



# Lead Scoring Case Study

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# Agenda

Reading And Understanding Data

Data Cleaning

Exploratory Data Analysis

Building Predictive Model

Assessing the Model

Conclusion



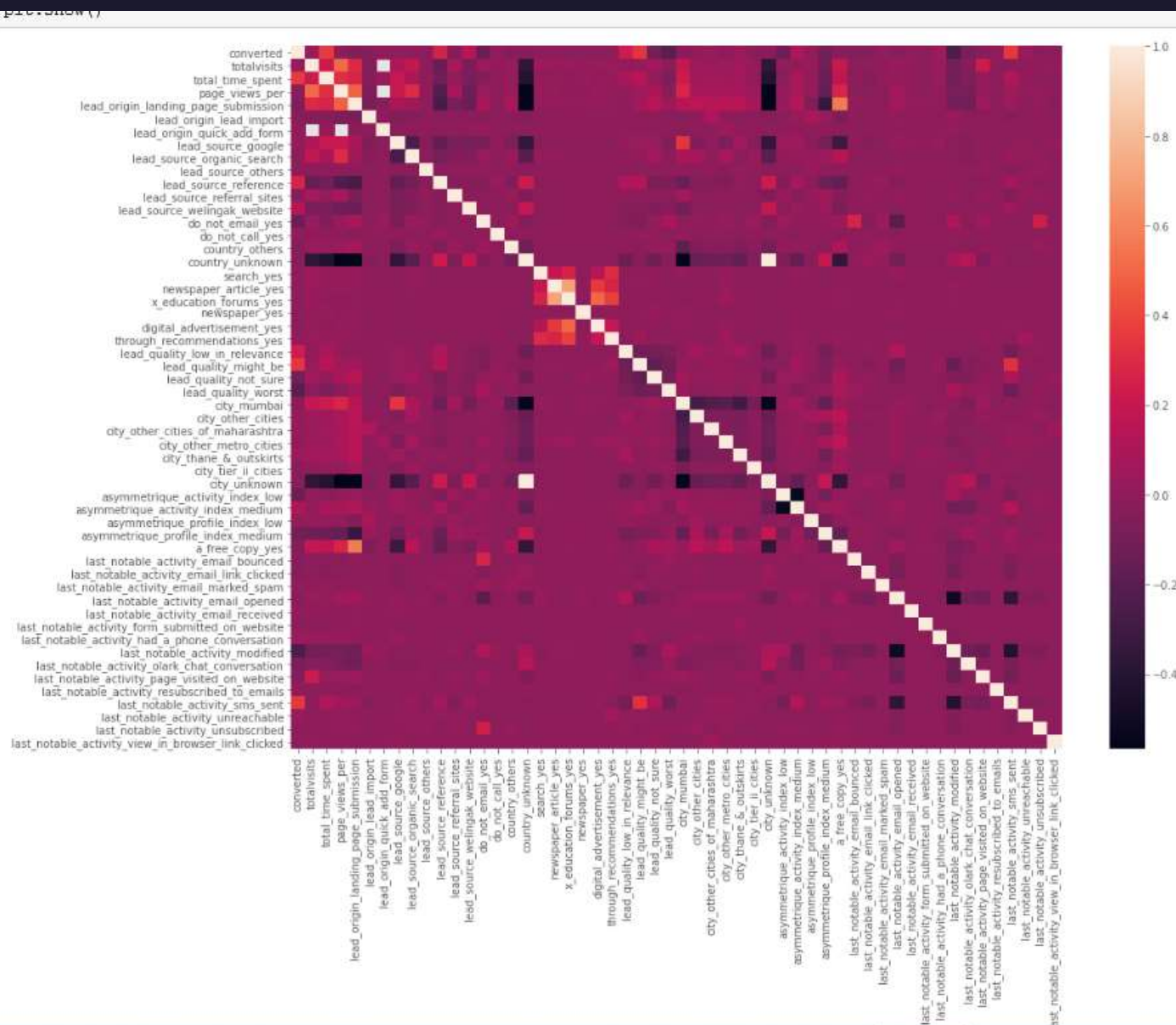


# Reading And Understanding Data & Cleaning

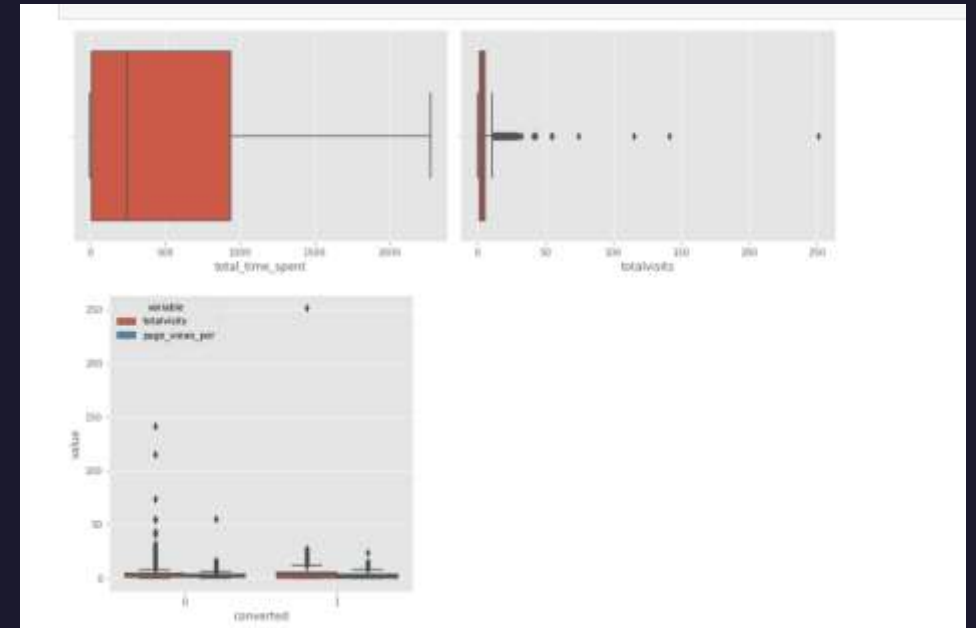
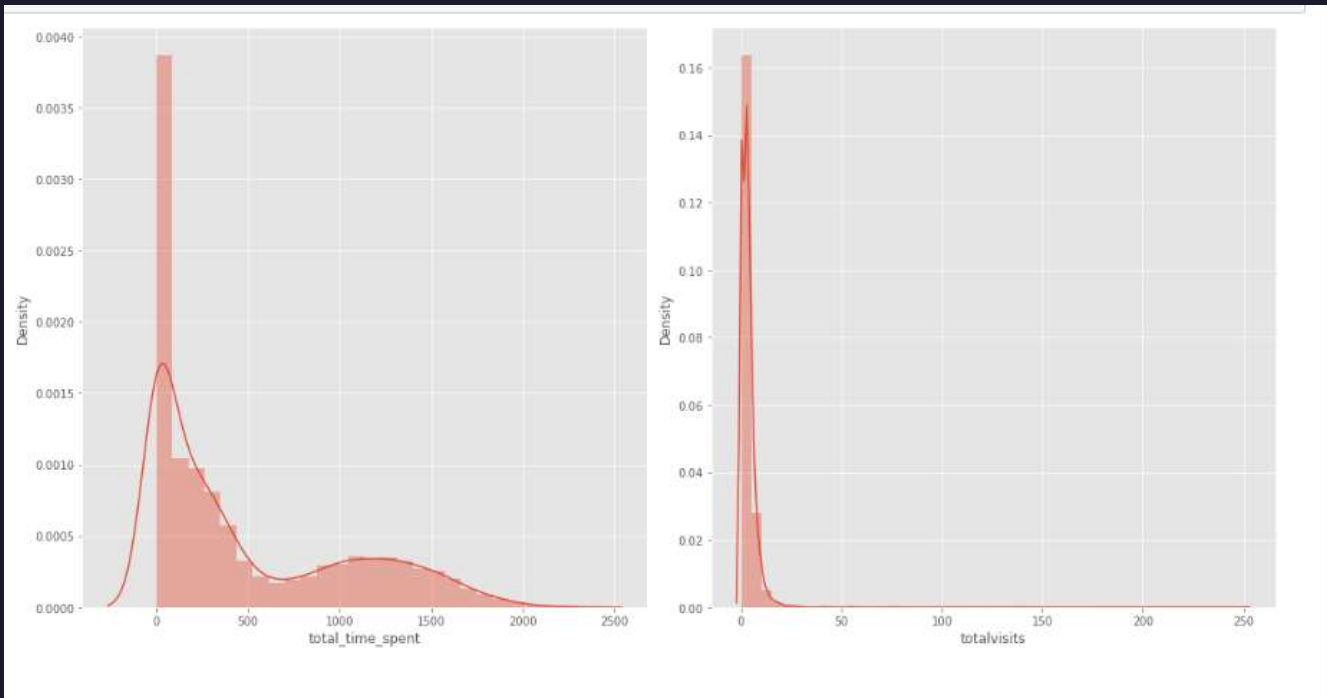
First step to clean the dataset we chose was to drop the variables having unique values.

- Then, there were few columns with value 'Select' which means the leads did not choose any given option. We changed those values to Null values.
- We dropped the columns having NULL values greater than 50%. • Changed NA values to Others for country names

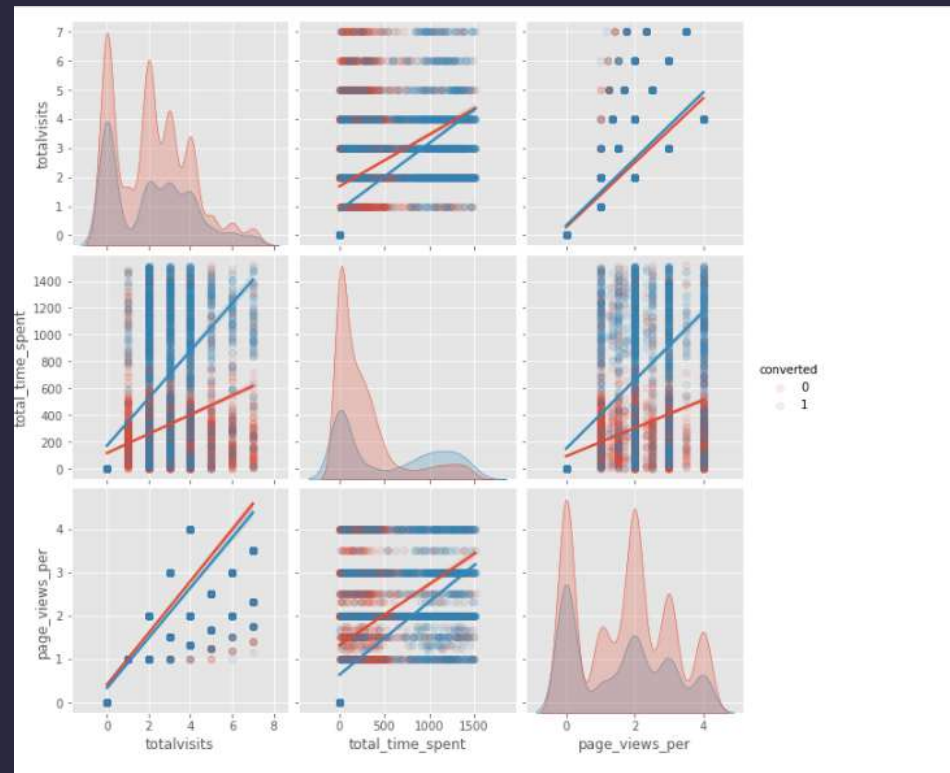
# Exploratory Data Analysis



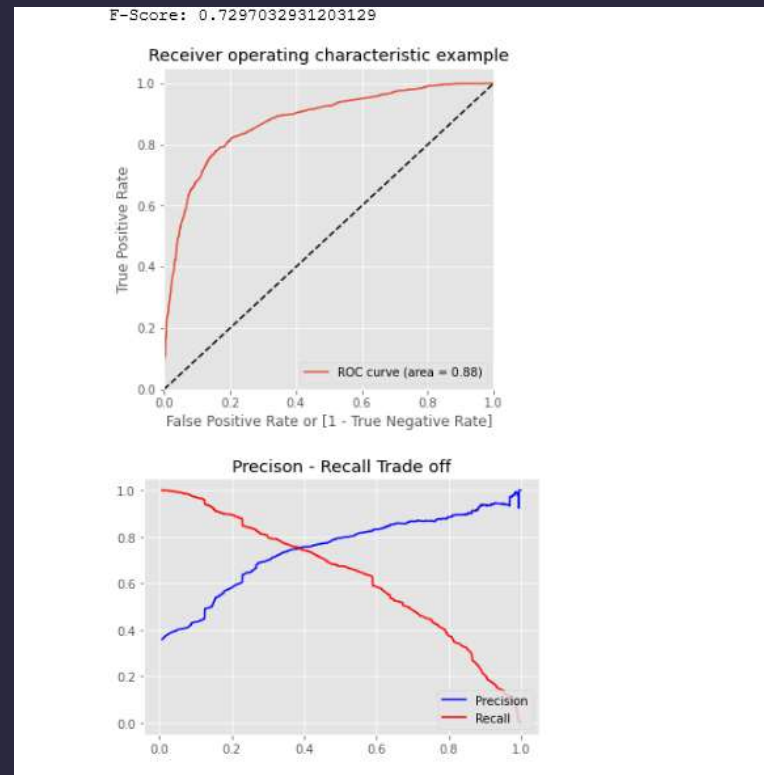
# Univariant Analysis



# Bivariant Analysis



# Measuring Model Performance



# Conclusion:

67]:

	lead_score	predicted_outcome	actual_outcome
0	6	0	0
1	58	1	1
2	86	1	1
3	12	0	0
4	19	0	0

- The lead score calculated in the test set of data shows the conversion rate of 83% on the final predicted model which clearly meets the expectation of CEO has given a ballpark of the target lead conversion rate to be around 80%.
- Good value of sensitivity of our model will help to select the most promising leads.
- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying as it will be burden for them to pay Money
- Focus on Employees who are looking for upskilling and growth in Career



# Thank You

