

Lead Score Case Study

PRESENTATION BY - Abhishek Gangisetty
Ritesh Kumar
Sanket

PROBLEM STATEMENT

- ▶ This analysis is done for X Education and to find ways to get more industry professionals to join their courses. The basic data provided gave us a lot of information about how the potential customers visit the site, the time they spend there, how they reached the site and the conversion rate.
- ▶ AIM
 - ▶ Build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads.
 - ▶ There are some more problems presented by the company which your model should be able to adjust to if the company's requirement changes in the future so you will need to handle these as well.

Technical Aspects



Data Cleaning and Preparation

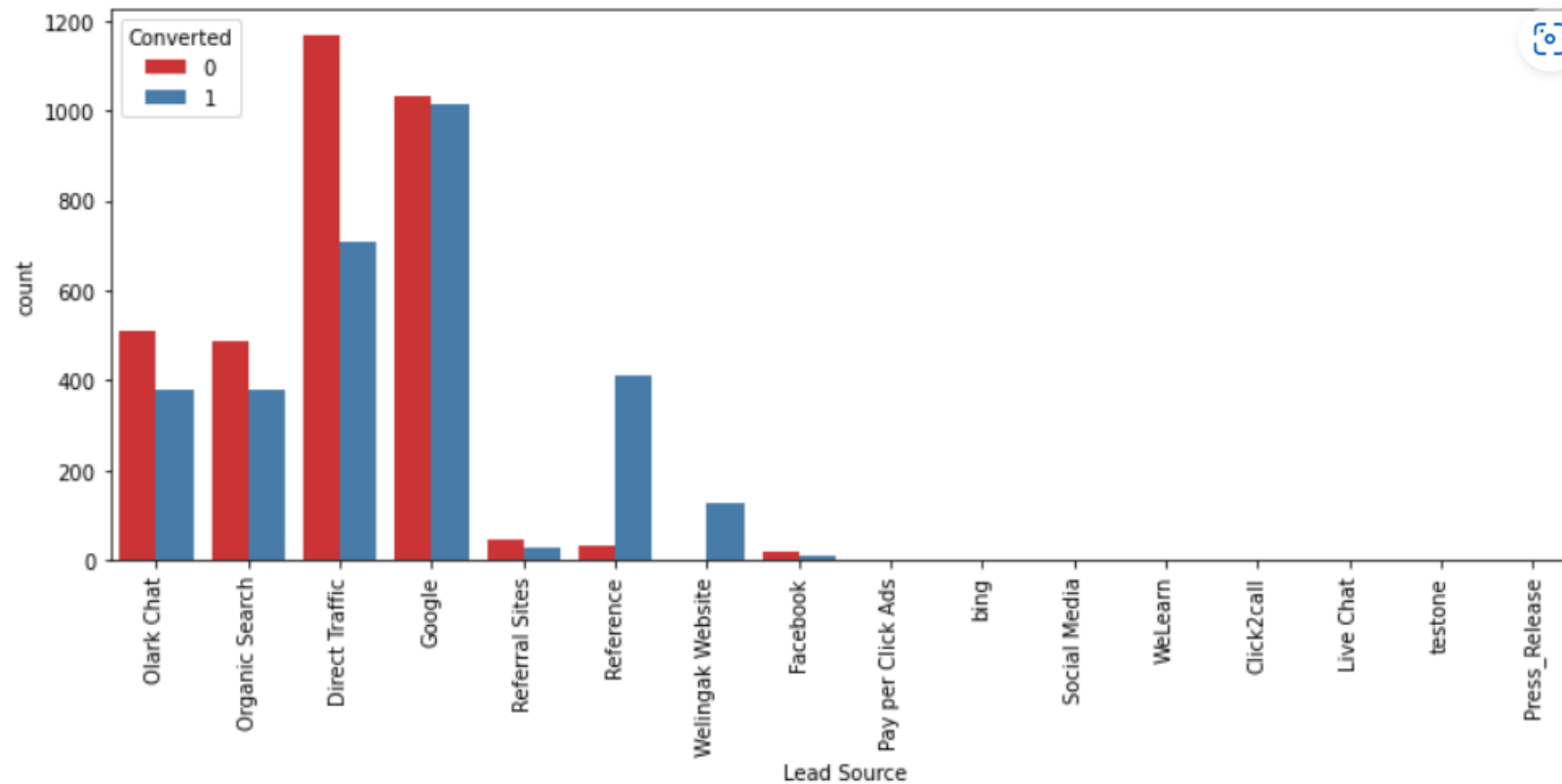
- ▶ Number of Rows Retained After Data Handling/Cleaning: 6373
- ▶ Total Percentage of Data Retained: 69%
 - ▶ We still have 69% of the rows which seems good enough to build the model.

Lead Number	Lead Origin	Lead Source	Do Not Email	Converted	TotalVisits	Total Time Spent on Website	Page Views Per Visit	Last Activity	Specialization	What is your current occupation	A free copy of Mastering The Interview
660737	API	Olark Chat	No	0	0.0	0	0.0	Page Visited on Website	Select	Unemployed	No
660728	API	Organic Search	No	0	5.0	674	2.5	Email Opened	Select	Unemployed	No
660727	Landing Page Submission	Direct Traffic	No	1	2.0	1532	2.0	Email Opened	Business Administration	Student	Yes
660719	Landing Page Submission	Direct Traffic	No	0	1.0	305	1.0	Unreachable	Media and Advertising	Unemployed	No
660681	Landing Page Submission	Google	No	1	2.0	1428	1.0	Converted to Lead	Select	Unemployed	No

Lead Sources are:

When the lead source was:

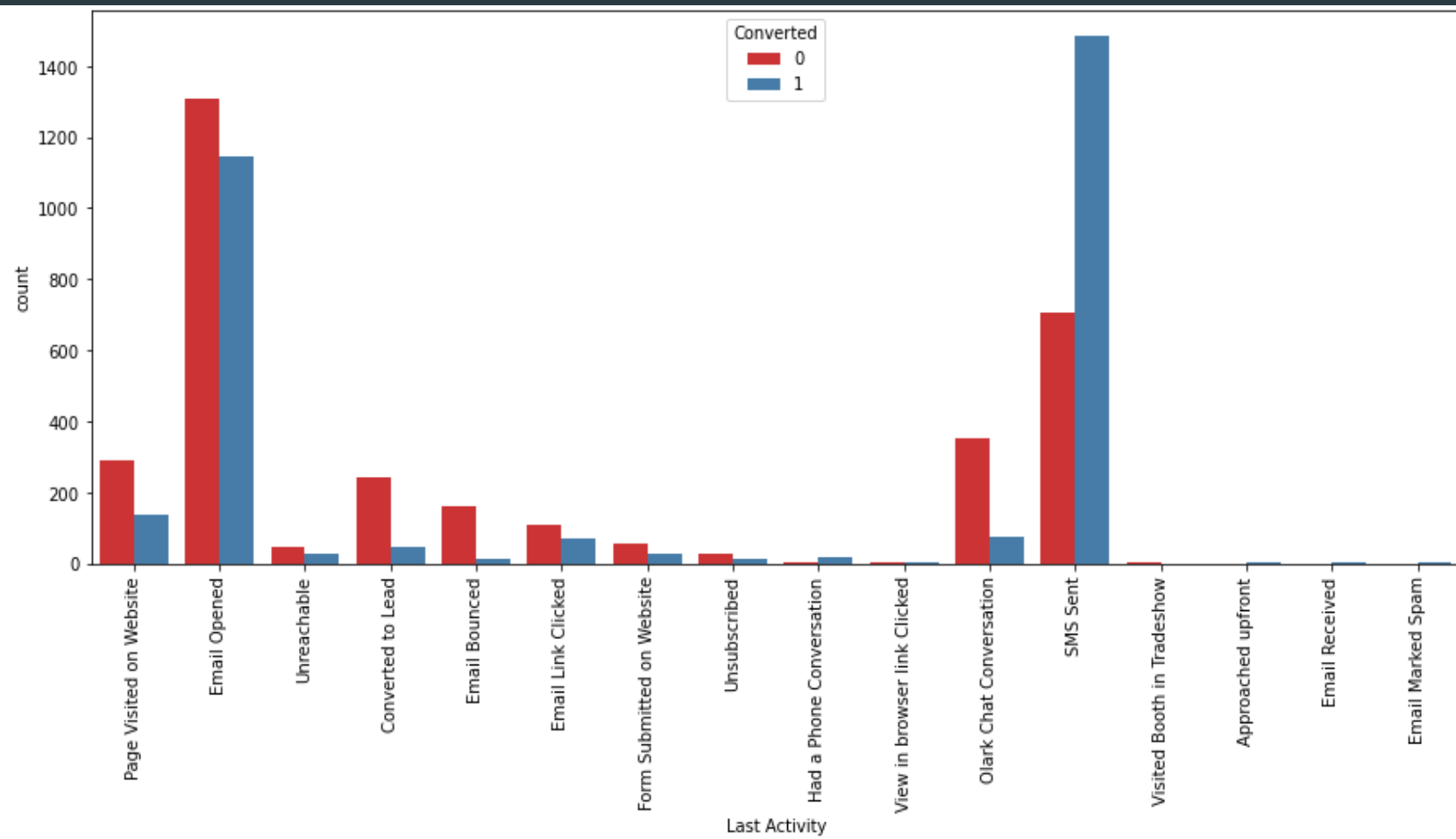
- Google Direct traffic
- Organic search Welingak website



Last Activity :

As seen here the last activity was ...

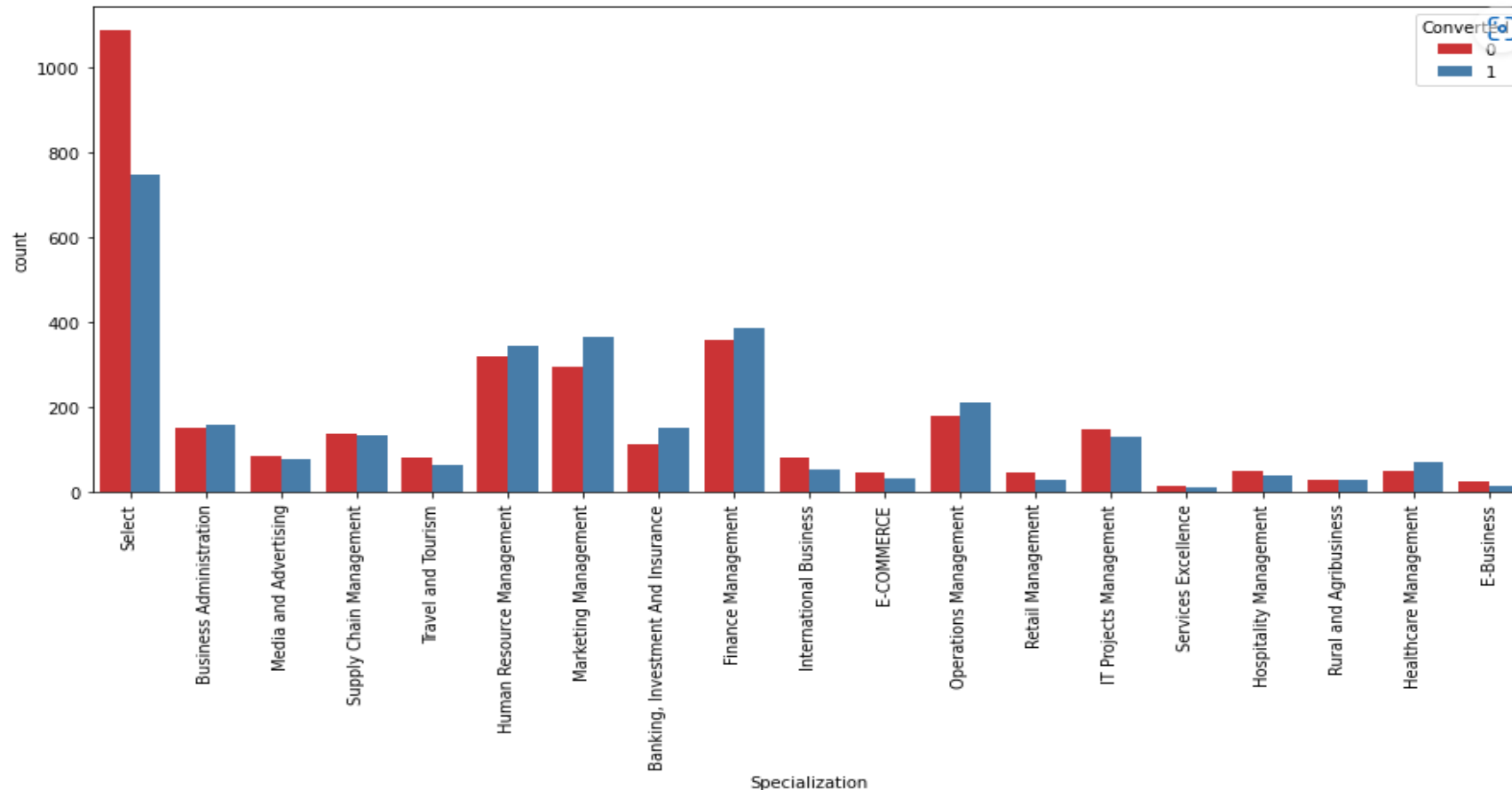
- SMS
- Olark chat conversation
- Email



Specialization:

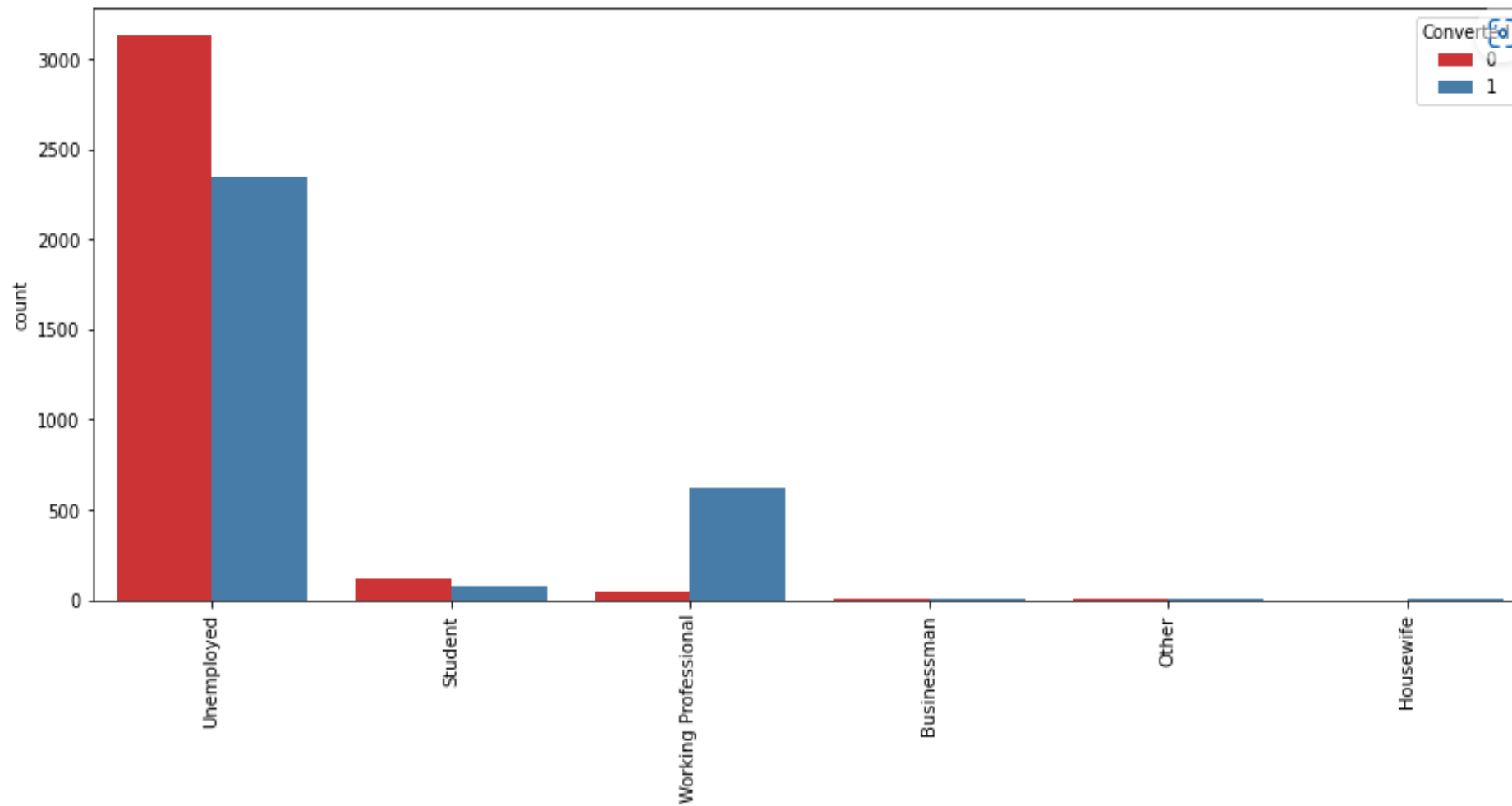
As seen here the Top 5 Specialization Student's Chooses ..

- Finance Management Marketing Management
- Human Resource Management Operations Management
- IT Projects Management



Current Occupation:

As seen here Current Occupation are most of are “Unemployed” than come “Working Professional” than come “Student” and than come “Businessman”, “Housewife”, “Other”



Observations

- ▶ Obtained the below sensitivity, specificity and accuracy on both test and train data sets
 - ▶ The Optimal Cut-Off point is 0.42 for Train and Test Sets
- ▶ **Train Dataset**
 - ▶ Accuracy : 78.8% Sensitivity : 73.4% Specificity : 83.2%
- ▶ **Test Dataset**
 - ▶ Accuracy : 78.4% Sensitivity : 77.9% Specificity : 78.9%

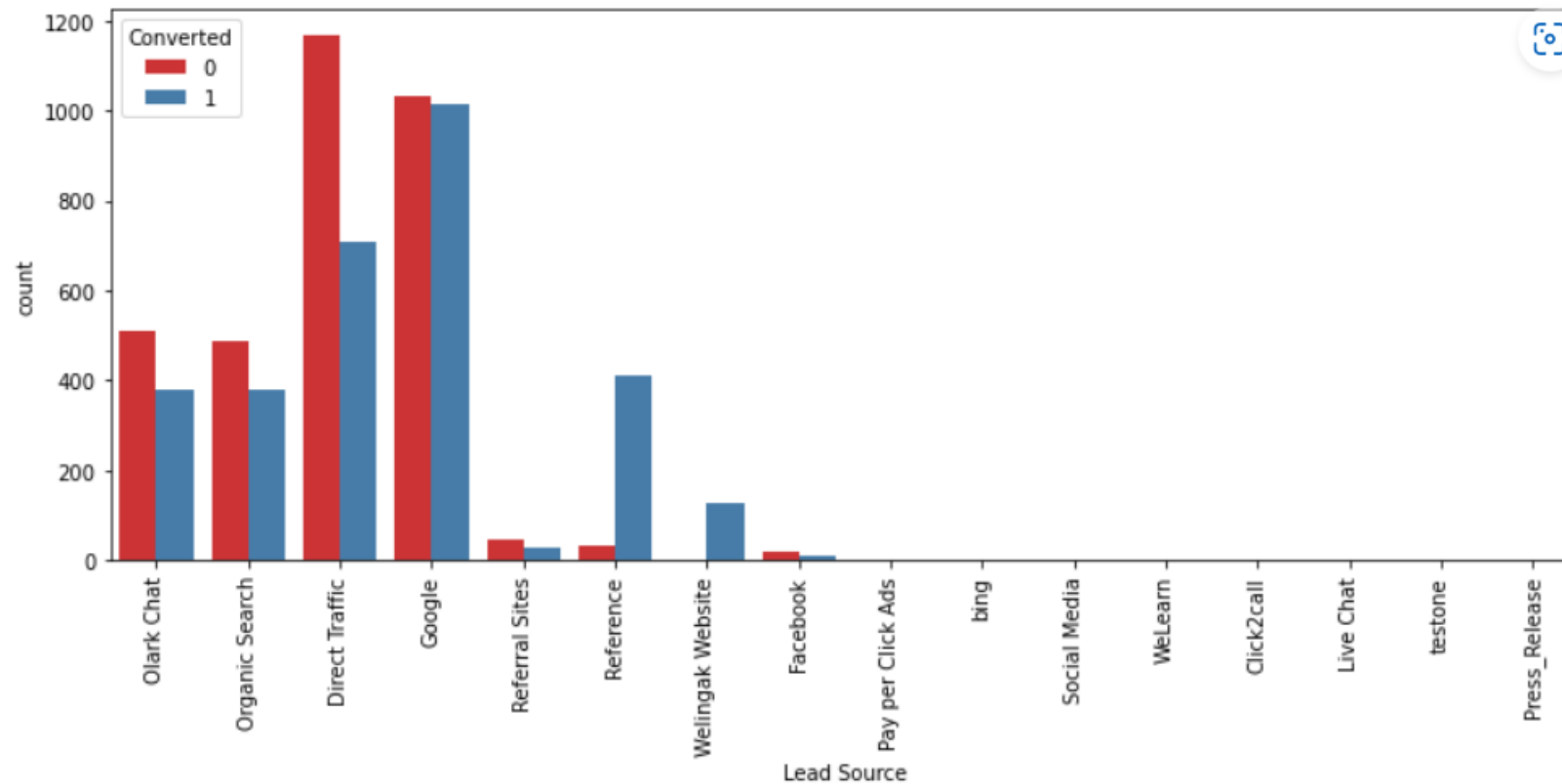
Thus we have achieved our goal of getting a ballpark of the target lead conversion rate to be around 78% . The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model to get a higher lead conversion rate of 78%.[1](#)

Business Aspects



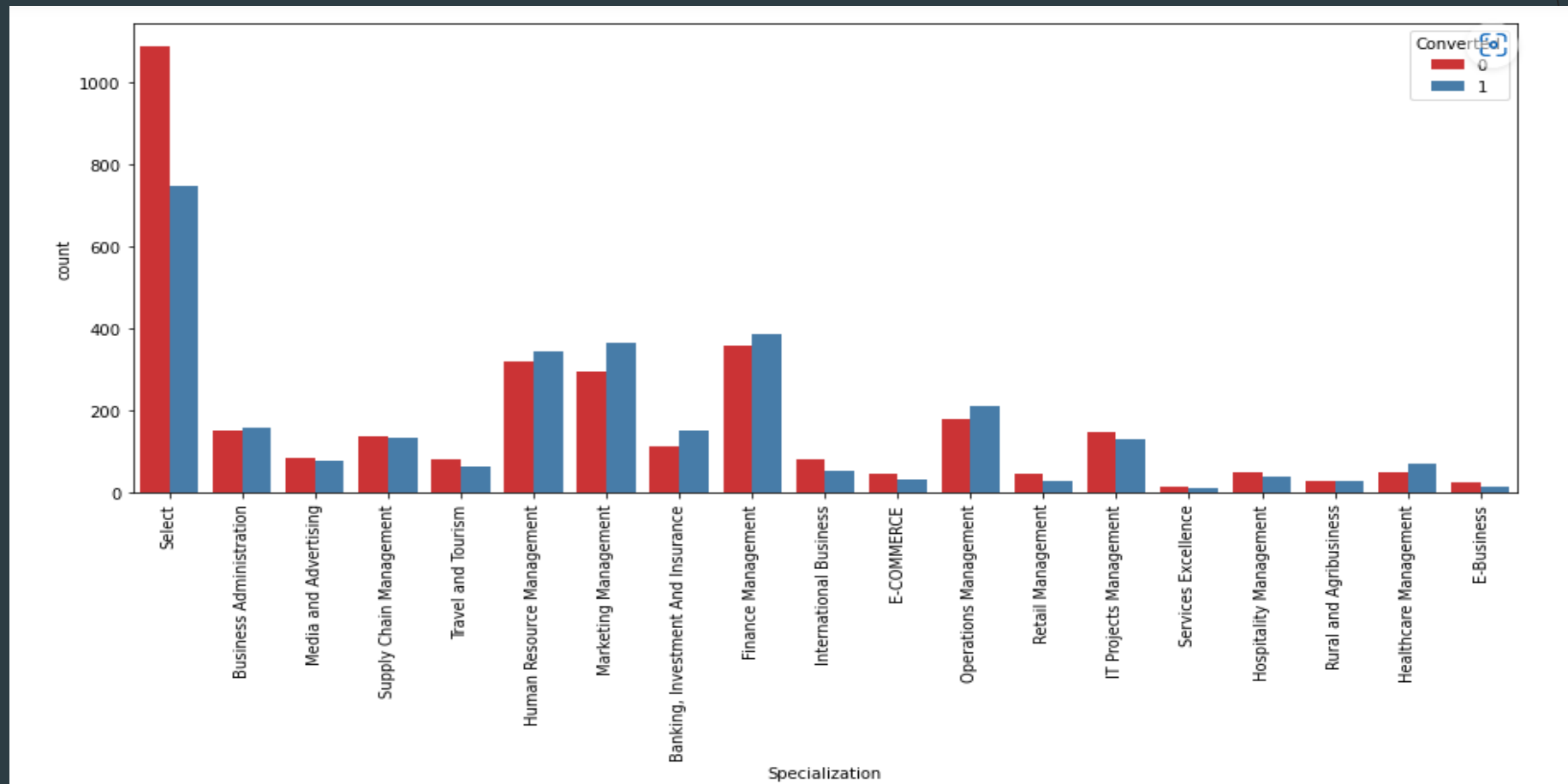
Lead Sources are:

Business stop pending money on “social media marketing”, “WeLearn” like . Reuse it on “Google”, “Direct traffic”, “ Organic search”, “Welingak website” it very lagescell source .



Specialization:

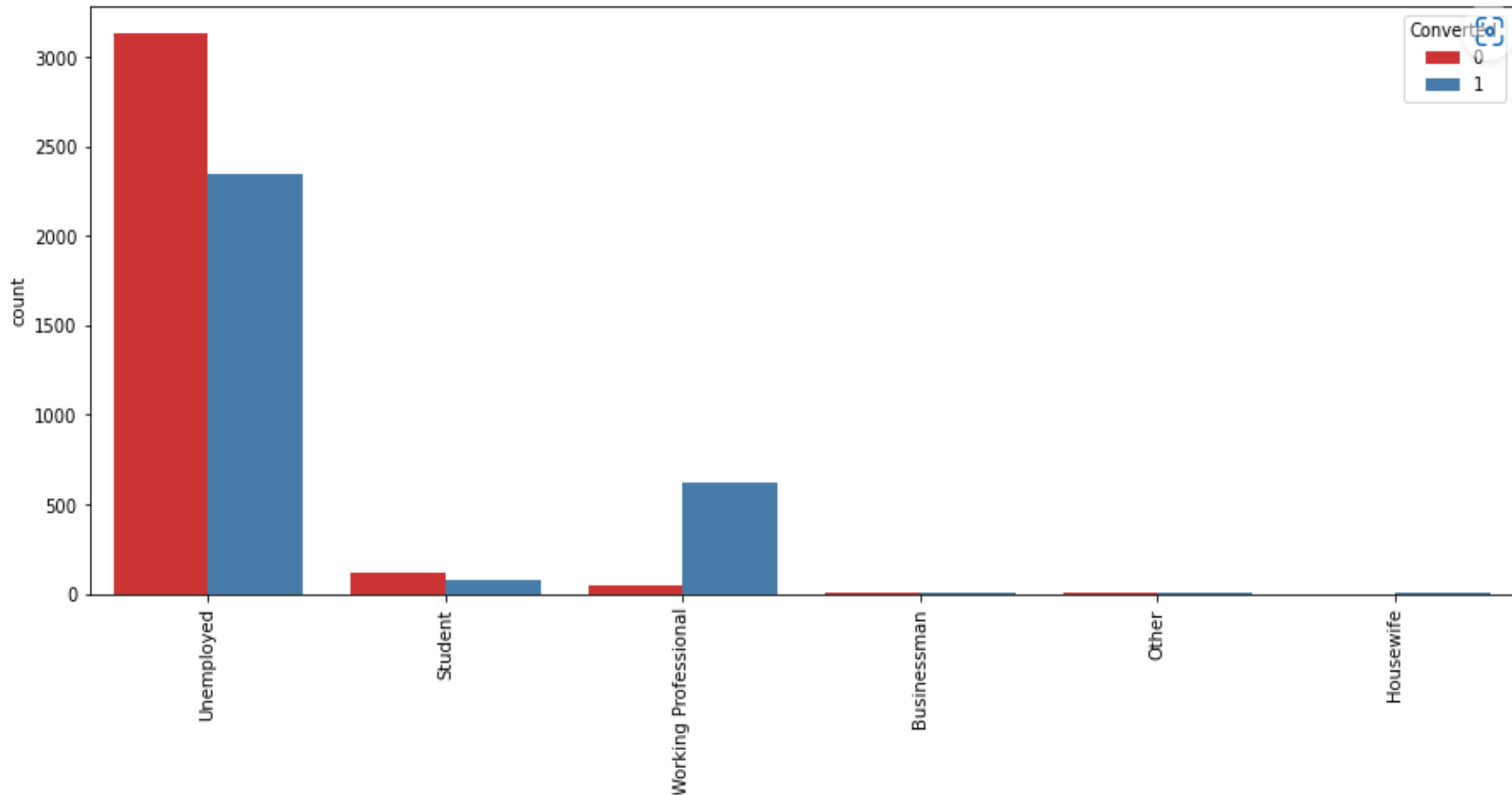
As seen here the Top 5 Specialization Student's Chooses “Finance Management, Marketing Management, Human Resource Management, Operations Management, IT Projects Management”. So Business work on most other Specializtion courses .



Current Occupation:

As seen here Current Occupation are most of are “Unemployed” So Business focus most of “Unemployed” Student .

Working Professional 2nd , Student 3rd are Targets



Observations

- ▶ Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.

THANK YOU