

Business Case Study and Report

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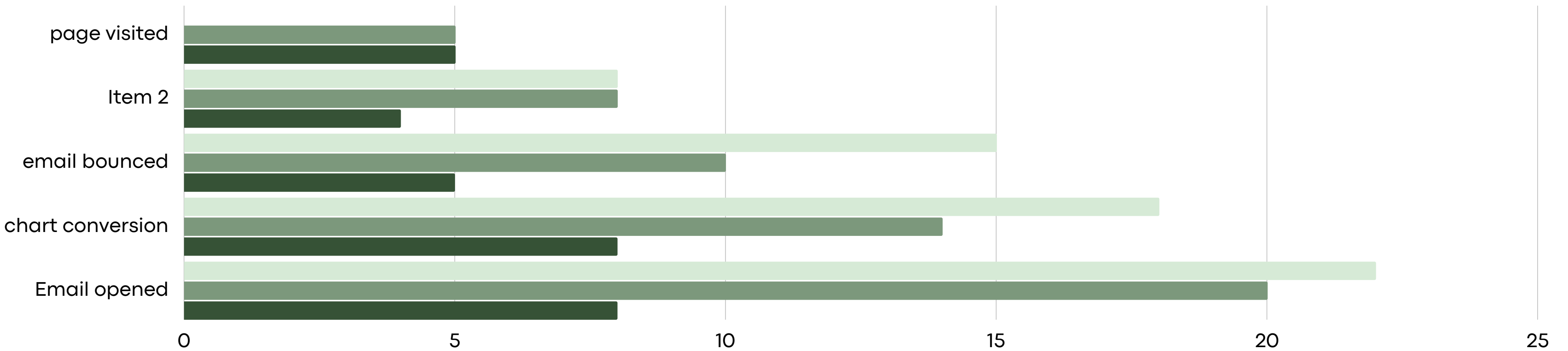
Agenda

- Helping the sales team to get the most out of conversion.

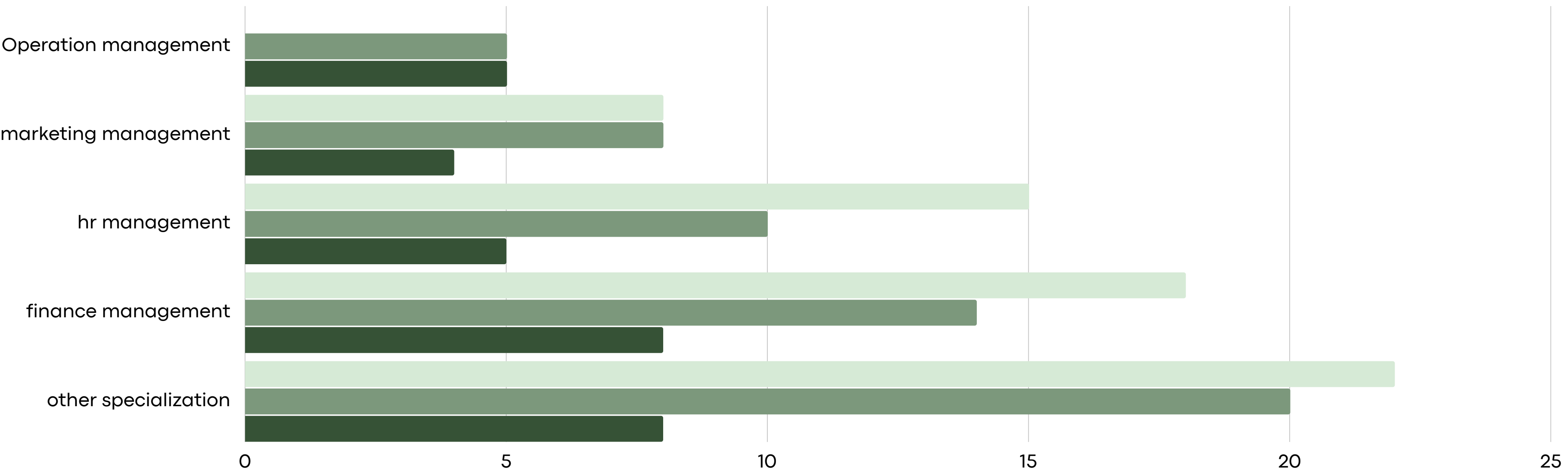
Problem Statement

1. Build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads. A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted.

Those who have opened email ,
have a greater chance of
conversion:

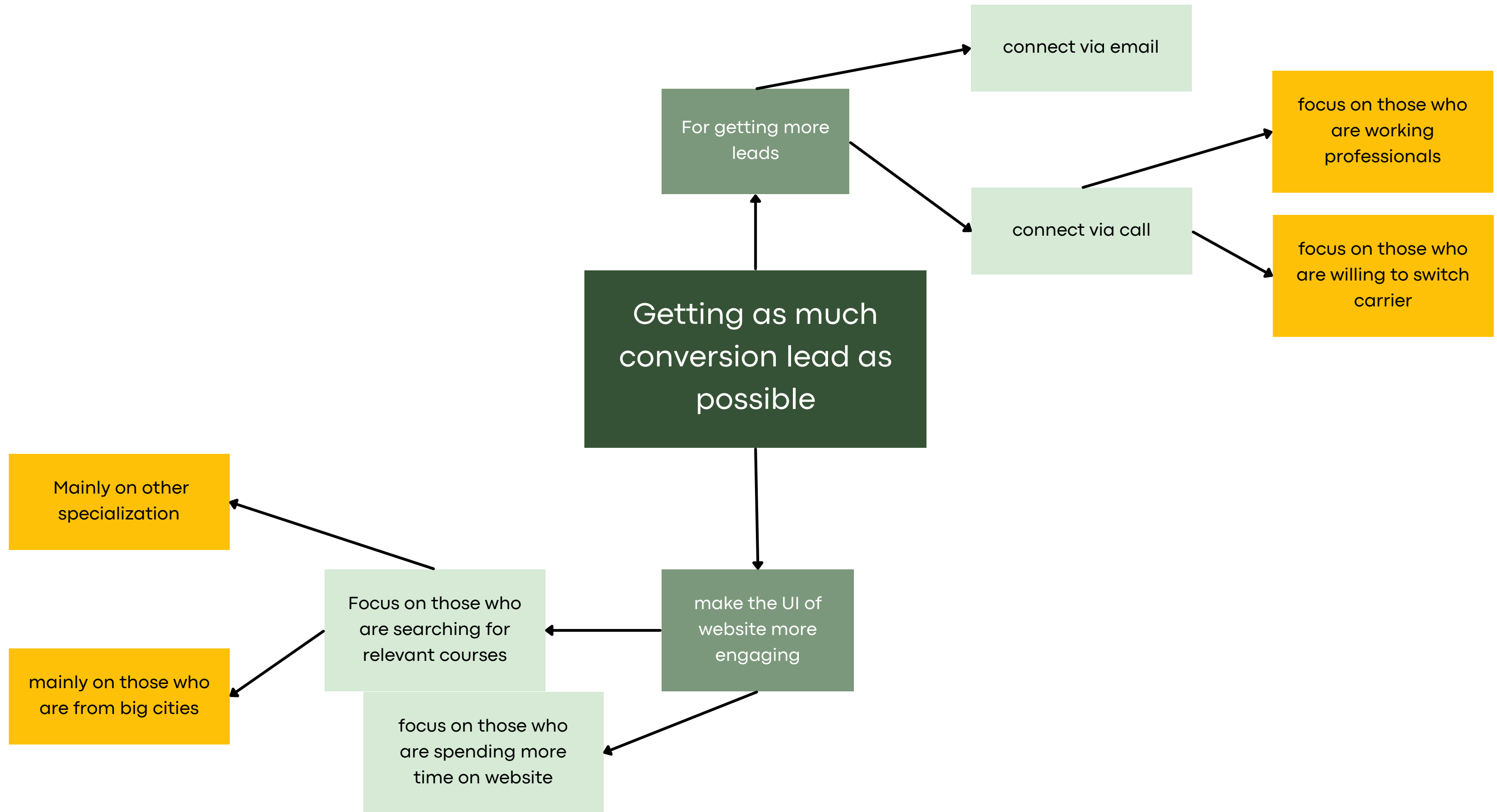


Those who are opting for other specialization have a higher rate of conversion.



Proposed Solutions

	Solution
Proposed Solution # 1	Those whose have stable income are more likely to be converted.
Proposed Solution # 2	Those who are willing to change their occupation.
Proposed Solution # 3	We need to focus on developing the UI of our website to make it more engaging.
Proposed Solution # 4	Those who are from metropolitans have more chance of being converted.



Recommendations

Those who have a stable source of income are more likely to get converted so we need to focus on them.

Through the case study, we have also learnt that those who are looking for change in their occupation are more likely to be converted.

Another fact is that those who are from big cities are more likely to be converted.