Lead Scoring Case Study

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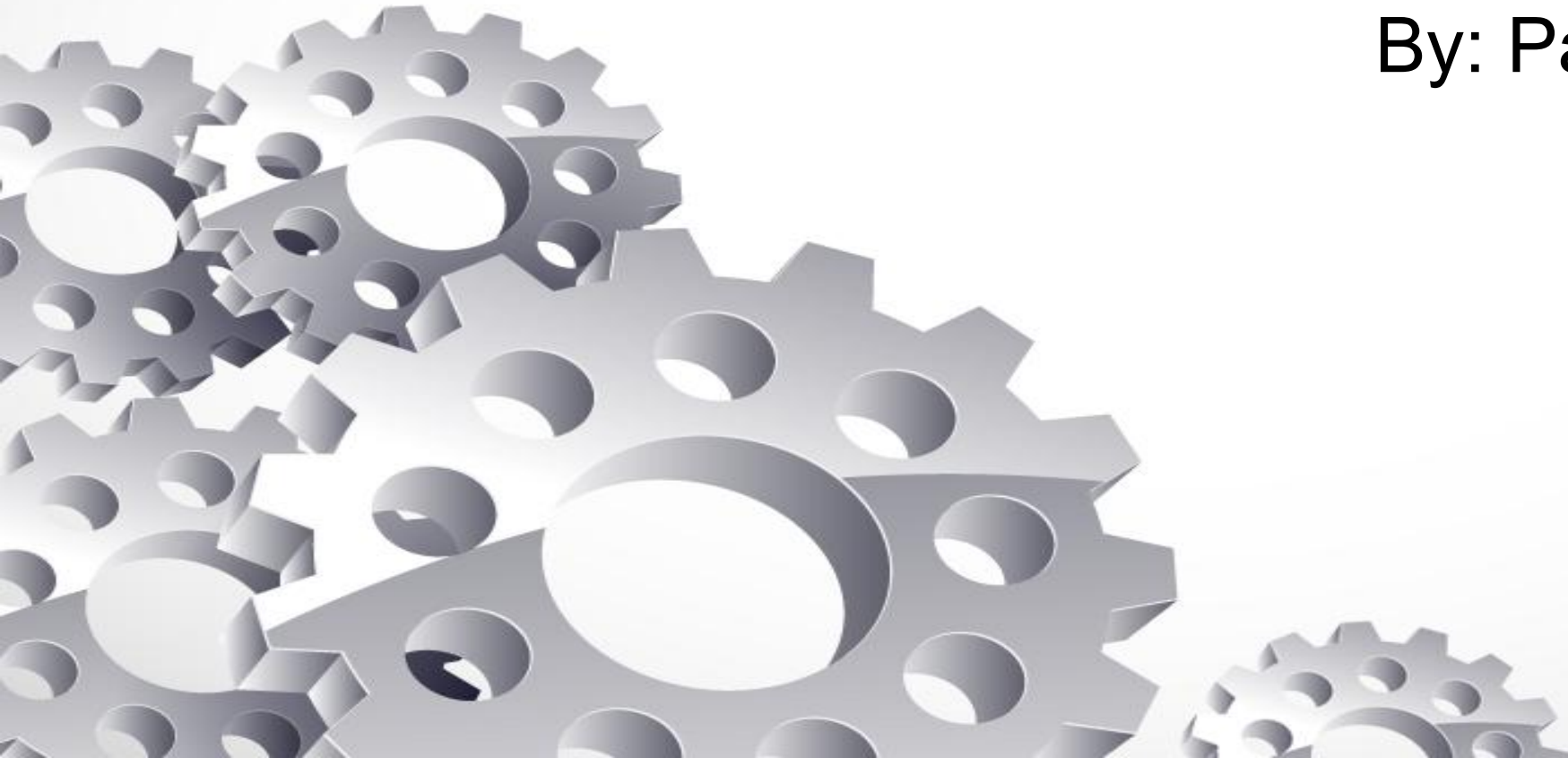
Table of contects

Background of X Education Company

- X Education is an education company that sells online courses

- Interested candidates land on the company website and browse for courses. The company courses on several websites and search engines like Google.

- Interested candidates might browse the courses or fill up a form for the course or watch som

- When people fill up a form providing their email address or phone number, they are classif

- Once leads are acquired, employees from the sales team start making calls, writing emails, e

- Through this process, some of the leads get converted while most do not.

- Typical lead conversion rate at X education is around 30%.

Ojective :

Problem Statement:

- X Education's lead conversion rate is very poor at ~30%

Objective of the Study:

- The CEO has given a ballpark of the target lead conversion rate to be around 80%
- Make lead conversion process more efficient by identifying the most promising leads i.e., Hot L
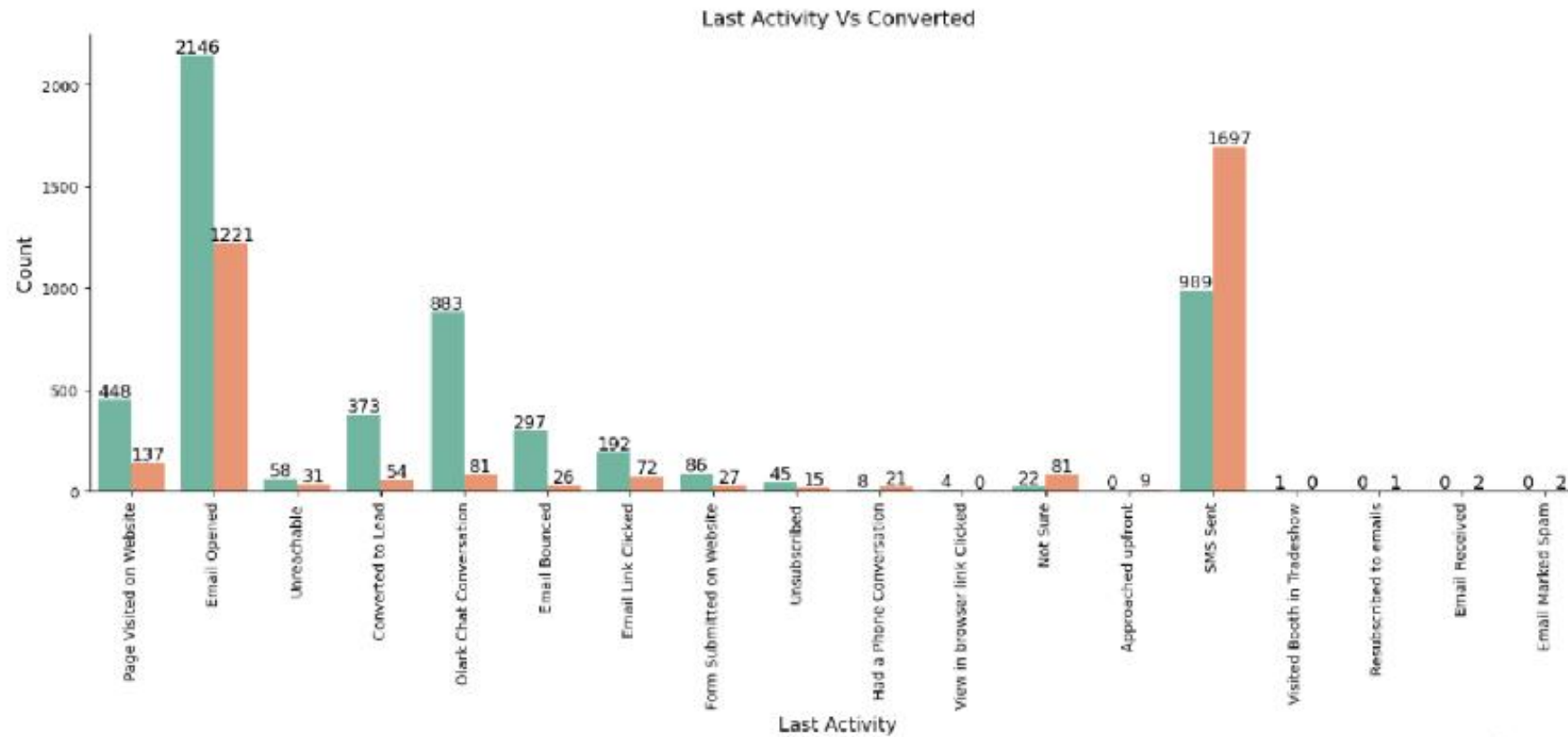- Help the sales team focus on communicating with the Hot Leads rather than making calls to eve

EDA – Data Imbalance

Data is imbalanced while analyzing target variable since the cconversion rate
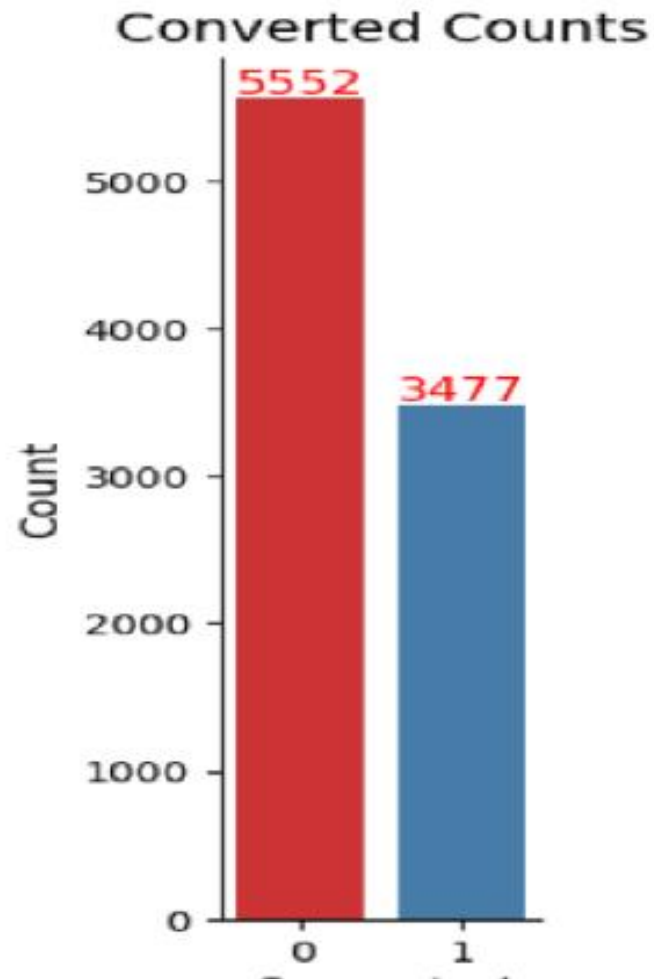
EDA - Univariate Analysis – Categorical

● SMS Sent and Email Opened have the most conversions

Last Activity Vs Converted

Model building

- Feature selection performed using Recursive Feature Elimination (RFE)
- Manual Feature Reduction process was used to build models by dropping variables with insignificant p values
- Pre RFE – 70 columns & Post RFE – 11 columns

- Model 11 looks stable with,
  - significant p-values
  - Acceptable multicollinearity with VIFs less than 5

Thankyou!