ANALYSIS on LEAD SCORE CASE STUDY

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Content

Introduction

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

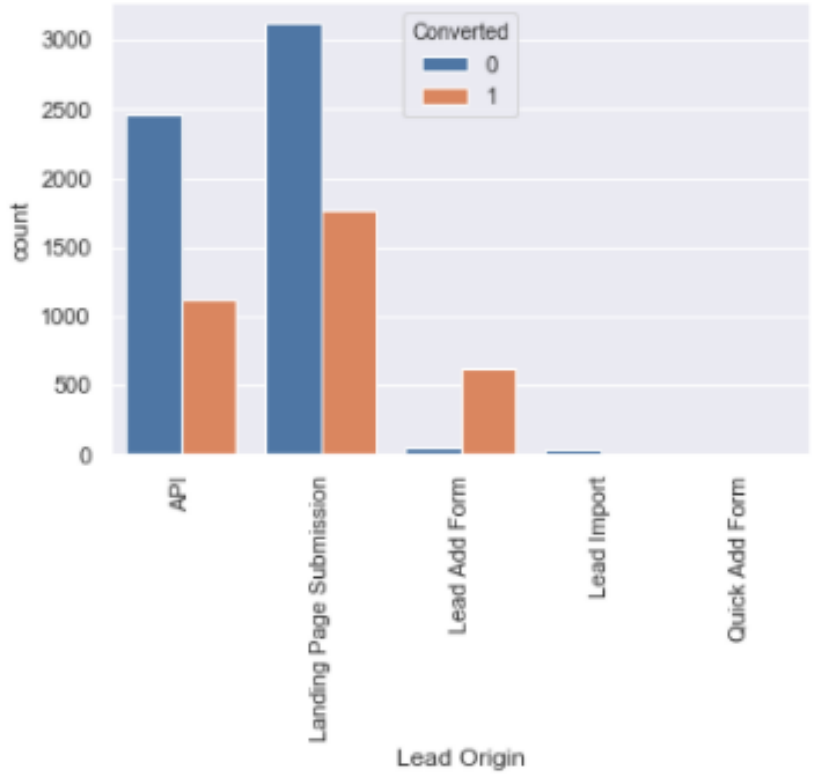
Objective:

There are quite a few goals for this case study.

1. 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. A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted.
2. 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. These problems are provided in a separate doc file. Please fill it based on the logistic regression model you got in the first step. Also, make sure you include this in your final PPT where you'll make recommendations.

Analysis

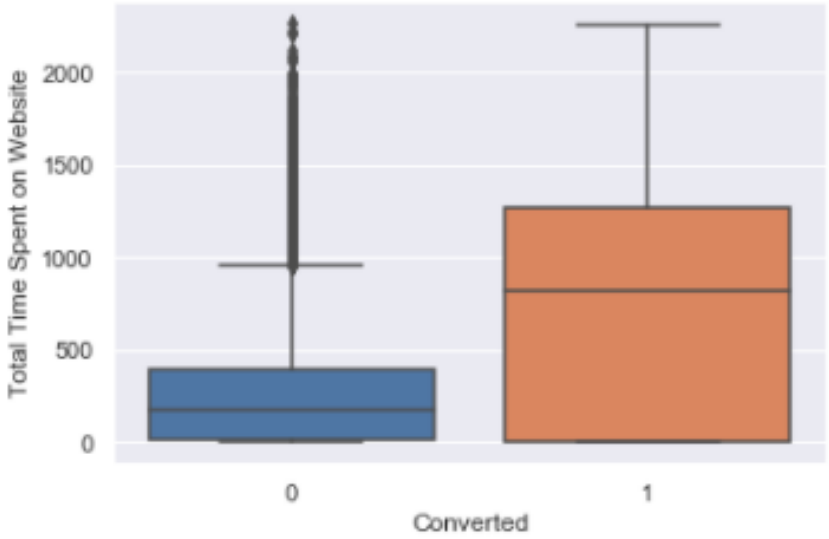
Analysis on Lead Origin



Insights:

1. API and Landing Page Submission have 30-35% conversion rate but count of lead originated from them are considerable.
2. Lead Add Form has more than 90% conversion rate but count of lead are not very high.
3. To improve overall lead conversion rate, we need to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.

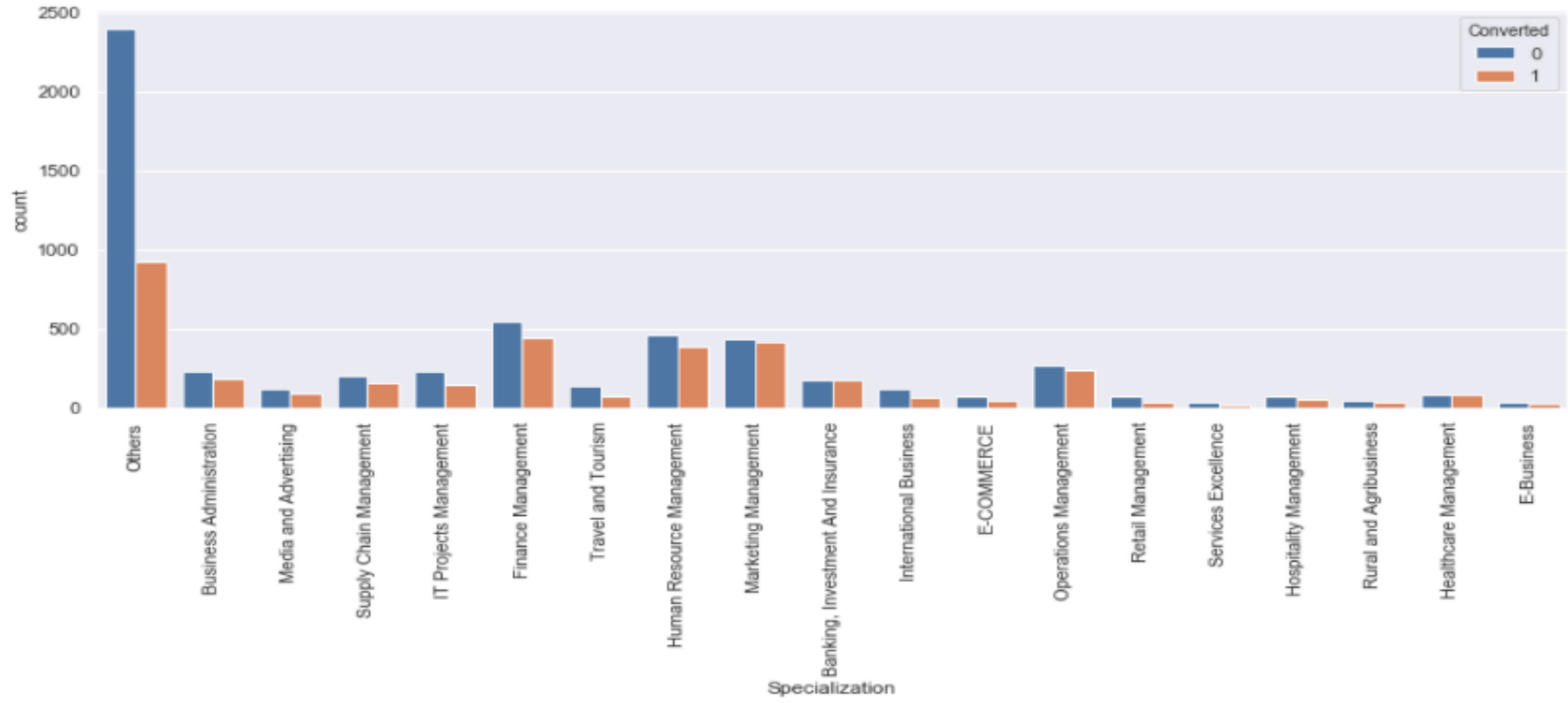
Analysis on Total Time spent



Insights:

Leads spending more time on the website are more likely to be converted. Website should be made more engaging to make leads spend more time.

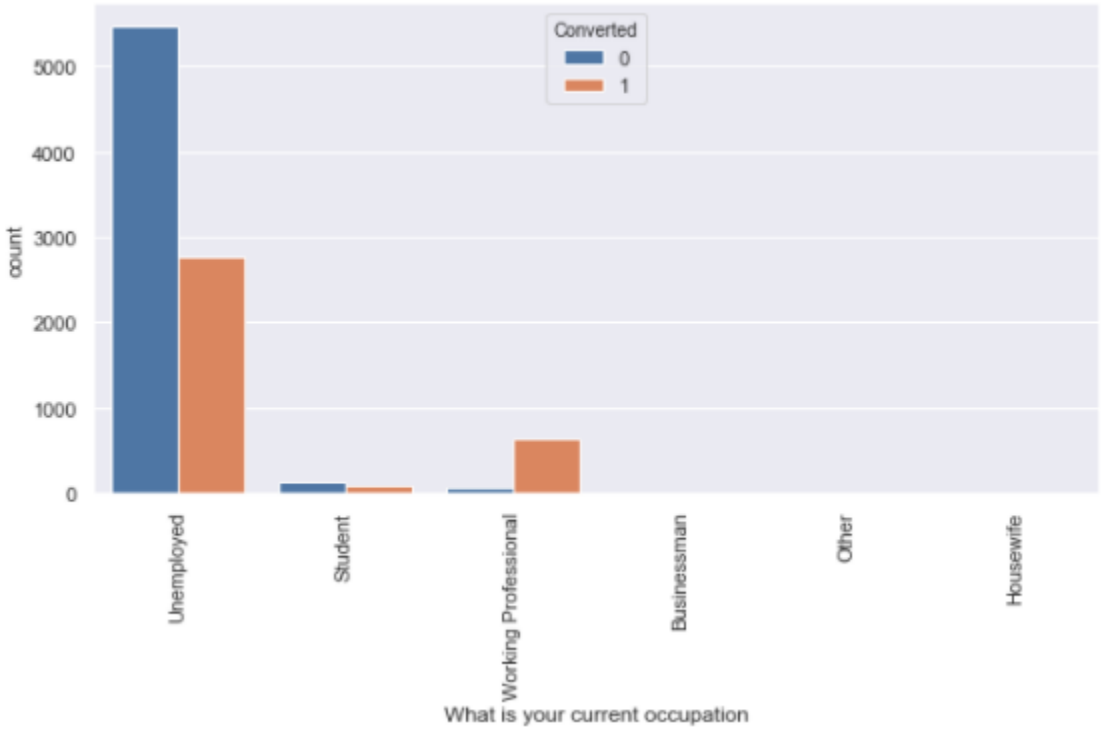
Analysis on Specialization



Insights

Focus should be more on the Specialization like Finance, Marketing, Human Resource, and Operational Management, which are having high conversion rate.

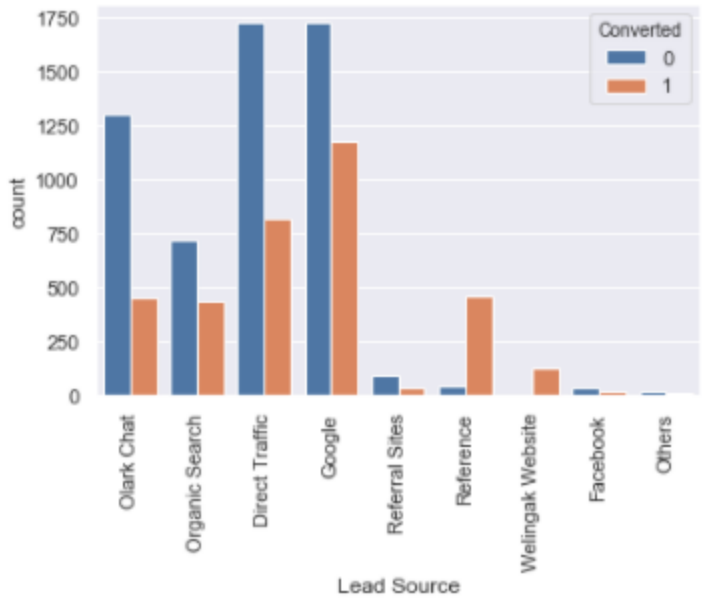
Analysis on Occupation



Insights

1. Working Professionals going for the course have high chances of joining it.
2. Unemployed leads are the most in numbers but have around 30-35% conversion rate.

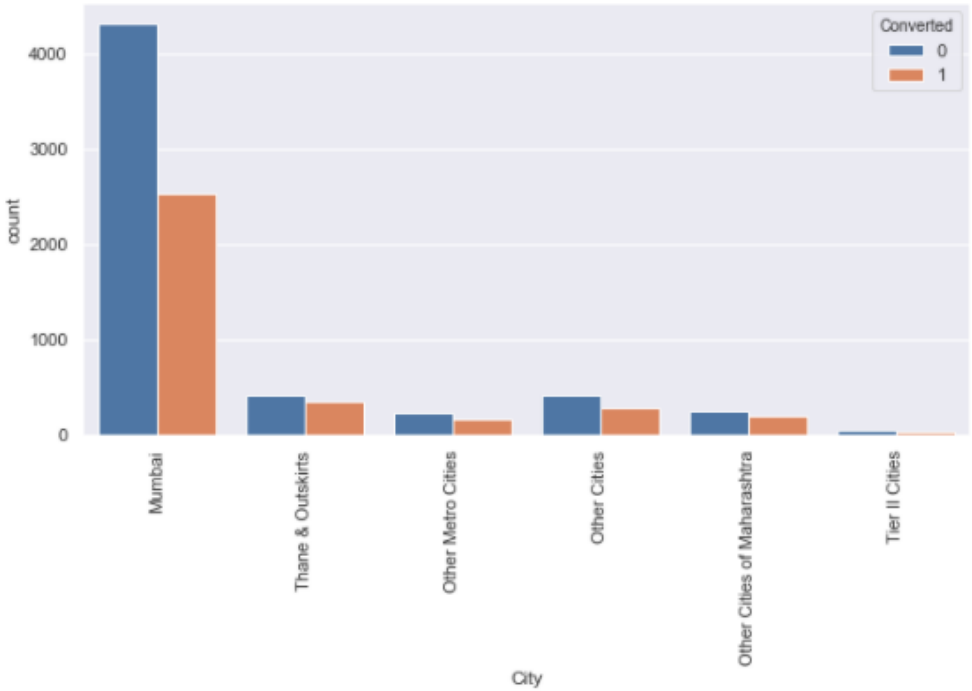
Analysis on Source



Insights

Leads who's originated from Google, Directly on site, Olark Chat or by referal are converted more often

Analysis on City



Insights

Most leads are converted from Mumbai and Other Metro Cities

Analysis on the Correlation Matrix(Heat Map)

Insights

- Leads who spend more time on the web site tend to get converted more
- if total visit increases on the website then the conversion rate will also increase
- If a lead has visited max pages on the web-site therefore he/she will have a better chance of getting converted

Conclusion

After analyzing the Lead Score data set, some variables have come to our notice which are strong indicators depicting whether a potential lead will convert or not.

The sales team of the X Company can focus on these variables, in order to reduce their efforts on the unnecessary calls on leads which are highly unlikely to get converted.

Below are the key findings of the Analysis: -

1. Sales team should focus on the leads, who are Working Employee as they have very high conversion rate
2. If a lead is spending more time on the website this means that he/she is interested in the course, hence sales team should give attention to these leads as well
3. Leads who are specialized in fields like Finance, Marketing, Human Resource, and Operational Management should be focused on because generally people want to up skilled by taking some course
4. Lead who have filled out the form are most likely to get converted, therefore sales team should give high priority on these leads