

# LEAD SCORING CASE STUDY

By:  
Surya  
Swetha  
Swapnil

# PROBLEM STATEMENT

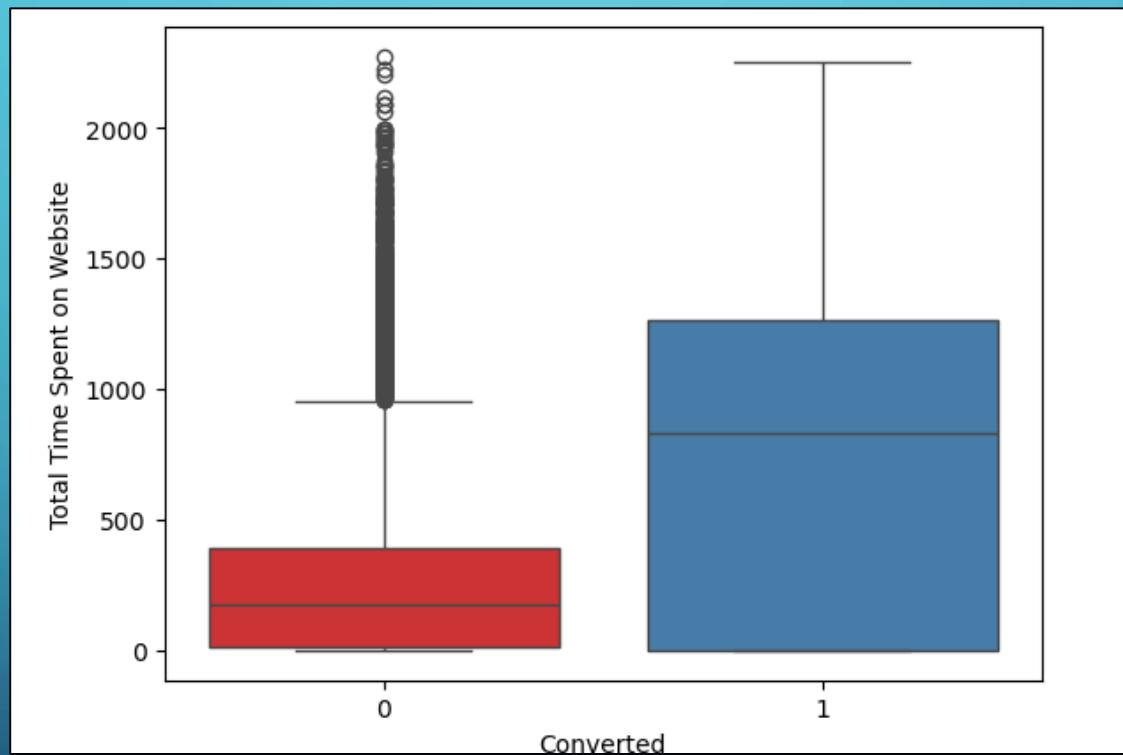
- X Education sells online courses to industry professionals
- X Education got lot of leads, its lead conversion rate is very poor. If they acquire 100 leads per day, the conversion ratio is just 30%
- To make this process more efficient, the company wishes to identify the most potential leads, also known as the HOT leads.
- The aim of the company is to focus only the HOT leads and increase the conversion ratio.

# SOLUTION METHODOLOGY

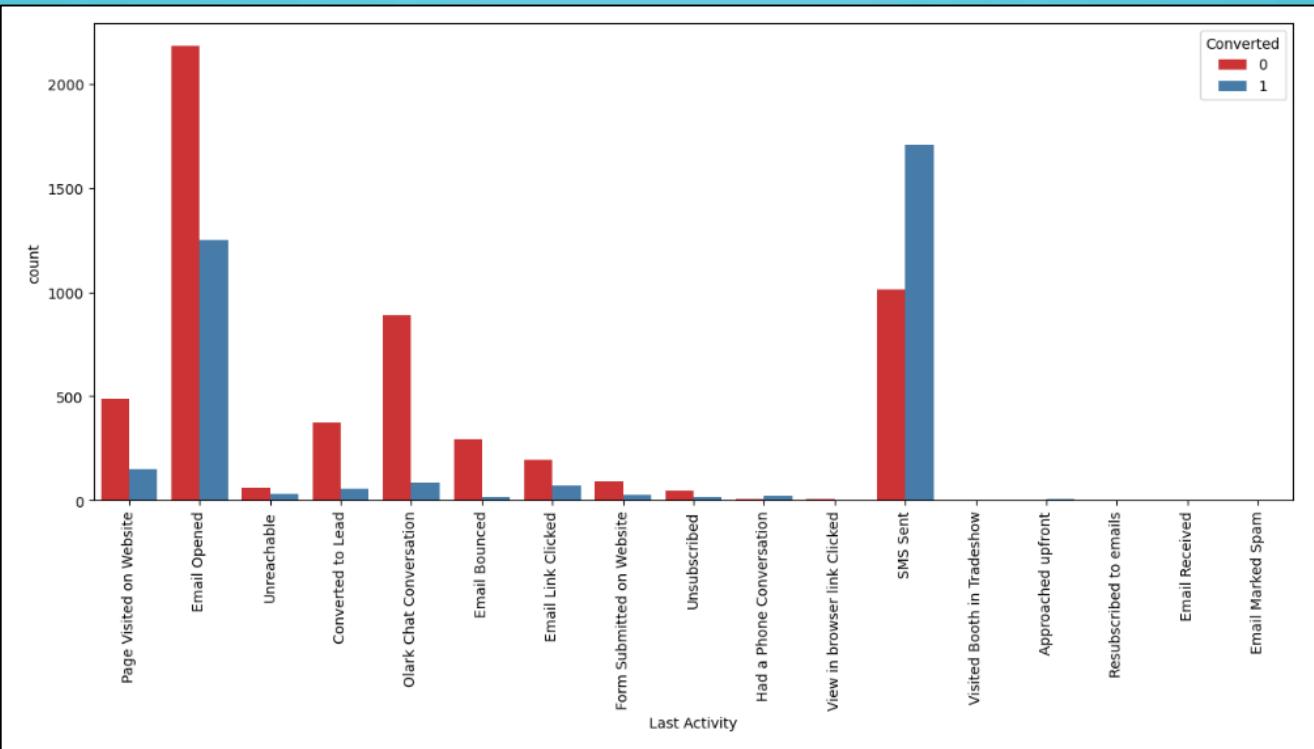
- Data reading
- Data cleaning
- Handling and imputing missing values
- Dropping unwanted columns
- Data preparation
- Checking for outliers
- Uni-variate analysis

- Bar and Box plots
- Dummy Creation
- Scaling
- Train and test set
- Model building
- VIF
- ROC curve
- Model Evaluation

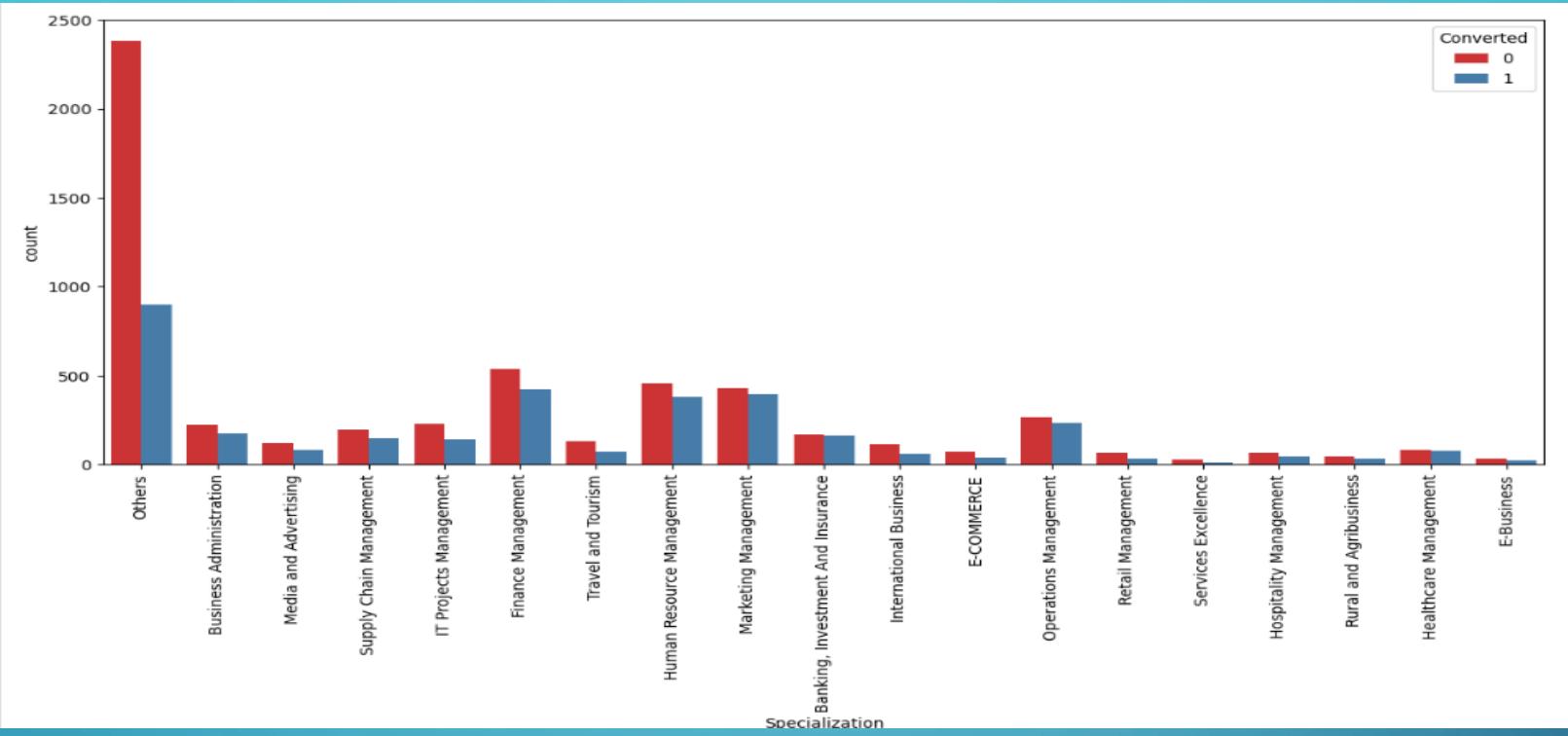
# EDA



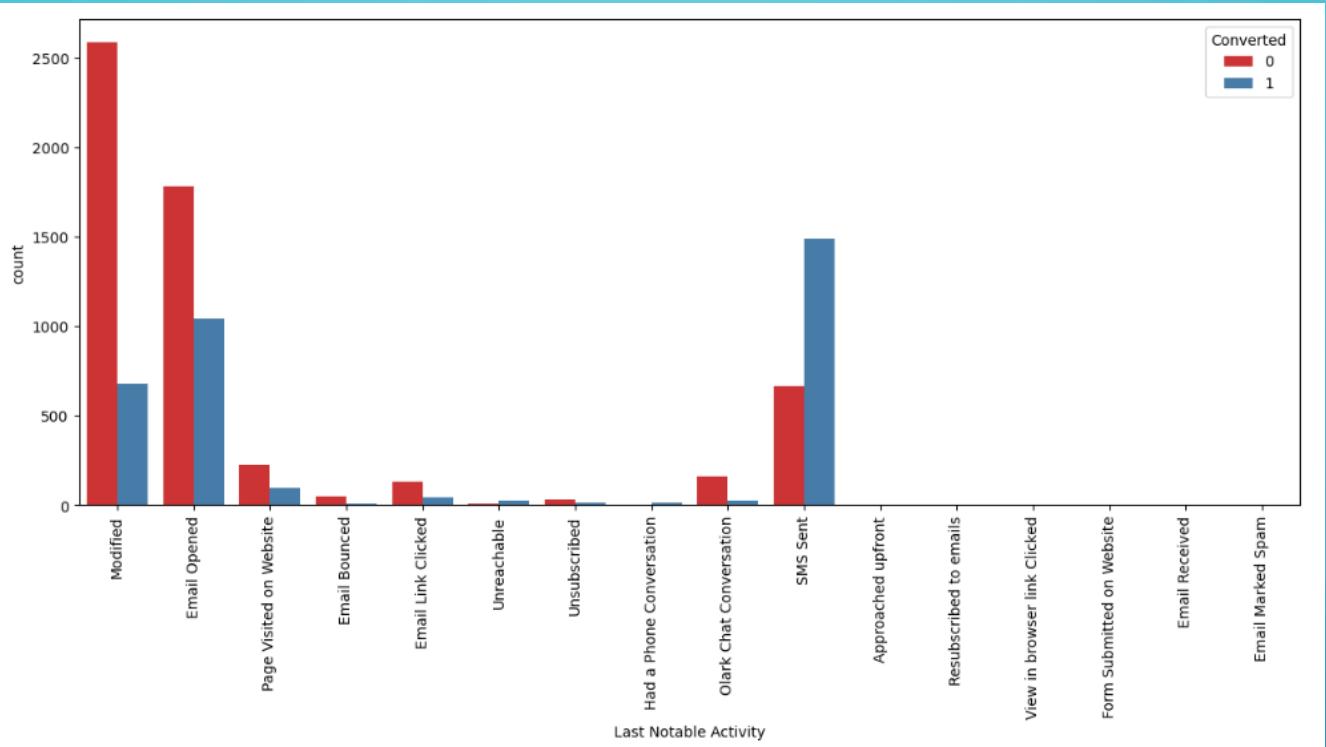
**People who spent more time on website are likely to convert to customers**



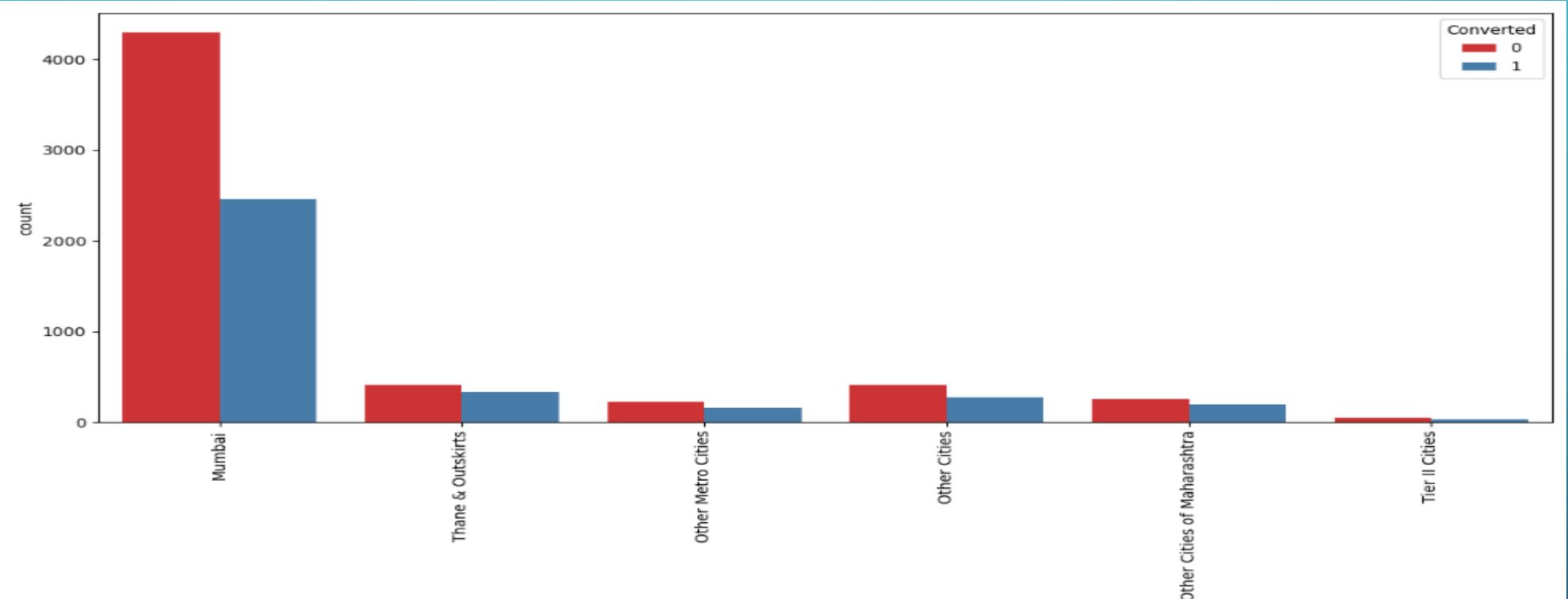
**Those who have opened the email and sent as SMS are likely to convert**



**Company should focus on specialization that gets them more customers**



**Company should focus more on Email Opened and SMS sent**



**Most prospects are from Mumbai. Company can spend more time in this city.**

# RECOMMENDATIONS

- The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
- The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.
- The company should not make calls to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted

**THANK YOU!!**