Lead Scoring Case Study

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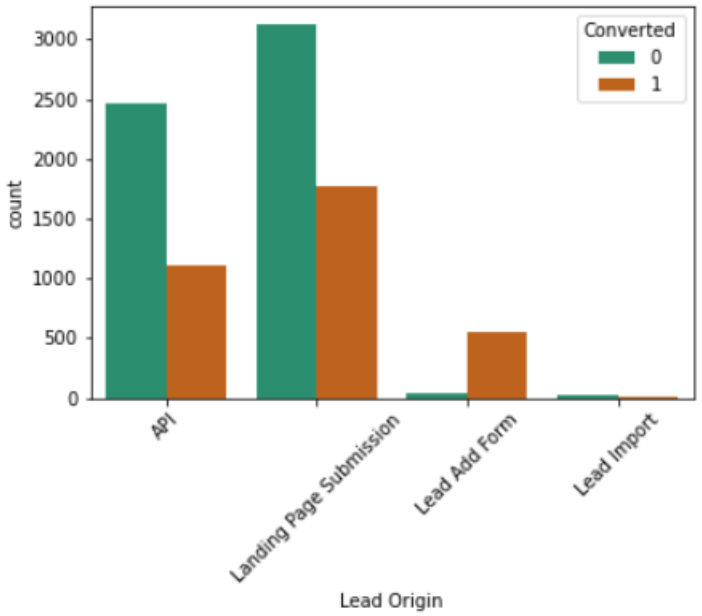
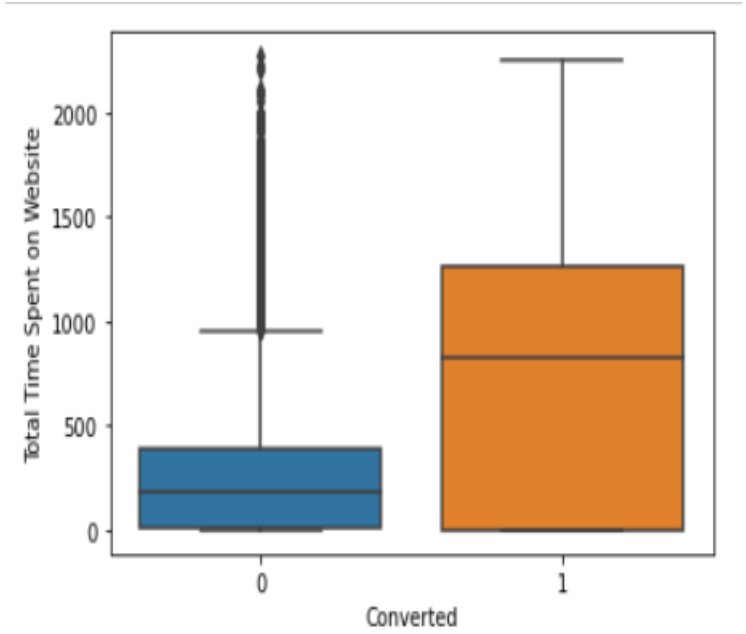
Objective:

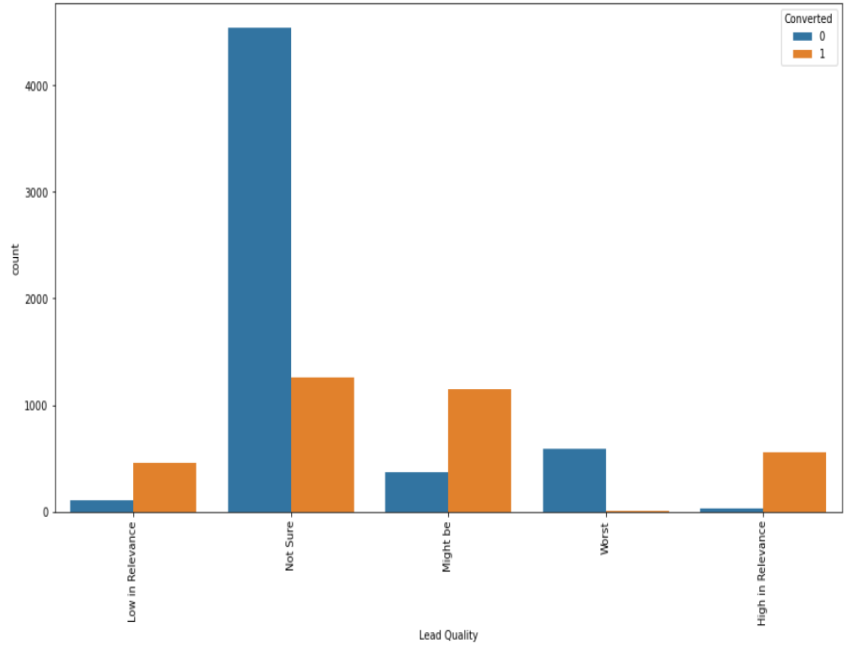
X Education expects to help them select the most promising leads, i.e. the leads that are most likely to convert into paying customers. The company wants us to build a model wherein we need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion 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%.

Way chosen:

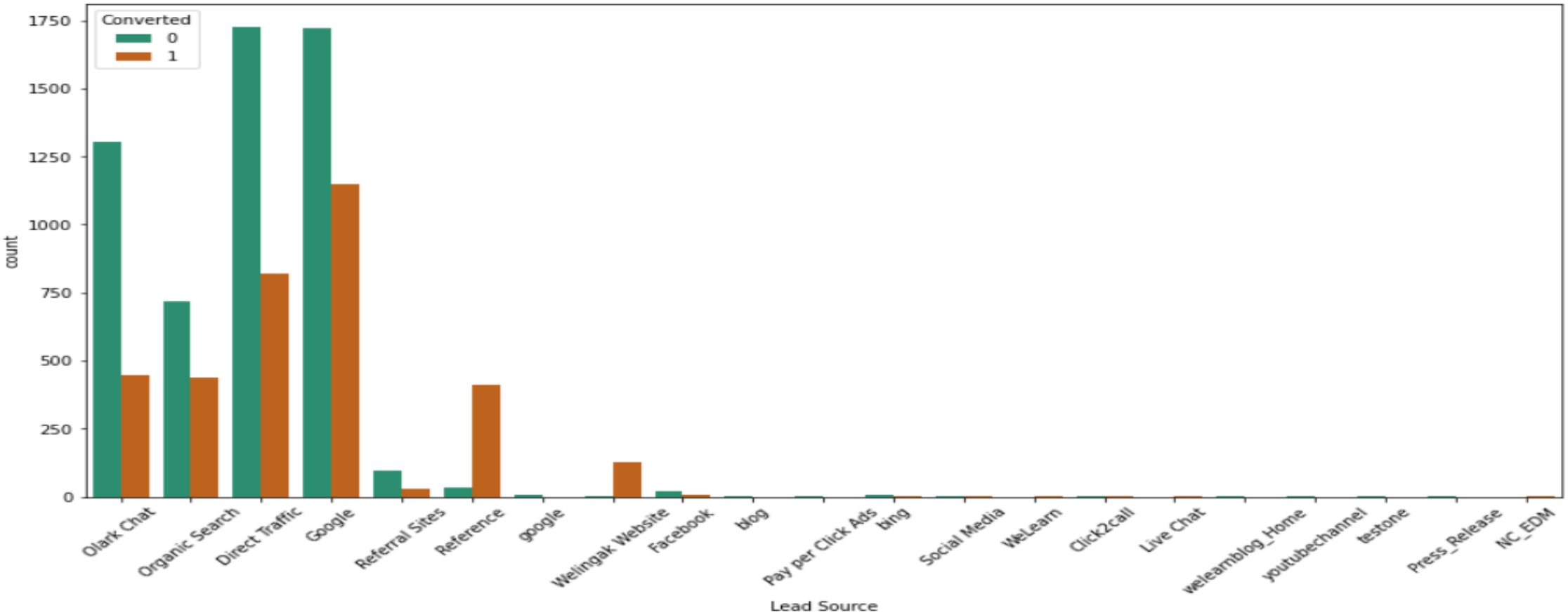
- Analysing the Data set and cleaning the data by removing the unwanted columns.
- Building a model(mixed method) by eliminating the columns basing on RFE, P>Z and VIF.
- Finding the optimum probability and checking the Sensitivity, Specificity and Accuracy for both train and test data.



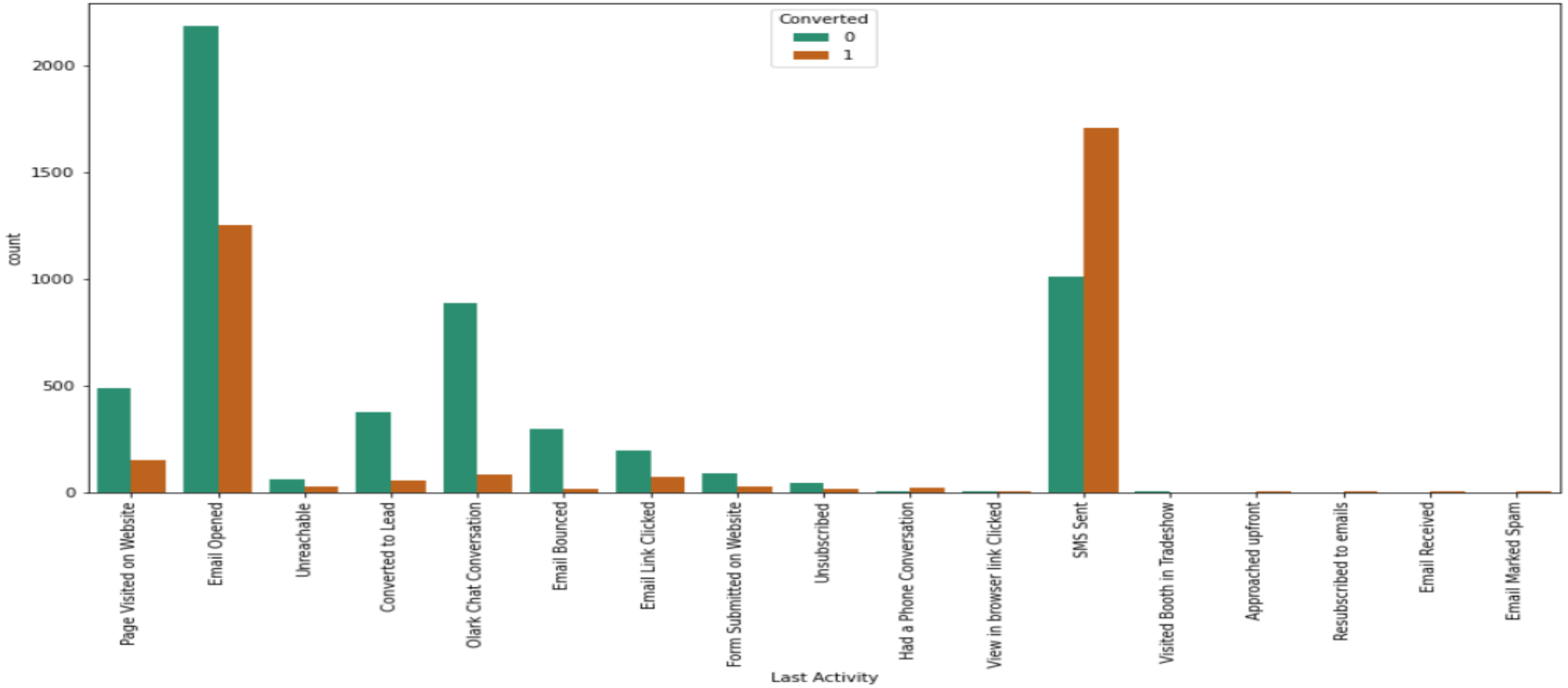




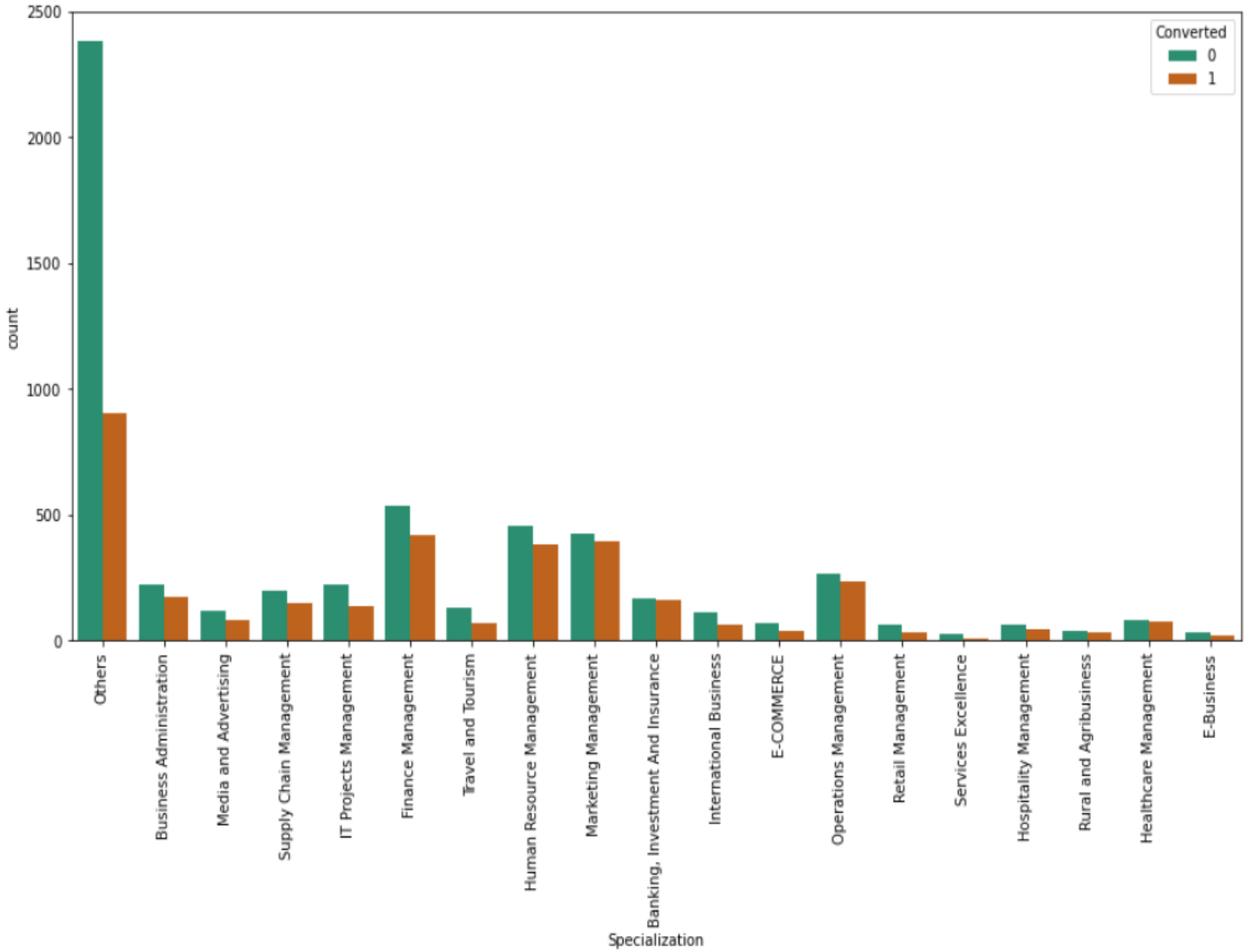
- Lead Origin: Lead Add Form has got highest conversion rate
- Total Time Spent on Website : People with most total time spent on website have got high conversion rate
- Lead Quality: Efforts to be made to correct the idea of Relevance of the person incharge of lead.



- Lead source: Reference and Welingak Website has got more conversion rates.

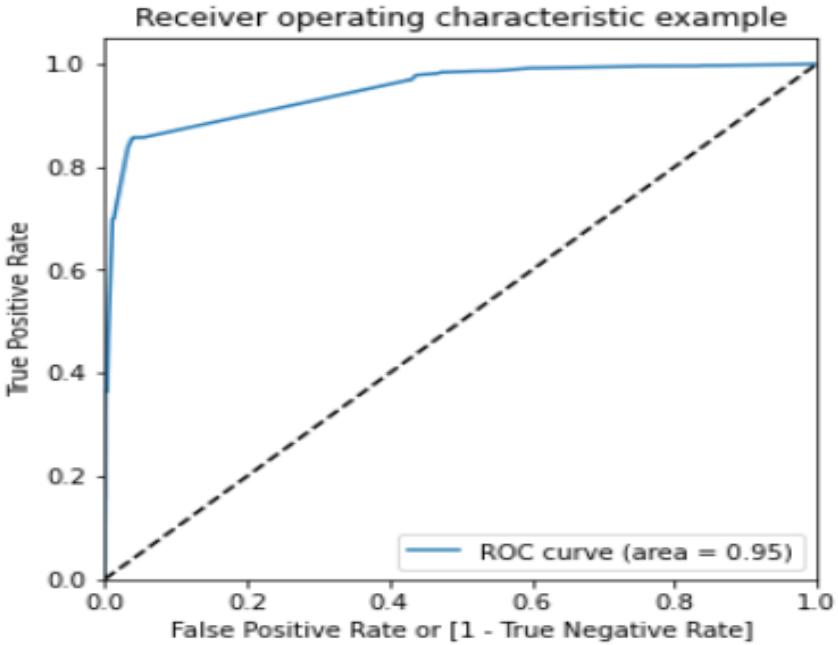


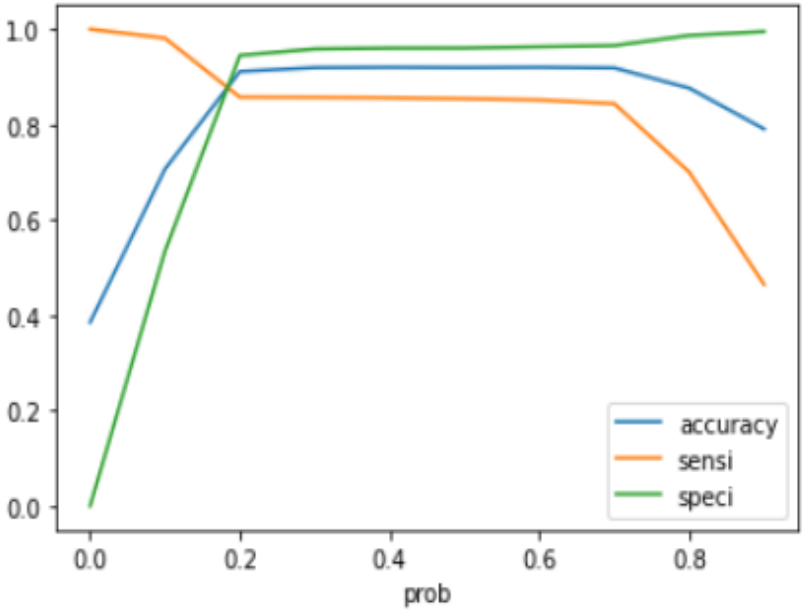
- Last Activity: People whose last activity was SMS and Email have got good coversion rates compared to others.



- Specialization: Finance Management, Human Resource Management, Marketing Management and Ope´rations Management have good count and conversion rates compared to others.

- Efforts should be made to filter others option so as to get proper information on specialization.





- Area under the ROC curve was found 0.95 .
- Accuracy, Sensitivity and Specificity met at 0.2. This value was used in the model.

Observation: After running the model on the Test Data these are the figures we obtain:

Accuracy : 90.78%

Sensitivity : 84.14%

Specificity : 94.57%

Final Observation: Let us compare the values obtained for Train & Test:

Train Data:

Accuracy : 91.11%

Sensitivity : 85.73%

Specificity : 94.49%

Test Data:

Accuracy : 90.78%

Sensitivity : 84.14%

Specificity : 94.57%

- Above mentioned are the values from the model and seems good....

THANK YOU