Lead Scoring Case Study

Problem Statement:-

- An X Education need help to select the most promising leads, i.e. the leads that are most likely to convert into paying customers. The company requires us 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, has given a ballpark of the target lead conversion rate to be around 80%.

Summary :-

By doing the EDA on the data we found out that Customer to whom we sent SMS has higher conversion rate. Working professional & unemployed took the course from X Education. The Customers whom company had called or emailed has higher conversion Rate.

Recommendation:-

- The Company should focus on India Business as most of the Enquiry is from India only
- Company had to try to call maximum numbers of enquiry as the conversion rate is higher
- Try to convert the enquiry to whom model predicted Churn.