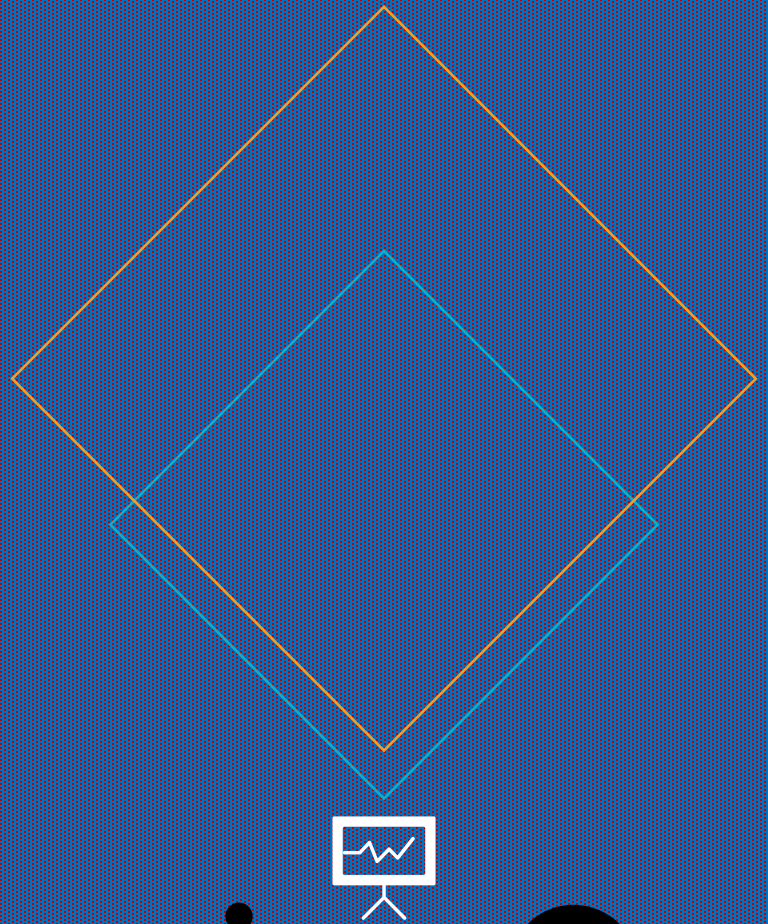
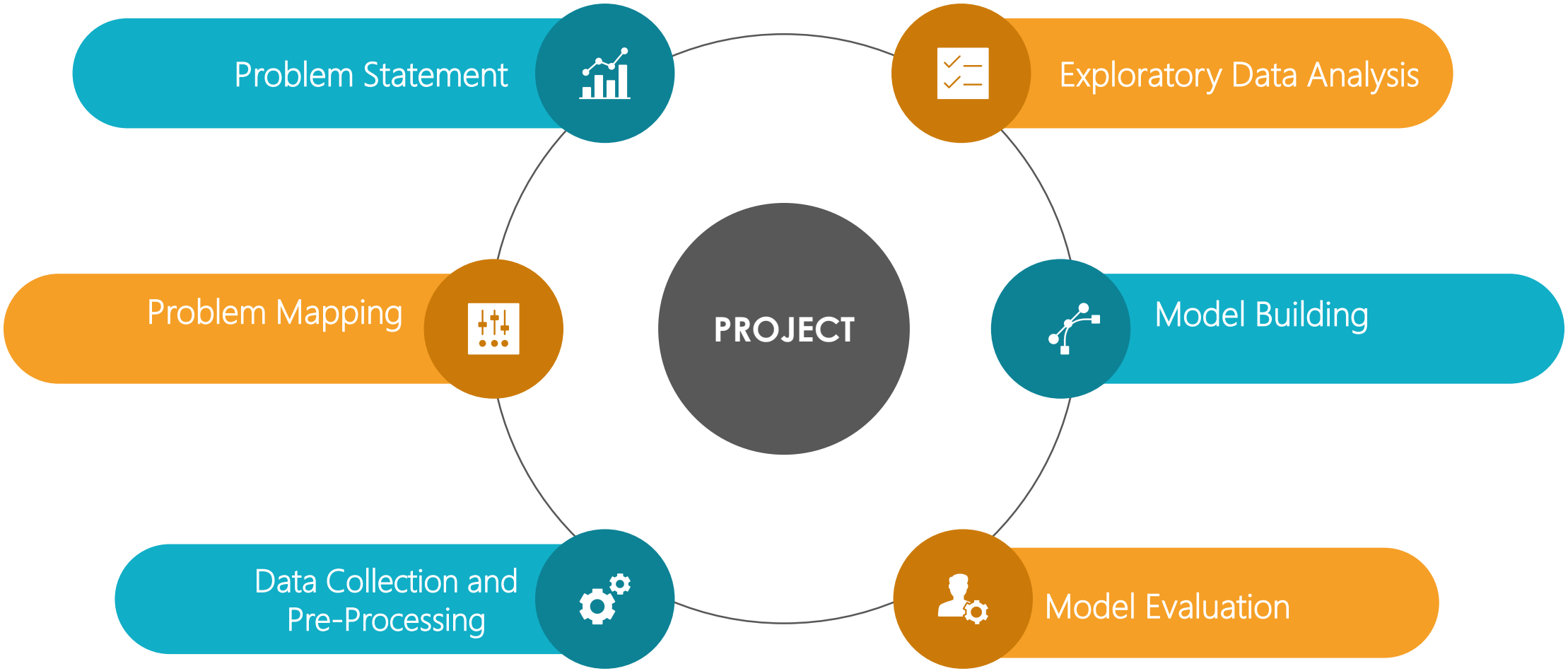
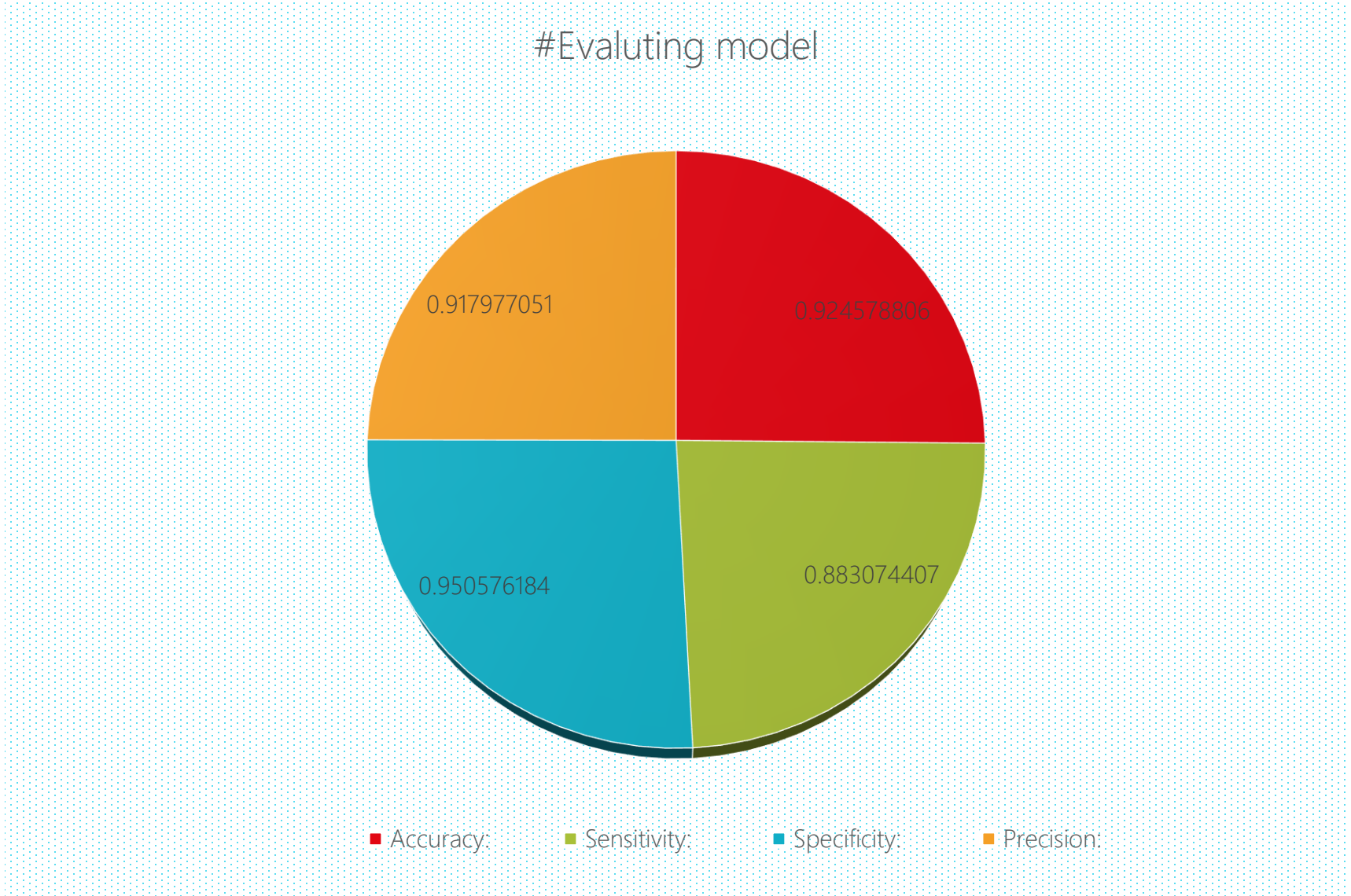


Lead Scoring Case Study

Presentation

Business Problem Solving




#Evaluting model
0.917977051
0.924578806
0.950576184
0.883074407
Accuracy:
Sensitivity:
Specificity:
Precision:

Focusing on these specific categories of leads will help you increase your chances of successfully converting them into customers.

What are the top 3 categorical/dummy variables in the model that should be focused the most on in order to increase the probability of lead conversion?

To increase the chances of converting leads into customers, here are the top three factors you should focus on from the categorical/dummy variables:
-

Tags Closed by Horizon: Pay special attention to leads with the "Closed by Horizon" tag. They have a strong tendency to convert. Customize your approach for these leads to further boost conversion rates.
-

Tags_Lost to EINS: Leads marked as "Lost to EINS" also have a high likelihood of conversion. Investigate why they are more likely to convert and use this insight to enhance your conversion strategies.
-

Tags_Will revert after reading the email: Leads showing interest in returning after reading an email are more likely to convert. Concentrate on engaging these leads effectively and ensure that your email content is engaging to improve your conversion rates.

Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

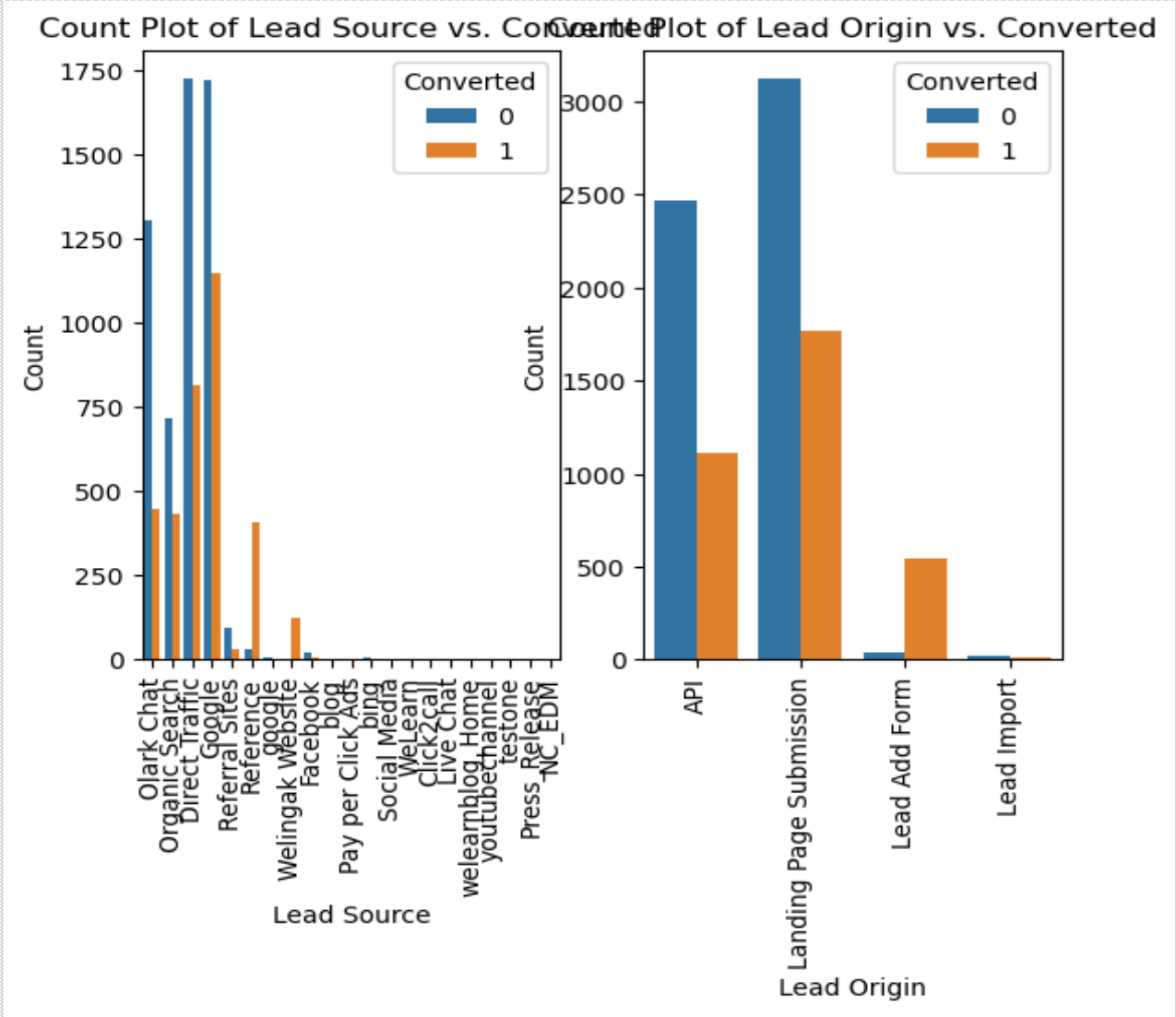
Top three variables in your model that have the most impact on whether a lead gets converted are: Tags_wrong number given: This factor has a strong negative impact, with a score of approximately -21.41. If a lead is tagged with Wrong number given, it suggests that they are less likely to convert into a customer.

Tags_Lost to EINS: This factor also has a strong positive influence, with a score of about 10.59. When lead tagged as Lost to EINS, it indicates a significant chance of conversion.

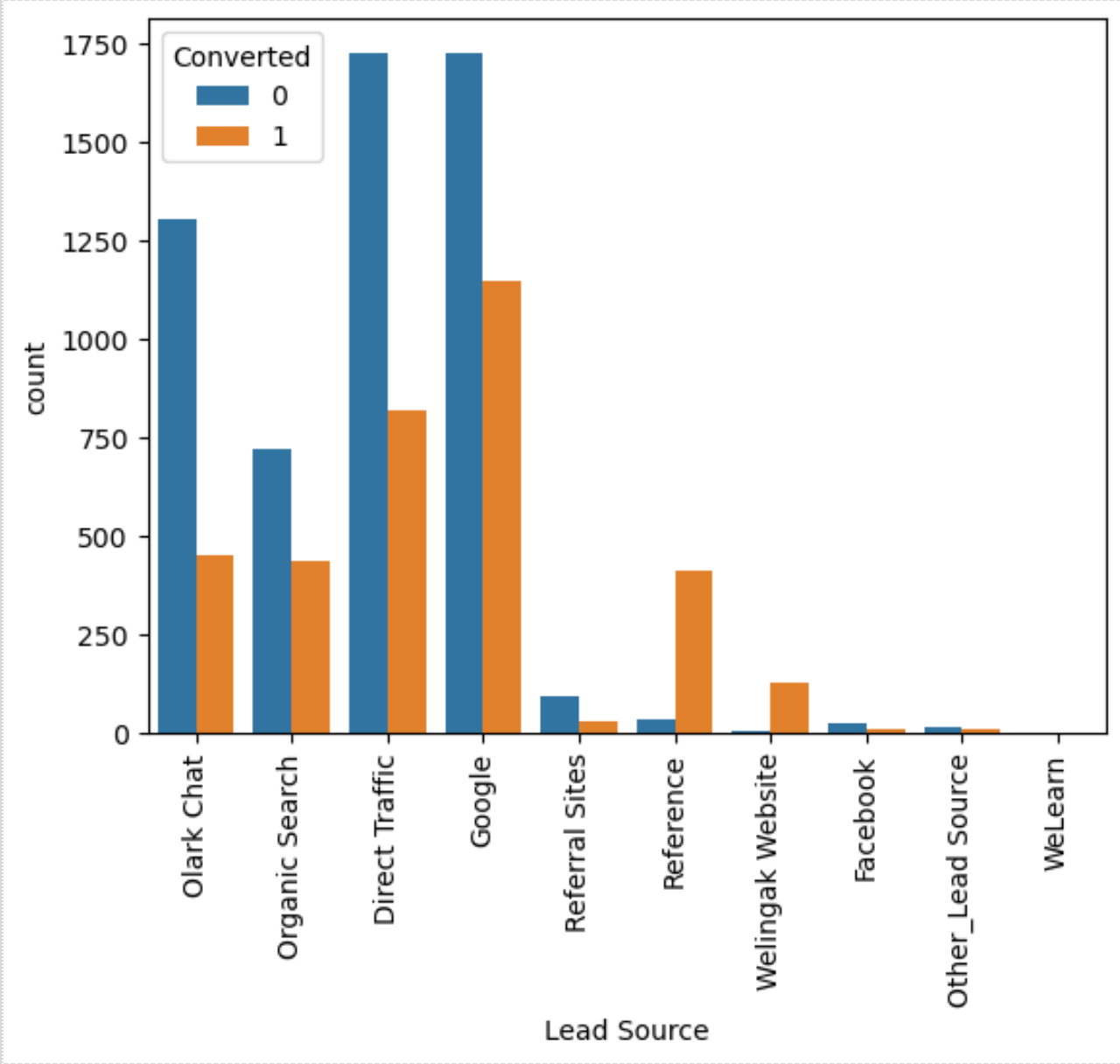
Tags_Closed by Horizzon: This factor highest positive influence, with a score of approximately 9.99. means when lead tagged as Closed by Horizzon, there is a strong likelihood that they will convert into a customer.
.

these tags play a crucial role in determining whether a lead will convert, with Closed by Horizzon and Lost to EINS being positive indicators, while "Wrong number given is a negative indicator of conversion.

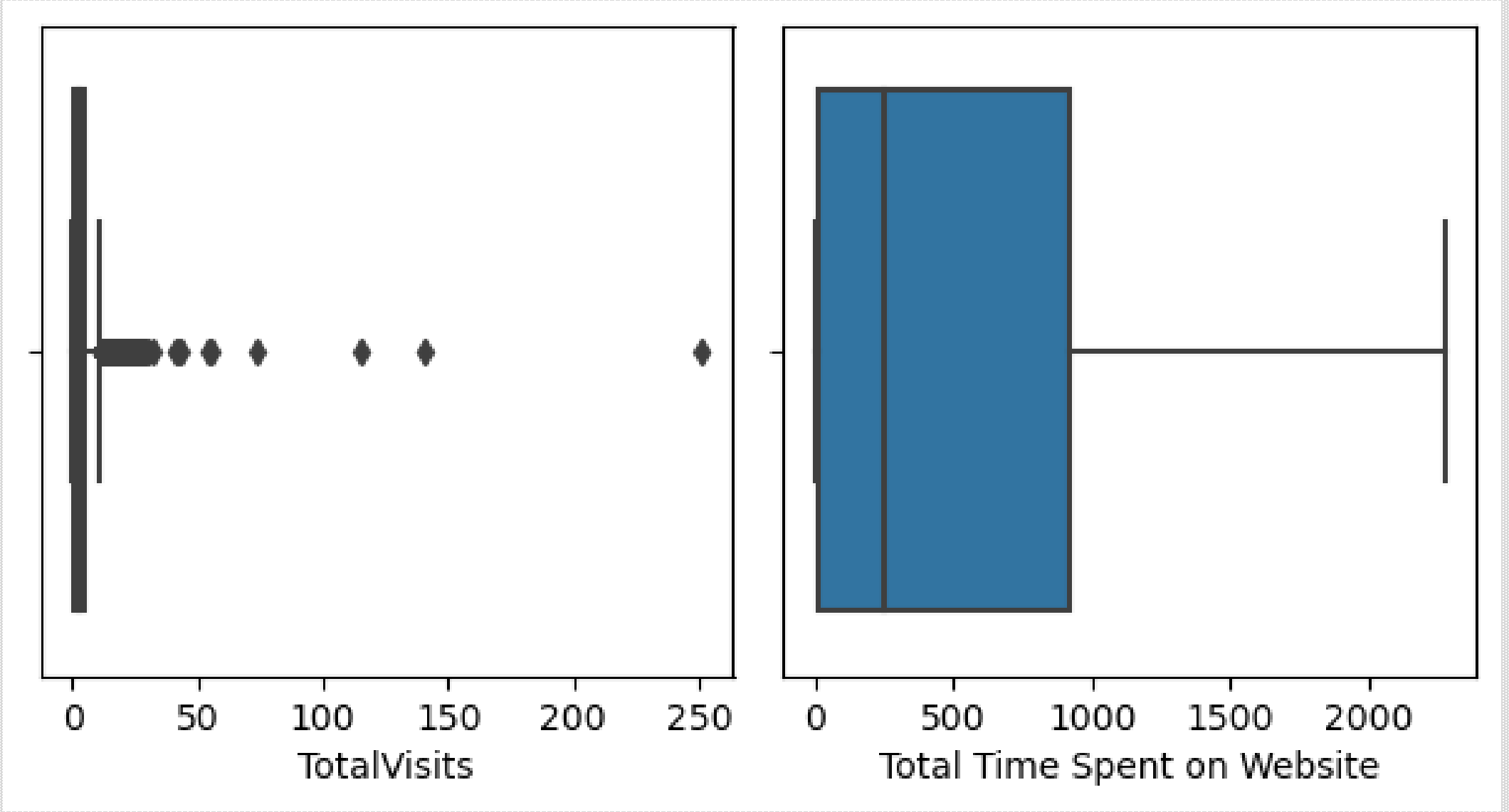
Lead Source Vs Lead Origin



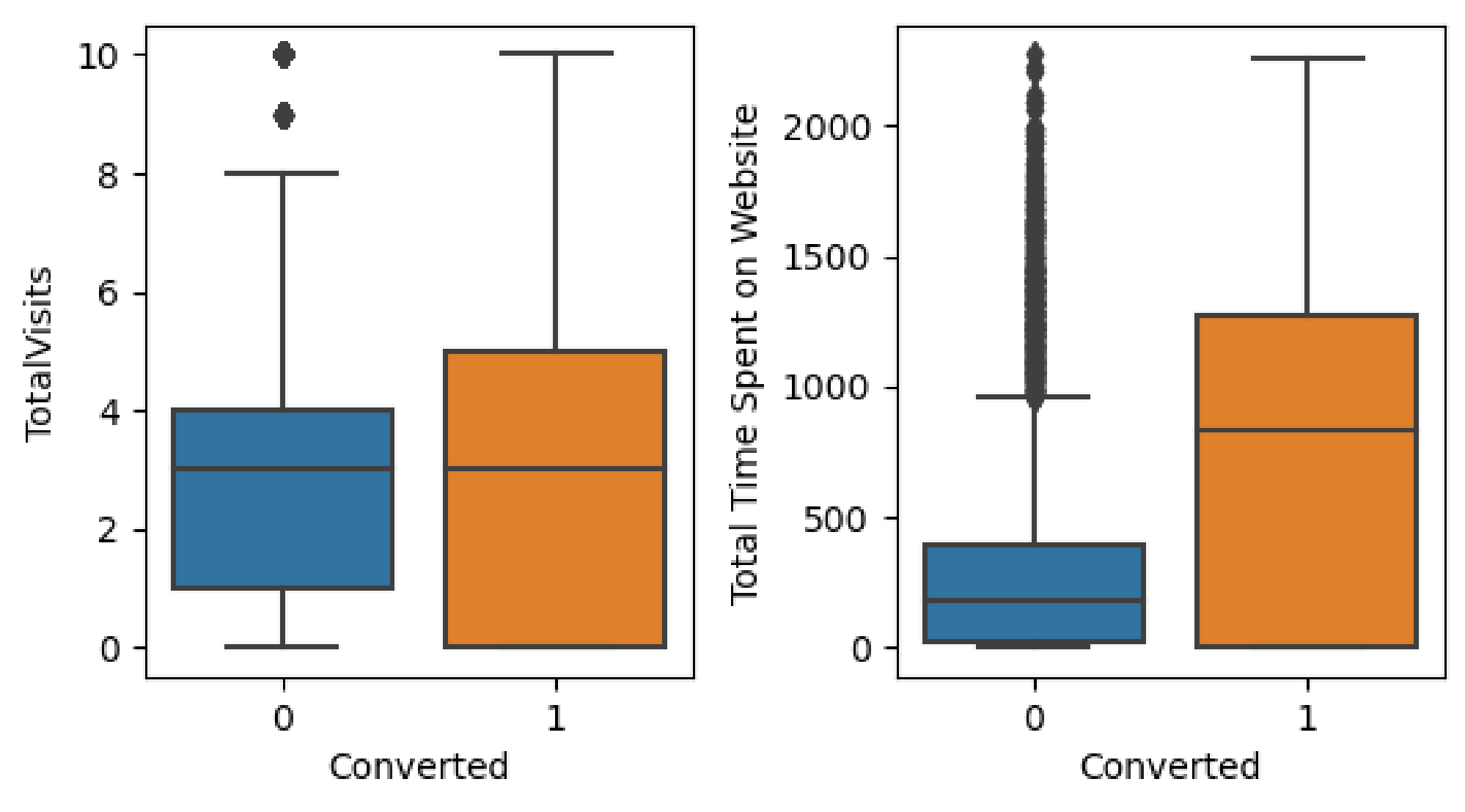
Plotting lead source again



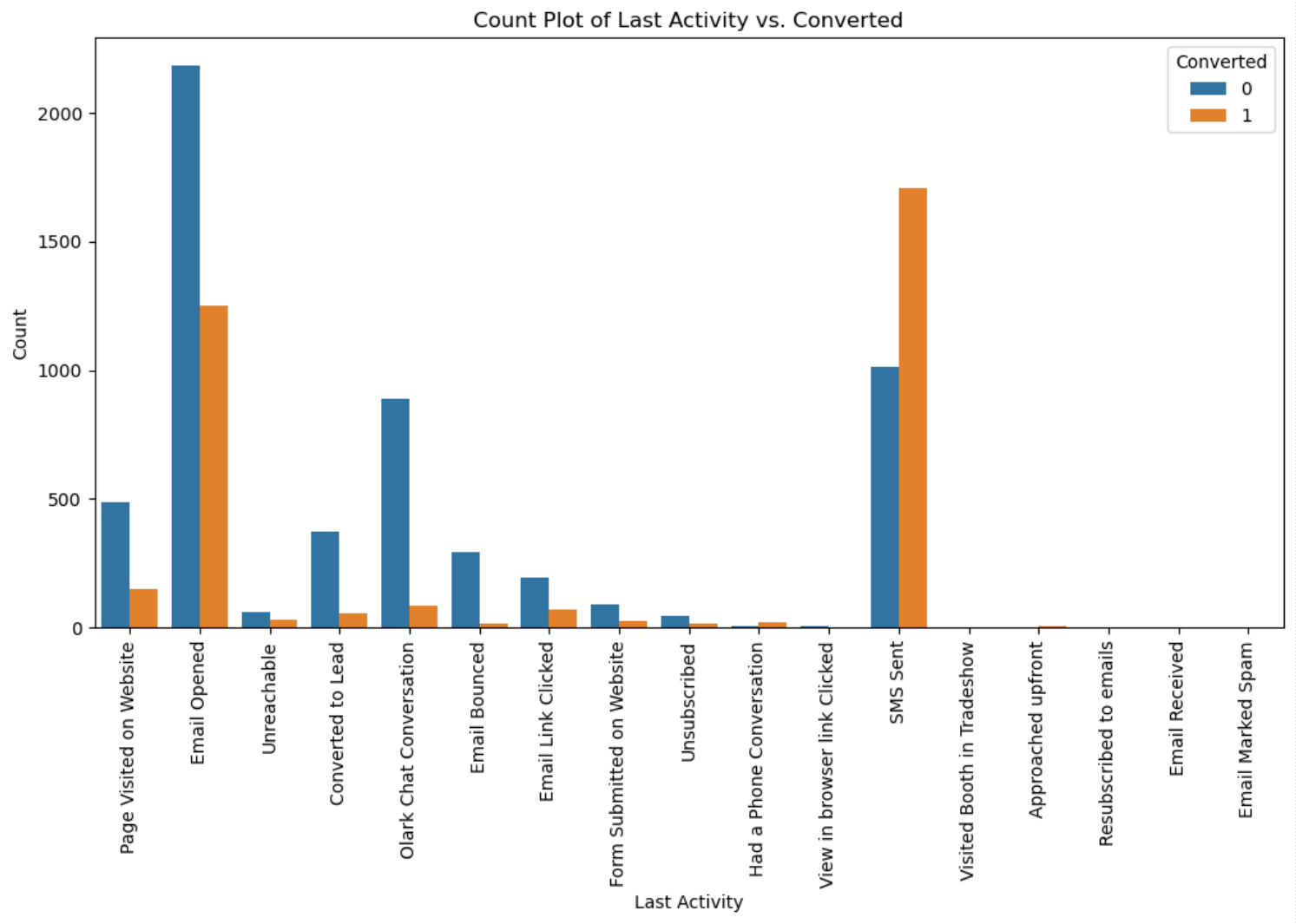
Total Visits & total Time Spend in Website



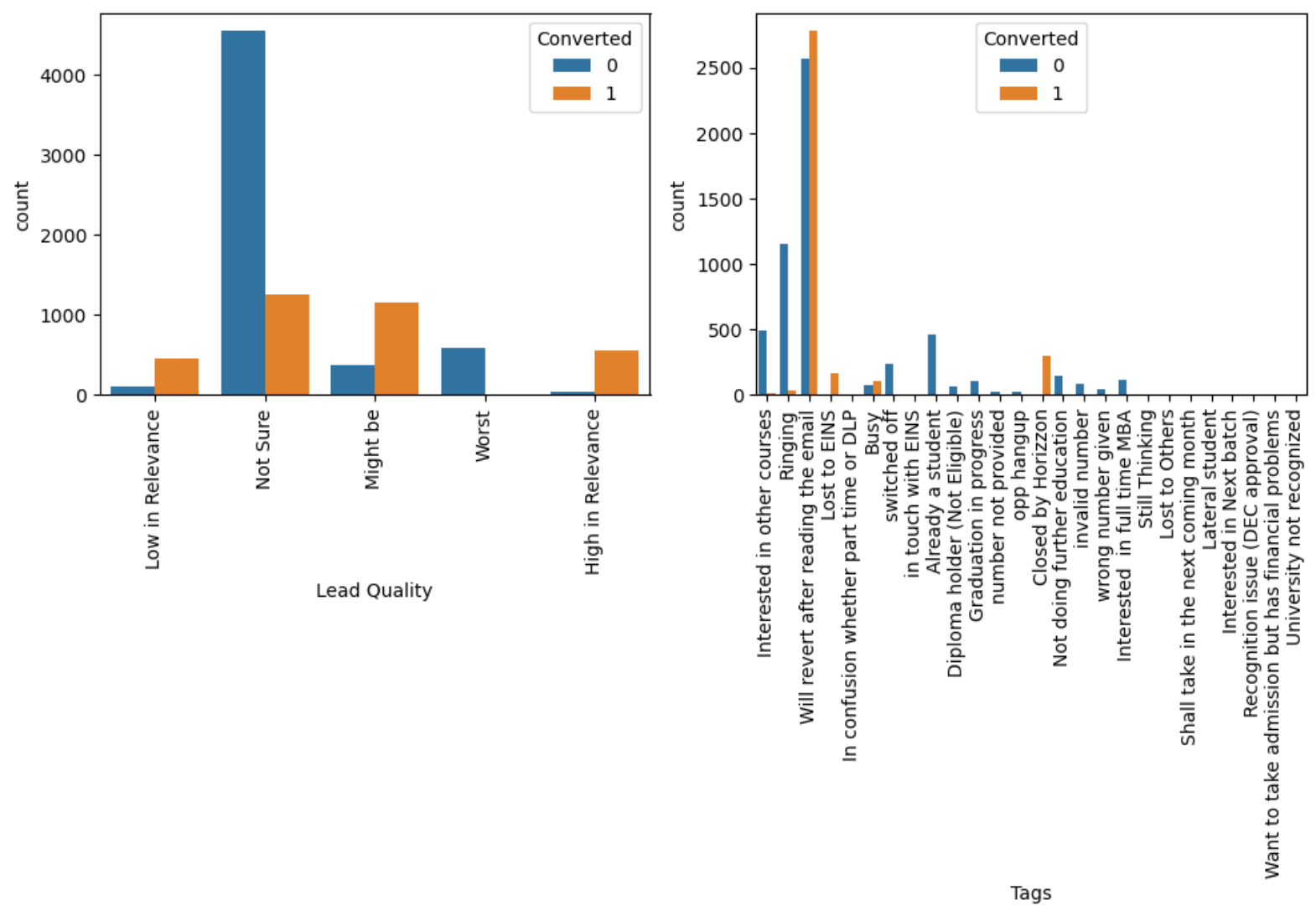
Total Visits & total Time Spend in Website



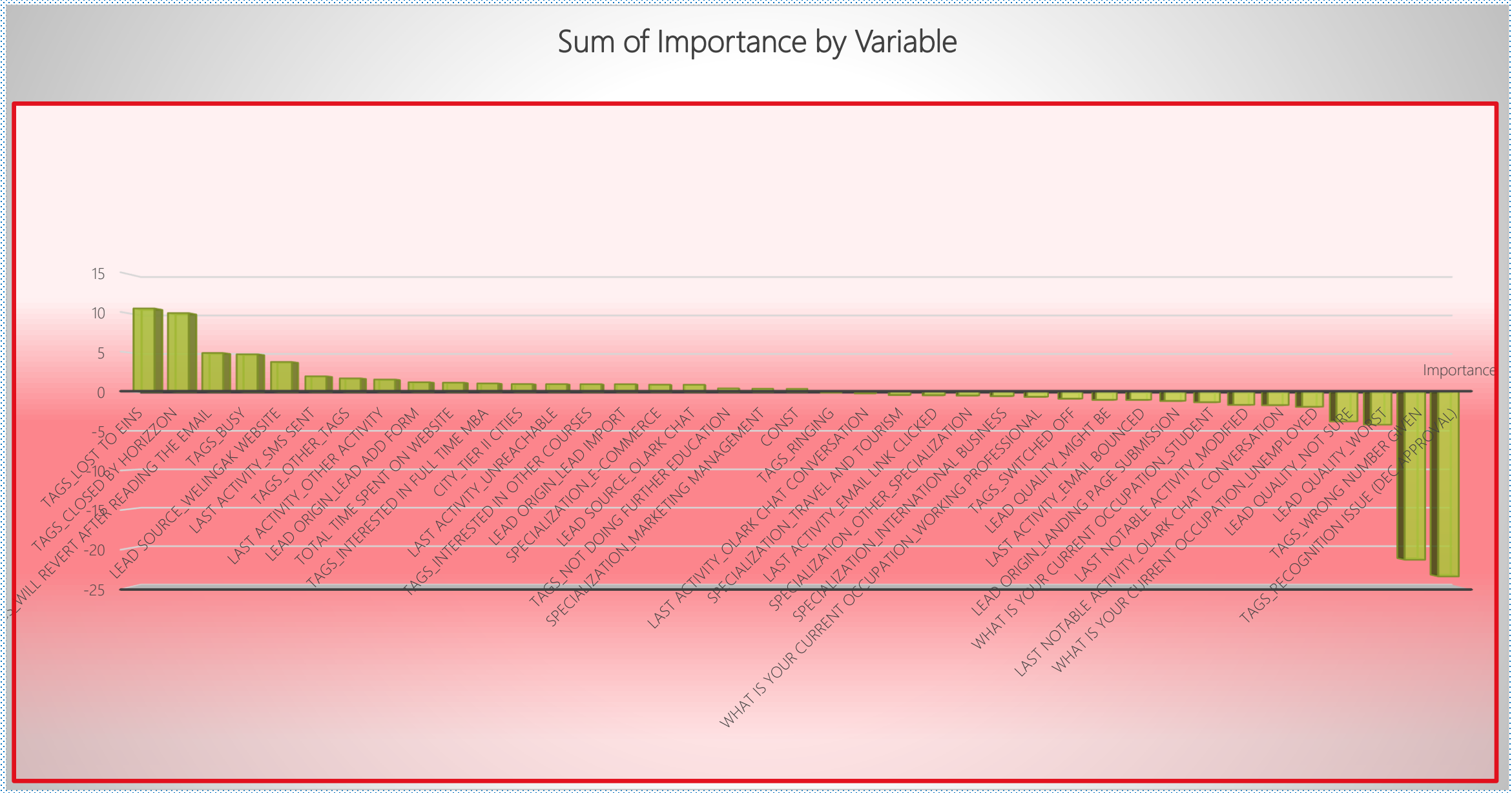
Count plot of Last Activity Vs converted



Lead Quality Vs Tags



Sum of Imprtance by Variable



Thank You