Summary of Lead Score Case Study

Logistic Regression Model is built by evaluating the following metrics

1. Train dataset

   ➢ Sensitivity : 91.85 %

   ➢ Specificity : 93.37 %

   ➢ False Positive rate : 6.62 %

   ➢ Positive Predictive value : 89.45 %

   ➢ Negative Predictive value : 94.93 %

2. Test dataset

   ➢ Sensitivity : 90.49 %

   ➢ Specificity : 93.84 %

3. Area under the Receiver Operating Characteristic curve (Trade-off between True Positive Rate and False Positive Rate) is 0.97, ROC curve is more towards the upper-left corner of the graph, it means that the model is very good.
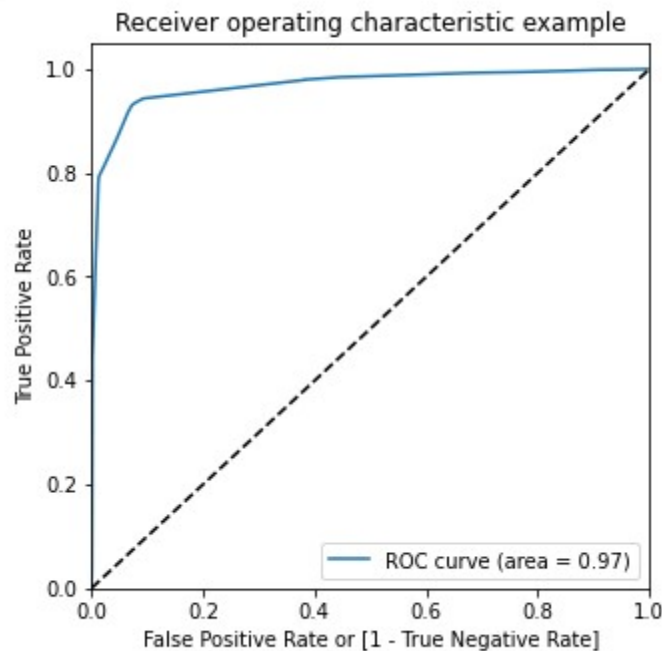
4. Optimal cut-off for Conversion Probability is taken as 0.3 from the below accuracy, sensitivity , specificity curve
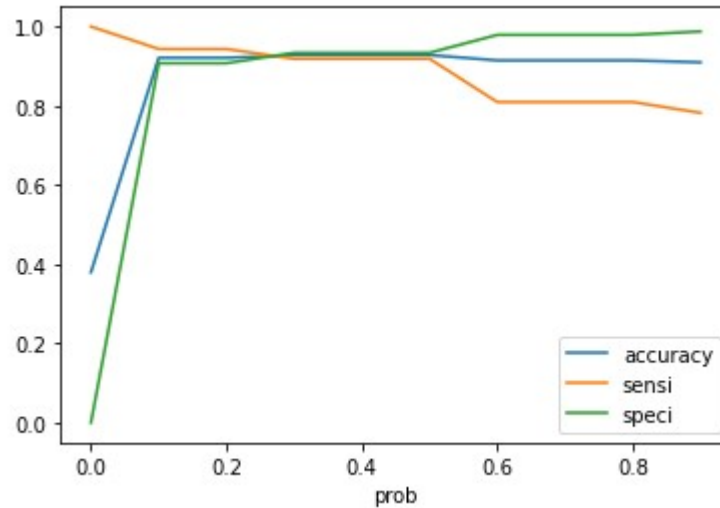
5. Top Features that determine the lead Conversion are:
- ➢ **Tags_Lost to EINS**
- ➢ **Tags_Closed by Horizzon**
- ➢ **Tags_Will revert after reading the email**
- ➢ **Last Notable Activity_SMS Sent**
- ➢ **Tags_Busy**

Business Suggestions:

- Focus on leads who show interests like working professionals and people who want to up skill themselves

- Regular conversation and follow-up with potential leads based on their availability

- Start the next conversation based on the last activity/conversations with the leads

- Do proper research about the interests of the leads before the conversation based on their application details and tell them the benefits they will get after they pursue their course from X Education company

- Instead of making regular calls, write a detailed email or message about the courses and the benefits they get to the less potential lead, based on their interests they may call back.

- Conduct a master class about the session instead of making phone calls to individuals that will save a lot of time as well as increase the reach to mass audience.

- Also display the Alumni Success status and feedbacks on the website by signing up for X Certifications from X Education Company.

Thank You

Submitted by,

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