

Lead Scoring Case Study Assignment

SUBMISSION

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Problem

Aim:

Predicting hot leads for X Education online courses.

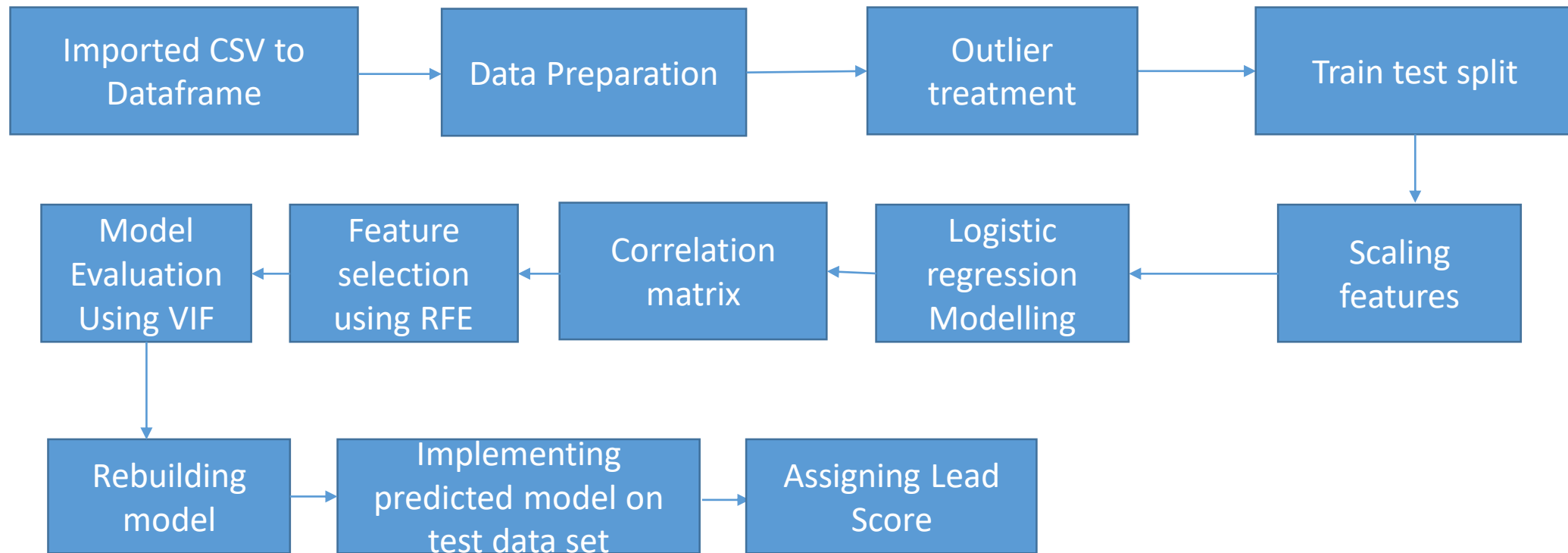
Why:

As it is inefficient to go behind leads who do not likely pay and join the course, it is very important to be able to predict if a particular lead is probable to convert as a paying customer or not.

From what:

Past data of customers with various attributes and information of whether they successfully converted or not.

Flow of Analysis



Factors affecting conversation rate

- Based on model that we designed using evaluation methods such as Variation inflation factor and P-values, we can detect predictors that had negative and positive impact on conversation rate of customers.
- Positive Factors: Aspects that had positive conversation rate
- Negative Factors: Aspects that impact conversation rate

Features selected by RFE

Do Not Email

Activity_Email Bounced

Notable_Modified

Source_Olark Chat

Activity_Olark Chat Conversation

Total Time Spent on Website

Activity_Converted to Lead

Notable_SMS Sent

Source_Reference

Notable_Unsubscribed

Notable_Email Opened

Activity_Page Visited on Website

Source_Welingak Website

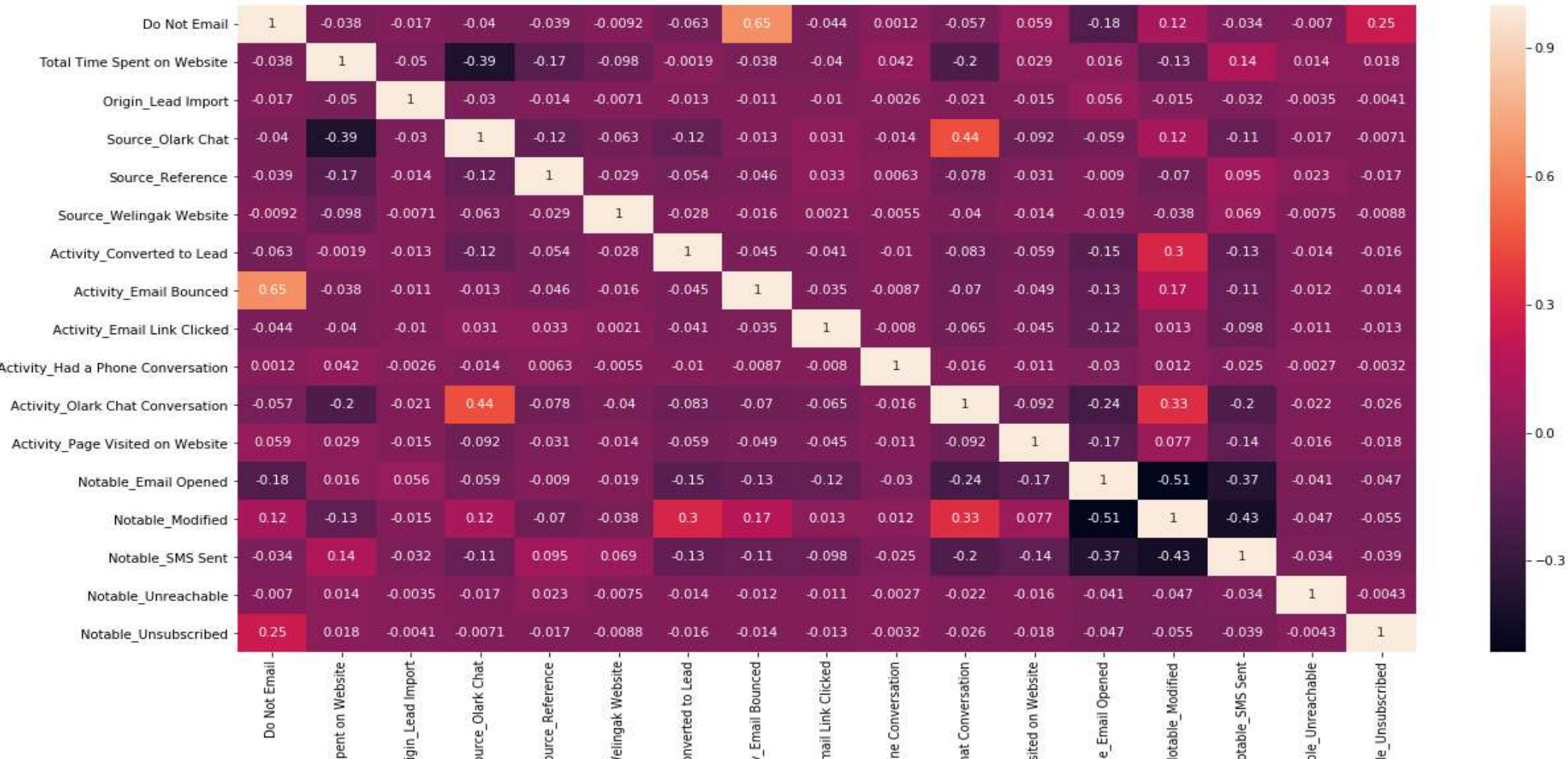
Activity_Email Link Clicked

Activity_Had a Phone
Conversation

Origin_Lead Import

Notable_Unreachable

Heat map showing correlations after RFE



Positive Factors

- Welingak website as lead source is biggest positive impactor on conversion probability.
- Reference as lead source is second.
- Last Activity of customer being having had a phone conversation is next biggest.
- Lead Import as lead origin
- Total time spent on the website by customer
- Olark Chat as lead source

Negative Factors

- Olark Chat conversation as last activity
- Do not Email marker set to Yes
- Email link clicked as last activity
- Email bounced as last activity
- Number of pages visited on website
- Modified as notable last activity
- Email opened as notable last activity

Conclusion

In order to eye for high conversion rates of lead customers:

- More traffic needs to be obtained from Welingak
- Leads source via Reference should be increased
- More phone conversations should be made with leads
- Leads who chose not to be disturbed via Email are cold hence can be less followed up
- Those who spent a lot of time on website needs to be followed up more often.
- Those who did not view many pages on website could be cold and hence less followed up.