

X Education Identifying Hot Leads Case Study

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Problem Statement:

- The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.
- The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Data Provided:

- Provided dataset has leads that past with around 9000 data points.
- This dataset comprises of different traits, for example, Lead Source, All out Time Spent on Site, Complete Visits, Last Action, and so on
- The column labeled "Converted" which indicates whether a previous lead was converted, is the target variable in this instance.

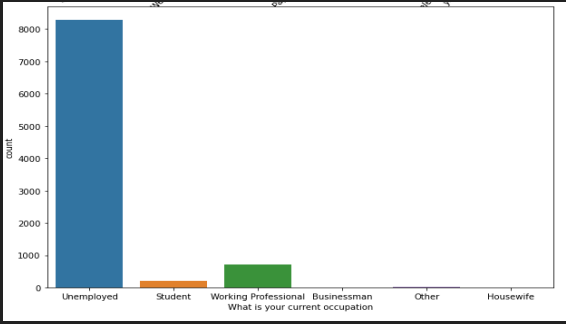
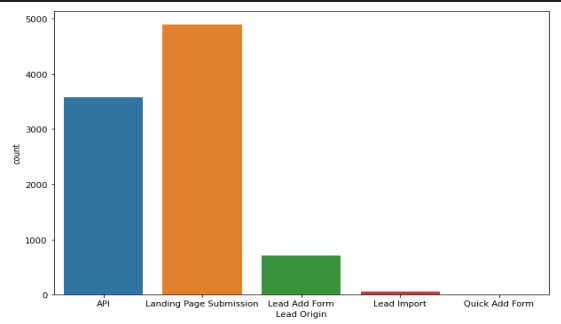
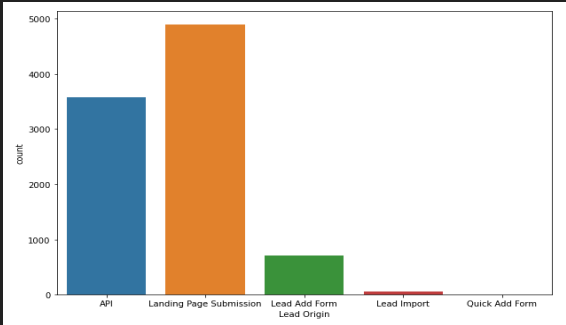
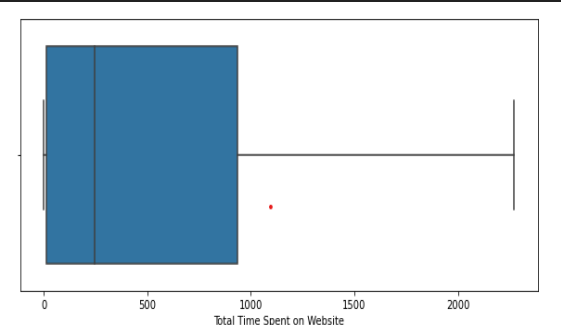
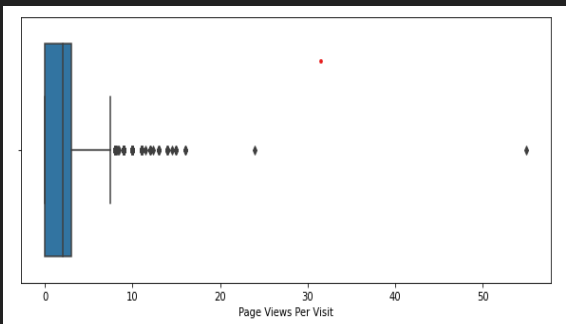
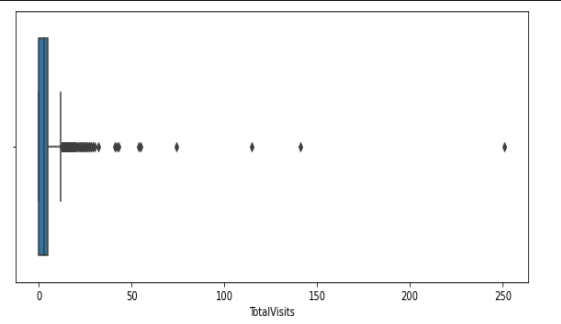
EDA Analysis:

Because one of the variables from that feature was at a very high percentage, we typically drop only a few columns at the beginning. A few suggestions:

- Country - INDIA (95%)
- How did you hear about X Education – "Select" accounts for 71% of the feature, and Online Search ranks second with 11% of the leading variables.
- City - MUMBAI and State: Maharashtra
- Specialization- had values of NULL (39.58%), which are three times higher than the second highest variable, Finance Management (10.57%).
- What matters most to you in choosing a course - Better Career Prospects (99%)
- Magazine', 'Get More Updates About Our Courses', 'Update me on Store network Content', 'Get reports on DM Content', 'I consent to pay the sum through cheddar' - 100 % NO

EDA Analysis:

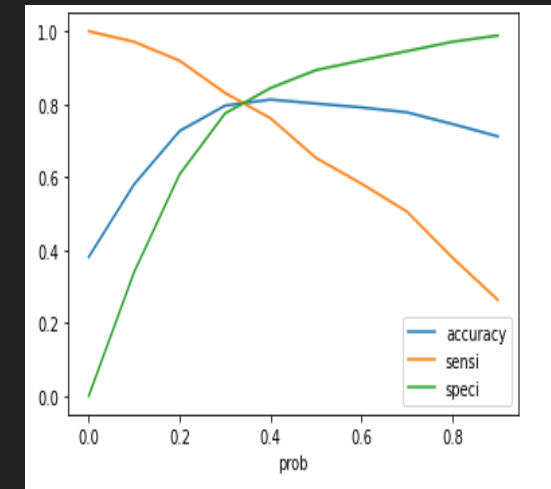
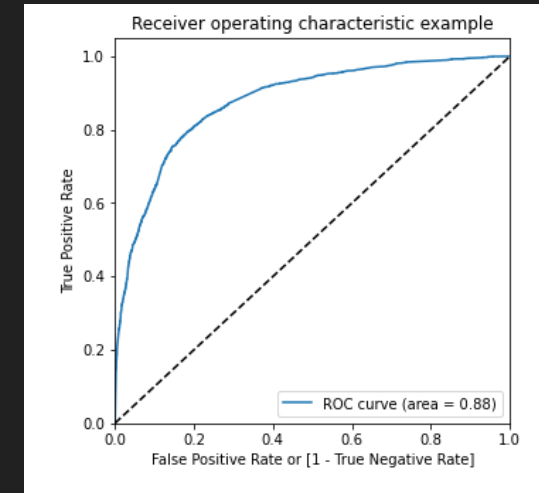
- Here we infer that most extreme students are from **INDIA** and particularly from the territory of **Maharashtra**.
- Through Online Source, they learn about the **courses**..
- Many of them are looking for better **career opportunities** in **finance management**.
- We can reduce **magazine** ads because that feature has **100** percent NOs.
- **Additionally, learners** do not wish to pay by check, possibly due to a lack of usage in that **payment method segment**.
- Furthermore, they are quitting from any **showcasing messages** and **related correspondences**.



Results of Modelling:

We could distinguish 14 elements that are generally significant while taking choices. The graph's top three include:

- Women in the workforce and housewives: We can say that housewives are meaning to emerge from their everyday daily practice and discover some new information and correspondingly Working experts are searching for better profession possibilities.
- The most common type of lead is one that comes from references. We can try encouraging referrals with incentives.
- Additionally, the Welling Website generates positive leads.



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Thank You