

Presentation & Recommendations

Lead Scoring Case Study

Sachin Shekhar
Aashish Sahu

Problem Statements

- ❖ Identify variables behind hot leads
- ❖ Recommendations for better lead conversions

Assumptions

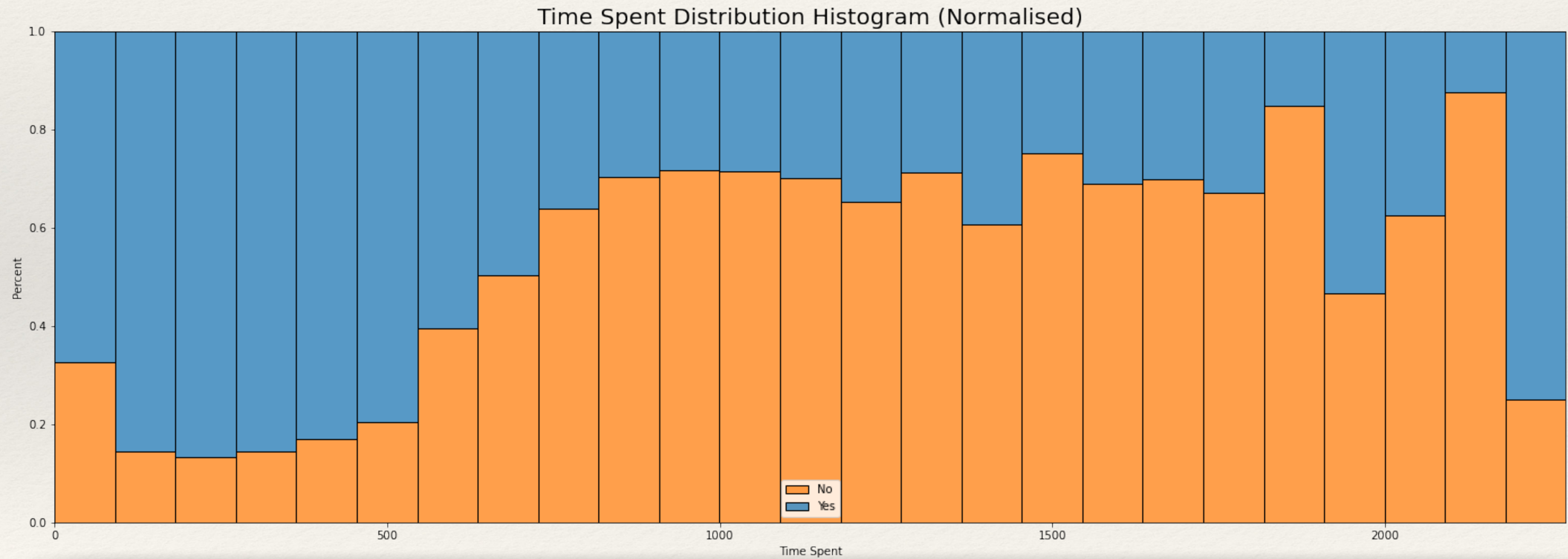
- ❖ “Select” is a missing value.
- ❖ “Last Notable Activity” is a redundant feature and adds no value over “Last Activity” feature.

Approach

- ❖ Handle duplicates, missing values and outliers.
- ❖ Drop non-essential features.
- ❖ Do univariate & bivariate Analysis.
- ❖ Create dummy variables from categorical features.
- ❖ Do a train-test split on data.
- ❖ Rescale numerical features.
- ❖ Train & evaluate regression models.

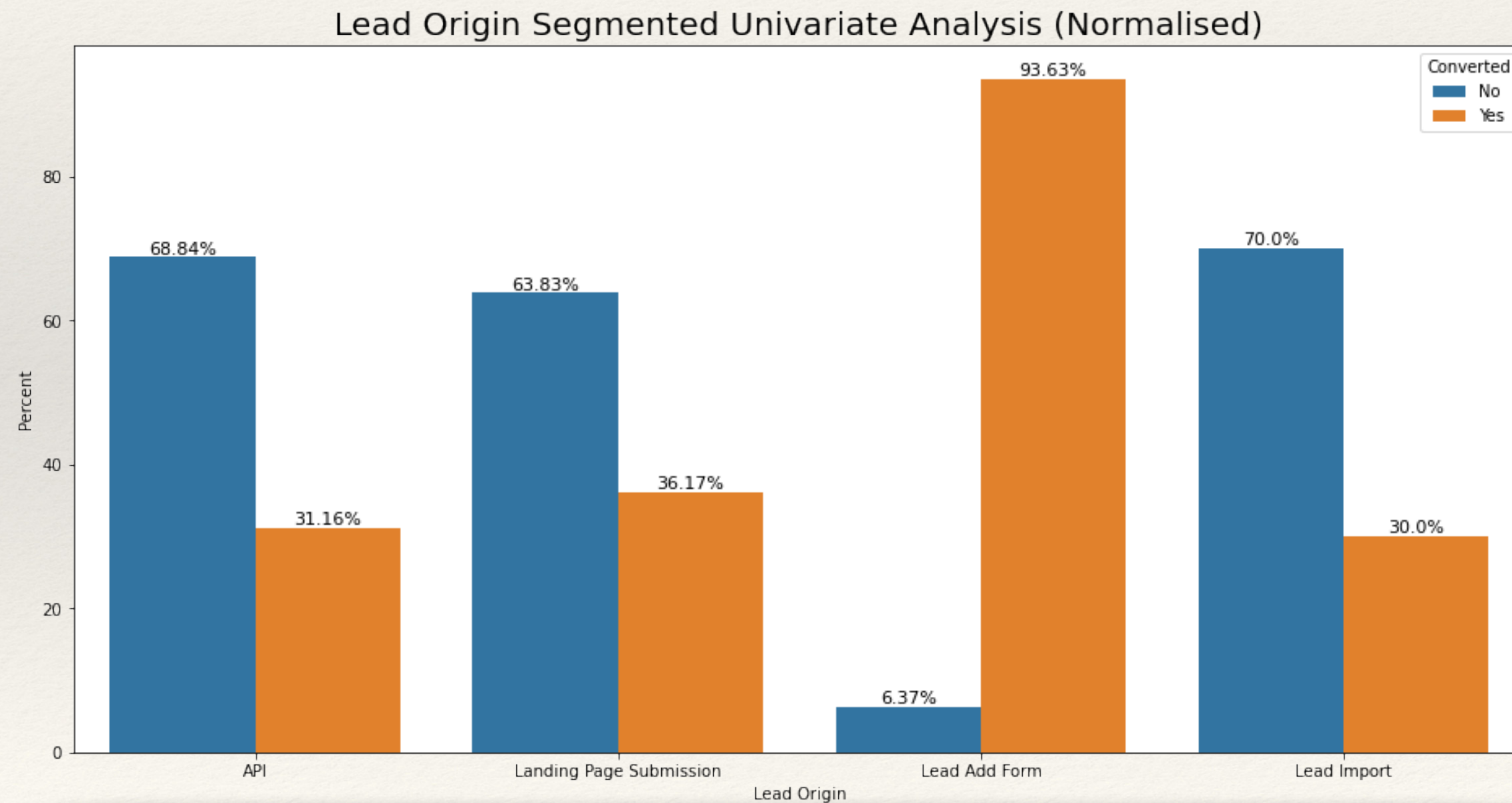
Finding #1

Customers who spend the most time on the website convert most



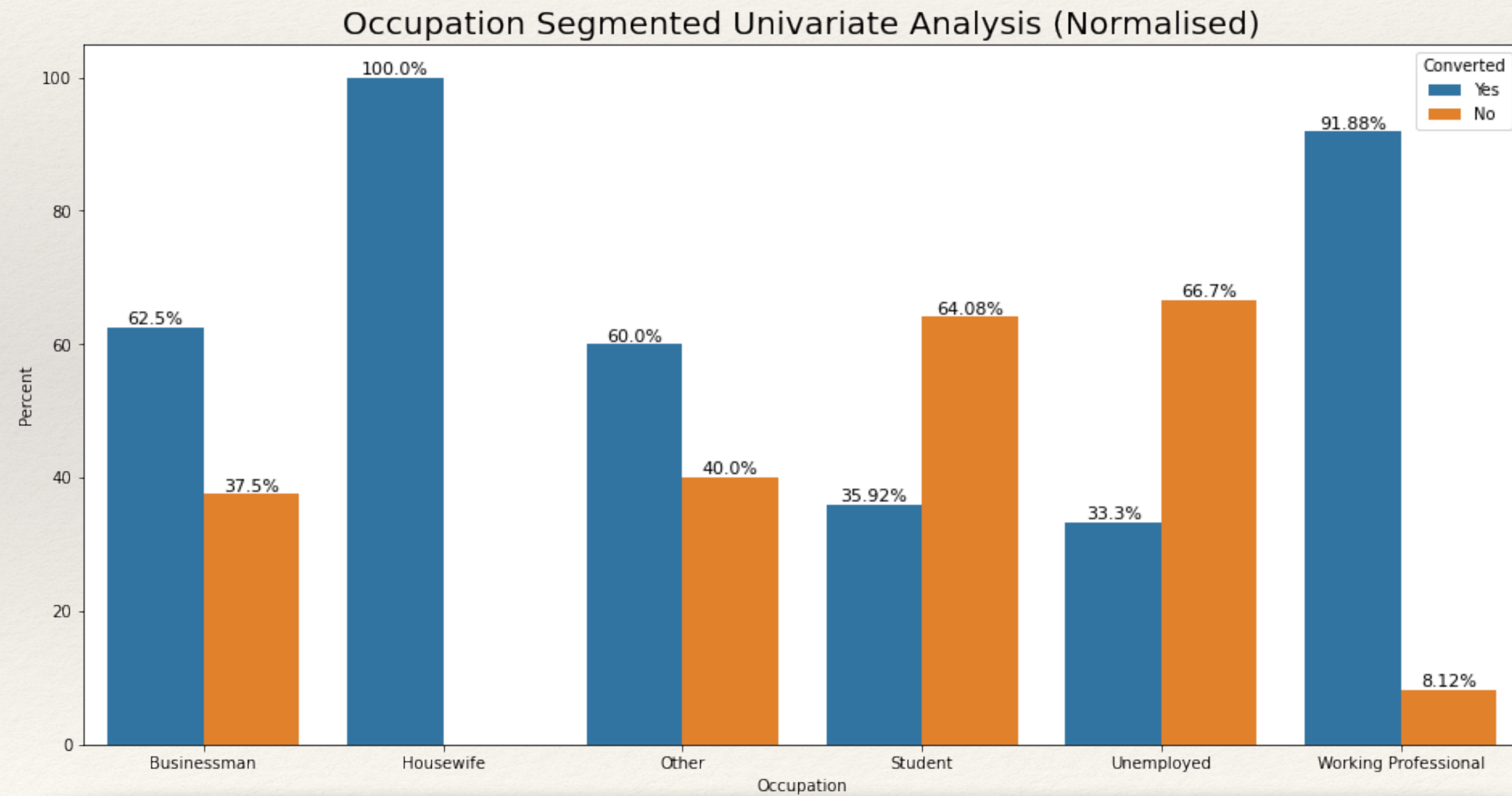
Finding #2

Customers whose lead origin is “lead add form” convert most



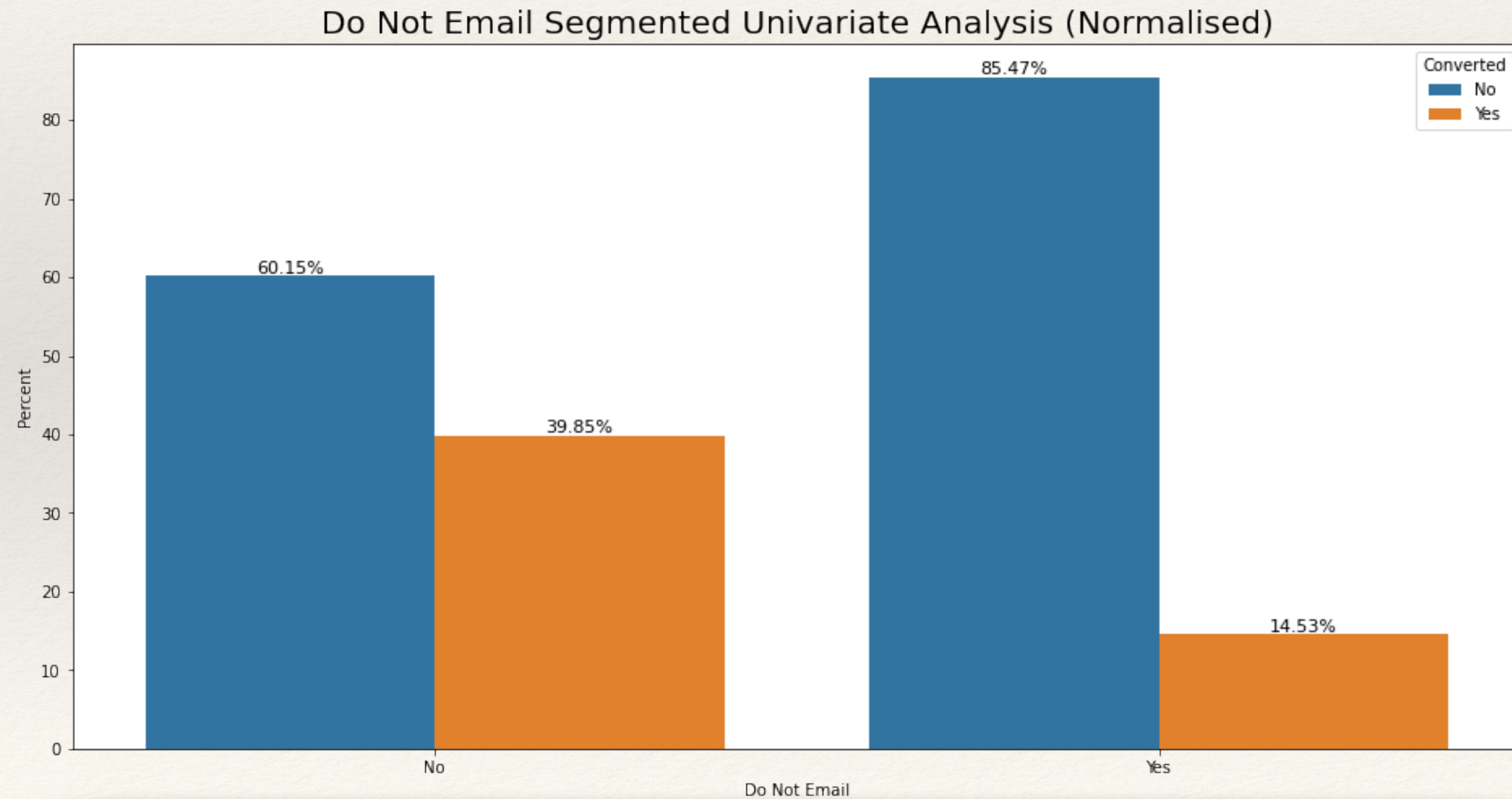
Finding #3

Working professionals convert most



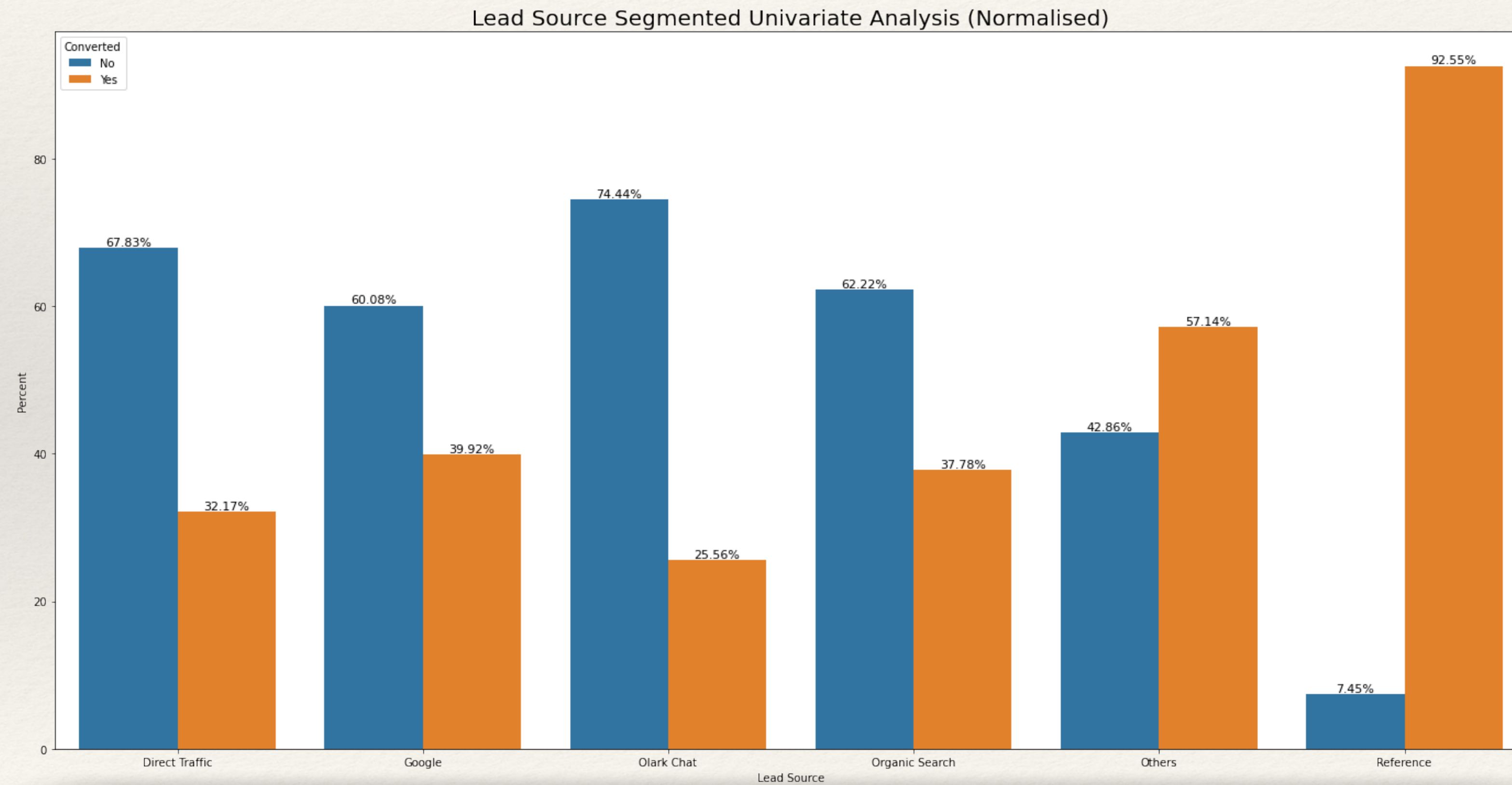
Finding #4

Customers who have opted out of email convert less



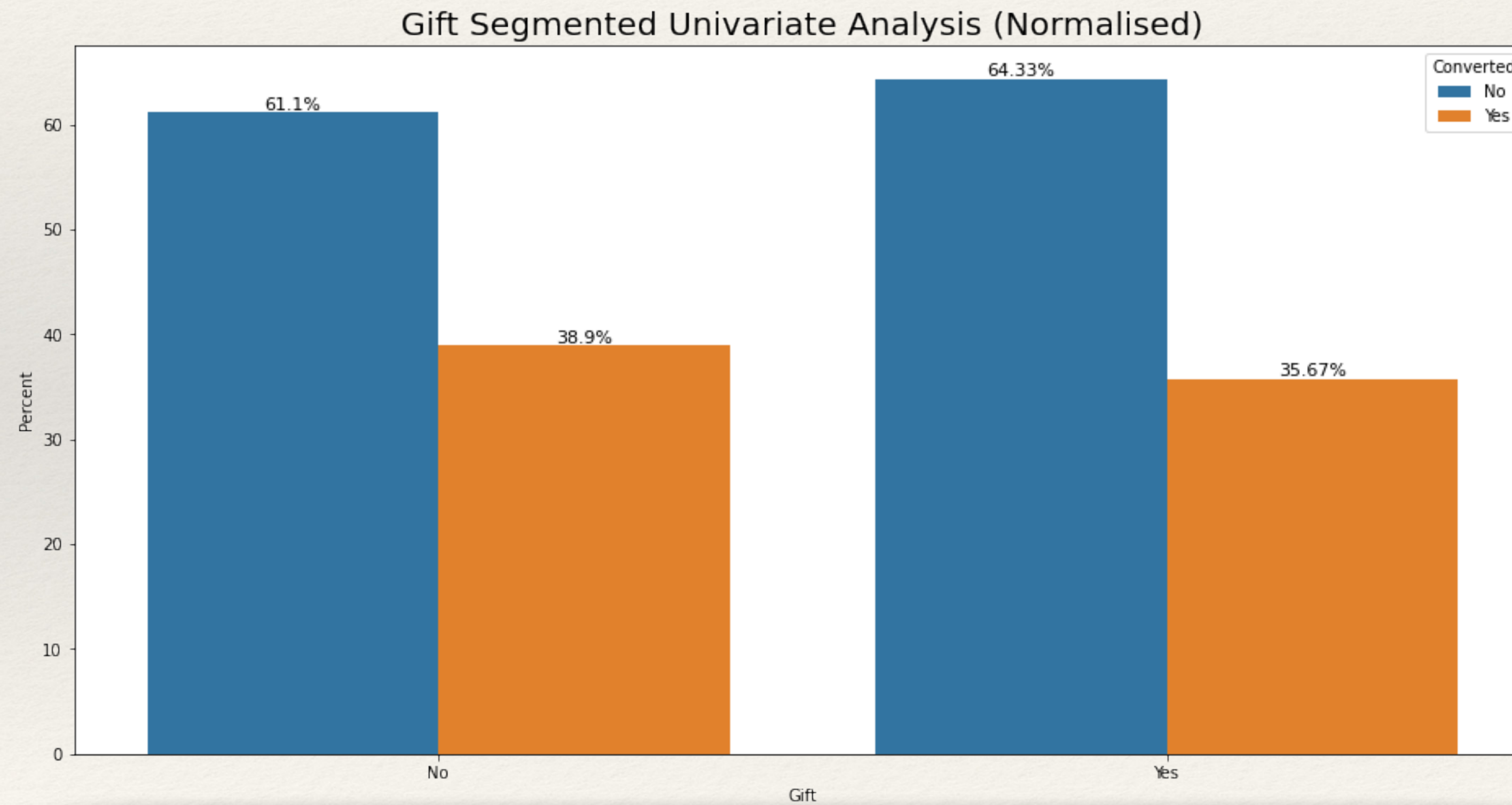
Finding #5

Reference lead source has the highest conversion rate



Finding #6

Gifts don't convert customers



Recommendations

- ❖ Make the website more engaging so that customers spend more time on it.
- ❖ Target the working professionals most.
- ❖ Don't waste resources on customers who have opted out of email.