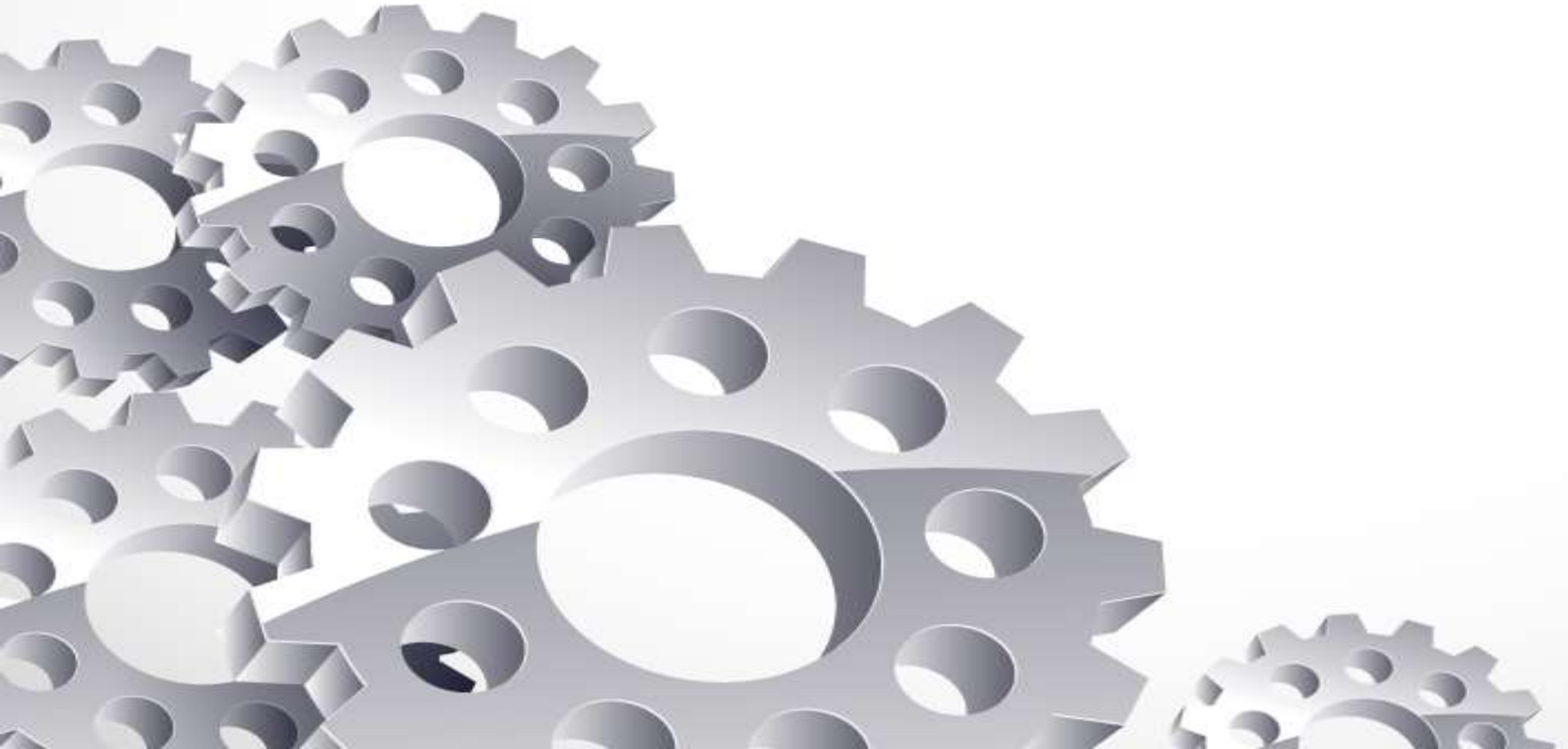
Lead Score Case Study



Problem Statement :

- X Education sells online courses to industry professionals. The company markets its courses on several websites and search engines like
- Google.
- Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these
- people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets
- leads through past referrals.

Business Goal:

- X Education needs help in selecting the most promising leads, i.e. the leads that are most likely to convert into paying customers.
- The company needs a model wherein you a lead score is assigned to each of the leads such that the customers with higher lead score have
- a higher conversion chance and the customers with lower lead score have a lower conversion chance.

Strategy

- Source the data for analysis
- Clean and prepare the data
- Exploratory Data Analysis.
- Feature Scaling
- Splitting the data into Test and Train dataset.
- Building a logistic Regression model and calculate Lead Score.

Problem solving methodology

- Data Sourcing , Cleaning and Preparation
- Feature Scaling and Splitting Train and Test Sets
- Model Building
- Result

Variables Impacting the Conversion Rate

- • Do Not Email
- • Total Visits
- • Total Time Spent On Website
- • Lead Origin – Lead Page Submission
- • Lead Origin – Lead Add Form
- • Lead Source - Olark Chat
- • Last Source – Welingak Website
- • Last Activity – Email Bounced
- • Last Activity – Not Sure
- • Last Activity – Olark Chat Conversation
- • Last Activity – SMS Sent

Conclusion

- Approximately closer to the respective values calculated using trained set.
- The lead score calculated shows the conversion rate on the final predicted model is around 80% (in train set) and 79% in test set
- Accuracy, Sensitivity and Specificity values of test set are around 81%, 79% and 82%