



Lead Scoring Case Study



Content

Problem Statement

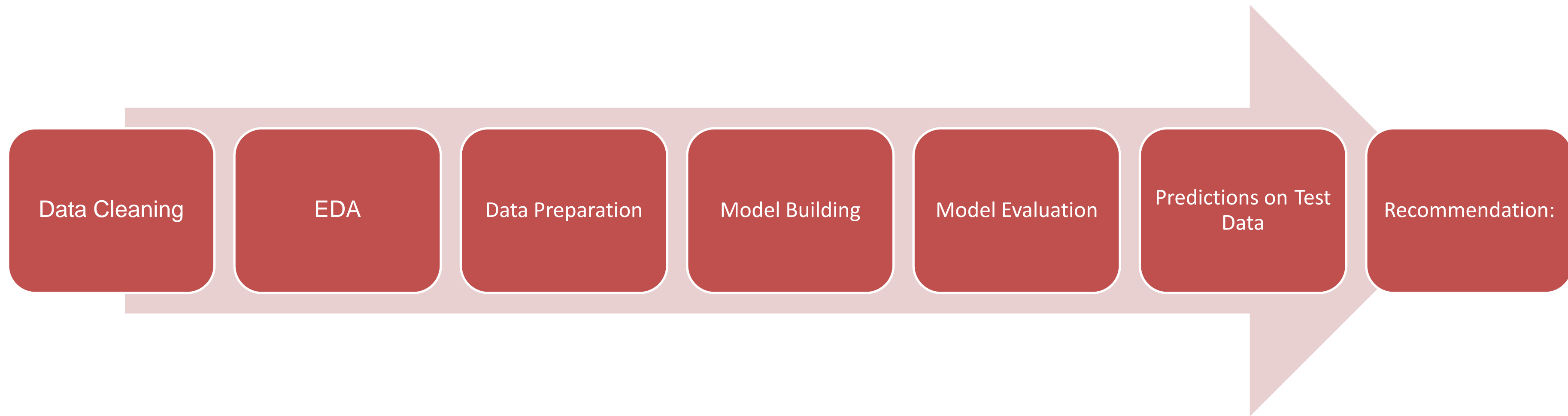
Analysis Approach

Results Explanation

Recommendation

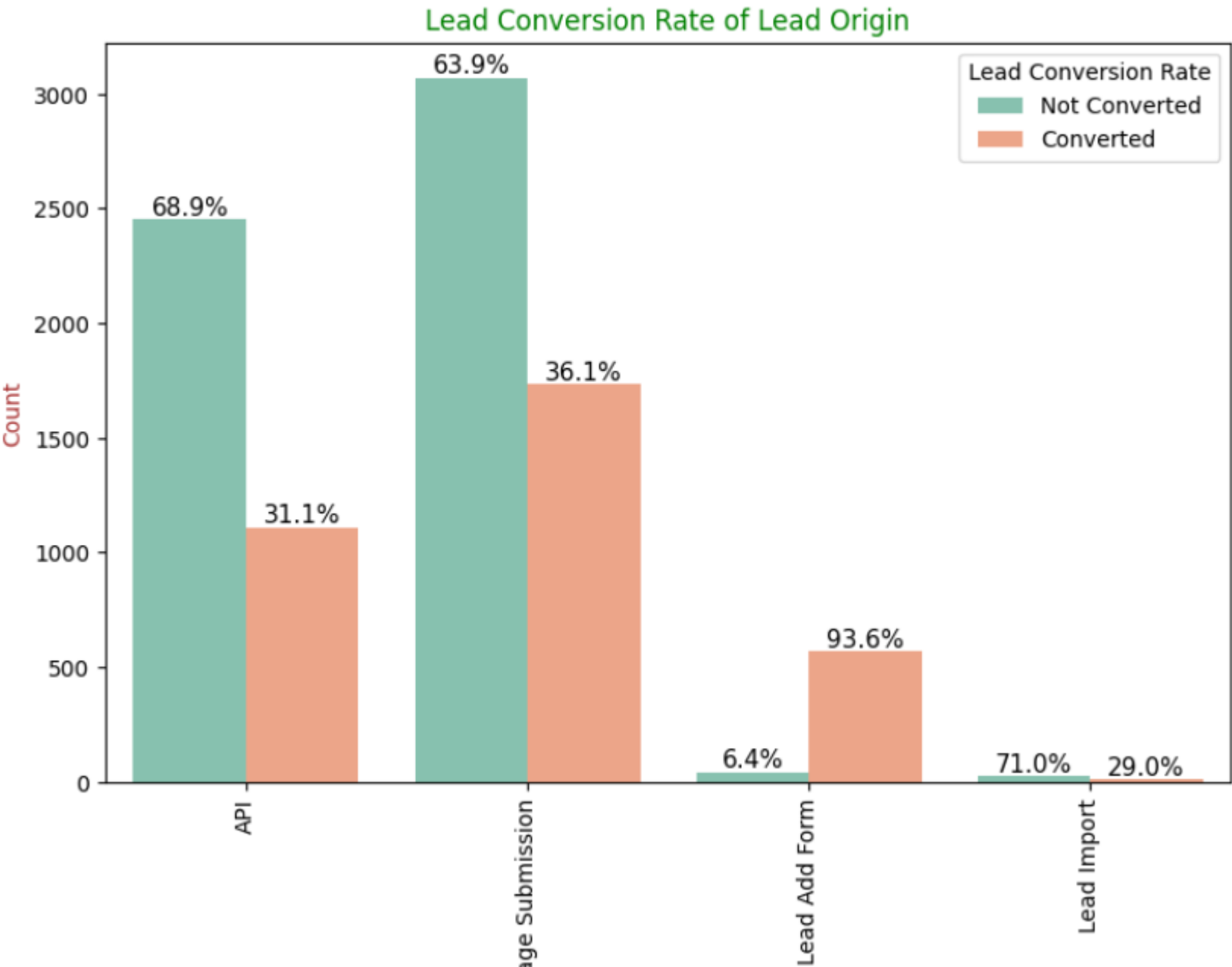
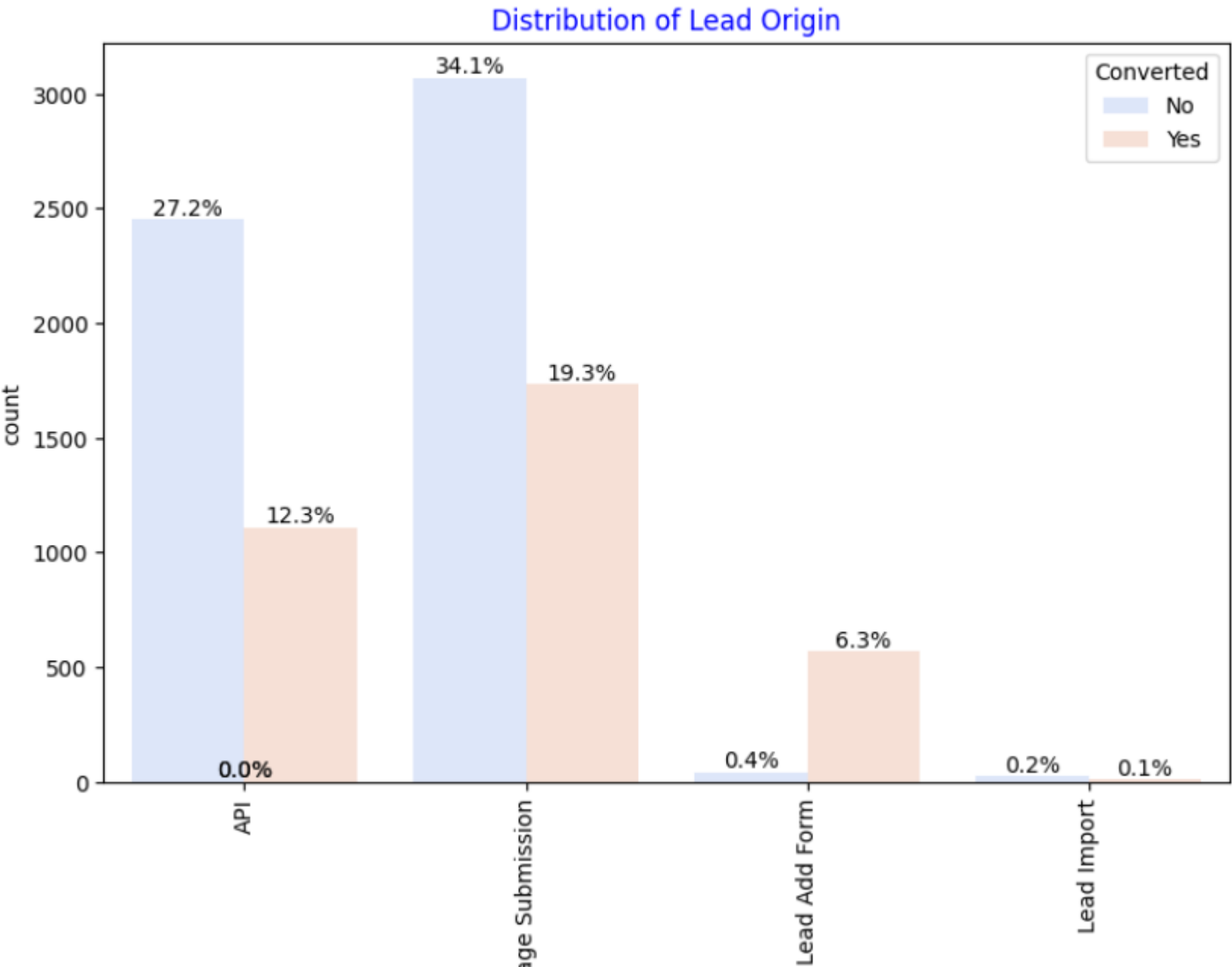
Identify the set of leads of X Education so that the lead conversion rate should go up and the sales team of the company focus more on communication with the potential leads rather than making calls to every customer.

Analysis Approach



Results Explanation

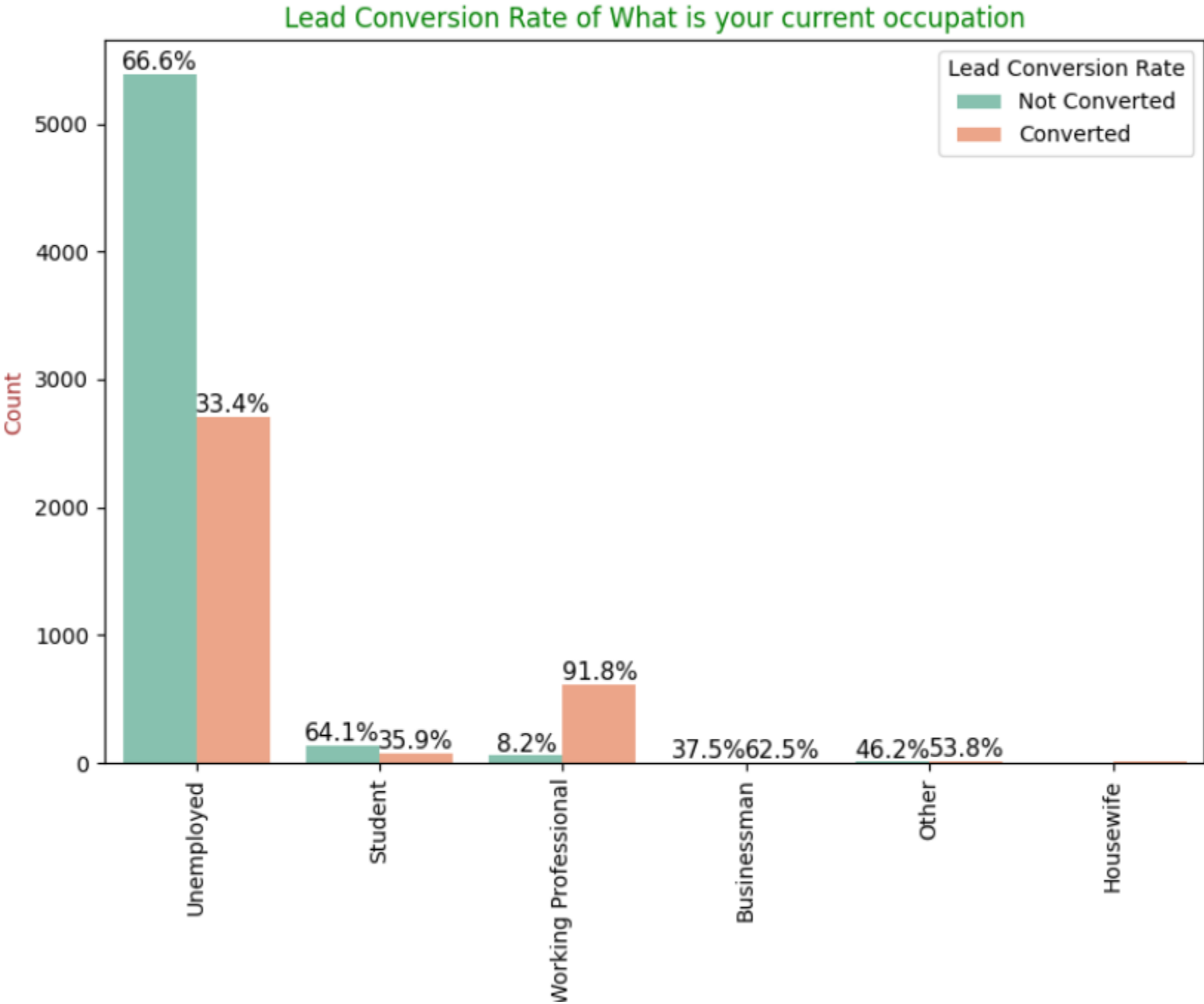
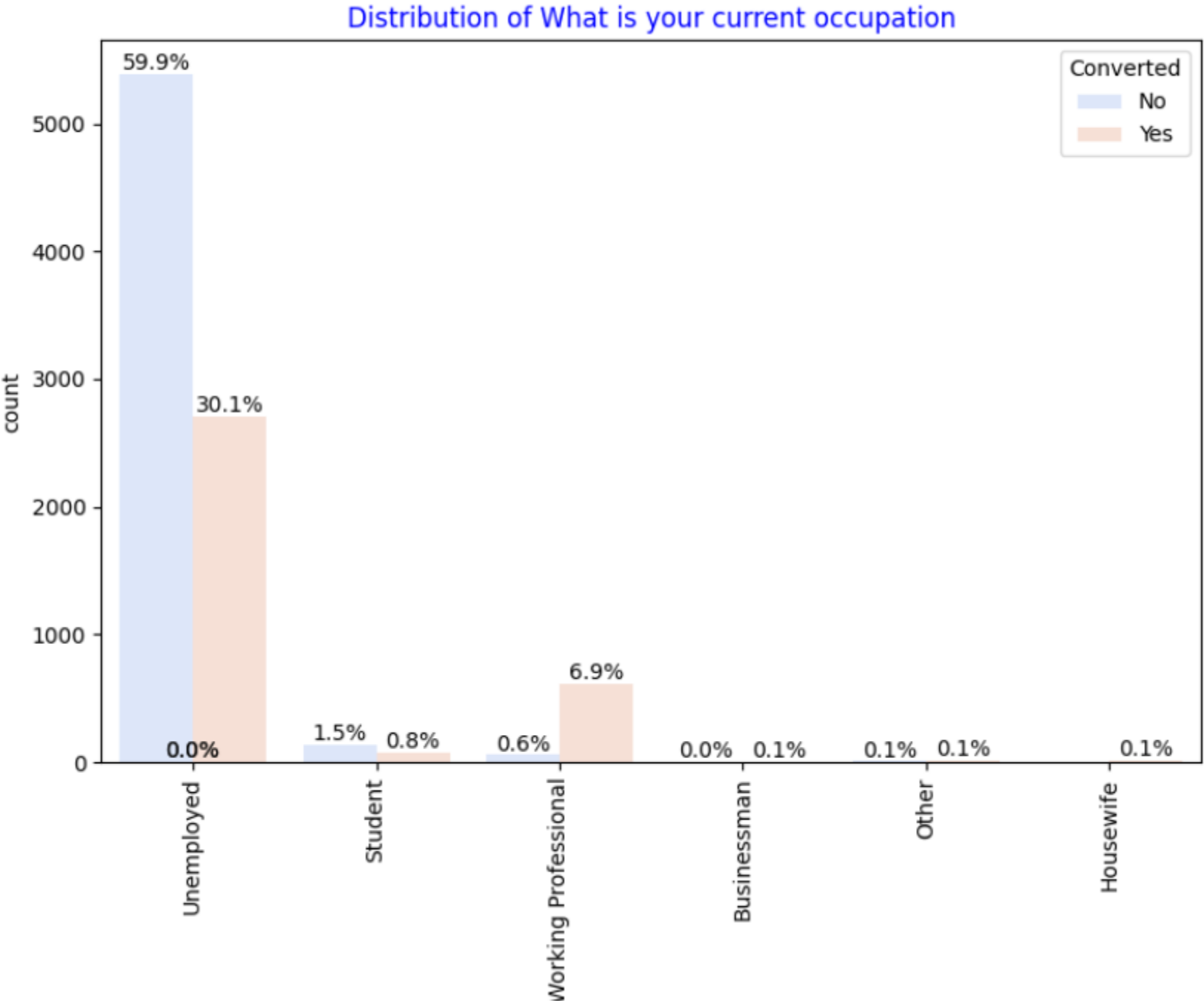
Lead Origin Countplot vs Lead Conversion Rates



Lead Origin: Approximately 53.5% of all leads originated from "Landing Page Submission" with a lead conversion rate (LCR) of 36%. The "API" identified approximately 39.6% of customers with a lead conversion rate (LCR) of 31%

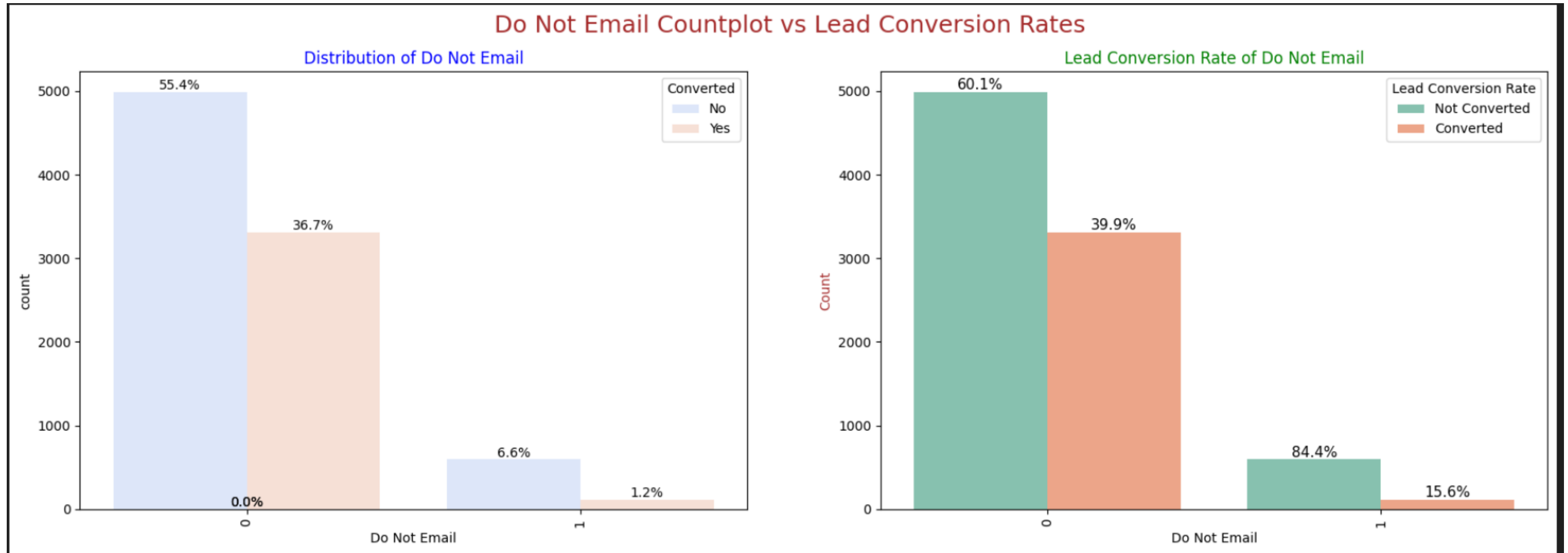
Results Explanation

What is your current occupation Countplot vs Lead Conversion Rates



Current Occupation: About 90% of customers are unemployed, with a lead conversion rate (LCR) of 33%. Conversely, Working Professionals constitute only 7.5% of total customers but have an almost 92% lead conversion rate (LCR)

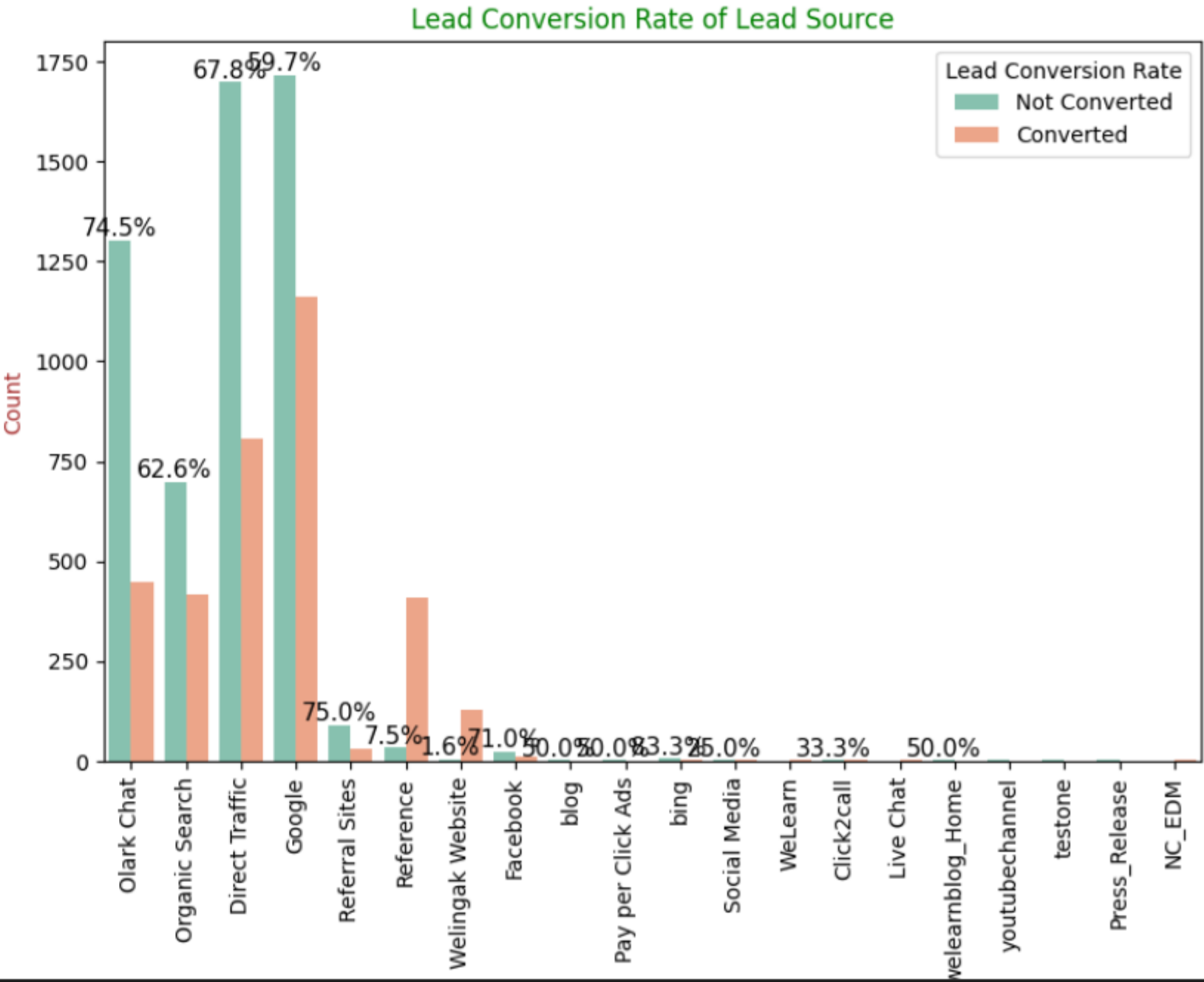
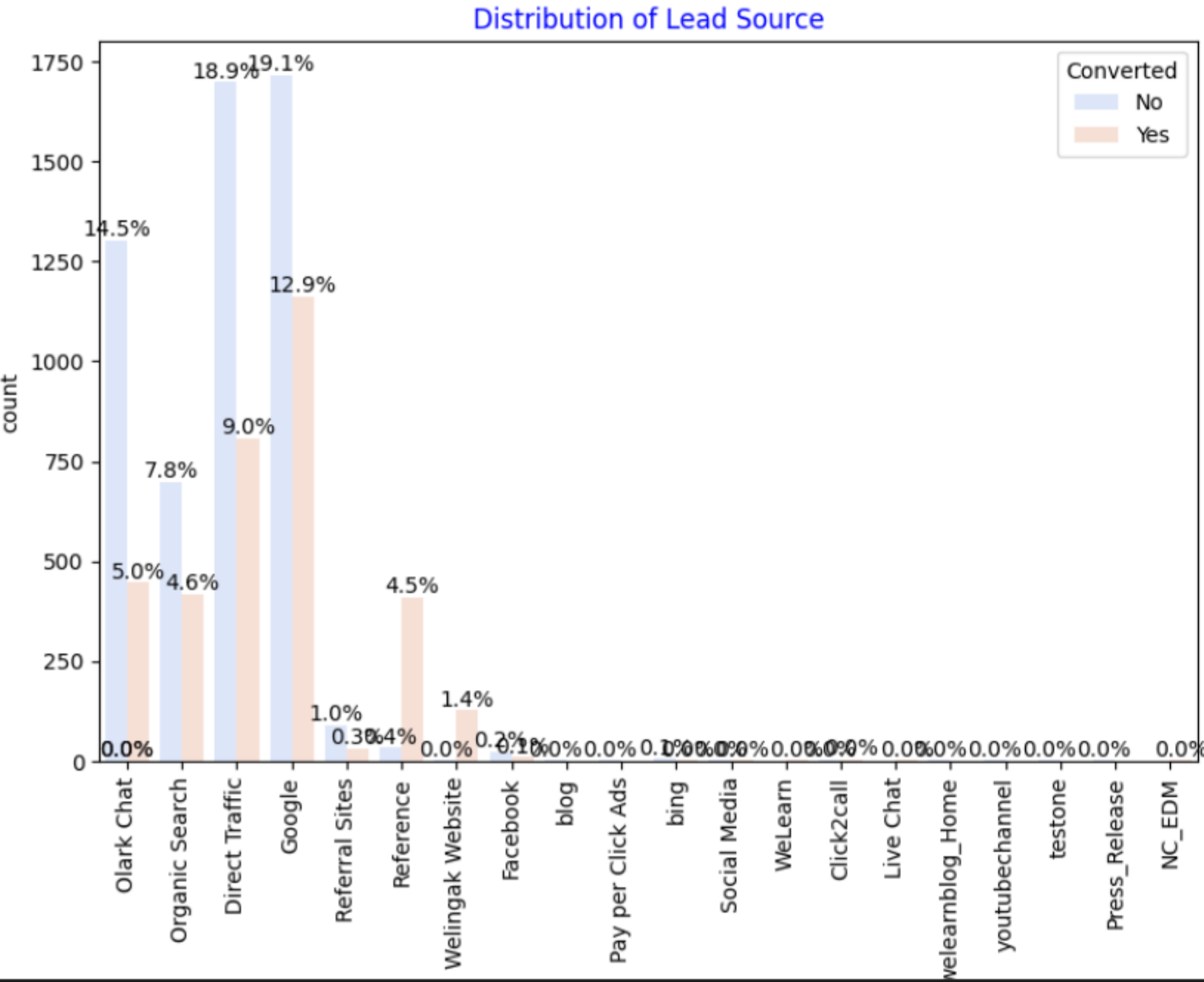
Results Explanation



Do Not Email: 92.1% of people have opted not to receive emails about the course, yet the lead conversion rate (LCR) is around 40%.

Results Explanation

Lead Source Countplot vs Lead Conversion Rates



Lead Source: The highest lead conversion rate (LCR) is from Google data

Model Building:

Manual Feature Reduction process was used to build models by dropping variables with p – value greater than 0.05.

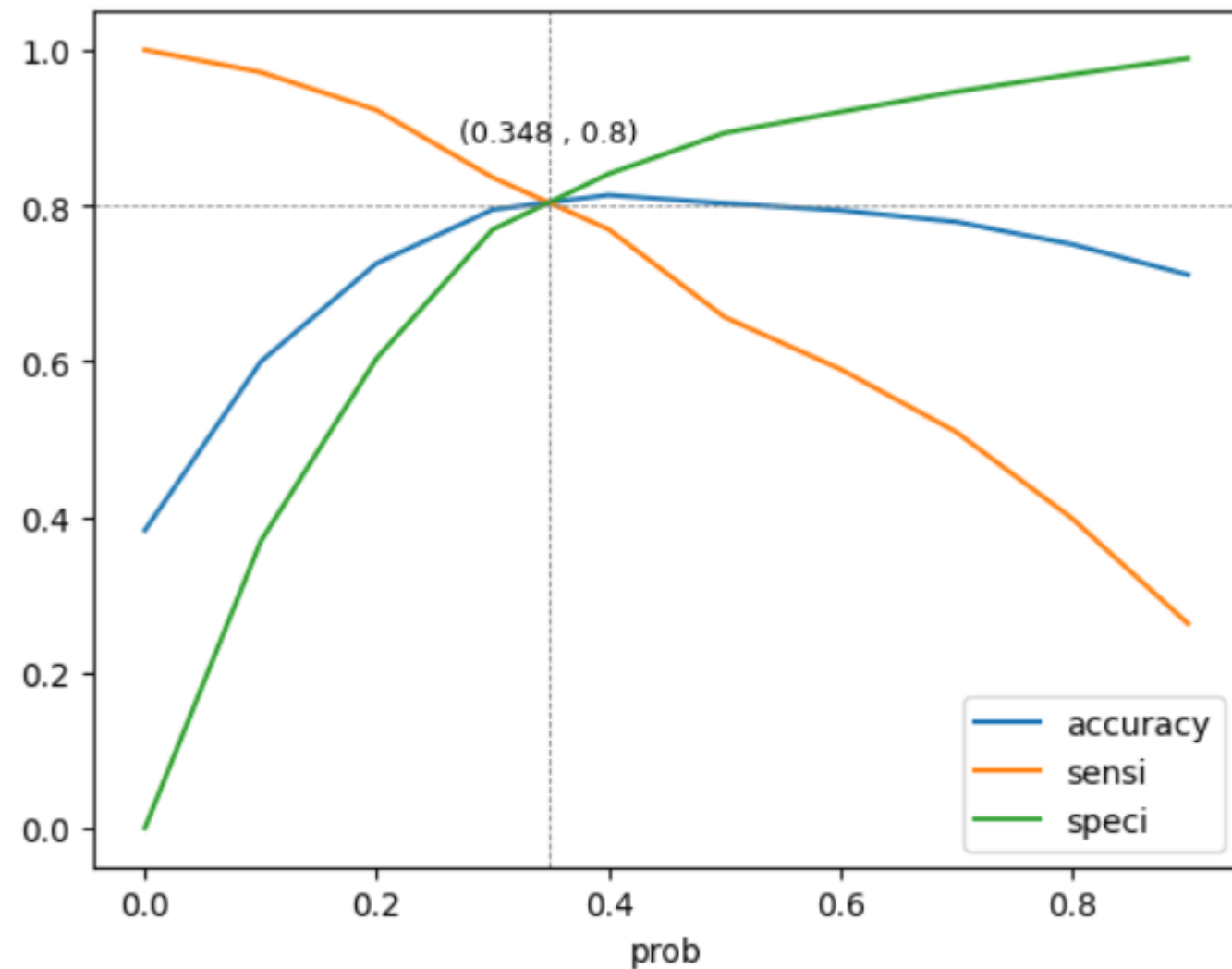
Model 3 looks stable after four iteration with:

- Significant p-values within the threshold (p-values < 0.05) and
- No sign of multicollinearity with VIFs less than 5

Hence, **logm3** will be our final model, and we will use it for Model Evaluation which further will

be used to make predictions.

Model Evaluation:



- The optimal predicted probability for a customer being converted is 0.35.
- The model has good accuracy, sensitivity and specificity.
- There is a balance among accuracy, sensitivity and specificity.

Recommendation

SHOULD MAKE A CALL

- 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.

SHOULD NOT MAKE A CALL

- 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

Contact Us

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