

Lead Scoring Assignment

Predicting Lead Conversion for
X Education

Prepared by: Samit Kumar Das

Problem Statement

- ▶ Objective: The goal is to predict whether a potential customer will enroll in a course offered by X Education.
- ▶ Business Relevance: Understanding which leads are most likely to convert which, allows the business to allocate resources more efficiently and tailor marketing strategies to maximize ROI.

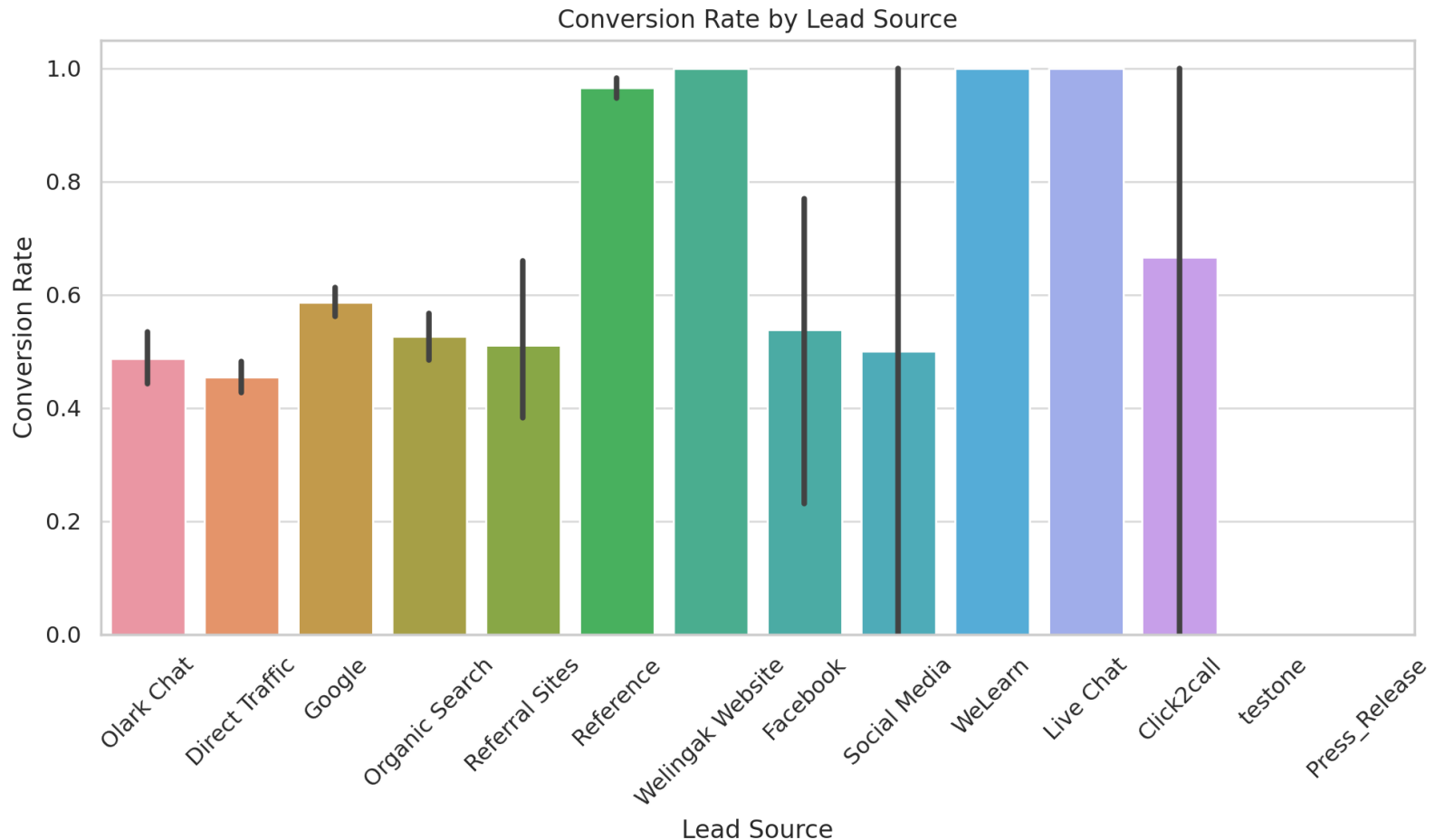
Data Preparation

- ▶ Overview: The dataset contains information on leads and various attributes that might influence their decision to enroll in a course.
- ▶ Steps Taken:
 - Imported and explored the dataset to understand its structure.
 - Performed data cleaning, handling missing values, and encoding categorical variables.
 - Split the data into training and testing sets for model evaluation.

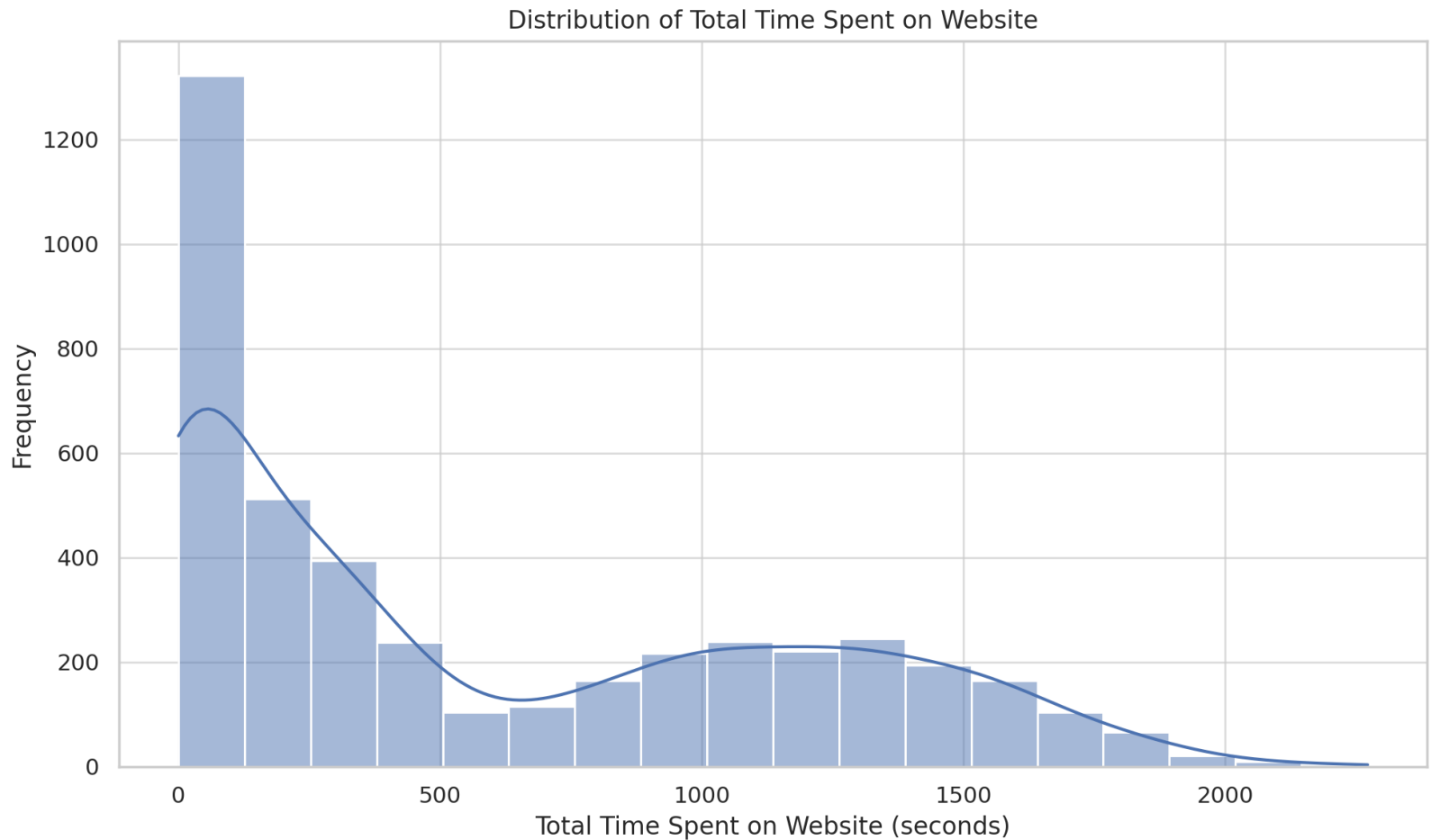
Feature Selection

- ▶ Approach: Used Recursive Feature Elimination (RFE) to select the top 15 most important features for predicting lead conversion.
- ▶ Focused on reducing dimensionality while retaining the most predictive variables.

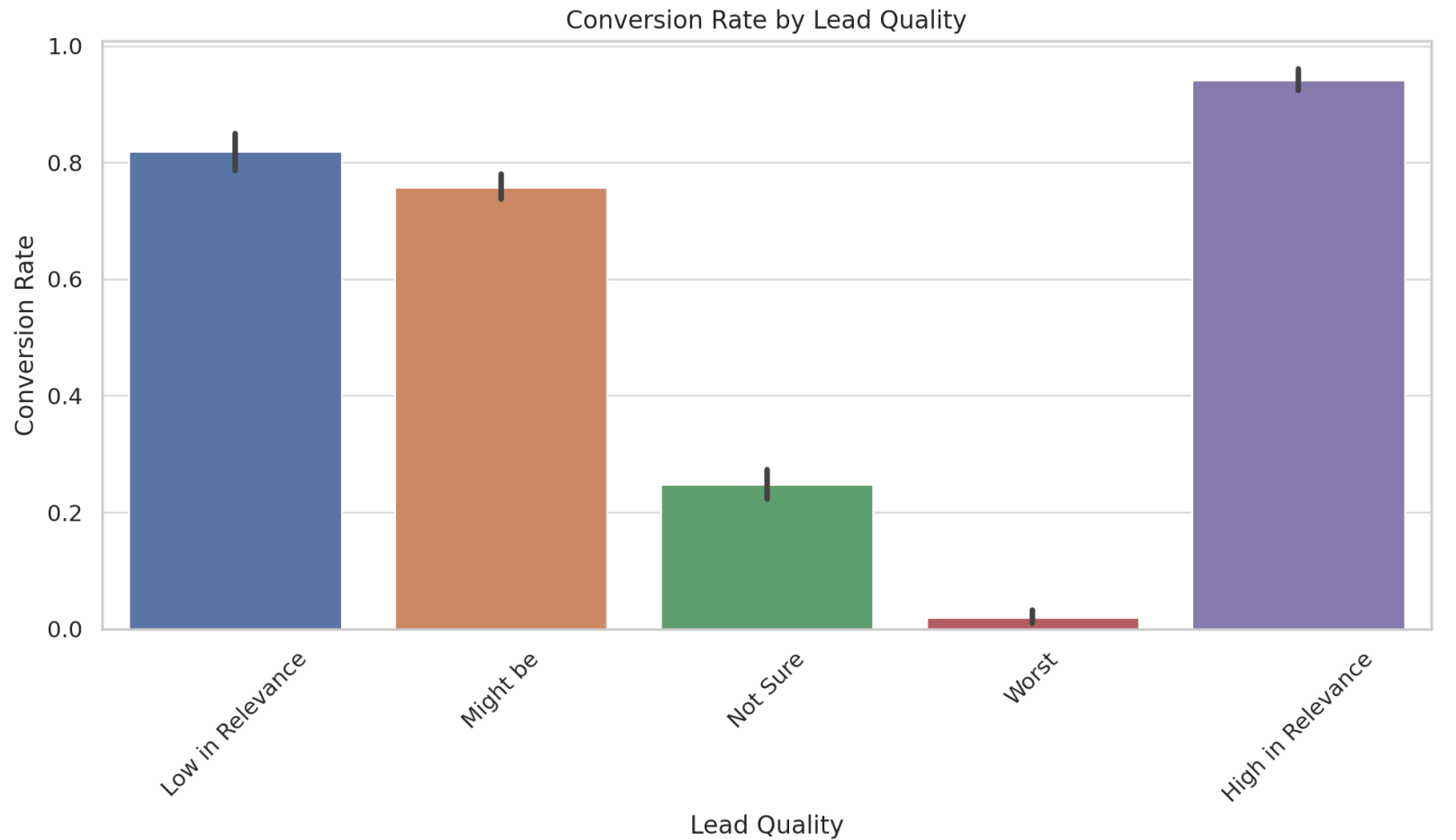
Conversion Rate by Lead Source



Distribution of Total Time Spent on Website



Conversion Rate by Lead Quality



Conclusion

► Key Takeaways:

- Data-driven insights can significantly enhance lead conversion strategies.
- The model provides a foundation for continuous improvement in targeting potential customers.

► Next Steps:

- Implement the model in the lead management system.
- Monitor and refine the model based on real-world performance.