

Case Study X Education Lead Conversion

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Problem Statement

X Education selling online courses to industry professionals.

- Professionals interested and browsing the course land on the website and browse for course, such users are classified as potential leads to take the course.
- Identify the most potential leads i.e., 'Hot Leads'.
- With the identified Hot Leads, the Sales team will focus more on communicating with them rather than making calls to everyone.



Analysis Approach

- Identify the attributes affecting the conversion of leads.
- Calculate the score from 0 to 100 for each lead.
- The high score leads are the most potential leads i.e., “Hot leads”
- For hot leads, the conversion rate should be up as the sales team will focus more on these leads.



Conversion of leads affected by



Occupation



Lead Origin



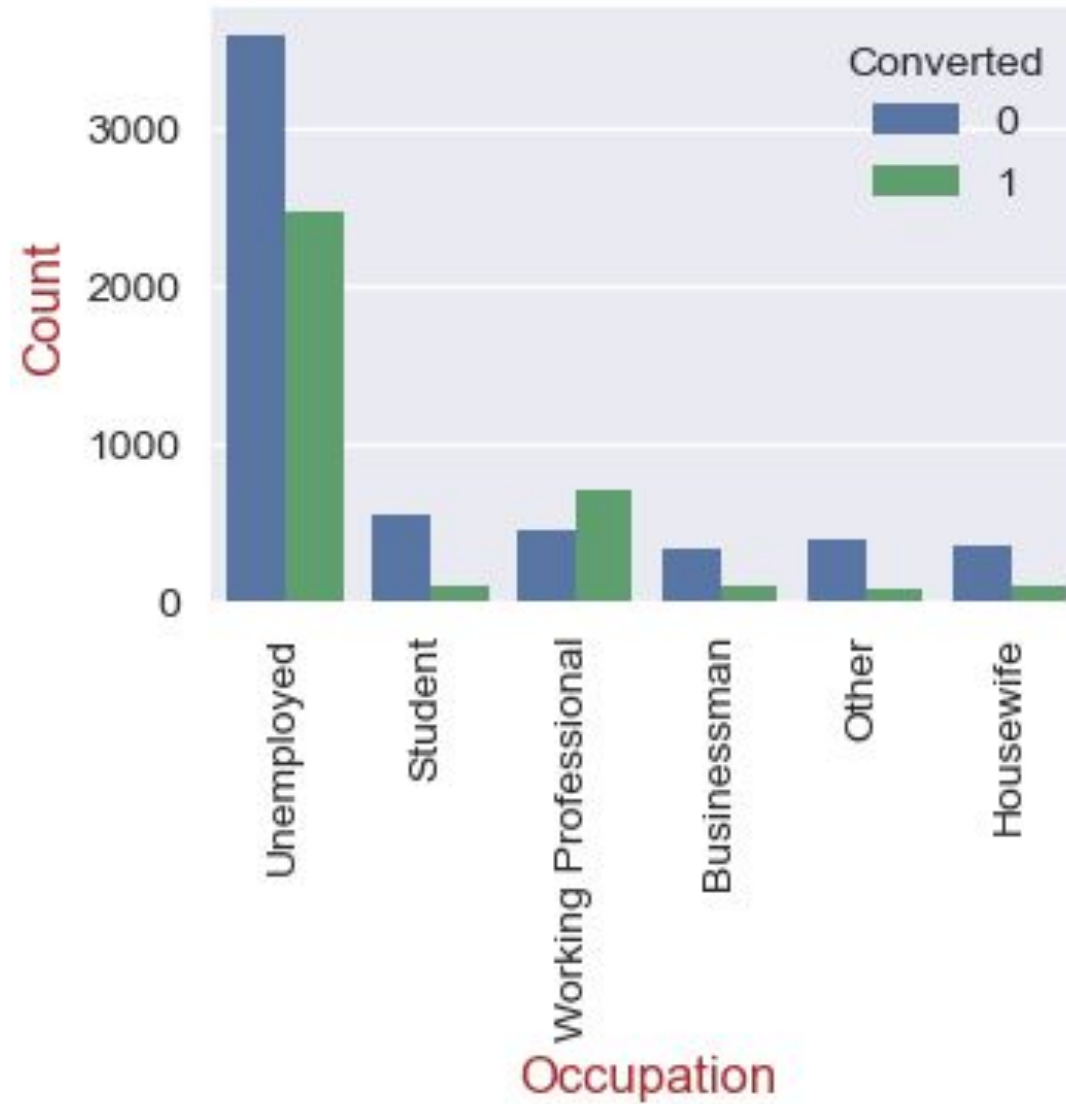
Last Activity



Total time spent
on Website

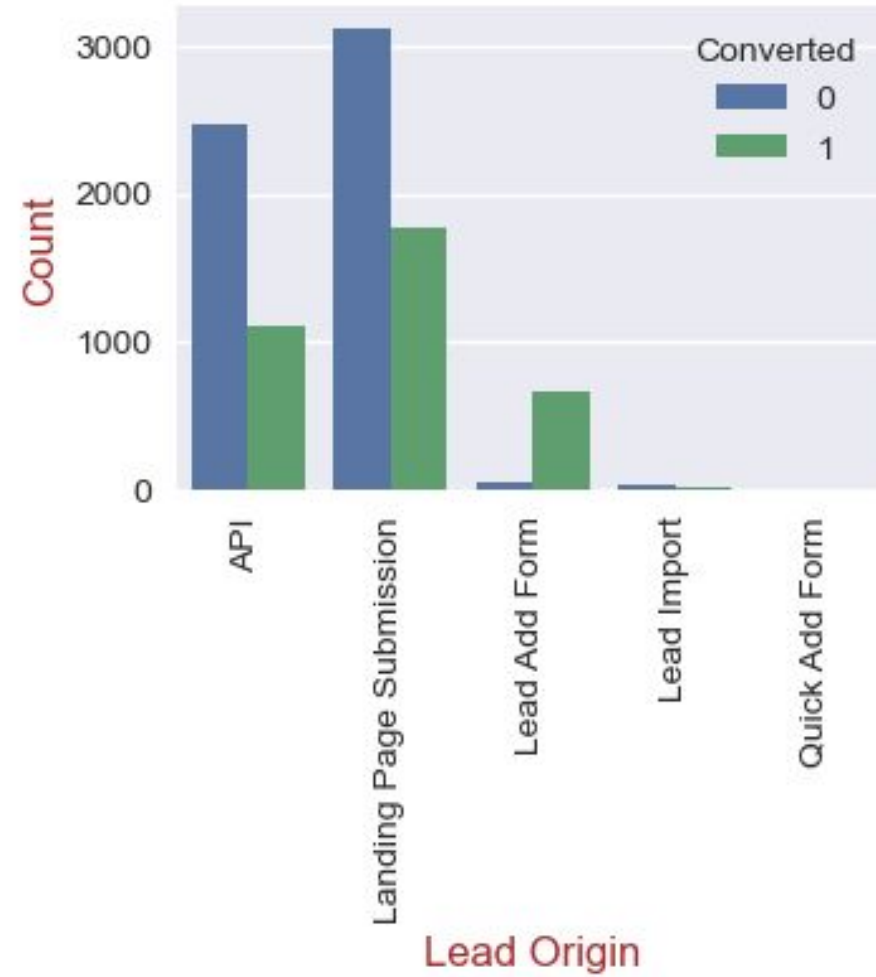
OCCUPATION

The working professionals are more interested in the course and opting for it.



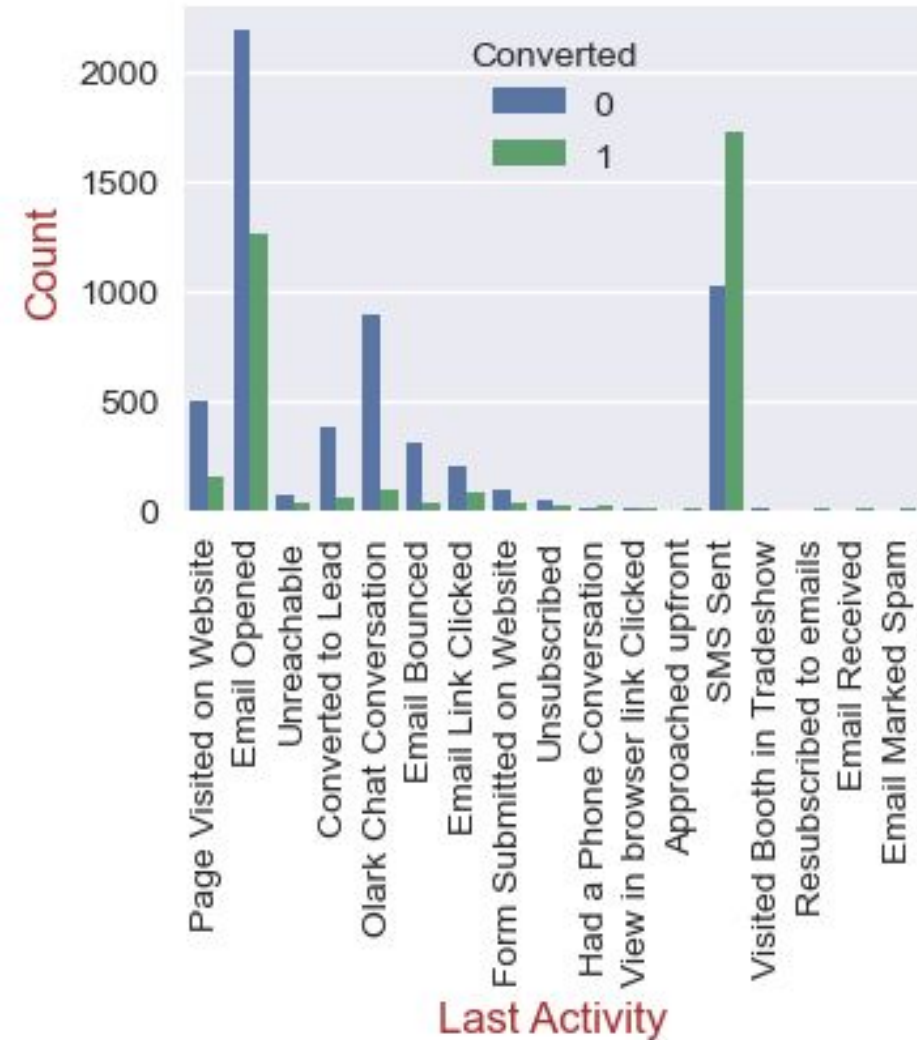
LEAD ORIGIN

The customers who are filling the lead add form show higher conversion rate.



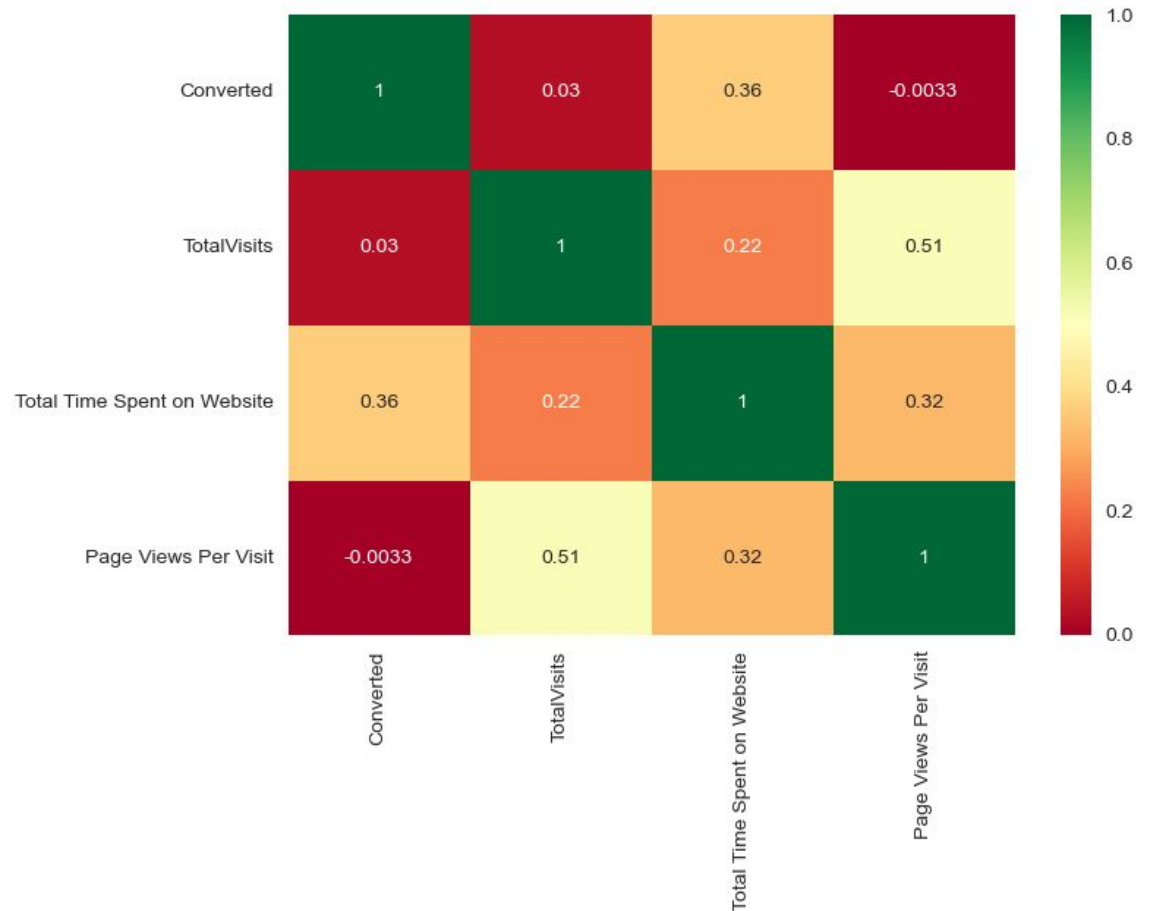
LAST ACTIVITY

The conversion rate is higher for the customers to whom the “SMS Sent”.



TIME SPENT

Customers visiting the site more often and spending more time on website have higher chances of getting converted.

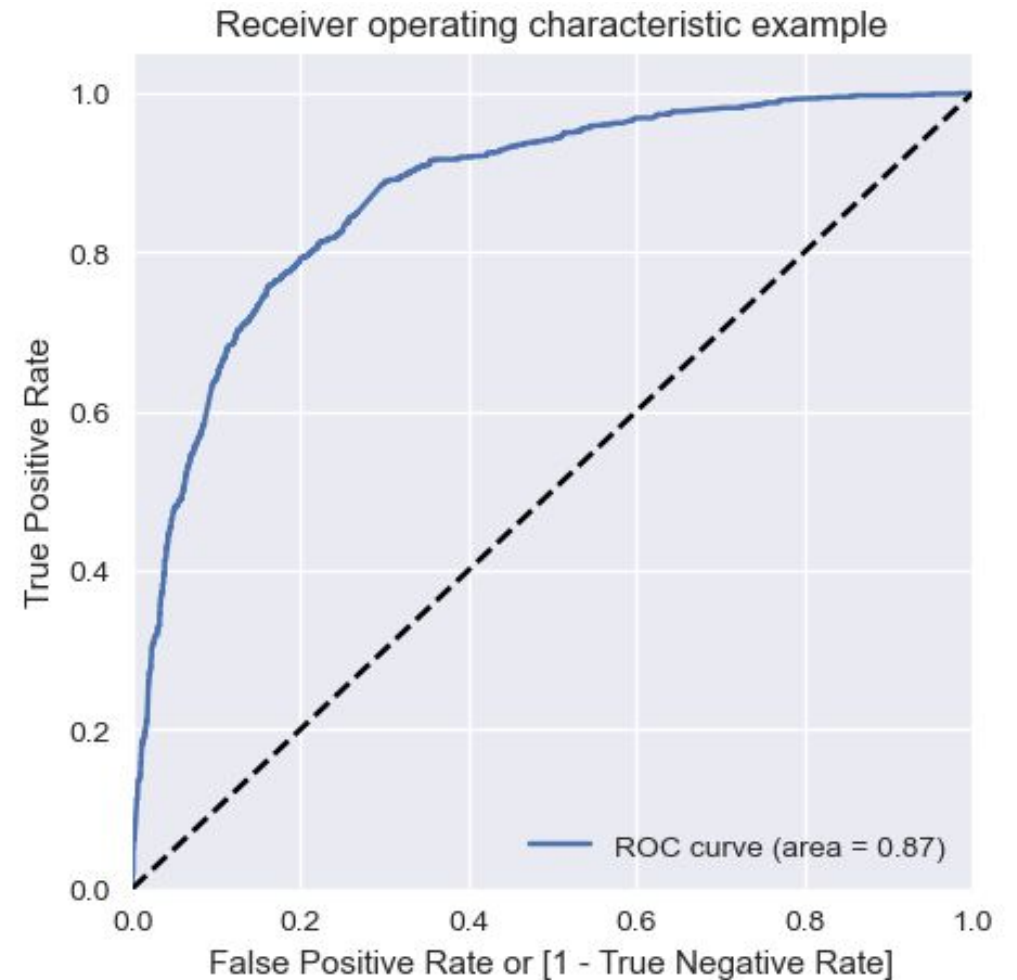


MODEL PERFORMANCE

ROC - Receiver operating characteristics curve shown here, to show the performance of model created for training data prediction.

- Accuracy: 80.50
- Sensitivity: 68.00
- Specificity: 88.205
- False Positive Rate: 11.79
- Precision: 78.03

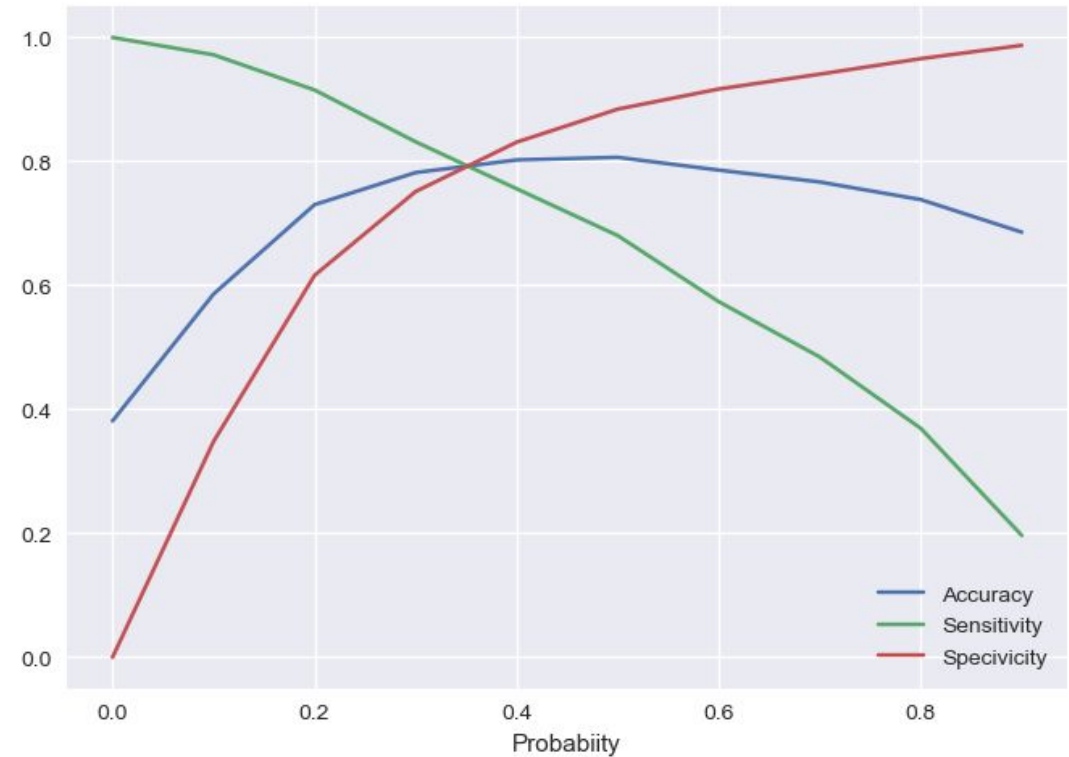
Random threshold as 0.05.



Tune Threshold

0.38 is the cutoff probability

- Accuracy: 80.24
- Sensitivity: 78.02
- Specificity: 81.60
- False Positive Rate: 18.39
- Precision: 72.33

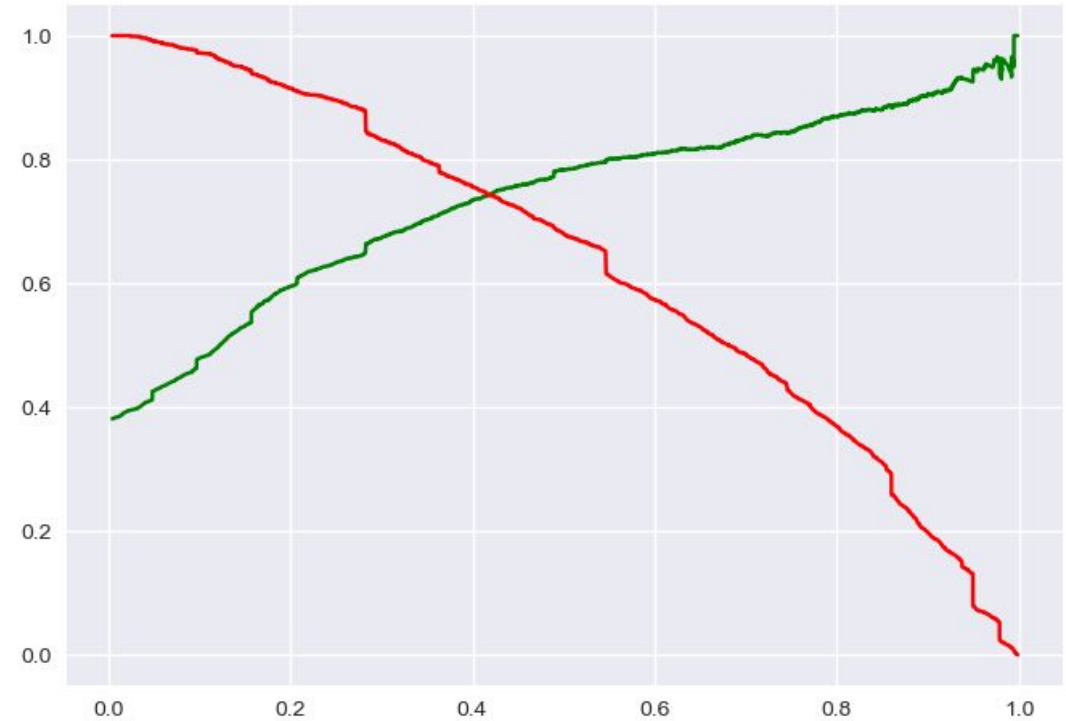


Tune Threshold

Precision Recall

0.41 is the new threshold

- Accuracy: 80.58
- Sensitivity: 75.70
- Specificity: 83.58
- False Positive Rate: 16.41
- Precision: 73.96



Optimal Threshold

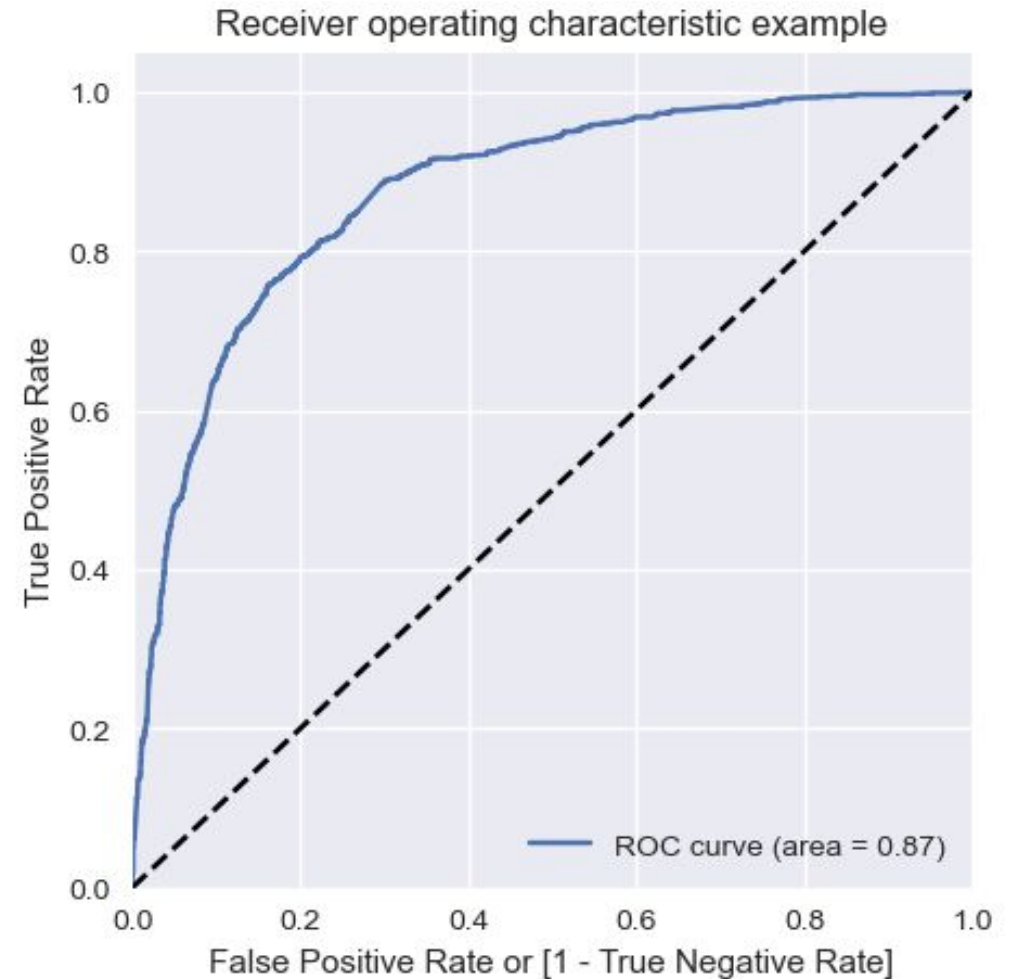
Sensitivity and Specificity is more for cutoff 0.38, hence the final threshold should be 0.38.



PERFORMANCE ON TEST SET

ROC - Receiver operating characteristics curve shown here, to show the performance of model created for test data prediction.

- Accuracy: 80.12
- Sensitivity: 76.71
- Specificity: 82.34
- False Positive Rate: 17.65
- Precision: 73.94



Recommendation



PRIORITIZE THE
FEATURES WITH
HIGH SCORE
VALUE



TARGET THE
WORKING
PROFESSIONALS



FOLLOW UP THE
INTERESTED
USERS WITH SMS.



CUSTOMERS
ADDING FORM ARE
GOOD TO TARGET.



Thank You

