



LEAD SCORING CASE STUDY

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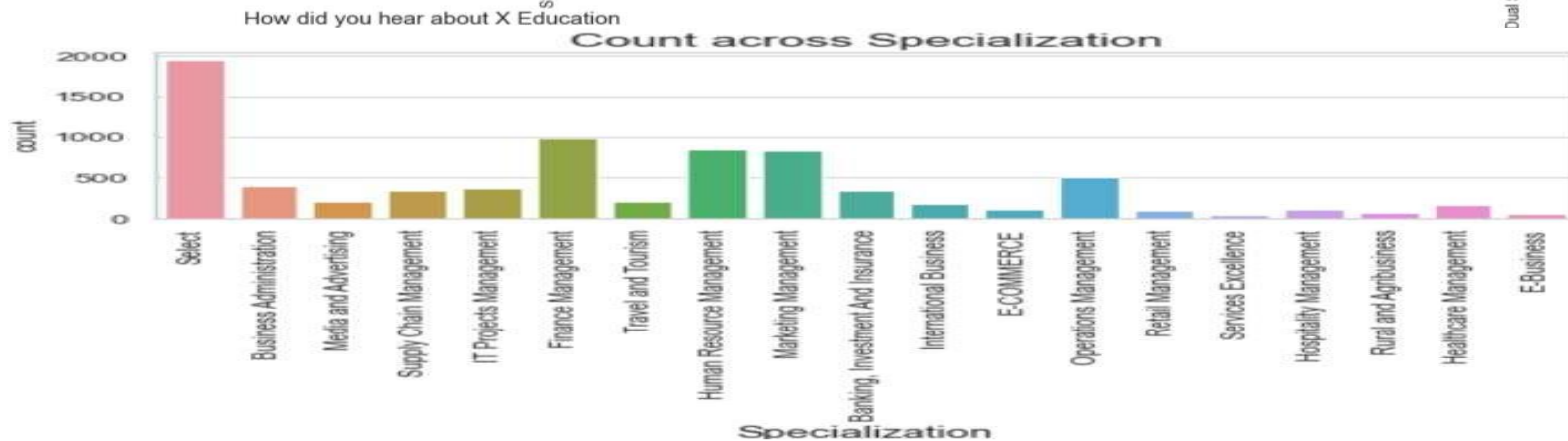
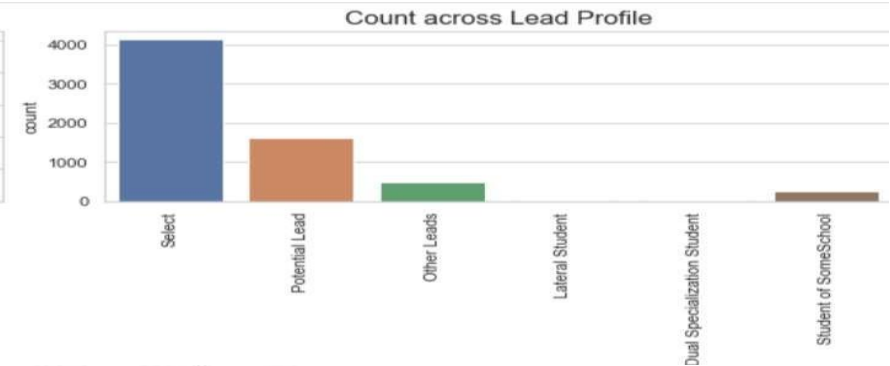
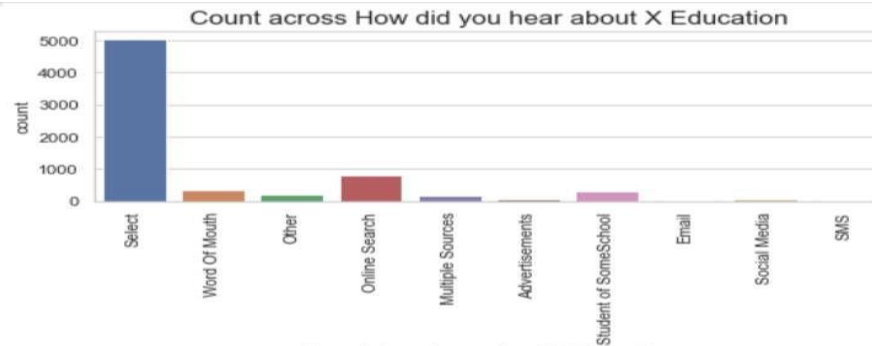
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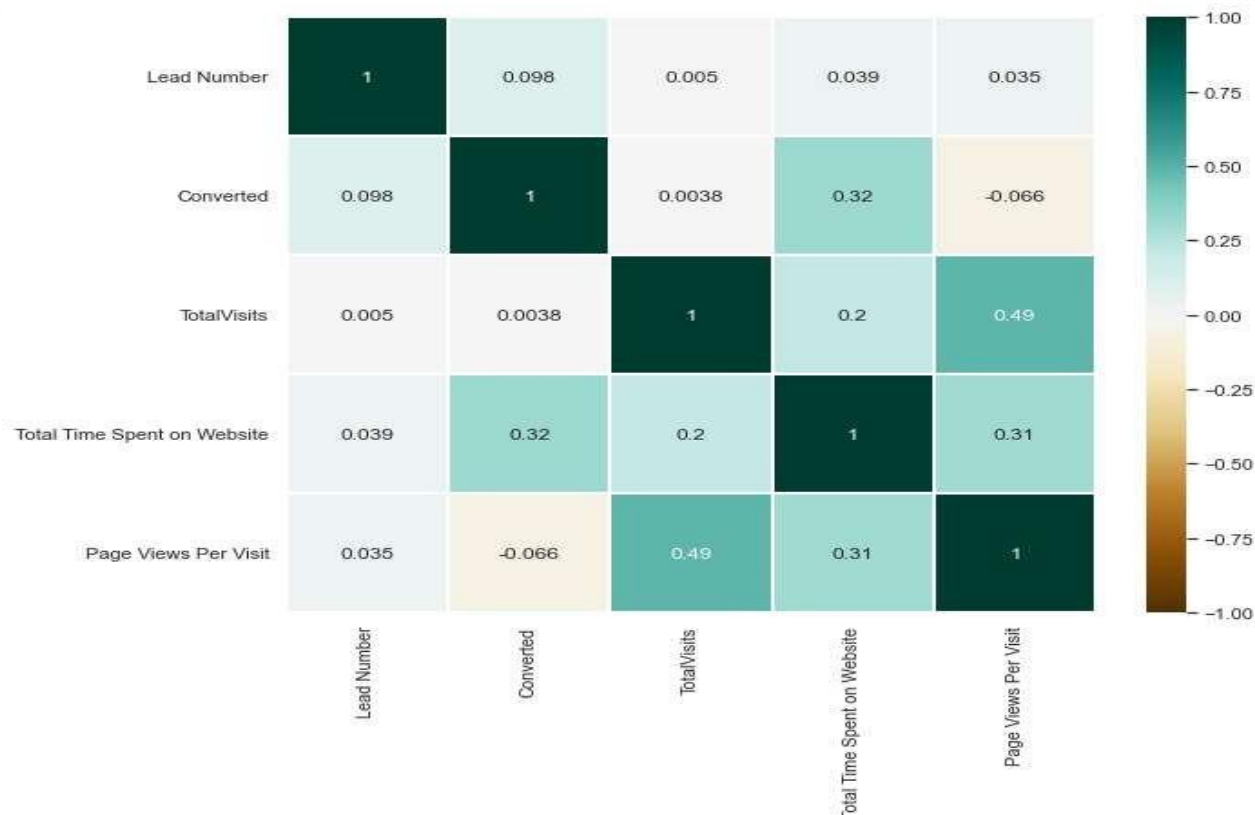
Business Objective

- Lead X wants us to build a model to give every lead a lead score between 0 -100 . So that they can identify the Hot leads and increase their conversion rate as well.
- The CEO want to achieve a lead conversion rate of 80%.
- They want the model to be able to handle future constraints as well like Peak time actions required, how to utilize full man power and after achieving target what should be the approaches.

EDA – Data Cleaning

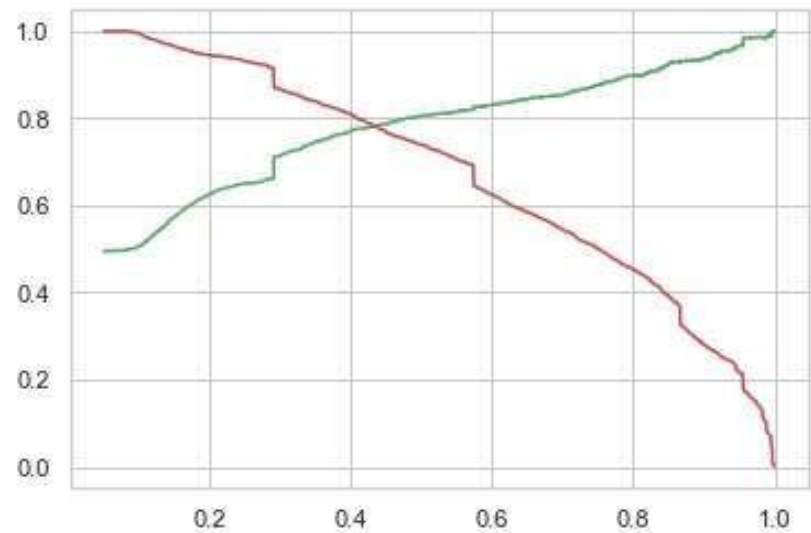
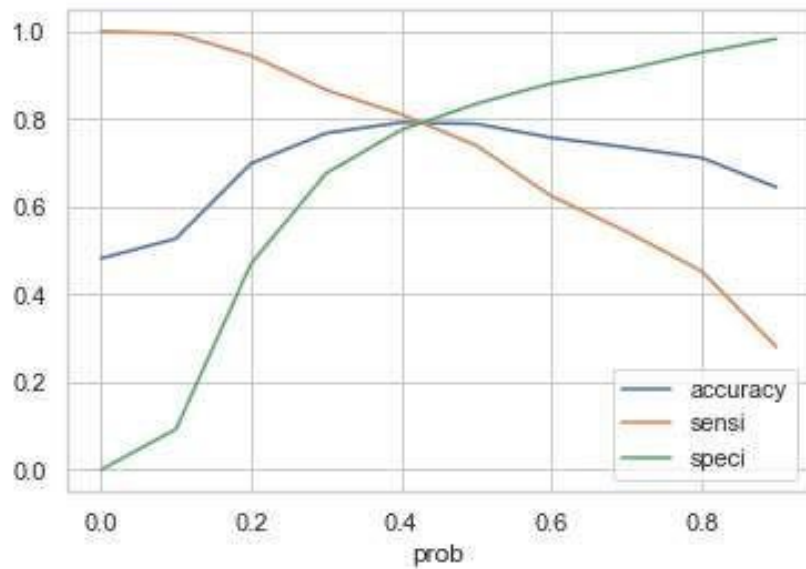


Correlation



Model Evaluation

ROC



Observation

Train Data:
Accuracy : 80%
Sensitivity : 77%
Specificity : 80%

Test Data:
Accuracy : 80%
Sensitivity : 77%
Specificity : 80%

Conclusion

- We see that the conversion rate is 30-35% (close to average) for API and Landing page submission. But very low for Lead Add form and Lead import.
- Therefore we can intervene that we need to focus more on the leads originated from API and Landing page submission.
- We see max number of leads are generated by google / direct traffic.
- Max conversion ratio is by reference and welingak website.
- Leads who spent more time on website, more likely to convert.
- Most common last activity is email opened. highest rate = SMS Sent. Max are unemployed. Max conversion with working professional.