

EXECUTIVE SUMMARY

LEAD SCORING CASE STUDY

X Education is an online learning platform catering to industry professionals. The company promotes its courses through various websites and search engines like Google. Visitors to the website can browse courses, fill out a course interest form, or watch videos. When visitors provide their email address or phone number, they are classified as leads. These leads are then contacted by the sales team to convert them into paying customers. The typical lead conversion rate for X Education is around 30%.

The dataset underwent pre-processing and cleaning, which included handling missing values, removing irrelevant columns, imputing data, and addressing outliers. To streamline the dataset and identify the most critical features, Recursive Feature Elimination (RFE) was conducted, reducing the dataset to 15 columns from the original 48. Logistic regression models were developed, and manual feature reduction was employed to refine the models by eliminating variables with p-values greater than 0.05. Logistic Regression Model - 4 was selected as the final model due to its significant p-values within the threshold and the absence of multicollinearity, with VIFs less than 5.

The top three variables influencing lead conversion were 'Lead Origin_Lead Add Form', 'Current_Occupation_Working Professional', and 'Total Time Spent on Website'. Customers who spent more time on the website were more likely to convert, and leads generated through the lead add form and working professionals had a higher conversion rate. The sales team can leverage this information to prioritize efforts on leads with a higher likelihood of conversion.

RECOMMENDATIONS:

- **Utilize High Conversion Features:** Prioritize lead generation efforts using features such as 'Lead Origin_Lead Add Form', 'Current_Occupation_Working Professional', and 'Total Time Spent on Website' due to their high conversion rates.
- **Target Working Professionals:** Aggressively target working professionals as they are more likely to convert and typically have better financial capacity to pay for services.
- **Incentivize Referral Leads:** Encourage referrals from existing customers by offering discounts or other incentives, as referral leads show significantly higher conversion rates.
- **Increase Media Usage:** Enhance the frequency of media usage such as Google ads and email campaigns to save time and boost conversion rates.
- **Target Based on Last Activity:** Focus on leads whose 'Last Activity' was 'SMS Sent' or 'Email Opened' as these tend to have higher conversion rates.
- **Improve Website Engagement:** Analyze the behavior of customers who spend more time on the website to enhance user experience and increase conversion rates. Focus on creating engaging content and user-friendly navigation to encourage longer website visits.
- **Tailor Course Offerings:** Understand popular specializations to tailor course offerings and marketing campaigns to specific customer groups. Providing targeted content and resources for in-demand specializations such as Marketing Management and HR Management can help attract and retain customers in those fields.