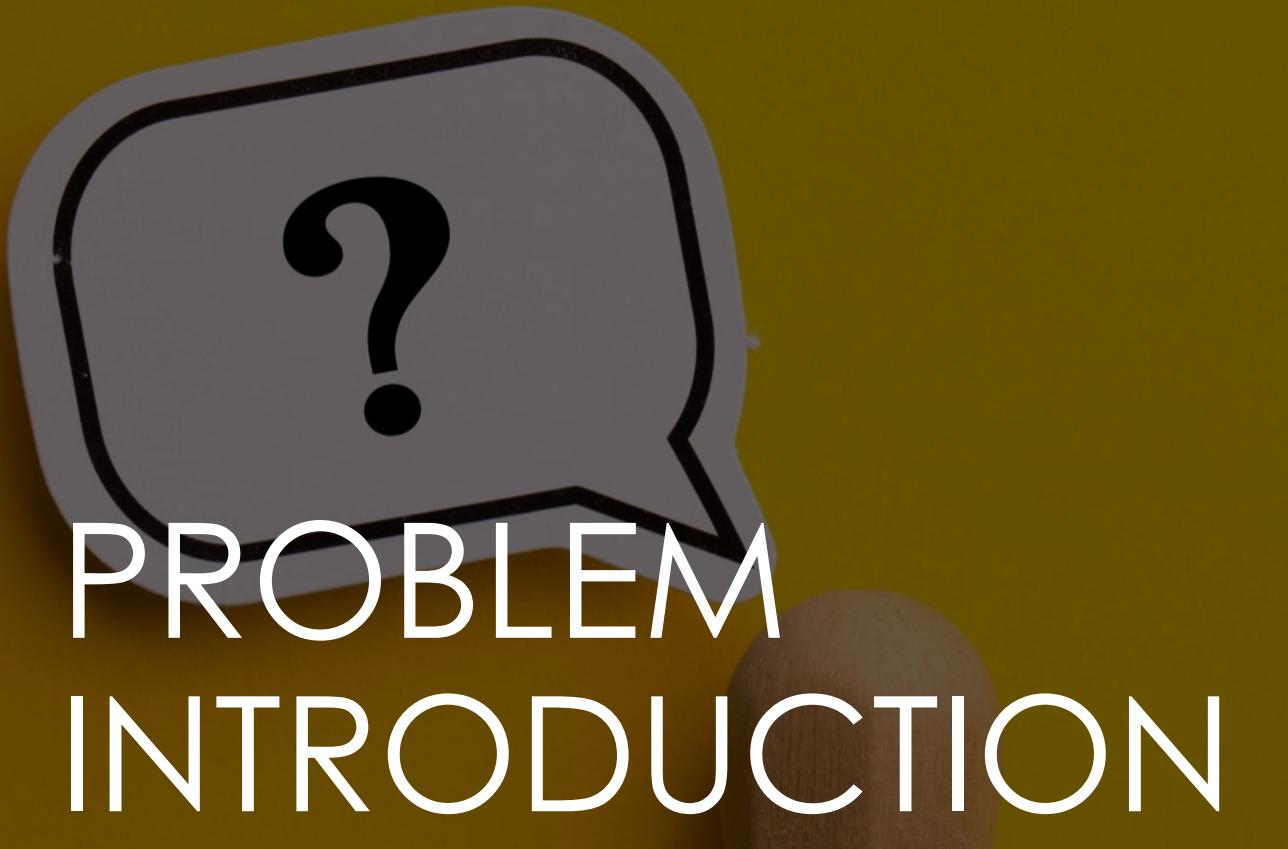


LEAD SCORING CASE STUDY

#CONTENT



INTRODUCTION



X Education , an education company sells online courses to industry professionals.



Marketing is done through various channels.



People filling the enquiry form are considered as 'lead'.

PROBLEM STATEMENT

PROBLEM STATEMENT

Lead Conversion rate of X Education is poor.

Company wants to identify the lead with most potential.

We have to identify the set of 'Hot Leads' by data analysis and model building.

Target ball-park conversion rate by CEO is around 80%.



SOLUTION

TARGET SOLUTION



Identify hot leads with as much accuracy as possible.



Improve chance of achieving higher conversion ratio.

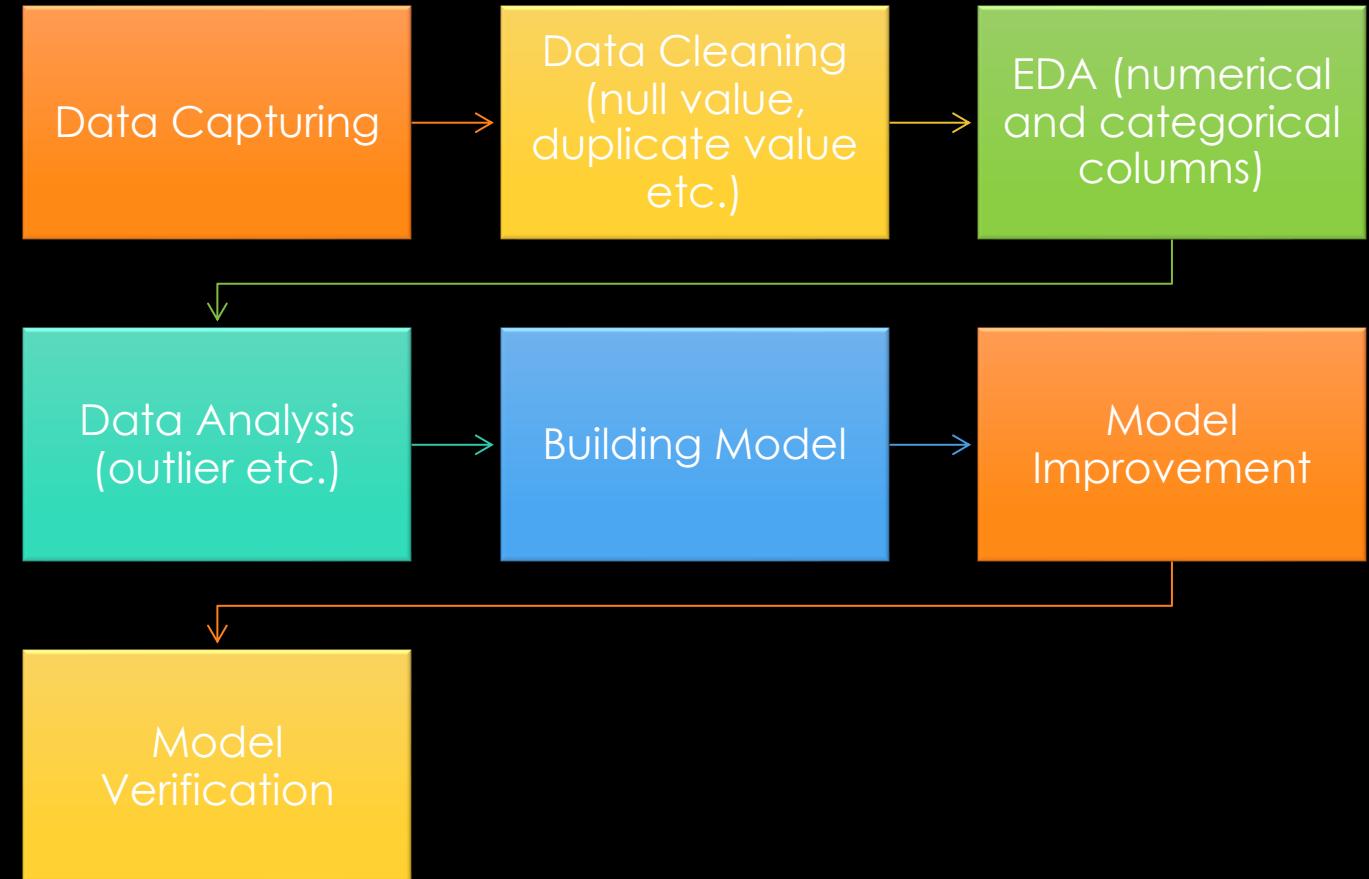


Obtain accuracy of around 80% or higher with the model.

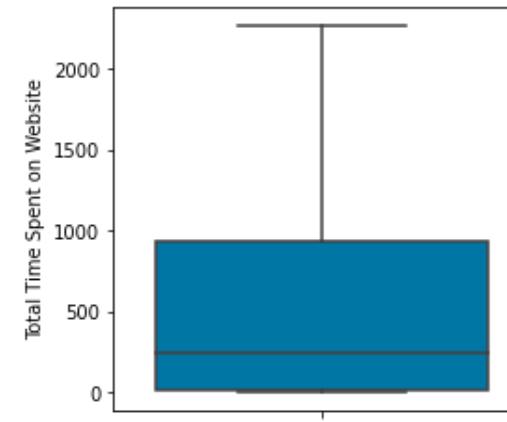
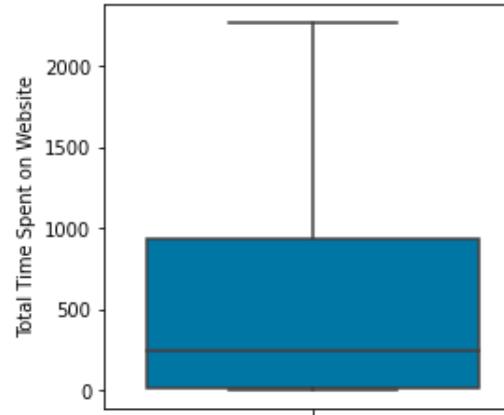
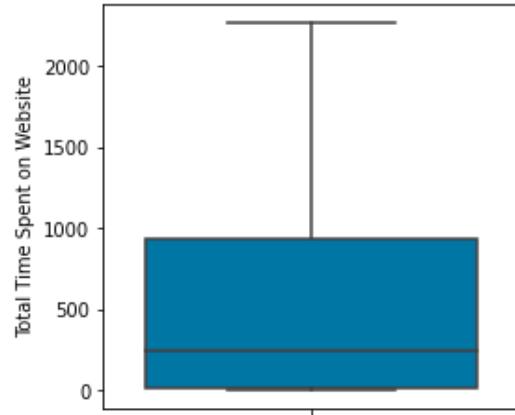
DATA ANALYSIS



PROCESS

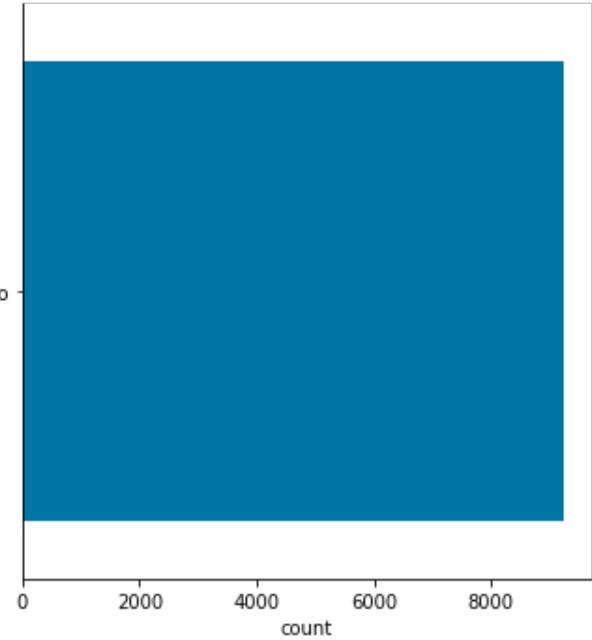


DATA VISUALIZATION

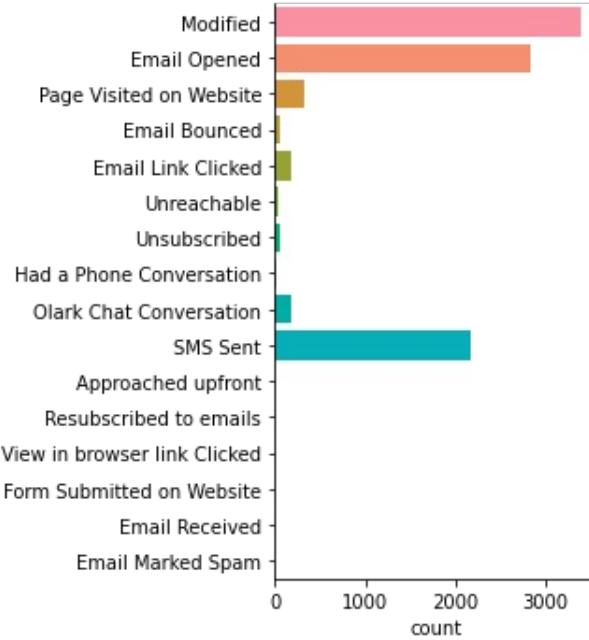


Univariate Analysis – Numerical Columns

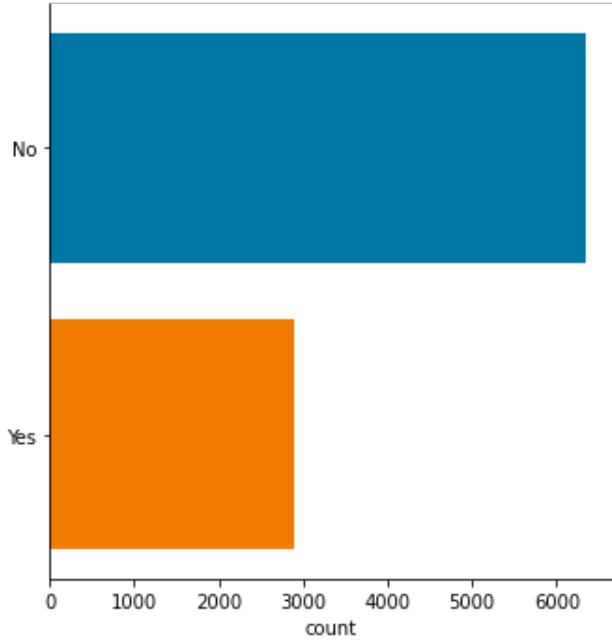
Receive More Updates About Our Courses



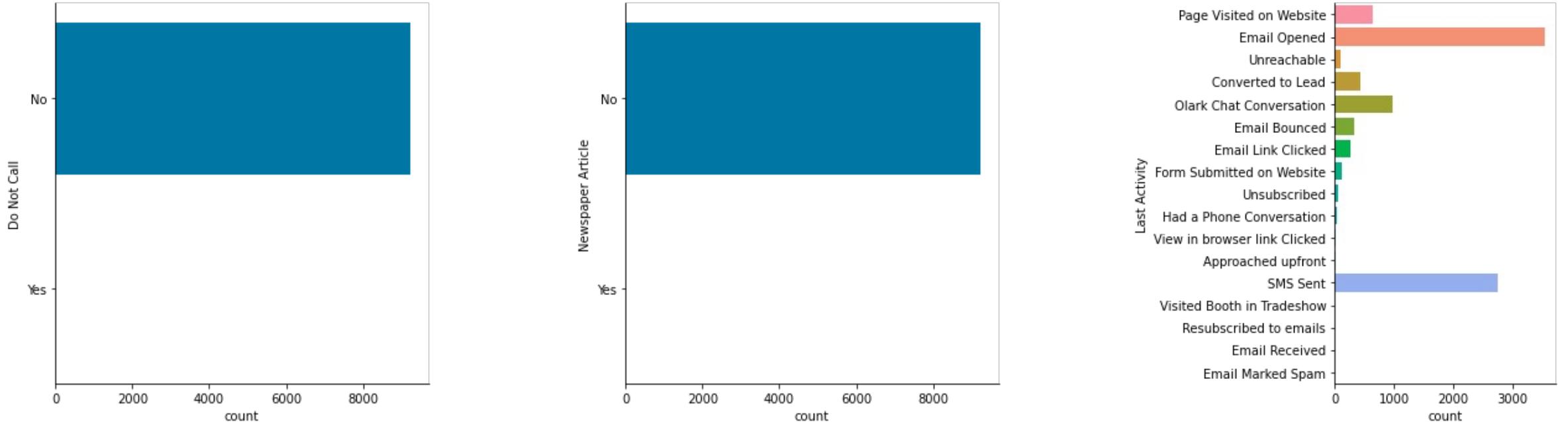
Last Notable Activity



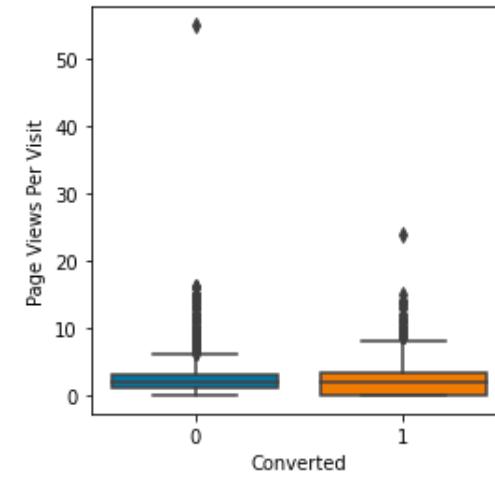
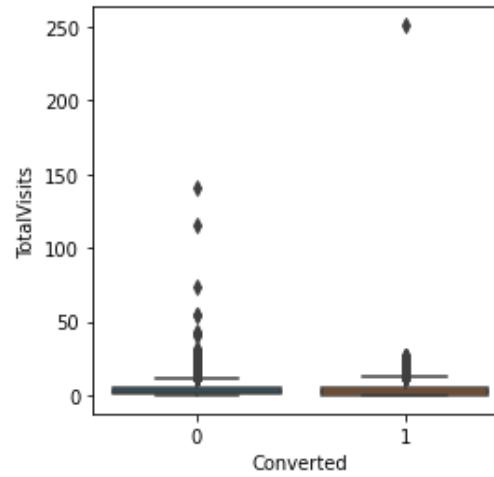
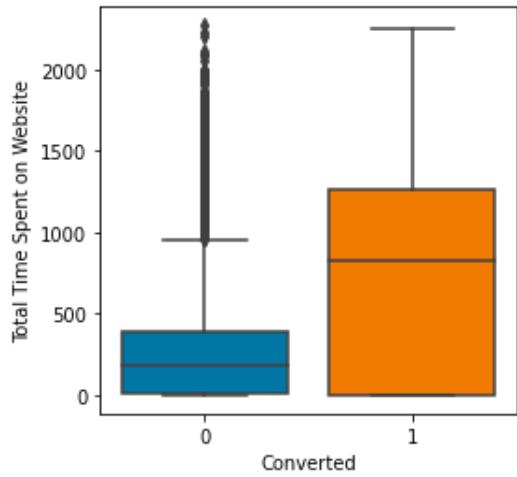
A free copy of Mastering The Interview



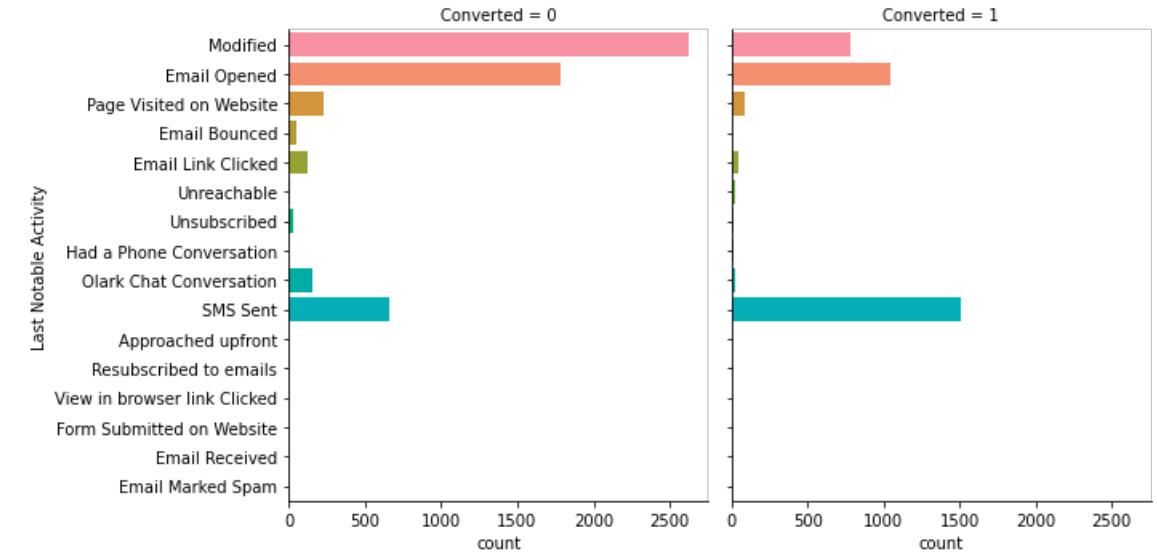
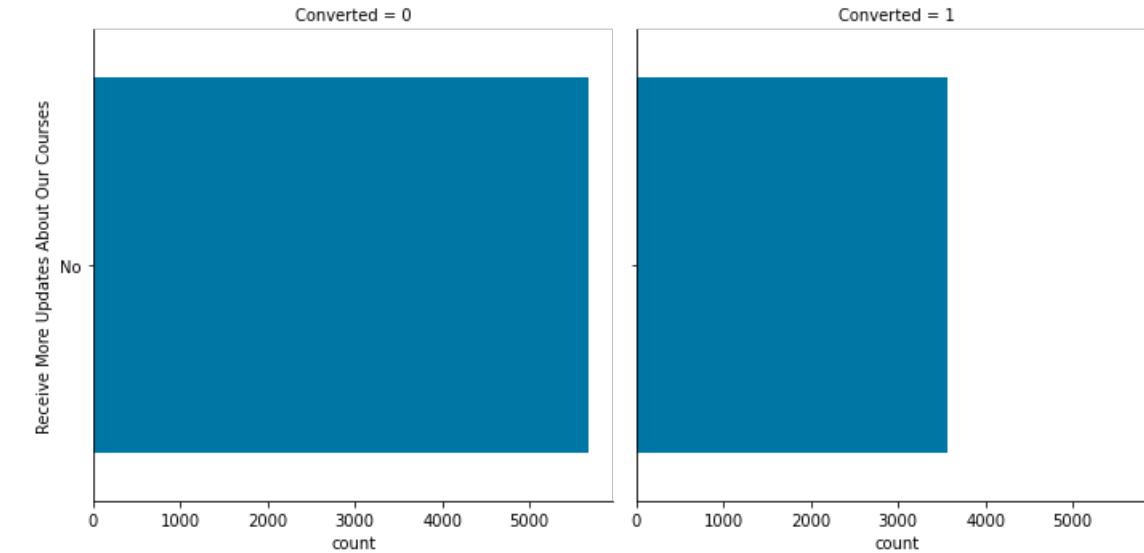
Univariate Analysis – Categorical Columns



Univariate Analysis – Categorical Columns

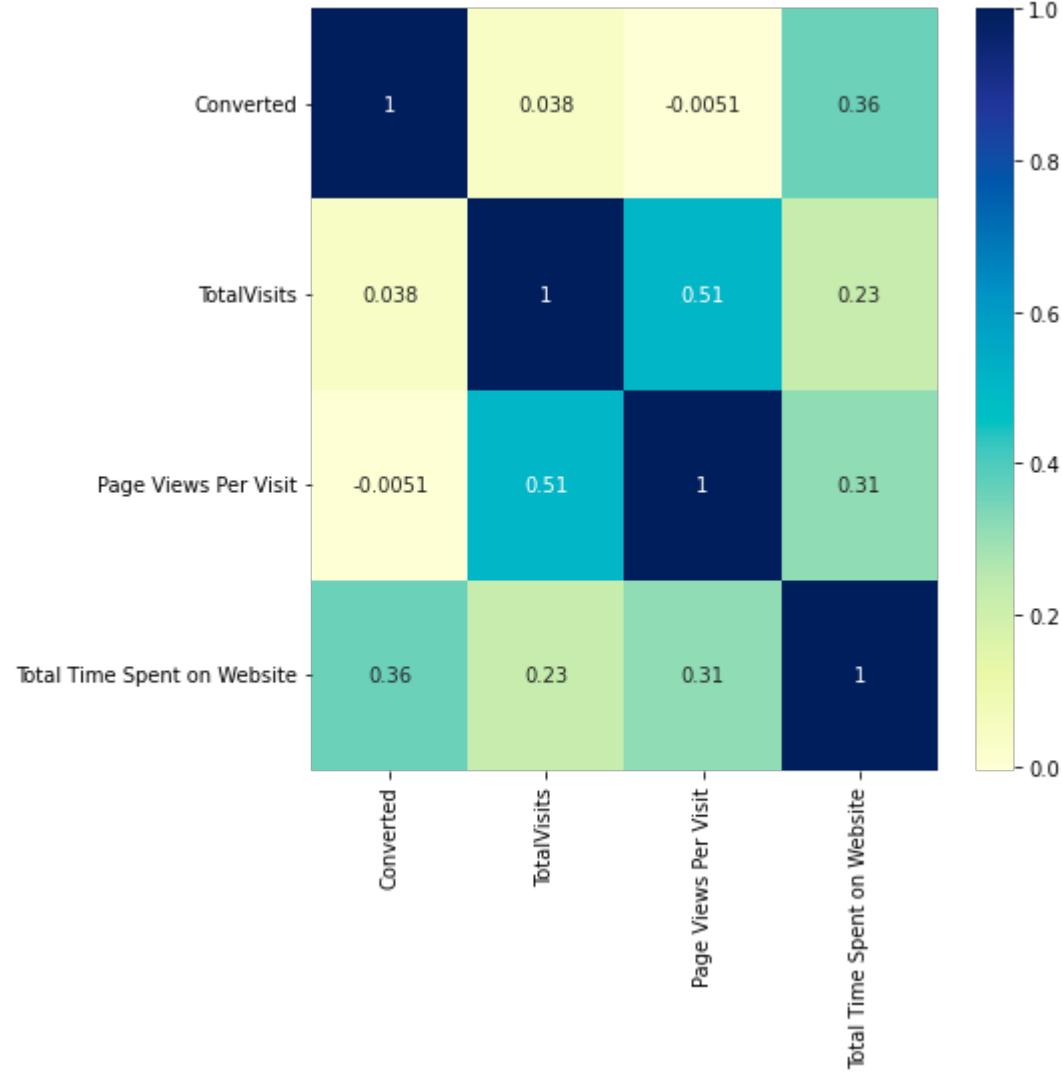


Bivariate Analysis – Numerical Columns

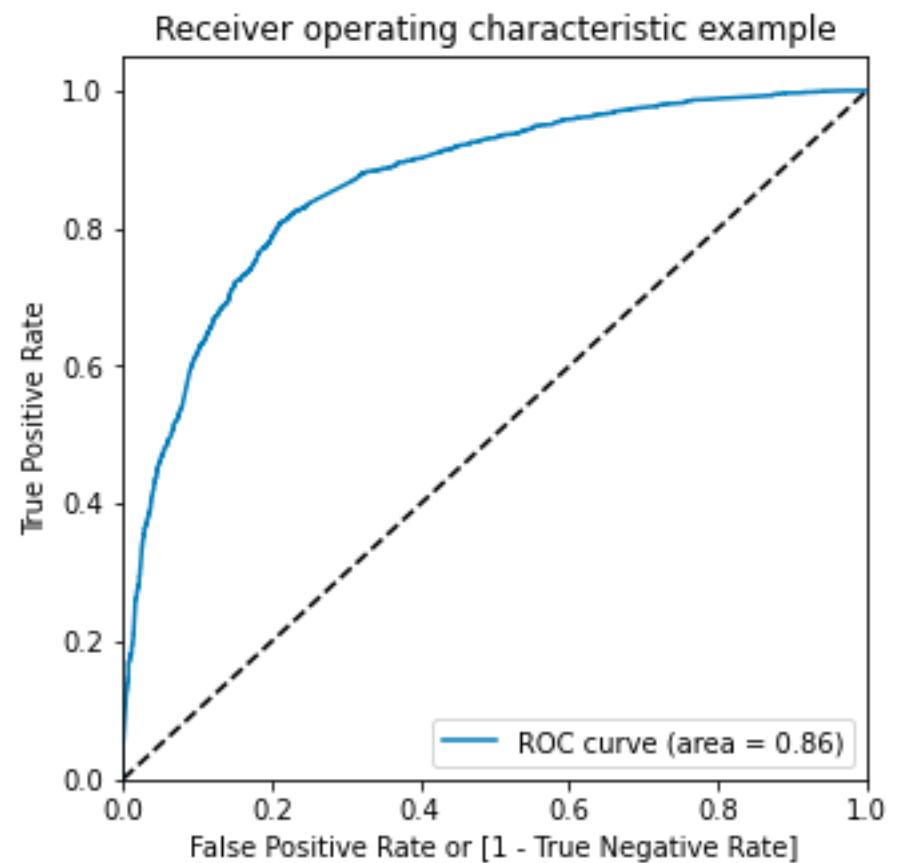


Bivariate Analysis – Categorical Columns

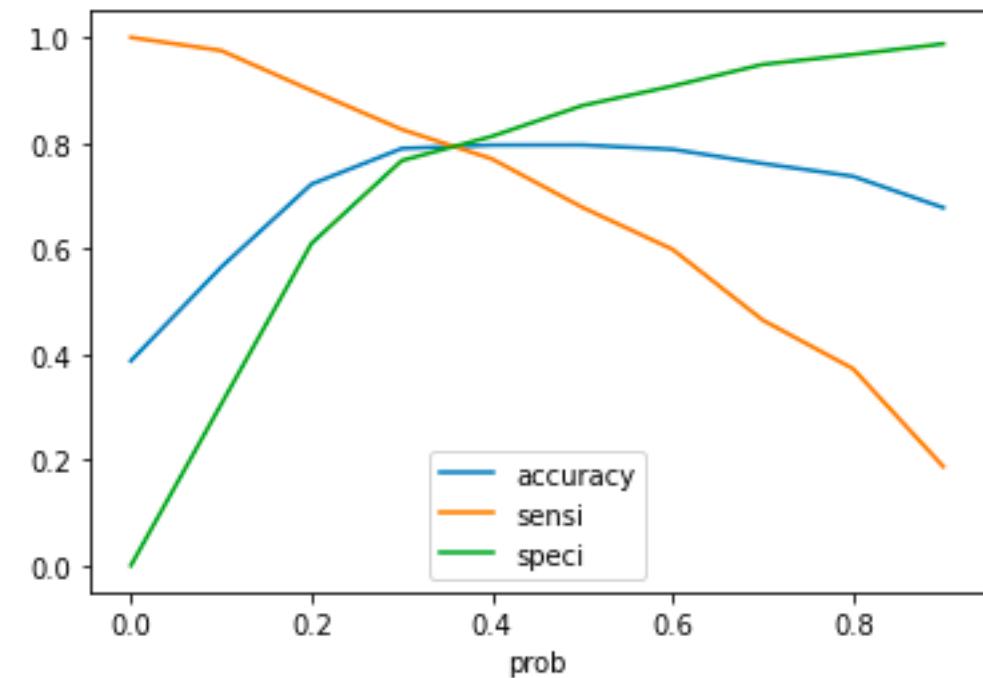
Multivariate Analysis



ROC Curve



Cutoff



RECOMMENDATIONS

MODEL DETAILS

Model Accuracy is around 80%

Test data accuracy is around 80%

Optimal cutoff seems to be around 0.36

ROC curve area is 0.86

CONCLUSION



- Top 3 variables for lead conversion are:
 - Total Time Spent on Website
 - Last Activity_SMS Sent
 - Last ActivityOlark Chat Conversation

CONCLUSION



- Top 3 areas for focus are:
 - Last Activity_SMS Sent (positively impacting)
 - Lead Source_Google (negatively impacting)
 - Lead Source_Email Opened (negatively impacting)