Lead Scoring Case Study

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Problem Statement

X Education provides online courses and seeks leads that can significantly boost conversion rates. Currently, only a few leads are coming through, but there is a goal to increase the number of leads and improve the overall conversion rate. The focus is on attracting individuals who have a genuine interest in taking courses and contributing to successful conversions.
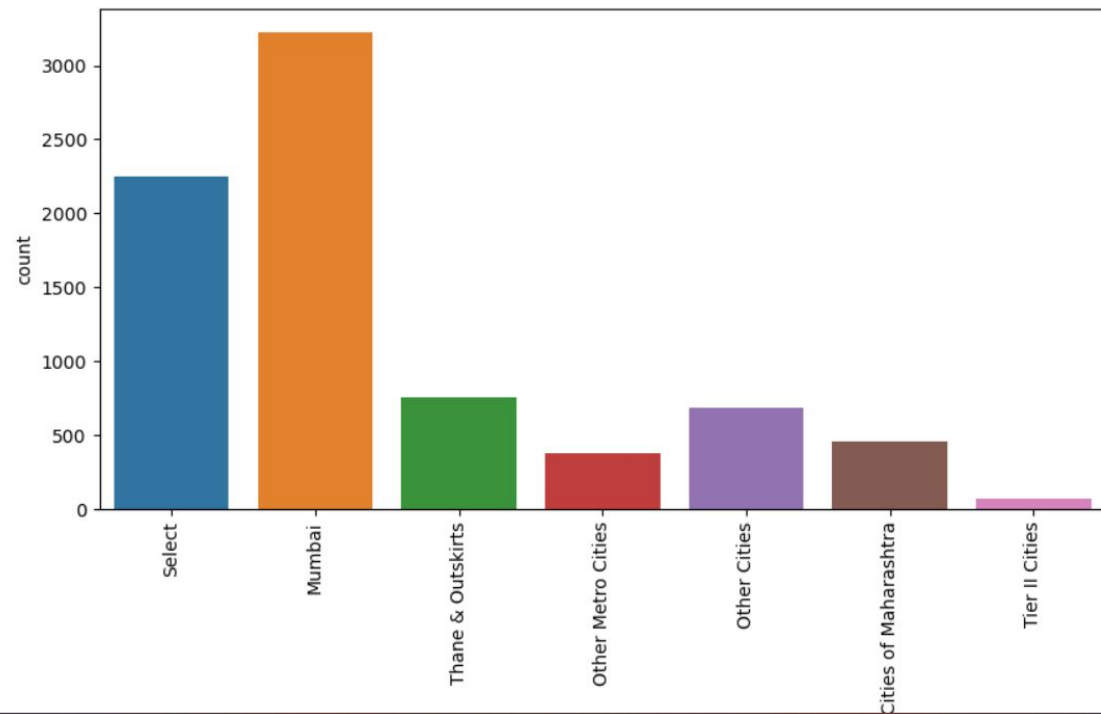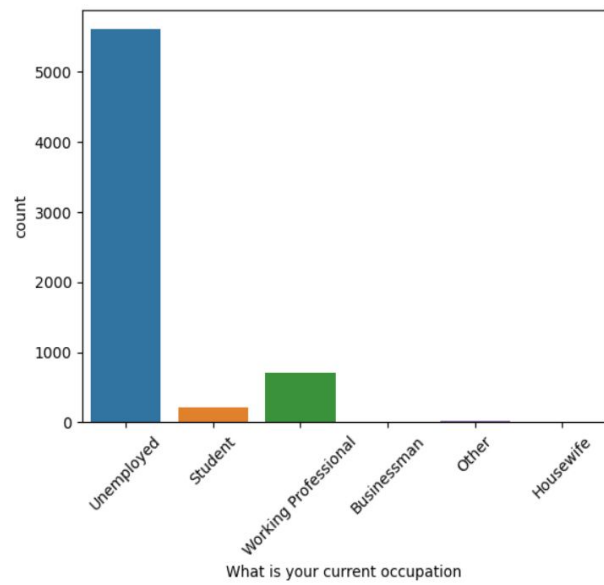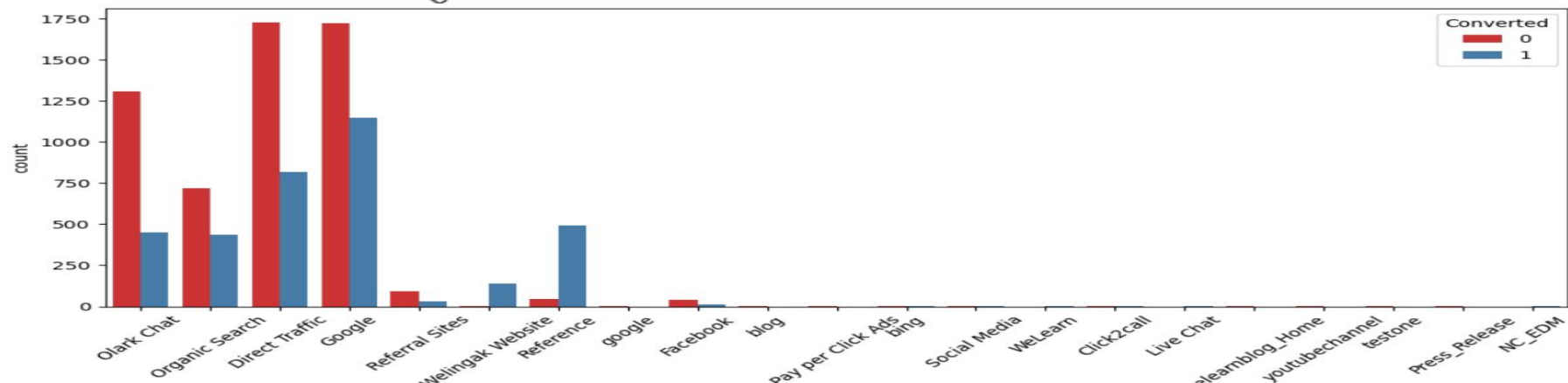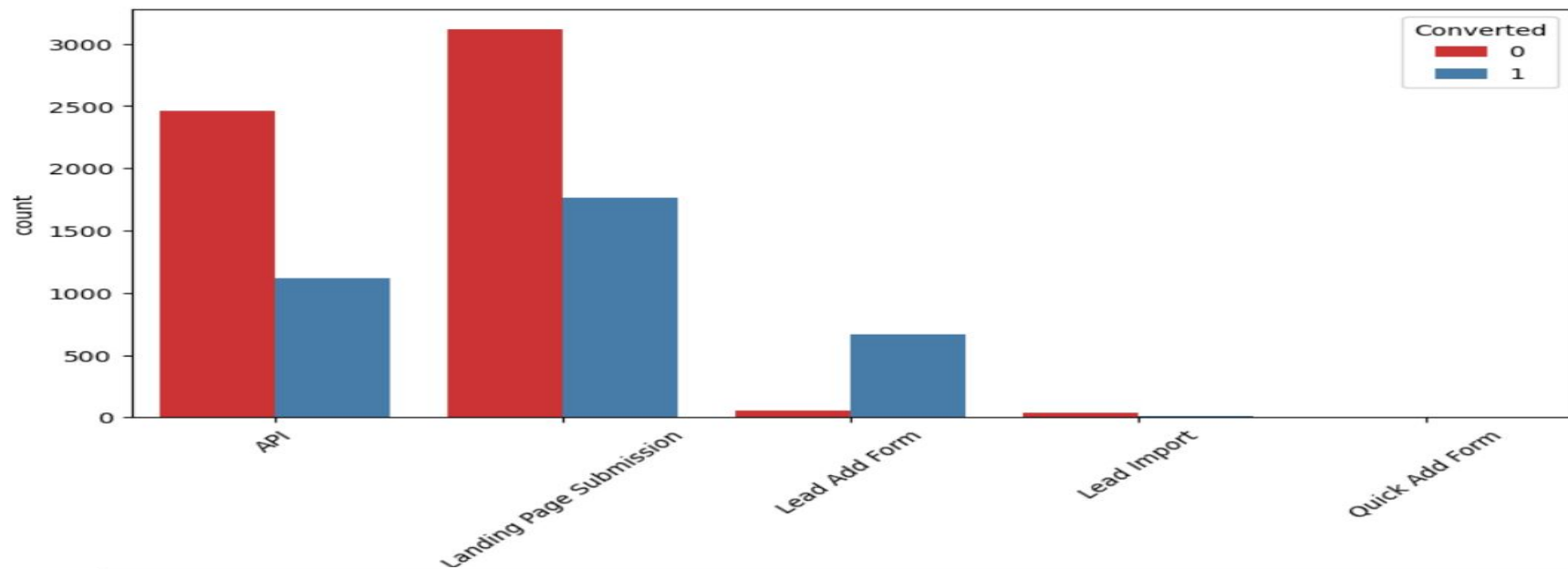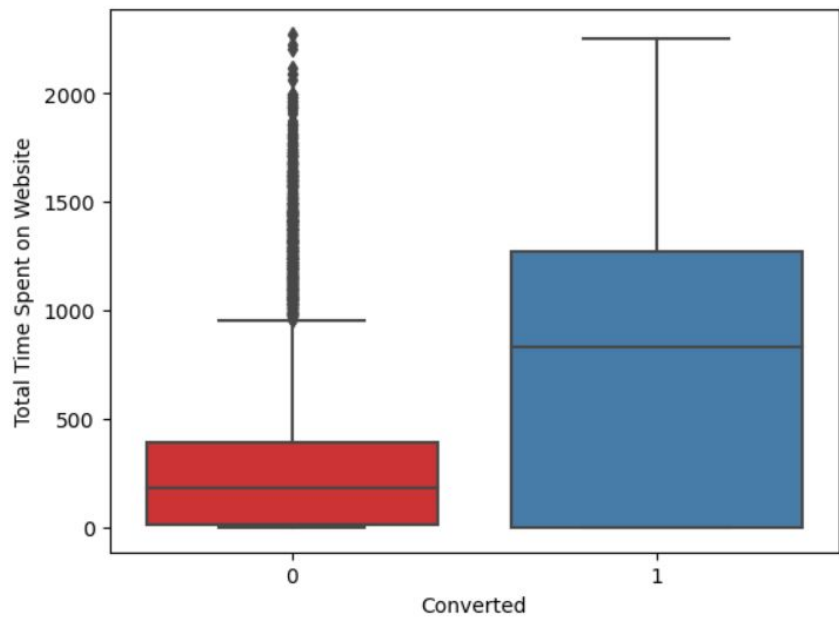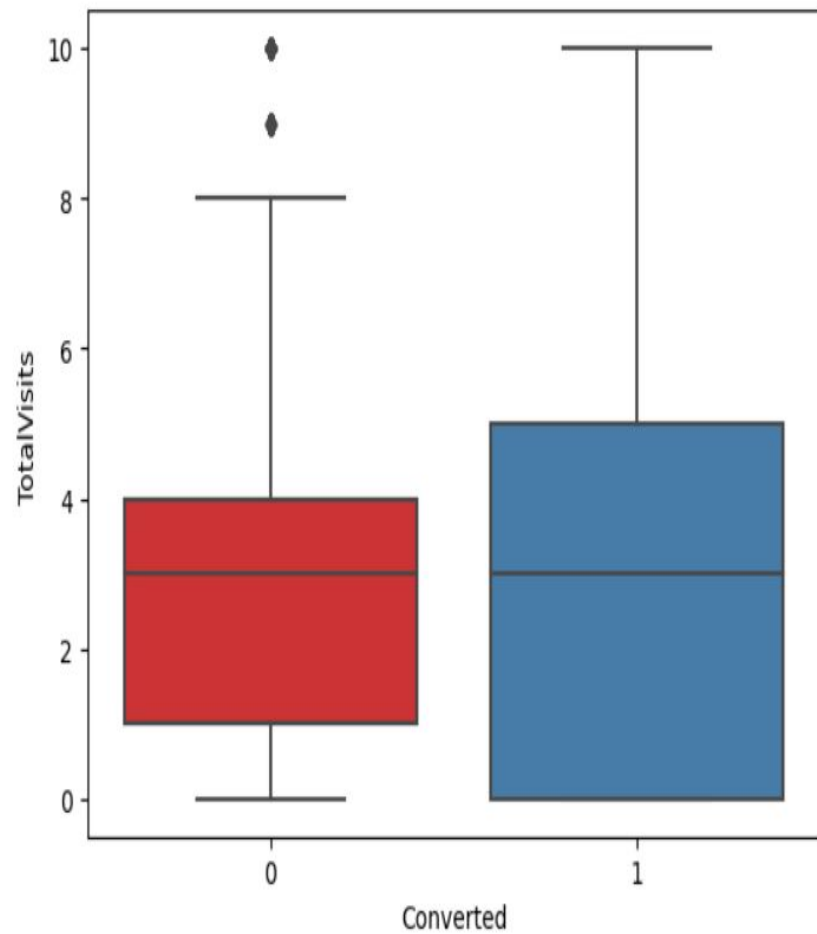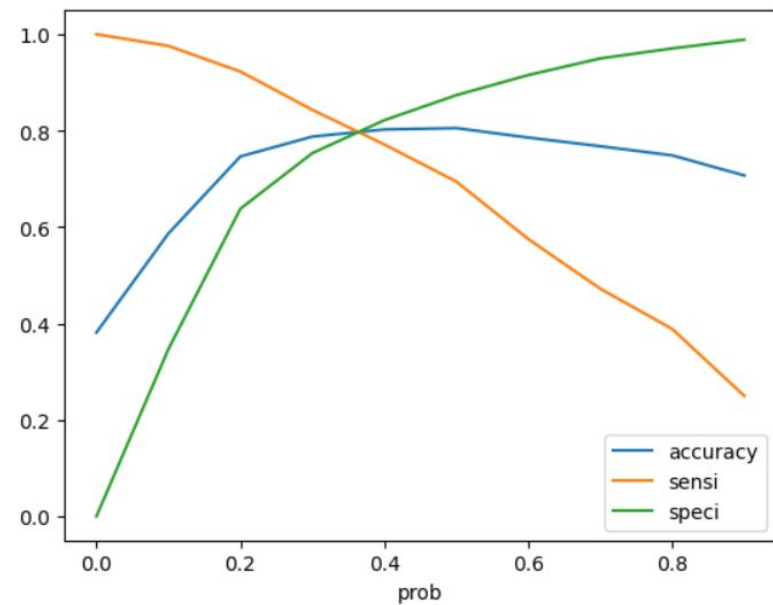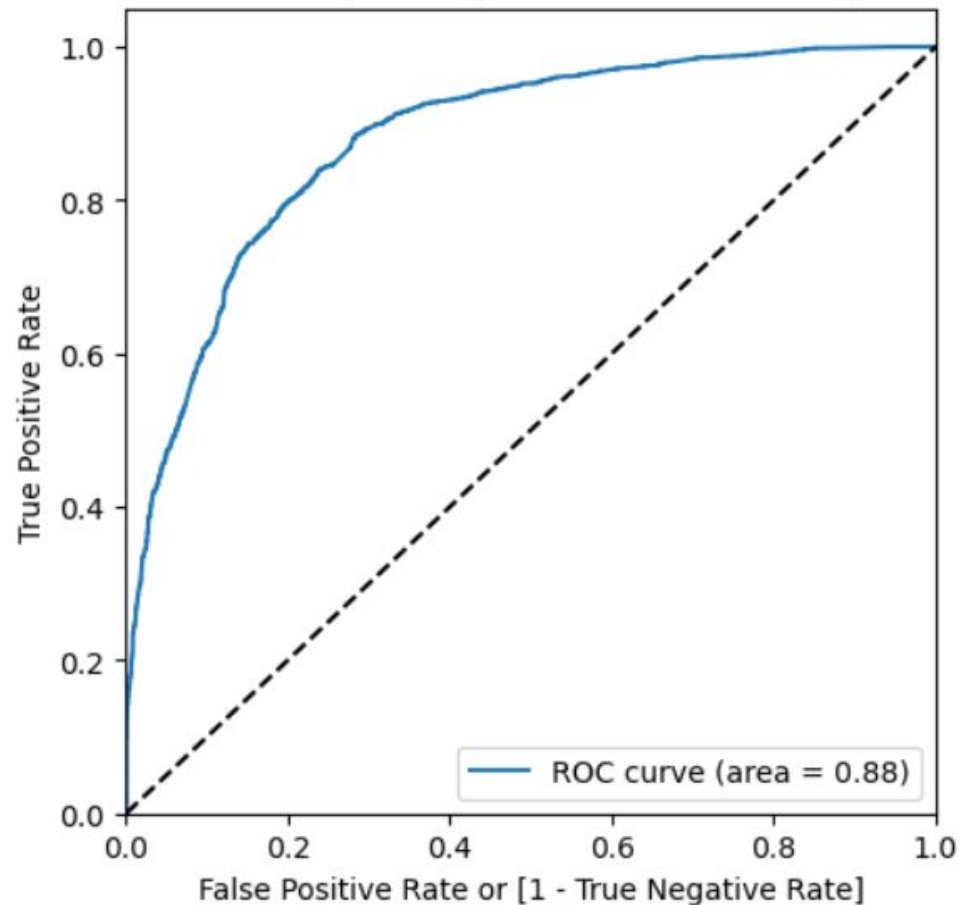
Website should be made more engaging to make leads spend more time.
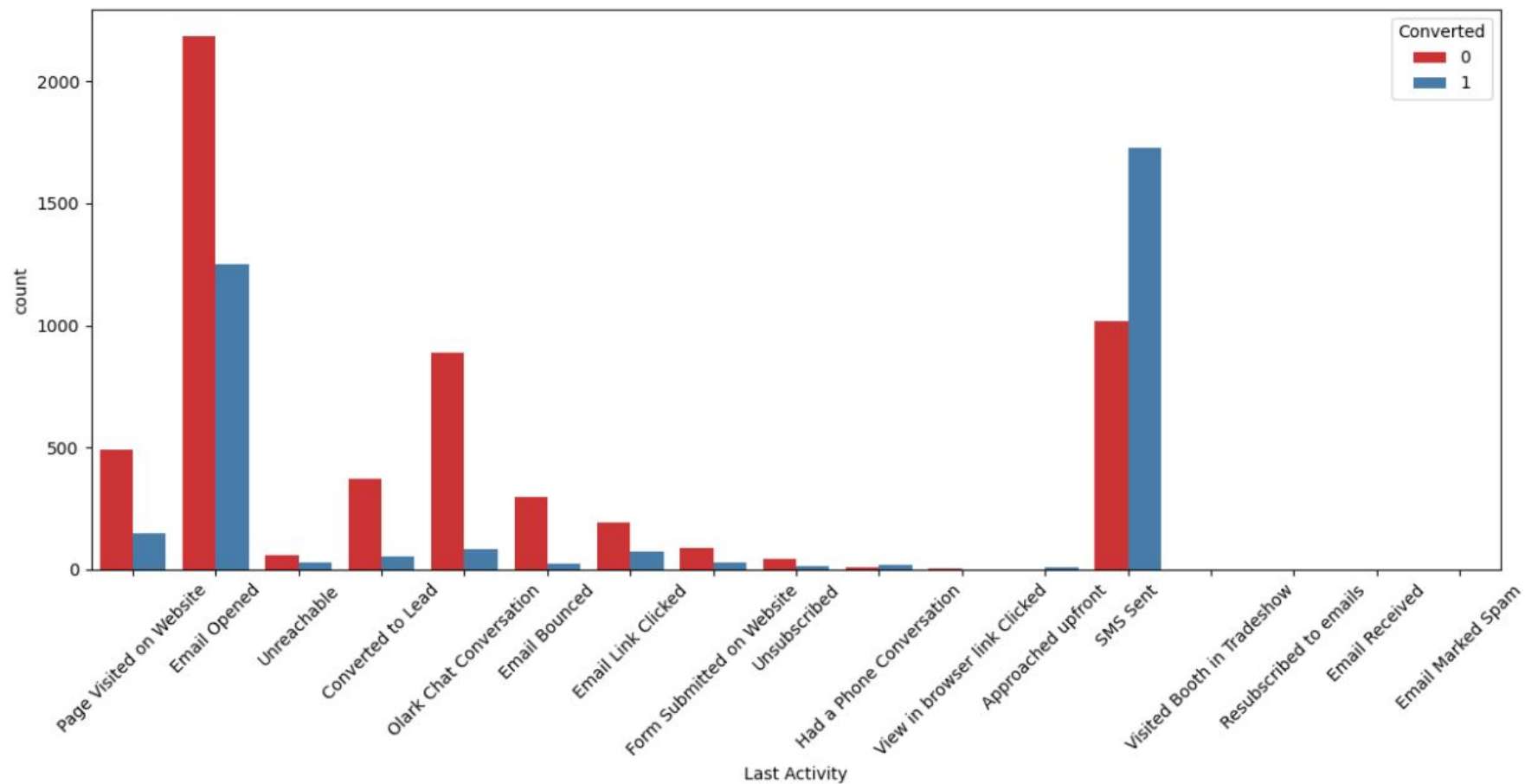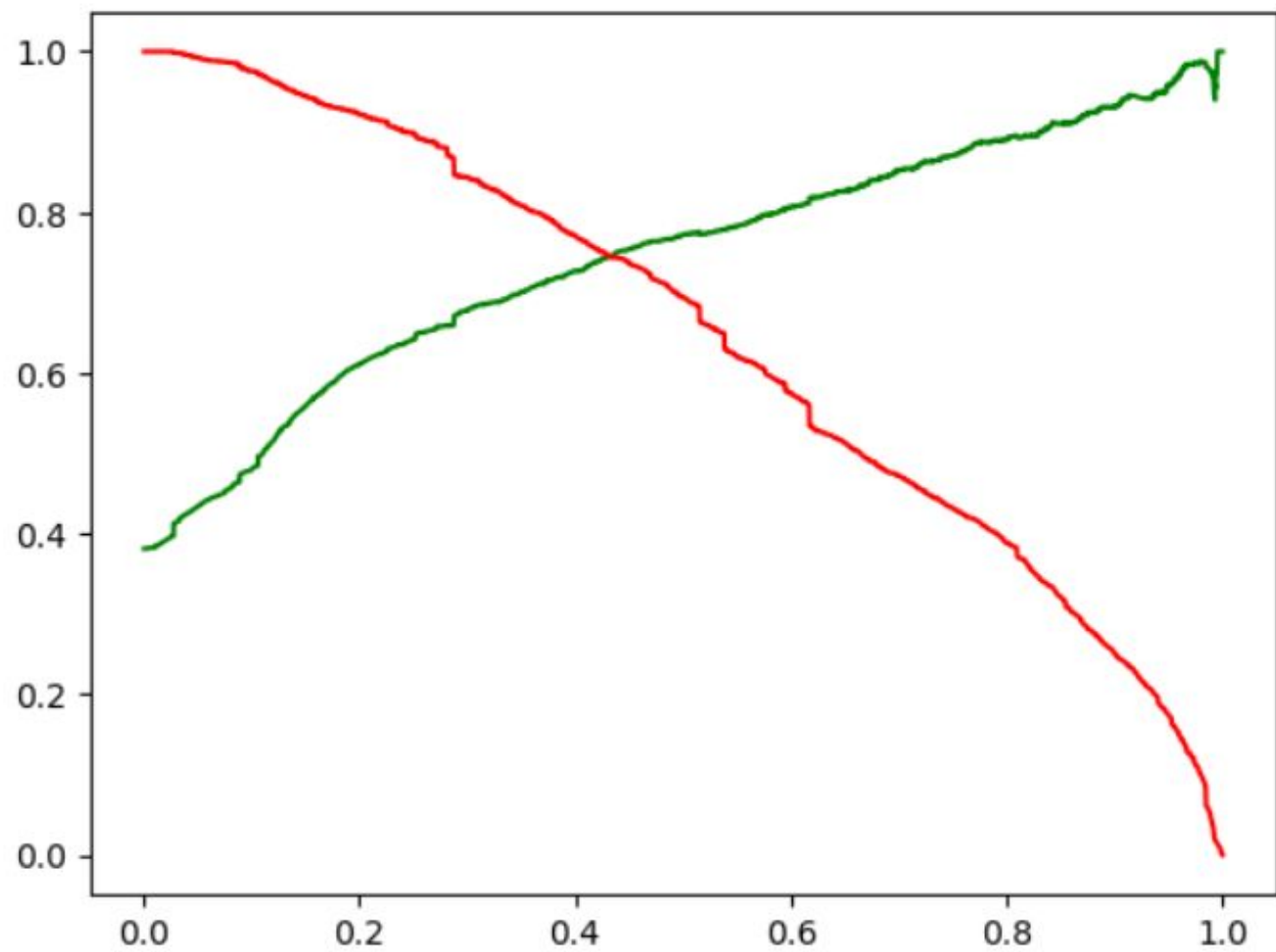
Results :

- 1. Comparing the values obtained for Train & Test:
- Train Data:
- Accuracy : 81.0 %
- Sensitivity : 81.7 %
- Specificity : 80.6 %
- Test Data:
- Accuracy : 80.4 %
- Sensitivity : 80.4 %
- Specificity : 80.5 %
- Thus we have achieved our goal of getting a ballpark of the target lead conversion rate to be around 80% . The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model to get a higher lead conversion rate of 80%.

Recommendations:

- The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
- The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.
- The company should not make calls to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.