SUMMARY

Objective:

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. When these people fill up a form providing their email address or phone number, they are classified to be a lead. X Education aims to enhance lead conversion percentage who actually enrols for the courses. The company's higher management has set a target lead conversion rate of approximate 80%.

Outlook:

- Identify the Hot Lead: Leads are individuals who fill up a form providing their email address or phone number, they are classified to be a lead.
- Lead Scoring Model: A model to be developed to assign scores to leads based on various factors e.g. time spent on website, current occupation, etc.
- Company Strategy: Sales team to engage with hot leads through calls, emails and other communication channels to facilitate conversions.

Steps:

- Data Gathering: Collect data on potential lead interests.
- Data Cleaning: Cleaning the data like remove outliers, remove null rows, missing columns, etc.
- EDA: Analysing the data
- Create Dummy: Create dummy variables.
- Model Development: Develop a lead scoring model using Logistic Regression to predict the conversion probability.
- Model Evaluation: Evaluate the model using the historic data and adjust accordingly to improve.
- Model Prediction: To predict the model with a optimum cutoff of 0.36
- Implementation: Implement the newly created model within the organization's internal system to get the conversion probability.