



# Lead Score Assignment

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# 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.

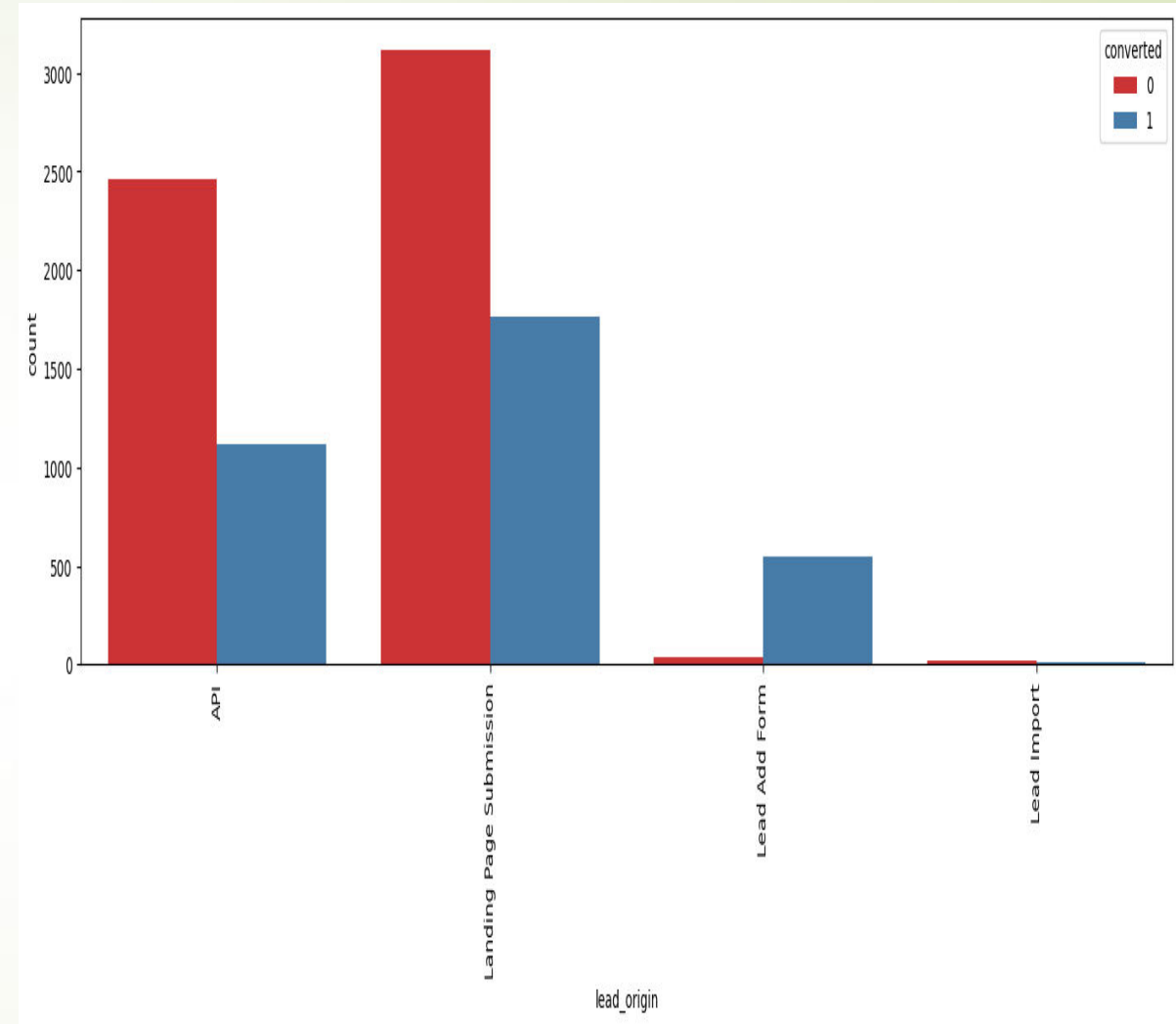
Now, although X Education gets a lot of leads, its lead conversion rate is very poor. To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'.

Lets visualize the dataset to understand better.

## Lead Origin

### Inferences

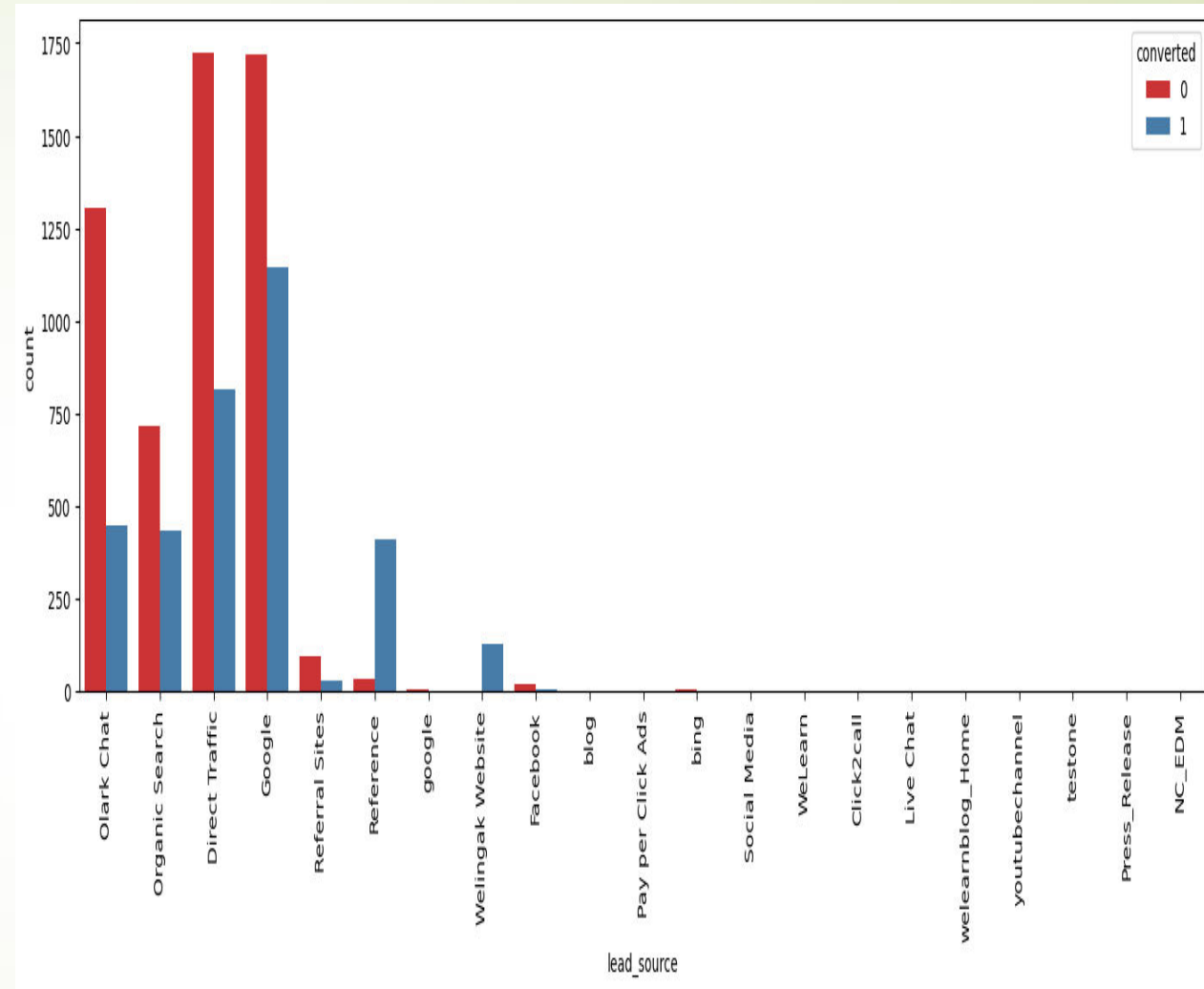
1. Lead import is very less in number
2. Lead Add Form has good conversion rate however lead count is comparably less
3. Landing Page Submission and API has good conversion rate but the lead originated from them are considerable.
4. In order to improve the overall performance we need to work on Lead Add form and improve on lead conversion from Landing page and API.



## Lead Source

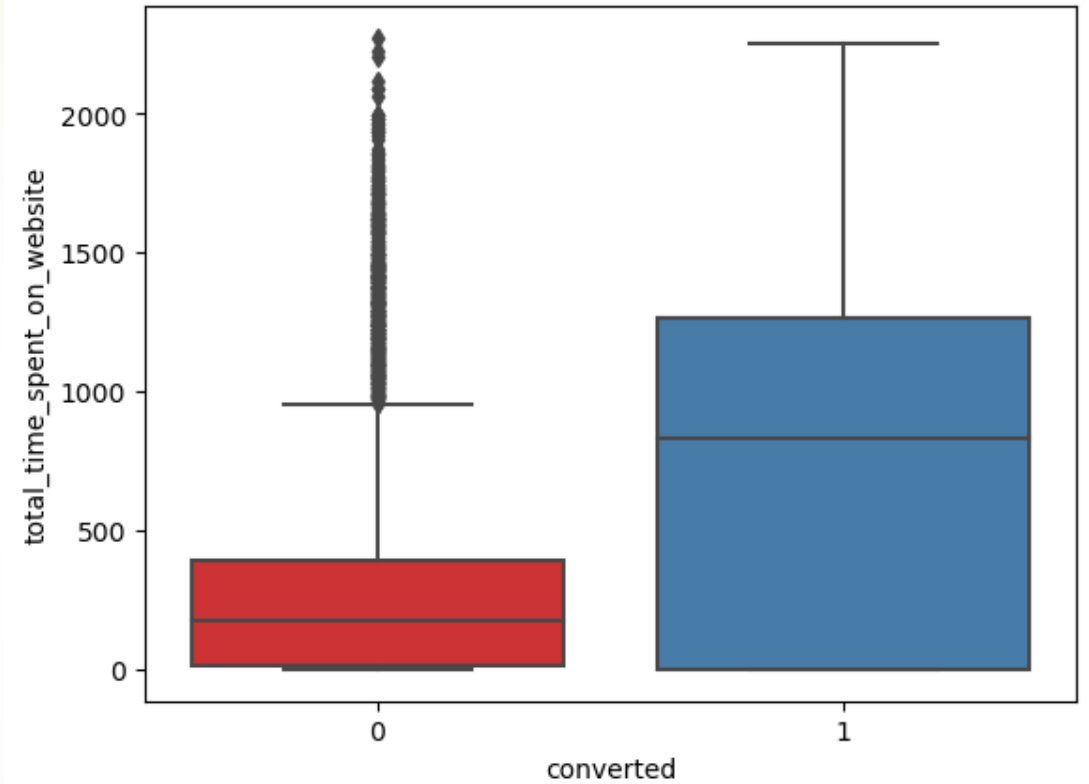
### Inference

1. Google and Direct traffic are generating maximum number of leads
2. Conversion through References and Welingak Websites is high
3. To improve overall performance conversion rate of Olark Chat, Organic Search Direct Traffic and Google should be worked on.
4. Lead generation via Refernces and Welingak Website should be increased.



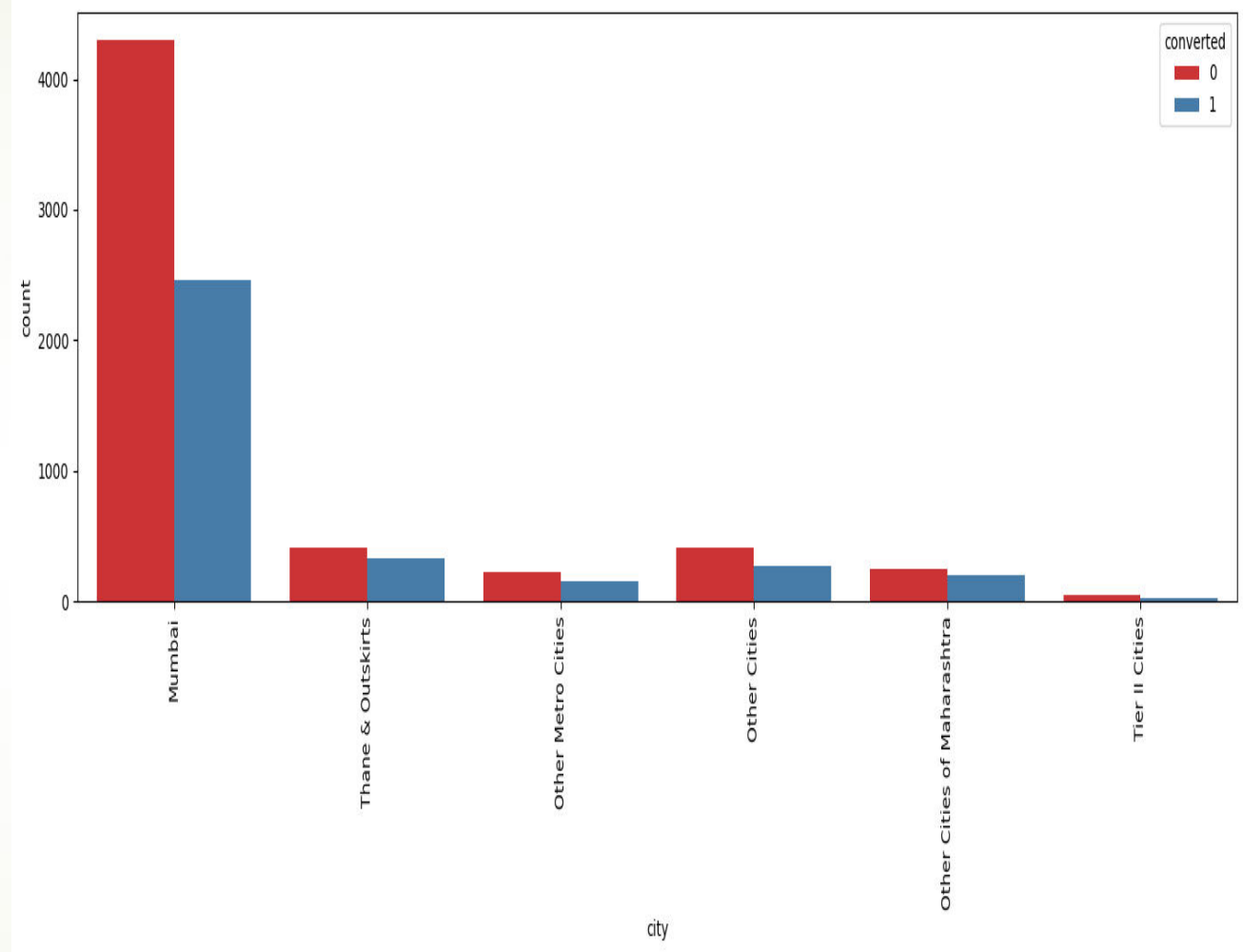
## Total Time Spent on Website

Looks like leads spending more time on website have higher chance of converting



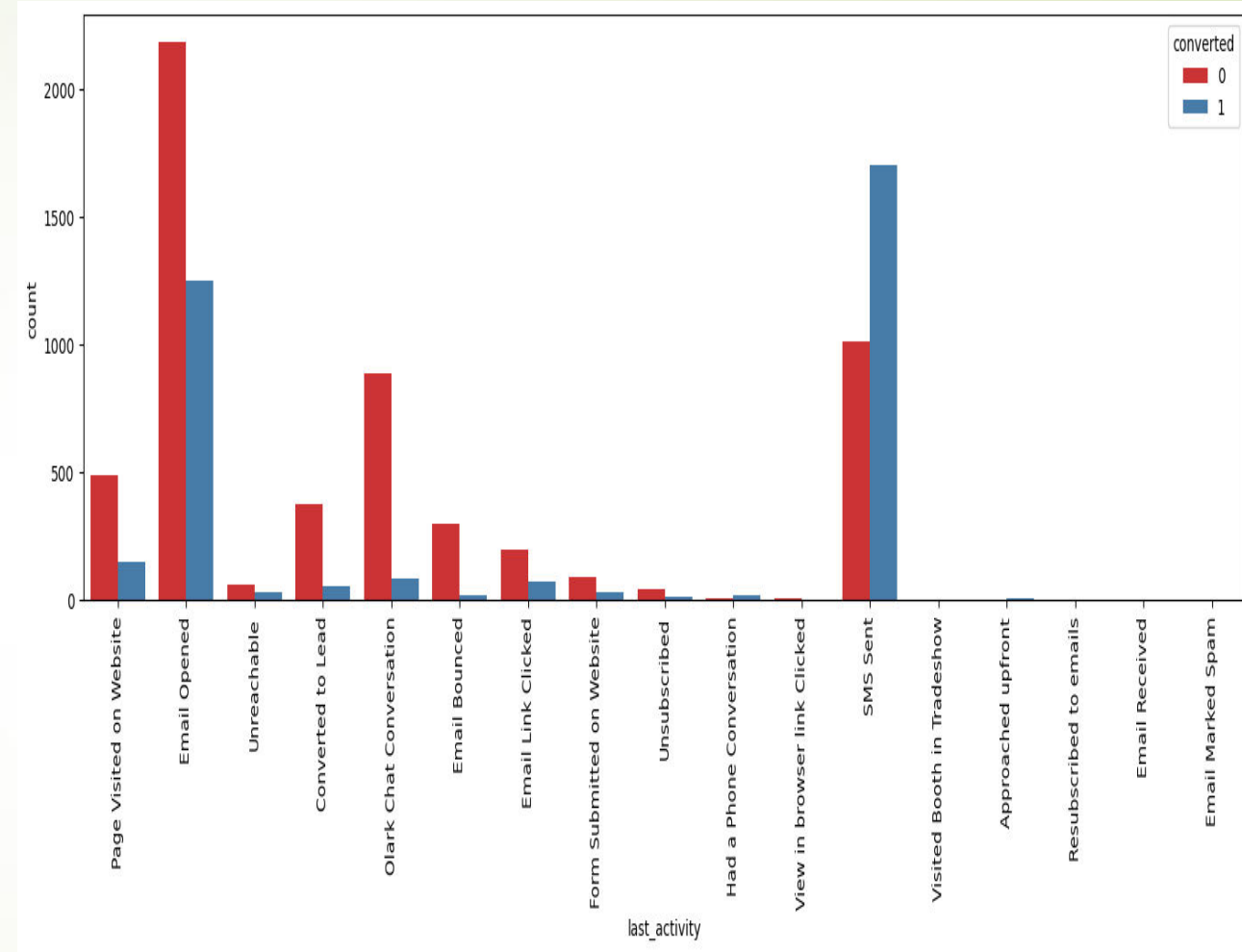
## City

Most leads are from Mumbai with higher conversion rate



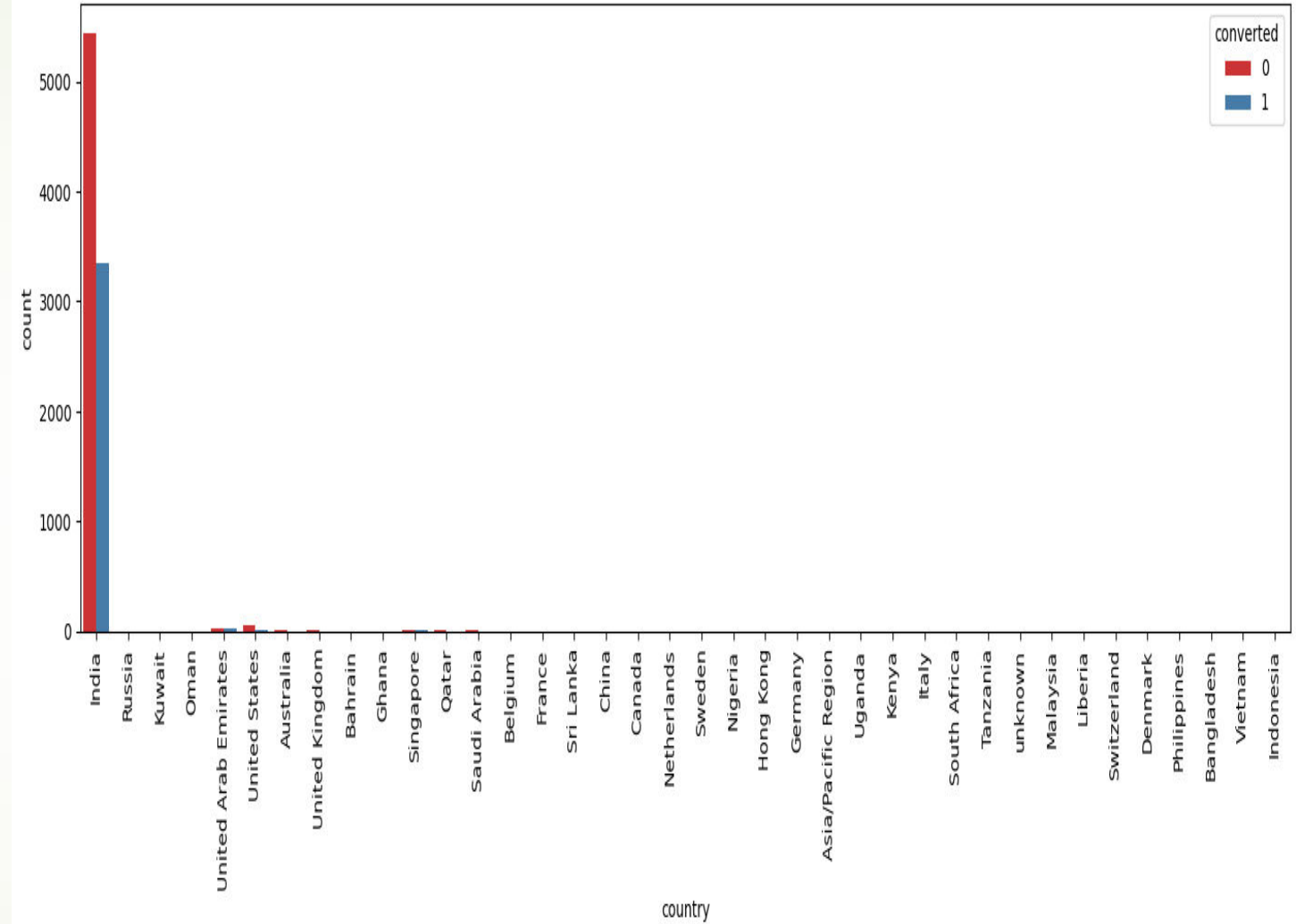
## Last Activity

1. Most of the converted leads have emails opened
2. SMS sent lead have a higher conversion rate



## Country

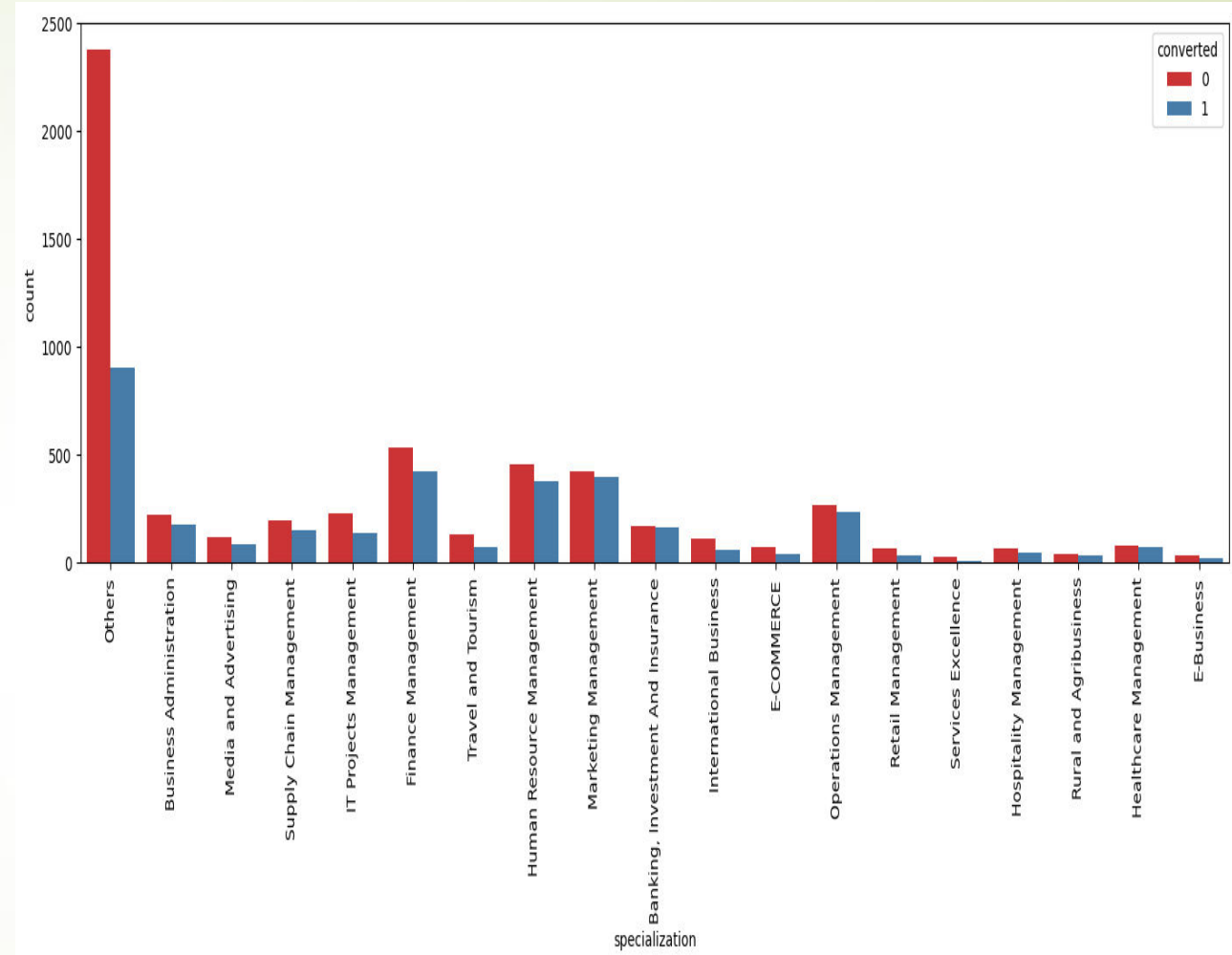
Mostly leads are from India





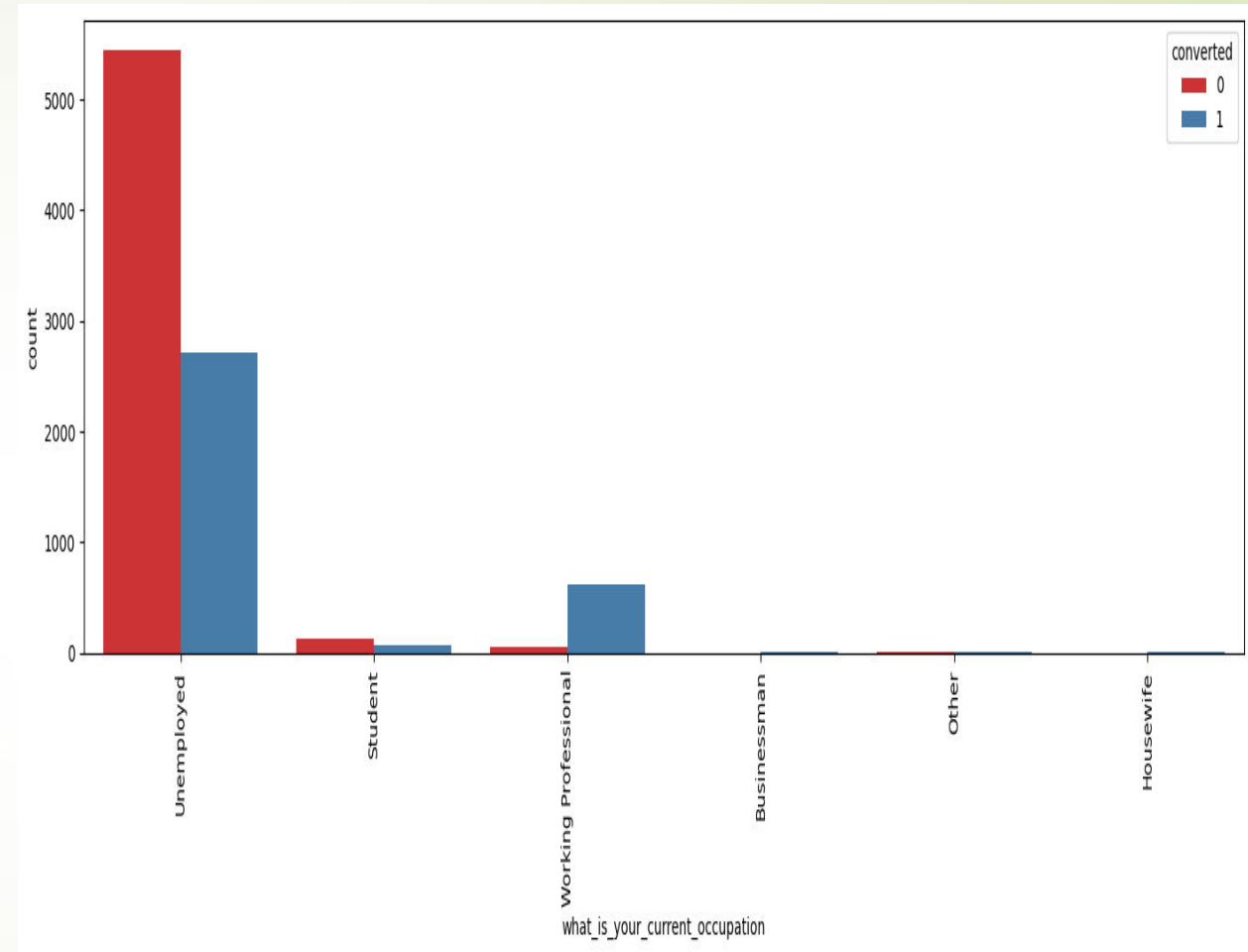
# Specialization

Should focus more on specializations with higher conversion rates

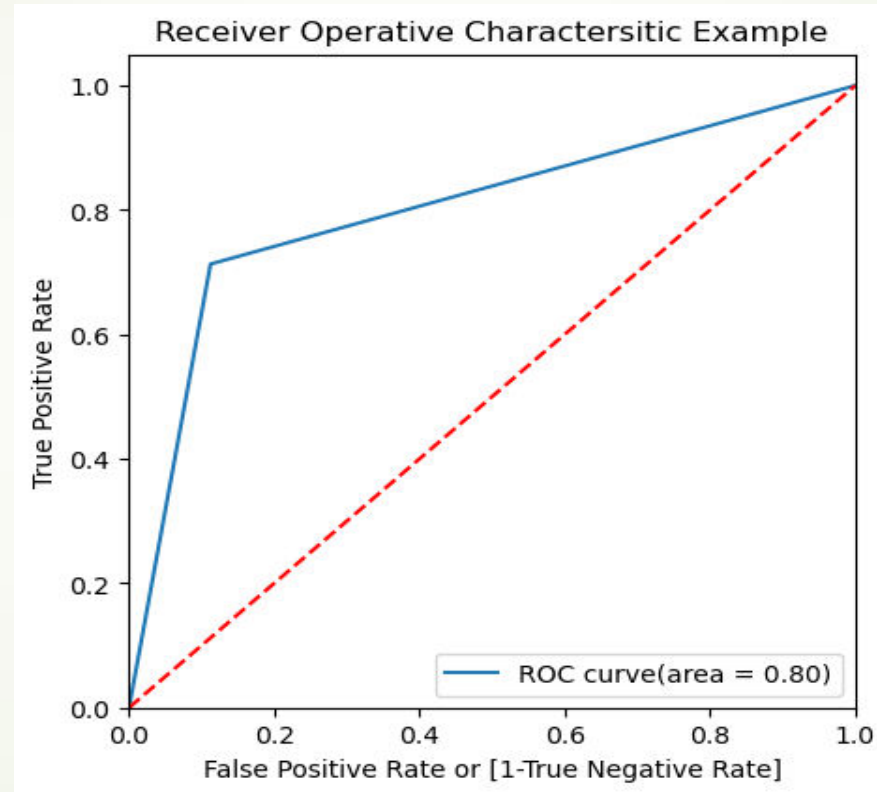


## What is your current occupation

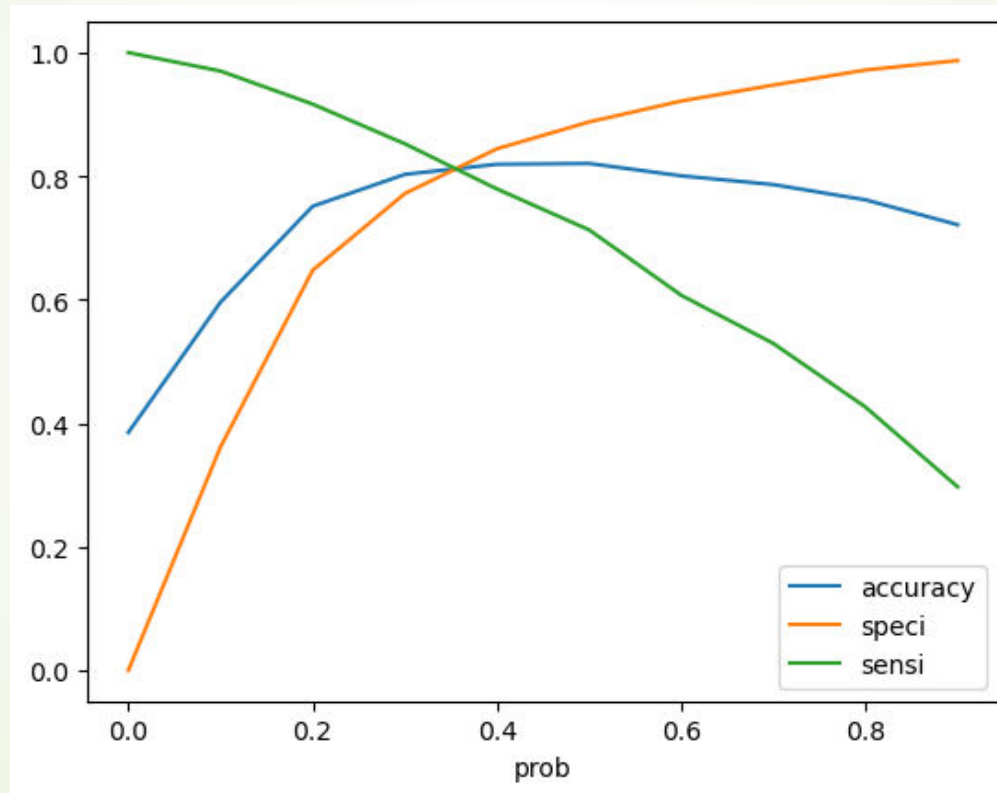
1. Unemployed leads are more but the conversion rate is less
2. Working professionals have a higher chance of conversion



# ROC Curve



# Optimal Cut off





# Recommendations



- The company should focus more on calling leads from reference and welingak website as they have a high chance of converting
- Since this course is for professionals they should call working professionals on priority
- The company should call leads who spend more time on their website so that they don't go to some other website
- The company should contact leads whose last activity was SMS Sent
- The company need not focus on Olark chat conversation as they are less likely to convert



# Recommendations

- ▶ The company need not make calls to leads whose origin is Landing page submission as they might not convert
- ▶ Leads with specialization as Others need not to be contacted as they are not likely to get converted
- ▶ Leads who have selected 'yes' for Do not email need not to be contacted as they don't want to be contacted.



THANK YOU

