

Lead Scoring Case Study

Summary

This report outlines the approach, process, and learnings from conducting a lead scoring case study using a logistic regression model, designed to meet the specific constraints and requirements of a business.

Objective

X Education generates numerous leads at the initial stage, but only a fraction convert into paying customers. This case study aims to identify key factors contributing to lead conversion and assign a lead score to prioritize high-potential leads.

Key Insights

1. Lead Demographics:

- The majority of leads are from **India**, with **Mumbai** being the leading city in terms of volume.
- Most leads are **unemployed**, which presents an opportunity for focused engagement strategies targeting this segment.

2. Critical Features:

- **Total Visits** and **Total Time Spent on Website**: Leads spending more time and making more visits to the platform are more likely to convert. These metrics indicate genuine interest in the platform.
- **Specialization**: Leads with specializations in **Finance Management**, **HR**, and **Marketing Management** have a higher probability of conversion, suggesting the need to align courses to these domains.
- **Better Career Prospects**: This is a primary motivator for most leads to join the course, highlighting the importance of positioning courses as career-enhancing opportunities.

3. Customer Engagement:

- **Last Notable Activity**: Engaging leads through **email** and **SMS campaigns** significantly increases conversion rates. Emails opened by leads and personalized follow-ups via SMS have shown to have a strong positive impact.

4. Data Quality Improvements:

- Certain columns, such as **Specialization** and **Customer Occupation**, often include the level 'Select', indicating no choice was made by the customer. Ensuring mandatory field selection during form submission can improve data quality for better analysis.

Recommendations

1. Targeted Engagement:

- Focus on leads with high engagement metrics, such as those with multiple visits or prolonged time on the website.
- Design campaigns emphasizing **career prospects** tailored to Finance, HR, and Marketing professionals.

2. Enhanced Communication:

- Leverage **email marketing** and **SMS outreach** for consistent communication. Leads responding to emails and SMS should be prioritized for follow-ups.

3. Internship Strategy:

- During peak intern hiring periods, consider lowering the lead score threshold to expand the pool of potential leads. Assign high-priority leads to the sales team and moderate-priority leads to interns for nurturing.

4. Focus on Unemployed Leads:

- Provide customized messaging for unemployed leads, emphasizing how the courses can enhance employability.

Learnings

- Logistic regression effectively identifies key predictors of lead conversion.
- Data cleaning, such as handling missing or irrelevant values (e.g., 'Select'), is critical for generating actionable insights.
- Features like **engagement metrics** and **specialization domains** play a pivotal role in lead conversion.
- Automating and segmenting engagement strategies based on lead scores can significantly optimize the sales process.

This lead scoring case study has provided actionable strategies to improve lead prioritization and engagement, ensuring resource efficiency and a higher conversion rate. The insights gained can be leveraged to drive better business outcomes and refine marketing efforts.