



# Lead Score Case Study

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# Introduction

According to the Problem Statement, there is an **educational company** which **sells online courses**, on various websites **to industry professionals**.

Any professional whoever goes through the courses are encountered with the form, if this **form is filled** with the individuals mailID and Phone Number then the **person is considered to be a “Lead” member**.

Once after these leads are sent to the marketing team of the company they make necessary conversation with the concerned person and try to convert them to a successful lead.

Overall **lead conversion rate of the company is very poor**. Hence the company wants to know **Hot Leads which will increase the lead conversion rate**.



# Steps Performed

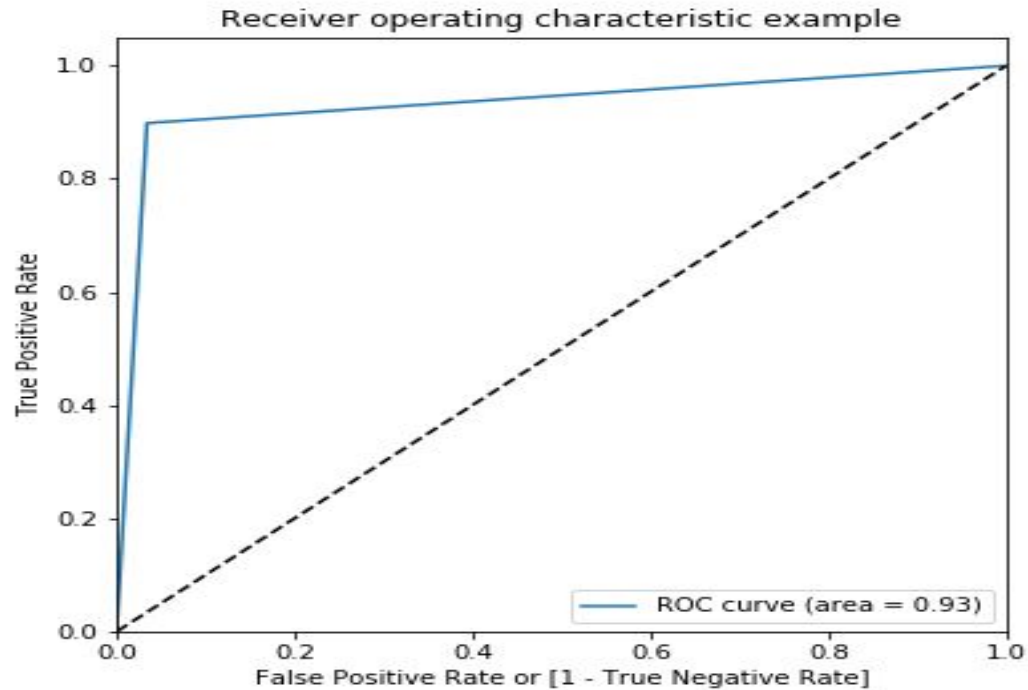
- Data Extraction
- Data Cleaning
- Data Manipulation (Treatment of missing and **unnecessary** columns)
- Data Modelling
- Model Evaluation
- ROC and AUC Curve

# Sample Data

	Lead Origin	Lead Source	Do Not Email	Converted	Last Activity	Country	Specialization	What is your current occupation	X Education Forums	Digital Advertisement	Tags	Lead Quality	Lead Profile
0	API	Olark Chat	0	0	Page Visited on Website	India	Select	Unemployed	0	0	Interested in other courses	Low in Relevance	Unknown
1	API	Organic Search	0	0	Email Opened	India	Select	Unemployed	0	0	Ringing	Unknown	Unknown
2	Landing Page Submission	Direct Traffic	0	1	Email Opened	India	Business Administration	Student	0	0	Will revert after reading the email	Might be	Potential Lead
3	Landing Page Submission	Direct Traffic	0	0	Unreachable	India	Media and Advertising	Unemployed	0	0	Ringing	Not Sure	Unknown
4	Landing Page Submission	Google	0	1	Converted to Lead	India	Select	Unemployed	0	0	Will revert after reading the email	Might be	Unknown

This data is after the After Removing all unnecessary columns and normalization, after this One Hot Encoding was performed.

# ROC Curve





# Conclusions & Recommendations

Overall the model can be used by the company for predicting the leads and making those phone calls which are highly likely for the lead conversion and this will make the company work in the most efficient manner, reducing time spent on unnecessary calls, and achieving greater profit to the company.



**THANK YOU**