

LEAD SCORING CASE STUDY

Objective

X Education targets to achieve a lead conversion rate of 80% from the typical 30% by developing an ML model.

Model Building

The logistic regression model is selected in which the response variable is discrete and predictor variables are continuous or discrete. Model building starts with data cleaning and data exploration. The data set after cleaning has split into train and test data. The model is fit with training data and evaluated and predicted with test data.

Evaluation measures such as Confusion matrix, Sensitivity, Accuracy, F1-score, and precision have been studied on the fit model.

Model Performance

Model behavior is good as Precision/F1- score values are greater than 75%.

Recommendation

X education portal shall provide more information about courses, benefits, and industry needs. The Portal shall make customers spend enough time and make frequent visits. Carefully review lead origin Add form by seeking more relevant information about customers. Target working professionals by adding more industry-relevant courses and customize courses based on needs. Olark chat and SMS are preferred modes of communication. Focus on Welingak website.