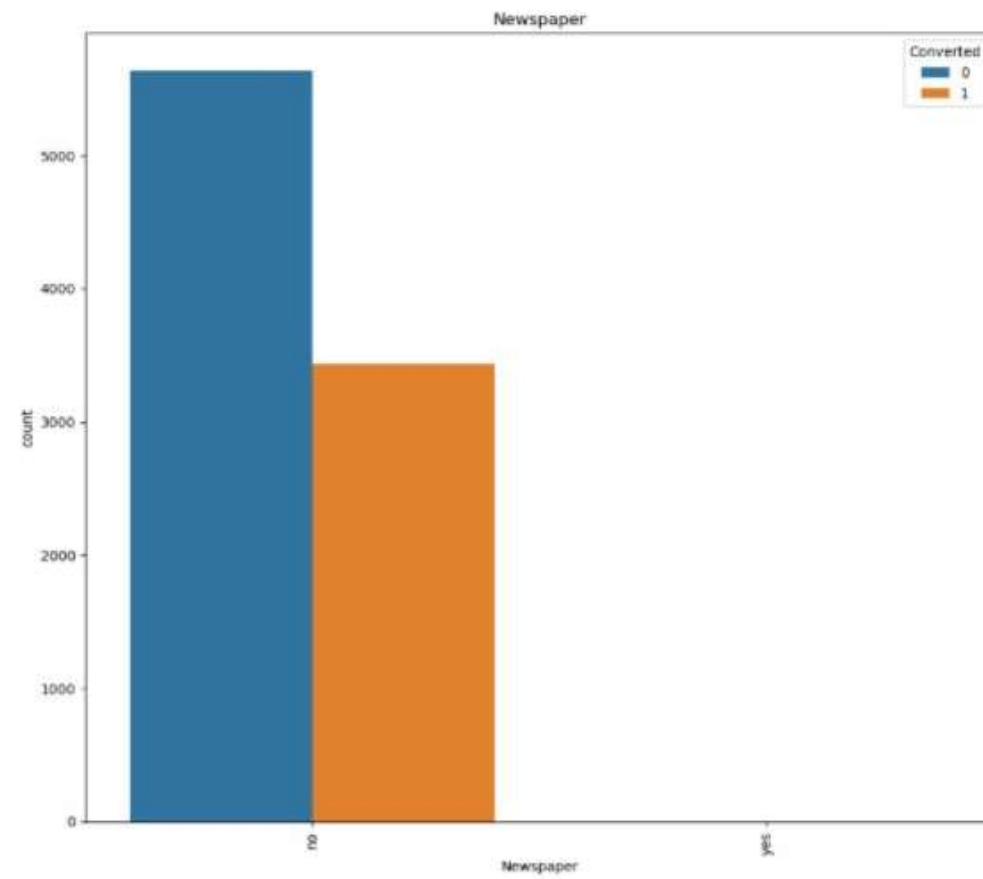
Converting Data

1. Create dummy variables for object type variables

2. Model Building - Splitting the data in test set and train set.

ROC curve

Receiver operating characteristic example

ROC curve (area = 0.87)
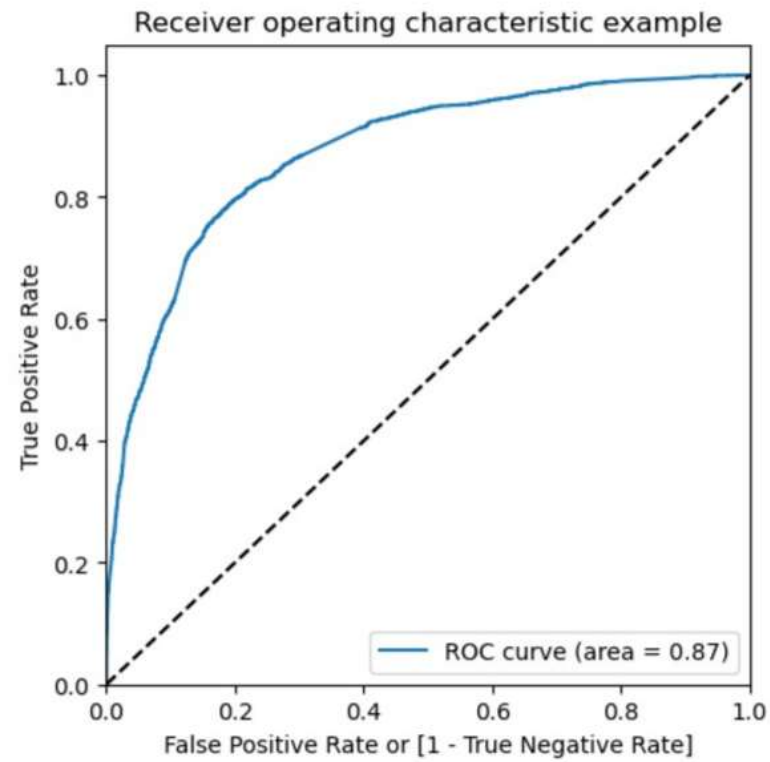
Conclusion

Key Factors for Lead Conversion at X Education:

- Time on Website: More time = higher engagement.

- Number of Visits: Multiple visits indicate strong interest.

- Lead Source (priority order): - Google > Direct Traffic > Organic Search > Welingak Website.

- Last Activity: SMS or chat = higher engagement.

- Lead Origin: Form submissions indicate seriousness.

- Occupation: Working professionals are more likely to convert.

Strategy:

- ◦ - Lead Scoring: Assign points based on these factors to identify "Hot Leads."

- ◦ - Prioritize: Focus on leads with high scores (Google, direct traffic, SMS/chat).

- ◦ - Automate: Use CRM tools to follow up with top leads.

This approach can help X Education achieve a higher conversion rate, aiming for 80%.