

Lead Scoring Study – Summary report

1. While doing Exploratory Data Analysis, we found that people from Management Specialization have more chance of converting.
2. We also find that number of unemployed people converting are more, but ratio of unemployed people who do convert to don't convert is less. However, the percentage of working professional leads who convert is very high even though their total number might be less.
3. We have seen very less conversion from leads that are students, or businessmen or housewives.
4. People will tag 'Will revert after reading the mail' most often do convert.
5. Leads tagged 'Will revert after reading mail' have highest chances of being converted followed by 'Lost To EINS', 'Closed By Horizon' and 'Busy' and efforts should be made to generate more leads from these tags.
6. 'Ringing' and 'Not Specified' tagged leads are more in number and hence efforts should be made to maximize conversion from these tags.
7. 'Google' and 'Direct Traffic' generate most amount of leads and lead conversions while some like 'Welingak Website', 'Reference' and 'Others' are having maximum conversion of leads. This is a very significant column hence we shall retain it.
8. To improve overall lead conversion rate, focus should be on improving lead conversion of 'direct traffic' and 'google leads' and efforts should be put to generate more leads from 'reference' and 'welingak website' as they are conversion rate is very strong.
9. For leads having last activity as 'SMS Sent' and 'Email Opened' also brings a number of leads to convert
10. We didn't gain any substantial insights from numerical data analysis, but 'Total Visits' and 'Page Views Per Visit' have the most correlation with each other.
11. After building our model, and deciding cutoff as 0.2, we found that Welingak Website is the biggest source for leads which is giving a higher conversion rate, hence we can look into investing into increasing visibility on that website.
12. If the Tag given to a potential lead is 'closed by Horizion', 'Busy', 'Lost to EINS', 'Will revert after reading the email', or 'Ringing' its better to follow up with them as they have a higher chance of conversion
13. If a lead is having an 'Olark Chat Conversation' or sending an SMS as their last activity, they have a higher chance of conversion, hence it's better to follow up.
14. Overall the following variables should be focussed on for better conversion ratio:
 - Lead Source_Welingak Website
 - Tags_Closed by Horizion
 - Last Activity_Email Bounced
 - Tags_Busy
 - Tags_Lost to EINS
 - Lead Origin_Lead Add Form
 - Last Activity_Olark Chat Conversation
 - Last Notable Activity_SMS Sent
 - Lead Source_Direct Traffic
 - Tags_Will revert after reading the email
 - Tags_Ringing
 - Tags_Not Specified