

Summary Report

Lead Scoring Case Study

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Objective:

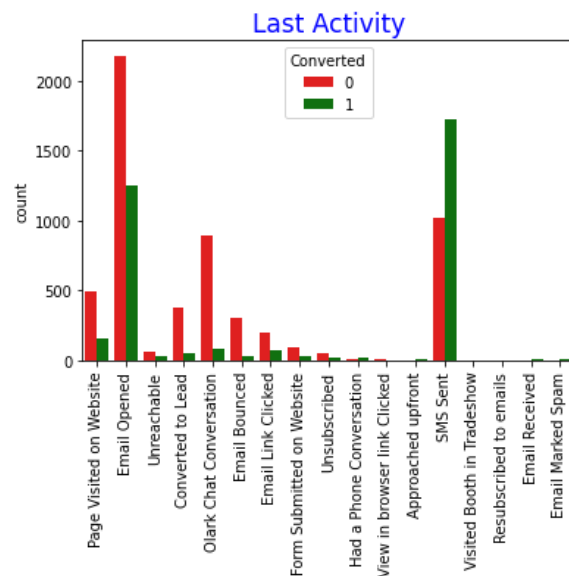
A thorough data analysis was conducted using the dataset of X Education, with an objective to provide meaningful insights that would help the company to take required steps to improve the conversion rate of the hot leads.

Insights Drawn:

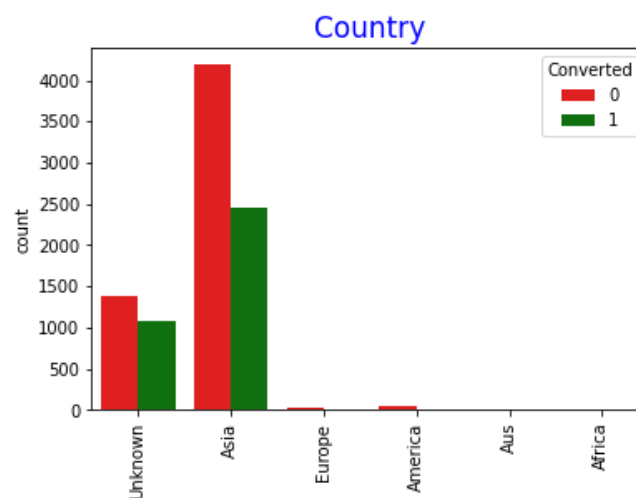
- The class "SMS Sent" in the "Last Activity" feature has a good amount of conversion rate.

```
lead_df["Last Activity"].value_counts(normalize=True)*100
```

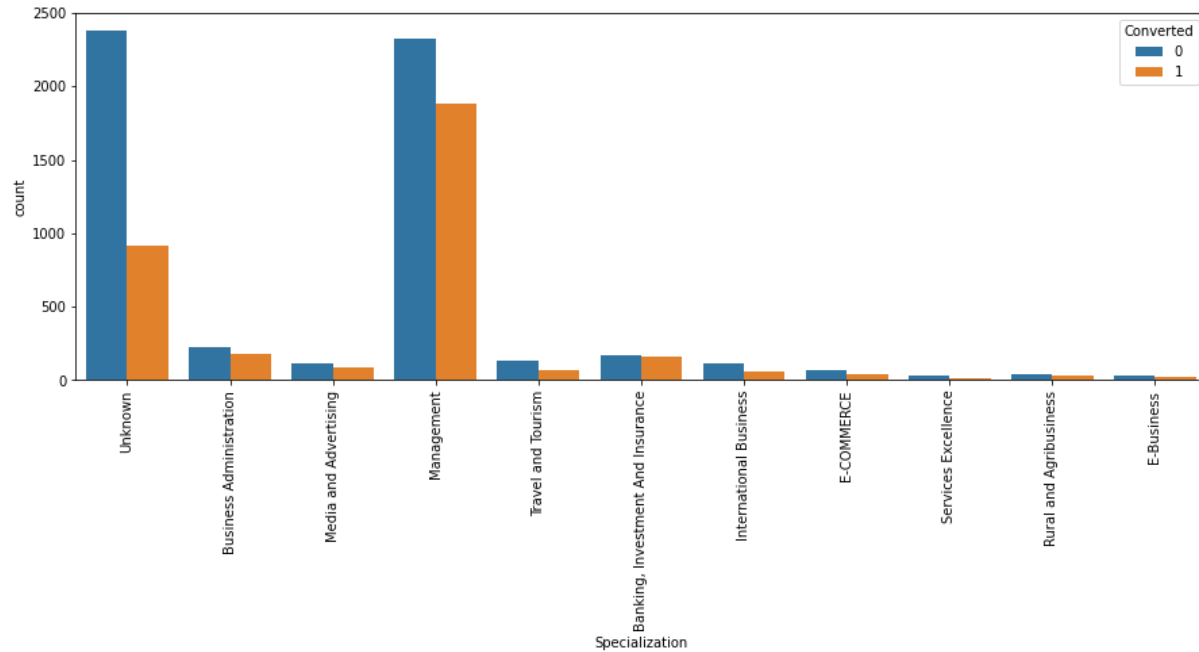
Email Opened	37.616285
SMS Sent	30.042684
Olark Chat Conversation	10.649010
Page Visited on Website	7.004487
Converted to Lead	4.684251
Email Bounced	3.567911
Email Link Clicked	2.922185
Form Submitted on Website	1.269563
Unreachable	1.017840
Unsubscribed	0.667615
Had a Phone Conversation	0.328335
Approached upfront	0.098501
View in browser link Clicked	0.065667
Email Received	0.021889
Email Marked Spam	0.021889
Visited Booth in Tradeshow	0.010945
Resubscribed to emails	0.010945



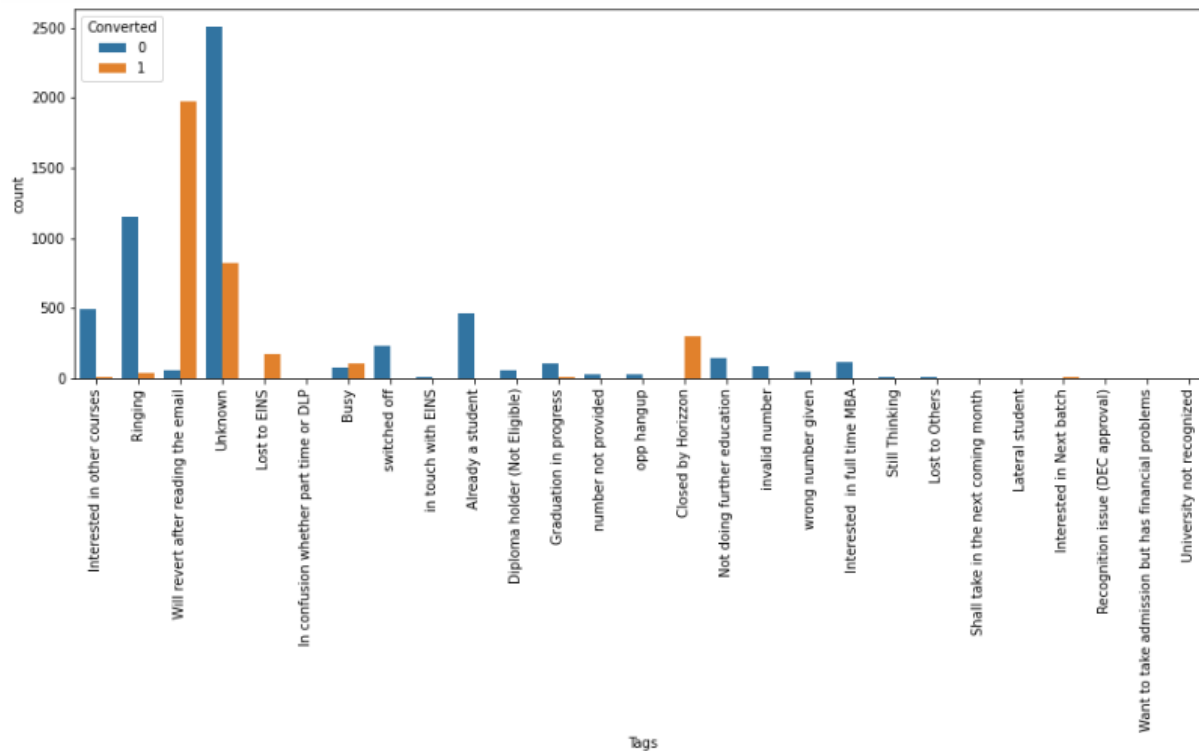
- Most of the leads are from the Asia Region, there are very few leads generated from other regions. The company could also try to generate leads from other regions, which could help in increasing the hot leads and conversion.



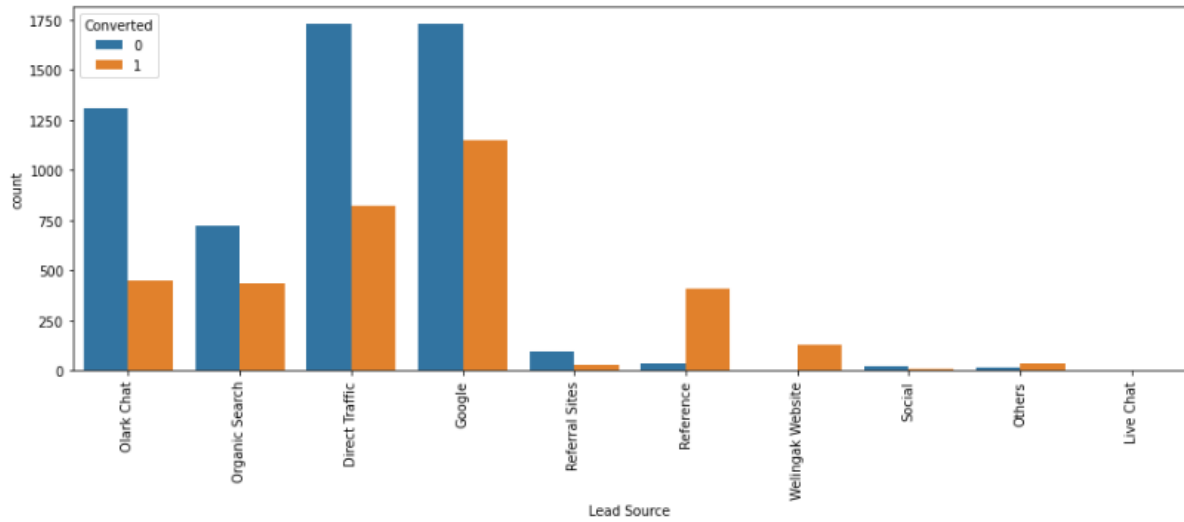
- The number of leads generated and leads converted are high for Management Specialization.



- People who are tagged as “Will revert after reading the email” and “Closed by Horizon” have a good rate of lead conversion. Would recommend to converse the course details over an email to all the hot leads.



- From the below chart we could infer that the people who are referred have a high conversion rate when compared with other lead sources.



- The leads who spend more time on the website going through the course content are more likely to be converted.

